



Our Future

At our heart, we are a Deaf organisation, founded and inspired by the Deaf community. We are proud of our heritage and of being a bilingual and bicultural organisation.

We remain a not-for-profit organisation and are committed to providing the same high-quality services to our clients and community.

Our vision is one of access, inclusion and equal opportunity. We support people to overcome barriers to participation.

Victorian Deaf Society and Tasmanian Deaf Society remain our legal registered names, reflected in our constitution, and our ABNs remain 56 004 058 084 and 44 685 979 486 respectively.

To find out more about our brand journey, visit our website: expression.com.au

We are Expression Australia



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Our Journey

Started under the gaslight, we've always been about ensuring that people who are deaf can express themselves without barriers.

For over 134 years, we've been a part of the lives of the community – in big and little ways. We've changed over this time, ensuring that we remain relevant and able to provide the best possible service.

Across all of our different services, we have a long and rich history of working with people who are Deaf, hard of hearing, or experience barriers to participation.

- Since 1884, we have provided services to Victorians who are Deaf and hard of hearing, most recently, under the name **Vicdeaf** (*Victorian Deaf Society*).
- As the *Tasmanian Deaf Society* (**Tasdeaf**), we have been providing services to people who are Deaf and hard of hearing since 1887.
- For more than 40 years, we have provided audiology and rehabilitation services under the name of **Hearservice**.
- In 1992, we began providing disability employment services as **SensWide Employment**.
- Beginning in 2012, we provided video translation services as **Sign Language Video Productions**.

As our community has grown and changed, we have followed suit by delivering new and varied services, including our recent merger with Tasdeaf.

Time for Change

It is time to redefine ourselves. Our brand should reflect not only what we currently do, but also our ambitions to achieve even greater reach and benefit for our clients and community into the future.

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Why Expression Australia?

Inspired by the Deaf community and the language of Auslan, **Expression Australia** represents the unique and diverse way our clients express themselves.

Expression Australia highlights our skills as a bilingual and bicultural organisation that understands and values diversity of expression and creates opportunities for communities and individuals to fully participate in society.

To develop our new name and appearance, we used an innovative Australian Sign Language (Auslan) – first approach. This is an Australian, and possibly world, first.

Expression Australia represents the unique and diverse way our clients express themselves.

Through extensive consultation with our community members, stakeholders and sector partners, we were able to conceptualise our new brand in terms of what it stands for in Auslan.

This approach ensured that our Deaf heritage and Auslan would be deeply embedded in our brand, informing how we look and talk about ourselves. During the consultation we realised that the Deaf community has a strong belief that people should be able to choose the way in which they communicate. This idea of 'diversity of expression' is valued by our organisation and delivered through our different services. The word 'expression' also acknowledges that everyone is different in how they live their lives and how they see the world.

We will proudly use the name **Expression Australia** and our associated service names:

Expression Audiology, Expression Employment, Expression Access, Expression Learning. We will also use **Expression Deaf** to specially celebrate our Deaf culture through focussed Deaf events and activities.