

Promoting Counselling & a Fresh Look

We launched a fresh look and new name Home and Family Counselling and the first ever Counselling Awareness Week in June. Together it promoted our purpose and work- counselling and the key message 'It's Better to talk'.

A breakfast launch at Sorrento in the Park on June 11 saw Dick Hubbard, Mayor of Auckland and our President, unveil our new name and image and simultaneously launch Counselling Awareness Week (June 11 - 16). Guests included prominent members of the community, other social services representatives, donors and supporters.

Our new name draws on our rich history and more clearly identifies counselling as the service we provide. Our logo is a modern representation of a

holding, caring service that leaves each individual to interpret what our service means to them. The design embraces all ages, nationalities and beliefs. The fishhook shape in our logo -hei matau- in Maoridom signifies abundance and strength. The colours deliver a sense of warmth, hope and brightness-feelings associated with what counselling achieves in our clients.

It's Better To Talk

Home and Family Counselling Awareness Week was conceived with the belief that counselling enables people to explore new ways of thinking and behaving, and tackles the underlying causes of conflict and misery.

Our aim was to spread awareness about counselling and promote its benefits as a sensible and desirable option to deal with problems in relationships at home and at work. Our key message to people of all ages and nationalities was: **It's better to talk** rather than lash out, bottle up, damage a relationship or get depressed.

AT THE BREAKFAST LAUNCH



Mayor Dick Hubbard our President with Rosie Horton



Mary Gray, our director with Danny Tumahai kaumatua Ngati Whatua and Families Commissioner Rajen Prasad



Anne Smith counsellor and team leader with Pauline Bridgman and Bruce Connor, our Chair

Epsom MP Rodney Hide with Auckland Mayoress Diana Hubbard

