



MEDIA RELEASE

New Name for the Bus & Coach Association NSW

30 September 2008

The Bus and Coach Association NSW is introducing a new brand name, "BusNSW".

Executive Director Darryl Mellish said that the Association had previously registered BusNSW as a business name and a domain name, and that its introduction follows an endorsement by the Association's Board of Management.

"The BusNSW brand name will replace the commonly used acronym "BCA", and the BusNSW brand logo which uses an illustration of a bus/coach on a map of NSW will replace the BCA logo," Mr Mellish said.

"BCA has served us well and is recognised by our members, but we need to broaden our awareness and recognition beyond our membership circle, and BusNSW will achieve this," he said.

The BusNSW brand name and logo will:

- >> Clearly identify the bus and coach services the Association is representing and promoting in NSW;
- >> Distinguish the Association from organisations that use "BCA" (eg. Business Council of Australia);
- >> Enhance the Association's profile as a progressive and modern association focused on members, stakeholders and the general public;
- >> Give the public an assurance that BusNSW members have a genuine interest in the provision of professional services and best practice;
- >> Identify BusNSW as a key stakeholder in the delivery of improved public transport services in NSW.

"The new name and look will be effective from 1 October, 2008 and will be rolled out across our different communication platforms during October and November, 2008," Mr Mellish said.

"This will include changing the domain name of the Association's redeveloped website to **www.busnsw.com.au**," he said.

The BusNSW brand name and logo was officially launched at the Association's Management Seminar held on Saturday 27 September, 2008 at the Novotel Wollongong Northbeach.

“This is an exciting time of change which follows major bus industry reform across NSW over the past four years,” Mr Mellish said.

“I look forward to building on the success of these reforms via the BusNSW brand,” he said.

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