



**Tuesday, August 30**

**Immediate Release**

## **“we are scosa – going places”**

**scosa**, formerly known as the Spastic Centres of South Australia, have won the State award for “Brand Extension” and were finalist in another three categories at the Australian Institute of Marketing Annual Awards.

**scosa** won the award for their “we are **scosa**” brand extension campaign which resulted in staff cultural commitment, leading to a positive financial and organisational impact.

**scosa CEO, Nicole Graham said**, our key objective was to cultivate a fully engaged staff team who not only believed in what they did but also saw the value of their contributions to the organisational goals and direction. A team that understood that their efforts and commitment were recognised rewarded and added value to the organisation.

“As in any business environment, not-for-profit organisations require a shared vision and common understanding which is fundamental to the success of any Business Plan and staff influence is vital to our success. Our staff consistently makes a difference to the success of our business which results directly in our ability to continue providing the best possible services for our clients.”

The national awards will be presented on Wednesday October 19 as part of the AMI's Annual Conference at the Hilton Hotel, Sydney.

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### **Media Enquires**

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**Spastic Centres of South Australia Inc**

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