

Introducing Amber Community

Road Incident Support and Education Services

Stakeholder kit



1300 367 797
www.ambercommunity.org.au



Join us on our journey as we launch Road Trauma Support Services Victoria (RTSSV) as Amber Community - a road incident support and education service.



Learn more and help us spread the word about our new brand using the information provided in this Stakeholder kit.





JOIN US ON OUR FUTURE JOURNEY

About this kit

This kit contains information for partners, supporters, and organisations about our Road Trauma Support Services Victoria rebrand to Amber Community. To help us spread the word about this change, we've included some information you may wish to copy, paste, adapt and share for your communication channels.

What's included in this kit?

- A message from our CEO
- About Amber Community
- Suggested content for your digital and social media channels
- Links to downloadable images, videos and graphics.

We would like to thank you for your ongoing support in helping us continue to raise awareness of road safety and to provide support to those impacted by road trauma.



A MESSAGE FROM OUR CEO BERNADETTE NUGENT

Road Trauma Support Services Victoria (RTSSV) is moving forward with a new look and feel that better reflects who we are today and our growth potential in the future.

As of Thursday 16 June 2022, we will be changing our name to Amber Community, a road incident support and education service. We didn't choose this path lightly; we worked closely with dozens of people that we help, in addition to volunteers, partners and leaders of other road safety organisations to determine the best way forward. After 28 years as RTSSV, we believe a change to our identity and the way our community views us is the best way for us to help more people.

We may look and sound a little different, but we are the same team of passionate and dedicated volunteers and staff with the same vision – and that is to reduce the incidence and impact of road trauma.

We are committed to providing strong support and educational programs to the community, but we can't do this without your support.

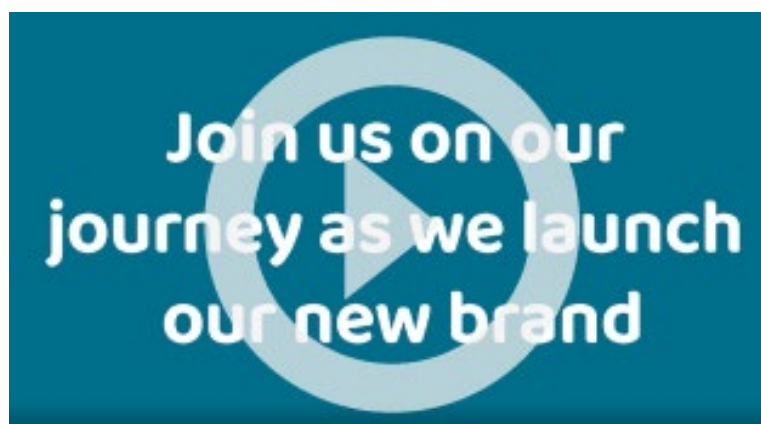
We would like to ask you to continue to work with us on our journey forward to raise awareness in the community about road safety and to prevent road trauma and its impact.

I've also recorded a short video message about our change – please tap the image or link below if you wish to watch or download this instead.

Please visit our new website to learn more: ambercommunity.org.au

Thank you for your continued support,

Bernadette Nugent
CEO





ABOUT AMBER COMMUNITY

Who is Amber Community?

Amber Community is the new identity of Road Trauma Support Services Victoria. Here is our new logo:



Why is RTSSV changing its name and brand?

The RTSSV team of 30-40 staff and 160 volunteers now provide care and support to more than 7,000 Victorians each year. To better reflect who we are today, and our vision to expand in the future, we've changed our name to Amber Community, a road incident support and education service. We will continue to provide the same counselling and education services.

Did you consult stakeholders in the rebranding process?

We worked closely with dozens of people that we help every day, plus volunteers, partners, and leaders of other road safety organisations throughout the process, seeking input and feedback at every step.

When will the new brand be used?

We will begin to use our new name and brand, Amber Community, on Thursday 16 June 2022.

What is the meaning behind Amber Community?

From a road/driving perspective, amber represents slowing down, making the right decisions, and taking care. This is an important message that we continuously promote within our community, and is one that provides meaning for our name.

What does the rebrand mean for RTSSV supporters, stakeholders and partners?

The organisational structure of RTSSV has not changed. Our organisational strategy has evolved.

Will my point of contact change?

No. Your main point of contact will be the same, however, we will be transitioning to a new email address format that our old email addresses will redirect to – you can continue to use our current emails for now.

Where can I send any follow-up questions I might have?

Please contact [Bronwyn Saville](#) for any additional questions you may have regarding this change.



HELP US PROMOTE AMBER COMMUNITY

Website, email, intranet content for you to copy, adapt and share

Please consider sharing our content across your channels anytime from Thursday 16 June 2022.

Download our images and video from our CEO here

<https://bit.ly/amber-community-graphics>

Suggested copy for your digital communication channels

RTSSV launch new name and brand – the future journey for Amber Community

We have been proud supporters of Road Trauma Support Services Victoria (RTSSV) for many years now and have worked with this specialist organisation to (insert detail of your involvement here).

This is why we are pleased to share RTSSV's new name and brand - Amber Community, a road incident support and education service.

Over 28 years, Amber Community has grown from a grassroots network of a few people to the organisation it is today - with 160 volunteers and 40 staff, currently providing free counselling to more than 3,000 Victorians impacted by road trauma each year. To better reflect who RTSSV is today, and to align with its vision to continue to grow in future, RTSSV decided to change its name.

RTSSV worked closely with staff, partners and stakeholders to create its new identity. From a road/driving perspective, amber represents slowing down, making the right decisions, and taking care. This is an important message that RTSSV continuously promotes within its community and is one that provides meaning for its new name.

Amber Community CEO Bernadette Nugent said: "Even though we may look and sound a little different, we are the same team of passionate and dedicated volunteers and staff with the same vision - to reduce the incidence and impact of road trauma."

"We anticipate this change to our identity and the way our community views us will help us to help more people for many more years to come."

See Amber Community's new website here: ambercommunity.org.au



Social media content for you to copy, adapt and share

Please consider sharing our content across your channels anytime from Thursday 16 June 2022.

Download our social media graphics and animation here

<https://bit.ly/amber-community-graphics>



Suggested post #1

Our friends at Road Trauma Support Services Victoria have a new name and look - introducing Amber Community, a road incident support and education service. RTSSV may now look a little different, but they are still here for you and committed to reducing the incidence and impact of road trauma. Call 1300 367 797 to access road trauma counselling and support services or visit its new website: ambercommunity.org.au
#ambercommunity #roadsafety #ambercommunitypartner

Suggested post #2

After 28 years, Road Trauma Support Services Victoria has a new name - Amber Community, a road incident support and education service. If you or anyone you know has been impacted by road trauma, Amber Community is here to support you. Call 1300 367 797 to access road trauma counselling and support services or visit its new website: ambercommunity.org.au

#ambercommunity #roadsafety #ambercommunitypartner

Thank you for your ongoing support in helping us to continue to raise awareness of road safety and to support those impacted by road trauma.

Please contact us with any additional questions you may have regarding Amber Community.