

## A NEW ERA

Today marks an exciting new era for the PSA, with the launch of new branding by PSA General Secretary Nev Kitchin, which builds on the solid foundations of the organisation and looks to a positive future.

PSA General Secretary Nev Kitchin unveiled the new logo, together with a new member-focused communications campaign, at a special worksite representatives launch this morning.

The “Protection in Numbers” campaign has been driven by member feedback about the benefits of being part of the PSA and seeks to build on the organisation’s positive engagement with both current and future members.

Protection comes from knowing you will have others by your side when you need it most and that you are not alone. Real strength comes when we are standing firmly together.

We invite you to be involved in our new campaign by emailing us your photo for inclusion as one of the many real faces of the PSA which will feature in our new branding. Simply email a "head and shoulders" portrait photo to [enquiries@cpsu.asn.au](mailto:enquiries@cpsu.asn.au) with your name and member number.

The PSA will launch a campaign for the next round of Wages Parity Enterprise Bargaining in coming months, and will continue to be focused on key worksite and public sector issues. Together with industrial support, we will also continue to provide some of the widest range of members benefits.

We look forward to staying in touch as we embark on more exciting changes and opportunities in the months ahead.

Please don't hesitate to contact us if you have any questions or would like to organise a worksite visit.

**Contact: [enquiries@cpsu.asn.au](mailto:enquiries@cpsu.asn.au)**

**16 March 2016**