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MEDIA RELEASE



NEW BRAND TO REFLECT BRIGHT FUTURE FOR MURRAY BRIDGE HIGH

Murray Bridge High School will be given a new look under a comprehensive rebranding project that will change the school's image to reflect its modern strengths and aspirations for the future, and heralds the arrival of Year 7s to secondary schooling in 2022.

The new contemporary visual brand will be launched in 2021 – with widespread consultation now underway to give students, teachers, parents, the Ngarrindjeri community and wider Murraylands community a say in how that brand should look.

The rebrand, to be developed in partnership with SA-based consultancy Commshake Media + Engagement, will champion a new contemporary logo and motto, plus various other elements.

Murray Bridge High School Principal Ruth Mussger said designing the new brand would be a combined school and community effort.

“Our ultimate goal is to create a new look and feel that reflects the school's rich history and cultural background, while also incorporating a more aspirational message about our future as an entrepreneurial, skills-focused, job-ready, progressive, inclusive and specialist high school,” Ms Mussger says.

“Murray Bridge High School has changed a lot since its inception in 1913. Generations of local families have passed through our classrooms to learn and be inspired.

“Now, more than ever, we're focused on equipping our students with the knowledge and skills to achieve their life and career goals, in a rapidly changing world. It's an exciting time for our school, our students and for all of the people involved.

“We don't want to create the new brand in isolation though, and that's why we are asking for feedback from our key stakeholders to help us along this journey. The views of students, parents, teachers and staff, alumni, the Ngarrindjeri community and, of course, the wider Murraylands public will be so important during this process.”

A new motto will also be created to reflect the school's strengths, values and aspirations. The wording will be translated into Ngarrindjeri language with the help of the school's Aboriginal leaders and community.

“Having our current motto expressed both in English and Ngarrindjeri reflects the strong partnership our school has with our Aboriginal community,” Ms Mussger says.

“We will work closely with the school's Ngarrindjeri staff and students to ensure the new logo and motto accurately represent their vision for the future of our school and honour our connections to their culture.”

Community consultation begins this month with an online survey open to all who want to provide input to the rebranding project. To complete the survey visit: <https://www.surveymonkey.com/r/GR578KZ>.

For more information about the rebranding project, including a list of FAQs, please visit our website: <https://www.mbhs.sa.edu.au/>.

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