

Major Training Group Celebrates 20 Years with New Logo

Major Training Group is celebrating its 20-year anniversary as a registered training organisation with a new logo design.

Founded by Alex Tenkate in 1998, Major Training continues to be proudly family owned and operated. Alex's son Matthew Tenkate has worked alongside Alex for 15 years, taking the reins as General Manager in 2013.

The Queensland-based company has revealed an updated logo design intended to reflect a new era.

The logo has kept the classic Major Training Group colour-palette of blue and red, but has opted for a more modern, round-case font than the past logo's block font.

It has also moved away from the focus on trucks and machinery to make way for a new brand identity that communicates quality, innovation, and flexibility.

Matthew hopes the modernised logo reflects the progression of Major Training and its innovation of service offerings, as well as the company's core values.

"A lot of people know us for trucks and machinery," he states. "But for a very long time, we have done so much more."

The business has evolved from a plant hire/transport business into one of Queensland's largest RTOs, and a diverse and broad-scope educational business delivering nationally recognised qualifications.

Major Training Group has adapted to changes in industry legislations and market demands to maintain its place as an industry leader.

"We strategise regularly with our professional advisors to ensure we are continuously improving and seeking better ways to do things," says Matthew.

Major Training Group's future direction focuses on further expanding service offerings and innovative delivery methods.

Matthew states he'd like to see the organisation having a national active footprint, with training hubs accessible to everyone, while finding a balance of digital and hands-on offerings.

Major Training aims to expand its marketing share across Queensland and interstate while staying true to its values:

"Be proud of what we do. Be remembered by leaving an impact. Be moral by doing the right thing, always."

The company owners would like to take this opportunity to thank past and present students, employers, and staff for their support.

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