

## **MEDIA RELEASE**

26 April 2023

### **The Benevolent Society launches new brand campaign to raise awareness for its support services**

[The Benevolent Society](#) has launched an innovative and uplifting new brand campaign to build awareness for its integrated support services.

The creative campaign developed by multi-award-winning agency [Jack Nimble](#) celebrates the charity's tagline – 'Your Life. Your Way' – by showcasing the positive and optimistic approach embodied by the organisation.

Established in 1813, the independent charity provides integrated support services to children, young people and families, people with disability, the ageing, and carers.

Lisa Hresc, Director Communications & Engagement at The Benevolent Society, said the campaign highlights the services and supports available to those in need and the value placed on each person's story and their goals.

"Our services support people to live their lives, their way," she says. "The campaign illustrates how The Benevolent Society lives out our value of 'optimism' and our approach to positive, strengths-based practices. It positions us as a contemporary option for people looking for excellent and innovative disability care, aged and home care and child/family services."

The new integrated brand campaign airs across TV, BVOD, out-of-home, print, digital and social. The [TVC](#) features the hit song *Calypso* by Australian rock band Spiderbait; its rousing chorus providing an uplifting soundtrack to highlight how The Benevolent Society's programs and services empower people to live life on their terms.

Lin Hatfield Dodds, CEO of The Benevolent Society, said the campaign reflected the future of our organisation. "It cements our reputation as innovators and showcases our unwavering commitment to meeting people at their point of need."

The print and digital campaign (pictured below) focuses on The Benevolent Society's three main services and builds on the organisation's existing tagline 'Your Life. Your Way', extending it as follows:

- **Aged & Home Care:** *My Moves. My Way. Aged & Home Care Services that groove.*
- **Child, Youth & Family:** *My Family. My Way. Family Services that foster connections.*
- **Disability:** *My Tunes. My Way. Disability Services that rock.*

"Our brand is one of the most important elements of our organisation," Lisa continued. "It is our voice; who we are. Our tagline 'Your Life, Your Way', developed in 2020, talks to our clients and staff. This campaign is about building our brand and its awareness across the sector and within the consumer directed care environment."



The Benevolent Society began working with Jack Nimble in 2022, collaborating on brand strategy, creative assets and casting which reflected diversity, authenticity and lived experience.

Angus Mullane, Executive Producer & Co-Founder at Jack Nimble, said: “We are incredibly proud of this work, and even prouder of the people and processes behind it. Created and executed by our talented creative and production teams, with the help of Jordan Watton our film director, the work delivers a mix of The Benevolent Society’s short-term and long-term objectives.”

The omni-channel campaign is now live across television, digital and print.

**Client:** The Benevolent Society  
**Executive Director, Impact & Engagement:** Kelly Bruce  
**Director, Communications & Engagement:** Lisa Hresc  
**Brand & Marketing Manager:** Kathryn Jackson  
**Growth Solutions Specialist:** Brian Tran

**Creative Agency & Production Company:** Jack Nimble  
**Executive Producer:** Angus Mullane  
**Executive Creative Director:** Adam Wise  
**Group Account Director:** Jess Steele  
**Creative Director:** Taylor Thornton  
**Director:** Jordan Watton  
**Art Director:** Divya Abe  
**Copywriter:** Marcus Fisher  
**Editors:** Josh Regoli & Sara Wills  
**Animator:** Aimee Kubo  
**Senior Producer:** Lee-Ann Hyman  
**Production Managers:** Rosie Pike & Michaela Le  
**Photographer:** Karima Assad  
**Stills Producer:** Belinda Blooman

**FOR MEDIA ENQUIRIES, CONTACT:**

Jon Abbott: 0413 995 189 or [jon.abbott@benevolent.org.au](mailto:jon.abbott@benevolent.org.au)  
 Elizabeth Johnson: 0403 064 811 [elizabeth.johnson@benevolent.org.au](mailto:elizabeth.johnson@benevolent.org.au)

---ENDS---

### **About The Benevolent Society**

The Benevolent Society, operating since 1813, provides integrated support services to children, young people and families, older Australians, people with disability and carers. It has more than 1,000 people-first practitioners working to help people live their life, their way. As one of Australia's first charitable organisations, The Benevolent Society has pioneered positive social change and uses its practice wisdom to advocate for a just, caring society. Visit [benevolent.org.au](https://benevolent.org.au) for more information.