



MEDIA RELEASE – 15 FEB 2023

Grief Australia, Melbourne

**MORE DIVERSE SERVICES TO HELP AUSTRALIANS STRUGGLING WITH GRIEF AND
LOSS**

Speaking at an event today attended by the Minister for Health, The Hon. Mary-Anne Thomas, MP, a Melbourne man talked of how his life changed forever following his daughter Lizzie's death from ovarian cancer at age 40 – and how Grief Australia's specialised services helped him in his recovery.

A Melbourne man, Philip Spencer, spoke bravely to the crowd in Springvale today at the launch of Grief Australia's new brand (formerly known as the Australian Centre for Grief and Bereavement) about the untimely loss of his daughter. He said, "We learn to carry on with our happy mask, so we do not make others uncomfortable with our grief. We try to rush grief, but grief takes as long as it takes. The Bereaved Father's Group at Grief Australia helped me to understand and manage my grief, as well as get support from others like me."

Grief Australia's rebrand and strategy are supported by a new campaign, *Grief has many faces*, which launches today and was inspired by the wide range of people, like Philip, who access Grief Australia's different services. The campaign emphasises that grief can come in many forms and is often experienced differently depending on someone's background, gender or age demographic.

The new brand project materialised off the back of an overhaul in organisational strategy for the not-for-profit, which focuses heavily on diversifying its services, training and research to increase community engagement nationwide.

CEO for Grief Australia, Christopher Hall, says, "As an organisation, we are always evolving. After 27 years in operation, we decided to take stock of how we operate – from the inside



out. COVID also brought grief and loss into Australia's public consciousness. It just seemed like the right time for us and our clients to reassess. And we're so glad we did."

Mr Hall continues, "We're thrilled with the fresh new face of Grief Australia – it acts as the guiding light for grieving Australians and will make it easier to access specialised our services. The new identity and campaign are just the tip of the iceberg. Our vision is to change the way Australians live with grief by diversifying our offerings further and carrying out important research to better equip them on their journey."

Visit www.grief.org.au to explore the new website and brand.

SOCIAL HANDLES

- Facebook: <https://www.facebook.com/griefaustralia>
- Instagram: https://www.instagram.com/grief_australia/ / @grief_australia
- LinkedIn: <https://www.linkedin.com/company/grief-australia/>

ABOUT GRIEF AUSTRALIA

Grief Australia is an independent, not-for-profit organisation striving to change how Australians live with grief. Formerly the Australian Centre for Grief and Bereavement, Grief Australia is the leading voice on grief in Australia since 1996, providing evidence-informed counselling and support, training, and research to strengthen the nation's response to grief. We believe that by leading with empathy, courage, curiosity, and compassion, we can live and learn together, and a greater understanding of grief will become possible.

Media Contact:

Christopher Hall
CEO, Grief Australia
c.hall@grief.org.au
0419 381 377