



Media Release

The future is connected (and maybe a bit disrupted...) Launch of Future Connect.

On Wednesday 12th December, Brimbank Melton LLEN launched their new brand and a new name to go along with it!

They commissioned 2 talented young designers to develop a new brand and logo, working alongside creatives from Stokes Street Studio. Maddy Elliot and Alesia Li didn't stop at that – they also created a new name, feeling that the old one just didn't connect with employers or young people.

'We are so thrilled to be able to showcase the talent of our young designers in this way. The new logo and the process to get there really sums up what we are about.' said Deirdre Hardy, Executive Officer. 'We want the voices of young people to be heard and celebrated'.

'We are contracted by DET to deliver a Structured Workplace Learning contract where young people get the chance to gain real-world experience to complement their VET studies' explains Maria Cox, Structured Workplace Coordinator.

The call was put out in May for students in Brimbank and Melton to be part of the re-brand as a Structured Workplace Learning project. They were given a professional brief to develop a brand mark and produce a style guide with guidance from professional designers. They went further than that and brainstormed a new name; one that says more about what the organisation does.

'We loved every minute of it and it was so fantastic to see how the girls' developed their skills and really took ownership of what they developed. This was their creative brief and we just supported them when they needed it.' said Senior Creative Cate Broadbent.



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'I was so impressed by how professionally the students behaved; they even presented to our committee of management and responded so maturely to the feedback they received. We are so pleased with our new look' said Deirdre.

Future Connect works in the Brimbank and Melton Local government areas. The vision is a bright future where our community works together so all young people dream, aspire, connect and achieve.

Please contact Future Connect Executive Officer
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