

CONCURRENT SPEAKER



Sandra Black – Uniting
Thursday, 08 September 2016

Bio: Sandra is the Chief Customer Officer at Uniting, and has led the recent rebranding of the organisation formerly known as UnitingCare NSW.ACT. She is a senior executive leader with more than 35 years' experience in marketing, brand, strategy, reputation management and cultural and change reform initiatives.

Sandra has extensive experience in the not-for-profit sector particularly in aged care and community services. She has also worked in agency and corporate roles working on significant brands in the banking and financial services industries.

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Title: Can a rebrand trigger transformation in a not-for-profit world?

Abstract: During a period of unprecedented change in the aged care legislative landscape, not-for-profit providers are facing the need to position themselves in an increasingly competitive and consumer-led market.

This presentation covers the experiences and learning of how rebranding from the inside out has transformed Uniting, how it has brought the organisation together and how it has helped drive and accelerate change. From the outside looking in, we will cover the public in-market brand campaign launched by Uniting in May this year, hear the results to date and explore whether it is possible to outsmart rather than outspend competitors.