



## MEDIA RELEASE

# The Australian Indigenous Leadership Centre unveils new logo

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The Australian Indigenous Leadership Centre has today revealed a new logo as the organisation continues to move towards creating better connections with Indigenous people.

The logo, developed by local Canberra organisation *Darkies Design*, features design elements typical of both Aboriginal and Torres Strait Islander art.

AILC CEO, Belinda Gibb, says the new logo will make the organisation more recognisable as an Indigenous organisation.

“This new logo is a great representation of who we are as an organisation, and I think it will also allow us to build a greater connection with Indigenous communities,” Ms Gibb said.

“We didn’t want to stray too far from our previous design, as we wanted to retain some of the brand identity that we have built up over a number of years.

“This new design retains the base of the old logo, but includes new design elements that ensure Aboriginal and Torres Strait Islander people can easily identify us as an Indigenous organisation.”

The AILC is Australia’s only provider of accredited Indigenous leadership training with growing reach across the nation.

Indigenous owned and run, the AILC has enjoyed great success in delivering positive outcomes for its graduates since 2001.

The AILC specialises in place-based education, delivering courses to locations across Australia with flexible teaching models to cater to people from a wide range of backgrounds.

With a course retention rate of more than 95% of graduates, the AILC has attracted support and partnership from a number of leading Australian organisations and all levels of government.

Following completion of their study, 79% of students said they had taken on an enhanced leadership role. AILC graduates also go on to receive on average a nearly \$14,000 pay increase after graduating.

The AILC has an expanding network of alumni with more than 2,500 students having now received accredited qualifications in Indigenous leadership and Business (Governance).

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