



**For Immediate Release
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NEW LOOK SAME CON: BRAND REFRESH FOR THE CENTRAL COAST'S TOP MUSIC SCHOOL

A new look and redesigned website for the Central Coast Conservatorium of Music (CCCM) reflects a focus on evolving with the times and connecting with the community.

The Coast's leading music institution has unveiled a new brand, logo and website as it moves into the next phase in its near 40 year history, involving online learning, new programs and renovated facilities.

The evolved brand, which was developed in collaboration with the Con's 50+ staff and teachers reflects changes in the way CCCM's team thinks, and marks a strategic pivot in their future direction.

Artistic Director, Patrick Brennan, explains how the new branding and website represent the next phase of CCCM's growth and aim to establish a strong connection to the community.

"Since its establishment in 1983, the Con has built and maintained a strong reputation that has firmly positioned itself as a trusted provider of outstanding music education within the Region," explained Mr Brennan.

"The refreshed branding and redesigned website are the physical representation of the evolution that has taken place in those years, bringing us into the future with modern support structures to help us stay more connected with our Central Coast community.

"Rebranding creates an exciting opportunity for us to better achieve our long-held goal of inspiring Coasties of all ages and abilities to awaken the endless possibilities that come with learning an instrument," he said.

The brand refresh has been on CCCM's General Manager, Irena Tasevska's radar since joining the Con in October 2020. She explains how the refresh is aimed at aligning the visual representations of CCCM with the energy and love for the arts that can be felt within its walls.

"Unlike some organisations, we didn't have a need to transform who we are as an organisation. We have a fantastic team plus a range of programs and exceptional teachers who provide world-class tuition for our students," explained Ms Tasevska.

"This process has been about distilling down who we are as an organisation in 2021, who we want to be moving forward, and showcasing the vibrancy and passion within Central Coast Conservatorium," she continued.

In addition to the branding and website updates, CCCM has rapidly moved all of its lessons, classes, ensembles and schools program online due to covid lockdowns.

“We are all here, bringing our very best efforts to online learning so that our students continue to thrive in their music education. It has been heartening to hear some of the wonderful feedback from our students and parents on how well online learning is going” said Mr Brennan.

“Whether we are face to face or online, it’s our role to provide a place for exceptional music education to take place on the Coast, and to surround our students and teachers with unwavering support, expertise and comprehensive tools to ensure their continued growth.

“Our brand refresh is simply a reflection of our actions and commitment to our community,” he explained.

Central Coast Conservatorium of Music’s campaign officially launched today Thursday 12 August, and the new identity will be rolled out on the organisation’s website and social platforms, along with further materials over the coming months.

Visit www.centralcoastconservatorium.com.au to view the new branding and site.

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