



PRESS RELEASE

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For Immediate Release

KING ISLAND COUNCIL REBRAND

King Island Council re-launched its Brand this week and in doing so have reinstated its Coat of Arms. Granted in 1973 by the College of Arms in London it features the Island's most significant fauna as well as making reference to some of the community's largest economic drivers.

While there are undoubtedly additions to this landscape since it was granted 45 years ago, as Mayor, Duncan McFie said "It is important that we first look back, so that we can move forward".

The re-brand also details elements from within the Coat of Arms, which Council plans to use in marketing the Municipality moving forward. The more modern application of these historical elements references Council's commitment to keeping pace with the current needs of its community, while building on its strong foundations.

The organisational style guide will draw inspiration from the hand painted parchment as was presented by the College of Arms. The colours chosen by the College in conjunction with the then Warden, Mr D.W Nash are very much representative of the King Island landscape. A new Council website, which is planned to launch by the end of the financial year offers further opportunity to build on this.

Council's new General Manager, Troy Brice has been involved in the re-brand ahead of landing on the Island and will start his first week with an informal opportunity to meet the locals at the famed *Restaurant with No Food* on Monday 23 April, followed by an ANZAC Day address at the RSL's Dawn Service on the 25 April.

After graduating from the Royal Military College in Canberra, Troy served 9 years in the Royal Australian Army before joining private enterprises around the world and compiling a dossier that feeds beautifully into the current needs of the King Island Community.

In an interview on King Island Radio last week, Troy told host Wade Roskum "It's like winning the lottery for me... The absolute culmination. With ports, the airport, marine environment, land environment – leading an organisation (a team) to deliver services to the community. Reporting to and working with the elected Council body. To make things better and to fight the good fight for King Island.... To be embedded in a community like King Island that is so close knit, that has such a long history – I couldn't have asked for anything more".

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Mayor

Duncan McFie

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