



Major Rebrand Announcement

Children First Early Intervention & Disability Support announces major rebrand to Growing Early Minds

Western Sydney based early intervention leader, Children First Early Intervention & Disability Support, has unveiled a new name, a new logo and a new website as part of an extensive rebranding initiative. The service is now known as Growing Early Minds.

The rebranding initiative coincided with recent changes to the company's internal structure and processes as well as the introduction of the National Disability Insurance Scheme (NDIS). The rebrand has provided a platform to evolve the service offerings, to be a true full-service, innovative, early intervention provider to all families, in all locations. Previous funding models limited the types of services offered as well as restrictions geographically.

"This rename and rebrand represents a significant step in the company's evolution. We are redefining who we are, driving change and shaping the future of the early childhood and human services industry," said Dylan Reynolds, Executive General Manager. "Our brand ethos has always been built on trust, credibility and industry knowledge – that's what's kept our business running seamlessly for the past two decades. We pride ourselves on our relationships and our ability to help, support and connect families."

The new name and logo was developed through a collaborative process, and reflects the company's passion for giving every child the opportunity to reach their full potential. The name also aligns with the company's mission; to support and grow the potential of children, families and the community. The leaves strategically resemble the shape of a brain, the colours used are derived from the family brand colour palette, with the addition of two new colours; pastel blue and lilac purple.

The new website offers a warm and engaging design, easy to use navigation optimised perfectly for either desktop, mobile or tablet use. Access to essential information about services, assessments, programs, funding, referrals and culture is intuitive and quick. The website also boasts a blog and resource centre, amongst other helpful content.

Growing Early Minds is a community-based, not-for-profit organisation with a proud history that started in 1994. Servicing North West and Western Sydney, families can access support from experienced allied health professionals in speech-language pathology, occupational therapy, dietetics/nutrition, psychology and behaviour support. The service also provides short screeners, longer assessments as well as Autism and Intellectual Disability diagnosis and is a registered Medicare and NDIS provider.

-ENDS-

About Growing Early Minds

Growing Early Minds is an industry leader, providing early intervention and disability support services to children and young people aged 0-16 years across North West and Western Sydney. Established in 1994, and running seamlessly for the last two decades, families have access and support from experienced allied health professionals that follow best-practice, evidence-based methods.

Growing Early Minds also delivers a wide range of learning enrichment programs under sub-brands Mobile Community Hub and Familylinks. These programs are delivered by qualified and accredited facilitators and include supported playgroups, school readiness, PALS (Play and Learn to Socialise), parenting programs such as Triple P (Power of Positive Parenting) and Circle of Security to name a few.

Growing Early Minds is an initiative of Growing Potential Ltd. For more information visit growingearlyminds.org.au or follow Growing Early Minds on Facebook.

About Growing Potential Ltd. (Parent company)

Growing Potential Ltd. is a long established, community based, not-for-profit organisation that has a solid foundation of community ties across Western Sydney, and beyond. Growing Potential Ltd. operates a number of services including Children First, Growing Early Minds, Mobile Community Hub, Familylinks, Ngallu Wal and Windaan.

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