

**INTRODUCING 'FOCUS CONNECT': The major rebrand announcement by Macarthur Diversity Services Initiative Ltd (MDSI)**

Macarthur Diversity Services Initiative (MDSI), a not-for-profit community organisation with over 30 years of history announced a major rebrand this week. They will now be known as **Focus Connect**.

This rebrand is a result of consultations with the organisation's clients, volunteers, staff, board and local community members.

**Karin Vasquez, CEO, Focus Connect**, says the new name and branding is the physical representation of our growth of services under the National Disability Insurance Scheme (NDIS), our multicultural grassroots and an increased focus on providing innovative services.

It also reflects the journey we have been on over the last few years, expanding services beyond the Macarthur region.

Our new name aptly reflects what we do, *'giving people the support they need, when they need it'*.

We listened closely to our people and the community to find a name that was meaningful to the work we do, is memorable, and allows us to be differentiated in the community services sector.

Focus Connect will continue to deliver their services under three distinct sub-brands: 'Focus Aged Care', 'Focus Community', and 'Focus Disability'.

**Dr Alfred Colvin, Chairman**, said the new name and brand breathes fresh energy and focus.

"The organisation is united and proud of our new name and the clarity of messaging it provides," said Dr Colvin.

Clients, carers and the community will be informed directly of the change to the name of the organisation. There are no changes to direct service provision.

More information: [www.focusconnect.org.au](http://www.focusconnect.org.au)

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