



FOR IMMEDIATE RELEASE

## VICTORIA'S LARGEST HOUSING COOPERATIVE ALIGNS NEW BRANDING WITH MISSION.

[Melbourne, 21/11/23] – SouthEast Housing Cooperative is proud to announce the launch of its new brand and website, marking a significant milestone in its commitment to the organisation's mission, vision, and values, and to the Victorian housing community.

The SouthEast Housing Cooperative business model, which has been developed and led by Chief Executive Officer, Mr. Steven Morrissey since 2016, allows the cooperative to set an example for other social housing organisations around the country, because it takes an inclusive, yet commercial, approach to its operations.

On the brand refresh, Mr. Morrissey, commented, "With this rebranding, we aim to better reflect our core principles and strengthen our position as the leading provider of low-income housing for Victorian families."

The cooperative's mission is to provide affordable, secure, financially, and environmentally sustainable housing for people on low incomes who are committed to cooperative democracy and engagement; in the process fostering a sense of community and inclusivity. And their new brand reflects this mission by combining modern design elements with a warm and inviting colour palette symbolising community, unity, and diversity. This design encapsulates their dedication to housing equality and community support.



When asked what differentiated SouthEast from other providers, Mr. Morrissey said, "At SouthEast we believe that accessible, affordable, and appropriate long-term housing is not only important for the safety and security of individuals and families, but it also forms part of the foundation on which we build strong, sustainable communities."

"It is only with the experience of stable housing that people are able to put down roots in the local community, feel included, and be motivated to contribute to society. Our revamped, modern brand underscores our dedication to accessible housing solutions." he continued.

SouthEast's vision is to empower residents and enhance their quality of life through secure, welcoming homes. The updated brand showcases a new logo representing stability, growth, acceptance, and connectivity. It is a visual reminder of their unwavering commitment to improving the lives of their members and the communities they serve.

Coupled with their ethical values of honesty, openness and social responsibility, their new brand incorporates eco-friendly design elements and an emphasis on family and community.

"The rebranding process has been a truly collaborative effort across the cooperative, and we believe that this new look will not only resonate with our current members but also attract new individuals who share our vision for affordable, inclusive, and sustainable community housing." Mr. Morrissey concluded.

Mr. Morrissey invites everyone to explore SouthEast's new website at <https://sehc.org.au> as they embark on this exciting journey and continue to work towards a brighter, more inclusive, and sustainable future for Victoria's housing community.

ENDS.



## Media Enquiries

Mr Steven Morrissey, SouthEast Housing Cooperative CEO, is available for interviews.

Contact Nic Prassopoulos at P10 Group, SouthEast Housing Cooperative's Communications Agency, via email at [nic@p10grp.com](mailto:nic@p10grp.com) to arrange an interview.

## About SouthEast Housing Cooperative

SouthEast Housing Cooperative is a not-for-profit, non-trading cooperative and the largest Rental Housing Cooperative in Victoria. Their mission is to provide affordable, secure, financially, and environmentally sustainable housing for people on low incomes who are committed to cooperative democracy and engagement.

<https://sehc.org.au/>