

## Media Release: New look for the HCSCC

The Office of the Health and Community Services Complaints Commissioner (HCSCC) has unveiled a refreshed logo and brand.

The new logo design is striking, with a strong emphasis on the importance of communication in health and community services.

Health and Community Services Complaints Commissioner Associate Professor Grant Davies said he was delighted with the new look.

“When I started this role, very few people could understand what the existing brand stood for and the design did not, in an obvious sense, speak to the importance of our role,” Associate Professor Davies explained.

“So we needed to update our logo and brand.

“While we made some minor adjustments to the colour scheme in the last few years, this is a total re-brand.

“The logo consists of three speech bubbles, one for the HCSCC, one for consumers and one for service providers, coming together to signify the importance of communication in healthcare and the complaints process.

“We know that most of our complaints have some poor or miscommunication aspect to them.

“The HCSCC strongly believes that if we improve communication, we can improve health and community services outcomes for all South Australians.

“This is also emphasised in our renewed focus on the conciliation process during complaint resolution.”

Along with the new logo and brand, the HCSCC has also:

- Re-designed the collateral it offers consumers and service providers;
- Made changes to its website; and
- Updated its social media platforms.

Collateral uploaded to the HCSCC website is free to download and use.

A new video will circulate tomorrow explaining the role of the HCSCC in South Australia.