

Case Study

Yackandandah Health  
**Partnering to develop  
and maintain a strong  
consistent brand**



yackandandah  
**health**

“WWWART offers a comprehensive service, they take care of everything from start to finish. Professional, knowledgeable, and always happy to help. The team designed our new corporate brand including logos and stationary and then applied that to our new website. I highly recommend the team at WWWART.”

Annette Nuck • Yackandandah Health

Originally known as the Yackandandah Bush Nursing Hospital, Yackandandah Health is a community owned, not-for-profit organisation, nestled in the beautiful Yackandandah Valley in north-east Victoria.

With a desire to modernise the business after the closure of the hospital, the new name, Yackandandah Health was established in 2015. With the controversy over the suspension of hospital operations the organisation needed to modernise the business, reconnect with the community and remove the perception of being old-fashioned.

Through the vision of the CEO Annette Nuck, her team and the board, Yackandandah Health now provide health care for community members of all ages. Complimenting there already superior residential aged care services is the addition of the Yack Health Medical Centre and Little Yacks Childcare. More recently ten apartments were established and future plans include a Yackandandah Care Sanctuary for rescued animals.

Through the refresh of their brand and the development of a new website they are no longer perceived as old-fashioned, they are now meeting their goal of attracting and retaining younger workers. In the past two years the number of employees has grown from around 90 to 120 and they are now one of the biggest employers in the Indigo Shire.



## ✓ The Challenge

In order to move the organisation forward and lift its standing in the community there was a need to develop a professional image, to change the perception of a bush hospital into a world class community health service for all ages.

The team at Yackandandah Health had several tries at developing a website but were never happy with the outcome. They didn't feel listened to or supported through the process therefore it didn't reflect who they were, the future they were heading in or the functionality they required. Due to it being approached in isolation there was no cohesiveness between the website and traditional branding elements already in place.



## ✓ The Approach

Annette made her decision to work with us through a tender process, but instead of being price only focused her decision was made upon viewing our portfolio of work, reading our testimonials and listening to community members about how we work. Having been burnt in the past it was vital to find someone she and her team could trust and work with, someone with similar values and work ethic.

When asked what made us stand out against our competition, Annette responded, "It is not just a template populated with information, it is customised to each client, with a focus on individual needs."

## The Results

"With the implementation of a new brand came a new front door, the website now expresses what Yackandandah Health stands for and offers insight as to where our future is heading. It focuses on the benefits of the name change and functions of the organisation."

"The brand portrays a progressive, innovative, forwarding thinking business and has grown awareness of the organisation. Website visits have increased, and positive feedback is being received. The branding reflects what is happening internally, it is vibrant and a great first impression, it no longer looks hospitably."

"Pressure on reception staff has been reduced with the implementation of an online booking system for the medical centre and up to date content on the website. All branding materials from brochures to signage are consistent and comprehensive. We wouldn't have received the interest that has been created, it is the whole package that is attracting interest from the media."

**Annette Nuck** • Yackandandah Health

# Website Stats



# Return on Investment

30% employment growth in two years some of this is attributed to the improvement and consistency of branding and online presence.

