



MUDGEE

HOSPITAL REDEVELOPMENT

Growing healthy communities

PROJECT UPDATE #3 — 10 OCTOBER 2017

Redevelopment project branding unveiled

In mid-September staff and members of the redevelopment project team gathered for the unveiling of the Mudgee Hospital Redevelopment project branding.

This branding includes the project logo, as well as colours, imagery, key words and taglines that are unique for the redevelopment project. The purpose of the branding is to help stakeholders identify with the redevelopment and raise its profile.

To develop the branding, a working group was established, with the membership including Mudgee Health Service staff, as well as a

couple of members from the redevelopment project team.

The logo that was developed features the hills, local grapes, sunsets and the tagline of 'Growing healthy communities' which is a key goal for the redevelopment and the Mudgee Health Service. For more information on the project branding please see the below image, which will also be displayed at the entrance to the Mudgee Health Service.

We hope the branding has captured the vibrancy of Mudgee, and the enthusiasm for the redevelopment project.



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• Symbolises the **setting sun** over the surrounding **mountains and the clear skies over Mudgee**. The warm **orange represents the vibrant and welcoming culture** of the Mudgee region.



• Symbolises the **integration of many health services** working together. The circle represents **continuous improvement for better health services**. The green reflects the local landscape including the new, fresh growth seen in the vineyards, pastures and plants.



• The name of Mudgee originates from the Aboriginal word Moothi meaning "**Nest in the Hills**", which is symbolised by the shape of the rolling mountains of the region, including Mt Frome.



• There is a strong focus on the **integration of many health services** in the region, and the redevelopment aims to further support this integration.



• The purple reflects the **vibrant colour of the prevalent local grapes**. As the grape vine tendrils help to **support, bind and grow** the plants, so do the health services in Mudgee **support and grow the health** of the community.

"Growing healthy communities" is a key goal for the redevelopment and the Mudgee Health Service.



Mudgee
Hospital Redevelopment

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Image above: Explanation of the Mudgee Hospital Redevelopment project branding logo, colours and tagline 'Growing healthy communities'



Jo joins redevelopment team

Jo-Anne Whitson has joined the Mudgee Hospital Redevelopment project team as the Project Officer. Staff at Mudgee Health Service would be very familiar with Jo as she was previously the Nurse Manager. Jo has worked at the facility since 2008 in various roles, and brings a wealth of local health knowledge and expertise to the role.

As the Project Officer, Jo will be a key link between the project team, the Health Service and key stakeholders on the \$70.2 million Mudgee Hospital Redevelopment project. One of the primary responsibilities of the Project Officer will be to oversee the planning and consultation amongst key stakeholders, ensuring they are kept informed as this complex but exciting project moves forward.

In her spare time Jo enjoys farming sheep, olives and figs north of Mudgee. Welcome Jo!



Jo Whitson, Redevelopment Project Officer

What is the redevelopment Master Plan?

The Mudgee Hospital Redevelopment Master Plan provides a vision for the proposed redevelopment zone.

Highlights of the Mudgee Hospital Redevelopment Master Plan include the integration and co-location of health services to support efficient flow of patients and services, improved street frontage and access, and future opportunities to expand.

The Master Planning process has considered access and entry, car parking and transport, street presentation, noise, views, solar aspects, wind, helicopter flight path, topography, linkages with other services, opportunities for future expansion of clinical services and other development, as well as how the redevelopment will impact on the existing buildings including decanting (moving).

The Master Plan will be unveiled in the coming months — stay tuned for details.

Have you seen the project information boards?

Next time you enter the Mudgee Health Service have a look for the project information boards which have been placed on the external brick wall as you enter the main entrance.

This is one of the ways you can find out further information on the redevelopment project.

www.wnswlhd.health.nsw.gov.au/our-organisation/our-initiatives/building-projects/mudgee-hospital-redevelopment

WNSWLHD-Mudgee-Redevelopment@health.nsw.gov.au