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New name and look for WA icon

Media Release

Embargoed until 28 January 2021

Constable Care grows up with new brand reflecting the evolution of the much-loved Western Australian charity

Now known as Constable Care Foundation, the WA icon has revealed a modern new look which embodies its vision of a safer community for all children and young people.

For more than 31 years, CCF has led the way in safety education for young people across Western Australia. The new logo represents the two C's in Constable Care and a rippling out effect of knowledge and empowerment that the character brings.

Best known for widely-respected primary school puppet and theatre shows, over the past six years CCF has expanded into Secondary Schools and released innovative technology-based safety products. Safety services are also offered to the wider community at major public and community events. The Foundation's new name and the dropping of the words *child safety* reflect the expansion into youth and family safety services.

Sitting under the main brand is "Youth Choices", the Foundation's youth brand which takes a dynamic approach to the challenges of growing up.

Youth Choices programs help young people make safer choices in their lives and include:

- Secondary School programs - theatre-in-education shows and Intensive workshops use Forum Theatre, where students become part of the action, to explore difficult social and mental health issues affecting young people,
- Your Call – a suite of online 'choose your own adventure' films exploring issues such as youth crime, substance abuse, violence, bullying and cyber safety, and
- City After Dark – popular evening walking tours of the CBD and Northbridge, run in conjunction with WA Police Force, to highlight the potential dangers and risks of the city after nightfall.

Constable Care Foundation CEO David Gribble said the new brand reinforces CCF's mission to empower young people through creative harm prevention solutions. "This is an exciting time in Constable Care's journey with the new brand reflecting our successful growth and strength in the community and supporting CCF's ongoing expansion as we strive to make Western Australia a safer place for all children and young people," Mr Gribble said.

The Constable Care Foundation has reached more than 2.8 million children across WA since its inception. The last major branding change occurred in the late 2000s.

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Notes to editor:

- Constable Care Foundation is a registered harm prevention charity that delivers award-winning safety education programs free of charge to school students throughout Western Australia.
- The Foundation continues to support the growing needs of children, youth and families by developing ongoing programs and products relevant to the challenges faced by our youth to ensure a safer, brighter future for those living in Western Australia.
- Constable Care Foundation was established in 1989 by Sergeant Ross Pengilly and launched by WA Police.
- In 2017 the Foundation introduced WA's first transport safety learning centre. The Constable Care Safety School recreates Perth's streets and includes life-size train and bus stations, road signs, pedestrian crossings and other transport elements. Using cutting-edge augmented reality, children aged 4-11 years navigate safety risks they may encounter in real life and practice skills that could potentially one day save their life.
- Free services provided to WA schools include: Constable Care pre-school to Year 6 educational puppet and actor shows, Secondary School performances and intensive workshops for Years 7 to 12.
- Constable Care Foundation also provides Lost Child Points – a meeting point service and a safe refuge for children, should they become separated from their parents or guardians at major events in WA.
- The Foundation's other safety services include: Arility, a safety education App which teaches vital safety skills to 4 – 11 year olds in the classroom; City After Dark educational walking tours and Your Call, a suite of interactive videos which allow users to explore a range of youth safety and social issues.