

## A NEW CHAPTER

We are proud to officially introduce you to our new identity. After many years as RMS Refugee Resettlement, the agency is about to begin a new chapter in its history by becoming: **“Refugee Services Aotearoa New Zealand”**

The agency’s new logo seeks to symbolize the experience and potential of every resettling refugee. Borne by the winds of uncertainty, towards an unknown destination . . . each seed carries within it the potential to become a thriving plant and grow into a mighty tree. All it takes is fertile soil; sufficient nourishment and whatever support is required until it can stand and flourish on its own. We believe that the simple graphic of the seeds landing in Aotearoa – New Zealand, beautifully captures both the refugee story and the mission of the agency.

Our new name, **“Refugee Services”**, more correctly describes the scope and nature of our work. Key areas of our present strategic focus include:

### **New Zealand Services**

Our range of initial settlement support services, with their unique *3-strand model* of service-delivery, which utilizes the combined strengths of our Professional Social Workers, Cross-Cultural Workers and trained community volunteers.

### **New Zealand Community/ies:**

Our public education initiatives, advocacy, support of ethnic community development, special events, volunteer training and ongoing contributions to refugee policy development.

### **Global Responsibility**

Our involvement in the development of international refugee resettlement policies and resettlement best-practice.

Refugee Services wishes to acknowledge the very generous help and support of Clemenger BBDO . . . and the team of inspired and creative people that helped us distil our vision and purpose into this new and exciting visual identity. Thanks also to Andrew Tobin (Gracenote) who

donated his skill and experience to help us through some of the more challenging phases of re-branding.

We also want to acknowledge the assistance of Television New Zealand through its Community Support Foundation programme. As a result of this generous sponsorship, you will be seeing the friendly and welcoming faces of Kiwis (old and new) beaming into a TV set near you!

You can also tune in to our website: [www.refugeeservices.org.nz](http://www.refugeeservices.org.nz) to find more information about our work.

We thank you for your ongoing support.

**The Refugee Services Team**

*. . . resettle, prosper and grow . . .*

**For more information please contact**

Peter Cotton  
National Manager External Relations  
Phone +64 4 815 9102  
Mobile: 021 228 2023  
[peter.cotton@refugeeservices.org.nz](mailto:peter.cotton@refugeeservices.org.nz)

or  
Jude Walcott  
National Communications Coordinator  
Phone: +64 4 815 9103  
Mobile: +64 21 220 2024  
[jude.walcott@refugeeservices.org.nz](mailto:jude.walcott@refugeeservices.org.nz)