



Becoming

*Melaleuca*  
— AUSTRALIA —

## The new leaf thriving as the young future of the tree leading the way

### We have come a long way

Our name, Melaleuca Refugee Centre, has been our identity as we have served diverse communities in the Northern Territory for years. However, it is now time to let our identity fully reflect the communities we serve and our commitment to belonging.

So this year, as we celebrate world Refugee Week, we are changing.

### We are now Melaleuca Australia

Our trading name\* has changed from Melaleuca Refugee Centre to Melaleuca Australia.

In using the metaphor of Melaleuca as a person, as we change our name, we are also changing what we wear, which is symbolised by our logo.

What we are now wearing is vibrant and refreshed and shows us as ever moving and adapting with resilience. It shows us as a personality of humility and strength, alongside having a willingness to embrace change. It is full of life and above all, shows the foundations that make Melaleuca the organisation it is.

### We honour our heritage

Our new logo is faithful to the old one. It still tells the story of the Melaleuca being a tree that gives shelter to all, has healing qualities and bears a name that literally means black and white.

### We present a new image through our new logo

In changing our logo, we have zoomed into the element of the leaves of the tree.

The best chance any plant has to survive is through their leaves. The leaves are the source of life for the tree and generate its own nourishment through photosynthesis, which keeps humanity alive. The leaves in the logo show an element of imperfection and this reflects what we see as fundamental to all human existence.

While a tree is deep rooted, it is the leaves on any tree where various shapes congregate like in a community.

With our refreshed vision of “a world where everyone belongs”, our new logo outlines the world in its circular nature, using a symbol that appears to look like the sun, the moon and the globe all in one.

The logo goes on to show leaves all appearing to take the same fundamental shape, with the exception of one leaf that appears to be a different colour. That is the newest leaf that heralds in the future of the tree. It is the next leader that will sustain the life of the tree when all the other leaves welcome nature’s change. It is welcomed onto the tree as an integral part and takes a rightful place.

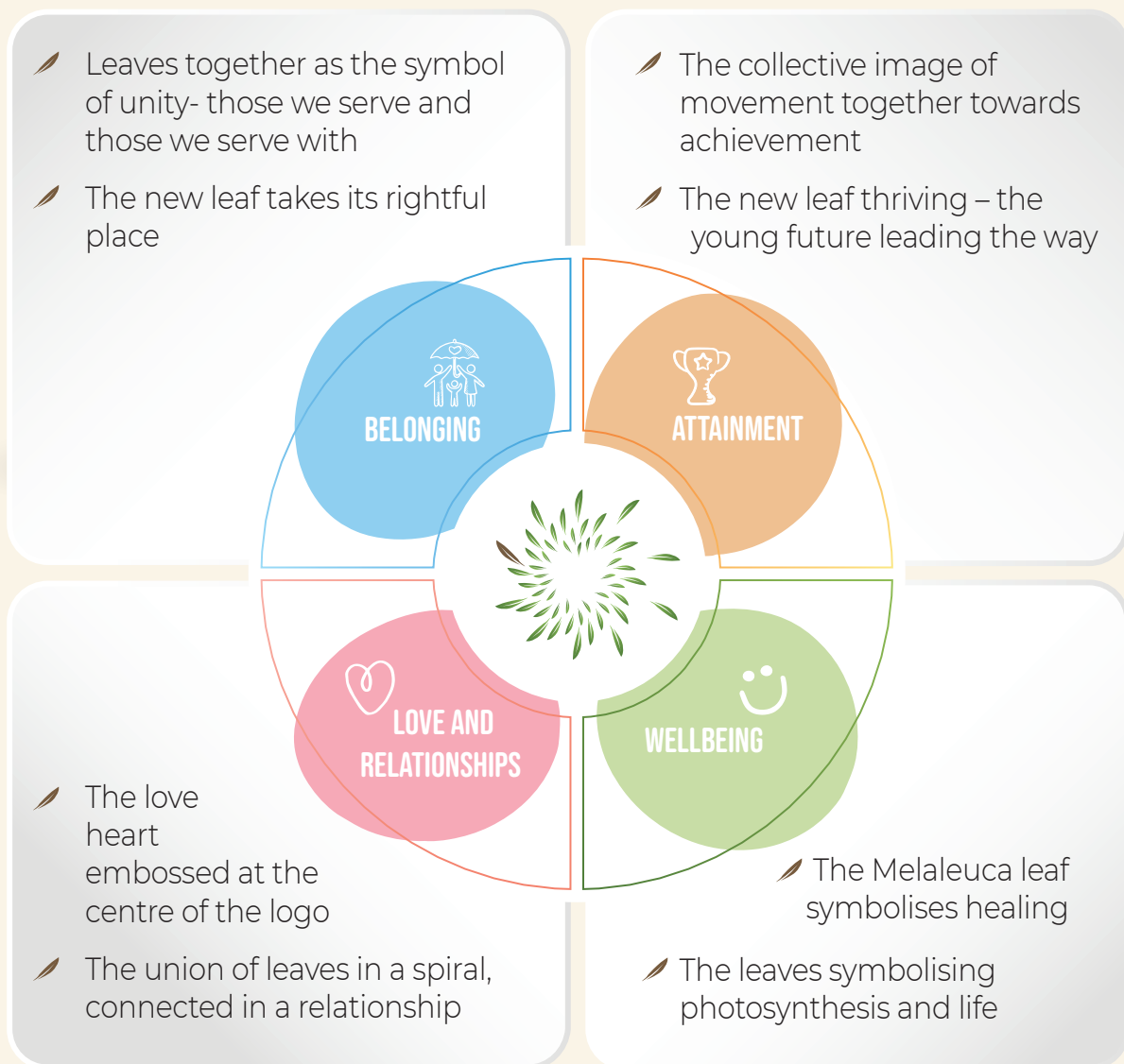
This single leaf needs the rest of the leaves to keep the balance of the tree while the rest of the leaves need this newest leaf to thrive and in order for the tree to continue beyond them.

*This speaks to our refreshed mission that “we exist to welcome and support individuals and families from diverse cultural backgrounds to lead the lives they choose”*

## The things that matter to us

We serve communities to enable and support them to achieve positive outcomes. While the services we provide have contract specified outcomes, we believe that every outcome is linked to the four areas of belonging, attainment, love and relationships and wellbeing.

Below is how these four areas are depicted in our new logo



**We are still one organisation symbolised by the tree that offers shelter, whose name means black and white.**

“

**Wherever you are from, whoever you are, no matter who is journeying with you and wherever you are going...**

**WELCOME!**

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