The Australian Association of Men Barbershop Singers, Inc. is proud to announce the launch of its new corporate identity!

This dramatic new logo has become the vibrant emblem of the proud and vibrant barbershop community in Australia.
Welcome to this special edition of *In Harmony* – the first under our new corporate identity:

**Barbershop Harmony Australia.**

In this special edition we hope to introduce you to your new brand, explain the use of the logo, describe the reasoning behind the move and let you know about more exciting things that are headed our way soon – bringing Aussie barbershop into the 21st Century!

**What is this new name and logo all about?**

Logos are an important part of an organisation's public image.

Common sense and standard industry practice dictate that maximum public impact can only be obtained through the consistent use of a single, recognisable logo.

The name and logo of an organisation have two distinct audiences.

The first audience is the members of that organisation. To this group of people, the name and logo give a focus on which they attach their membership. It has heritage, giving a sense of history and origins. It represents ideas of those who have gone before and also the work which they have done.

The second audience is basically everyone else - our potential audiences and our potential members. They are most in need of a name which grabs interest and informs, as it is they who we are trying to attract to our concerts and to join us.

**Why did we need a new logo?**

For many years, many of you may have had the experience of needing to explain the old AAMBS name and logo and describe what AAMBS meant.

Your National Council thought long and hard about the best ways to represent our organisation – to you, the members, to the general public who needed to be able to identify with us, and to the world-wide barbershopping fraternity, and we are thrilled to be able to move ahead with this exciting new branding.

Therefore, we decided that we should have a public “trading name” which succinctly informs who we are and what we do.

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**But what was wrong with the old logo and name?**

Although “AAMBS” or the “Australian Association of Men Barbershop Singers” may have had some meaning to the members of the association, it had no real meaning to the wider community, to potential audiences, or to potential recruits. The name was too long and the acronym had no meaning of its own.
What does this all mean?

Branding is more than simply getting a new name and logo onto your letterhead!

We still have a way to go to bring the operation of our organisation up to date, and your National Council is working hard on many other ideas. The first step, though, is to reinvigorate our brand name. It is what we want people to think and feel when they see us or join us, or any representation of us. It is all about the philosophical considerations such as organisational values, target audiences, target recruits, etc. We want you, the members, to be proud to be a part of this wonderful organisation.

The current association name and logo will not cease to exist; rather, AAMBS will simply have a new name and logo that is more contemporary from a design point of view, more informative to those who see it for the first time, and more in line with the visually pleasing, simple and descriptive logos in use in the 21st Century.

It is important to restate that AAMBS will remain the official name of our cherished organisation. It will remain the name for bank accounts, incorporation etc. The new name and logo will be a trading name, our ‘brand’ – Barbershop Harmony Australia!

Think about the ‘old’ logo - what did it say about our organisation?

The graphic style was reflective of that period when computer graphics were relatively unsophisticated.

It contained too much information and yet didn’t attract the eye back for a second look. Previously, there was stigma attached to using the word ‘barbershop’ when describing what we did.

We needed a memorable graphic which said vibrant, sophisticated, contemporary and active.

However, with recent marketing and public awareness of the genre (due in large part to the television show Australia’s Got Talent) the strong feeling is that AAMBS needed something modern which said “barbershop” and “Australia”.

BARBERSHOP HARMONY AUSTRALIA
The new BHA Website

Of course, as one of the most important stages of launching the new brand identity, Barbershop Harmony Australia will launch a revamped website. This exciting new tool will be widely promoted and will become BHA’s new “shop-front” – introducing a wider audience to the world of Australian barbershop.

So what is a website for, really? What does it do? A Website today is one of the most important marketing tools any organisation can have. Our website will provide information about our organisation to prospective recruits and customers. Our website will allow us to market our services online. It will allow our message to reach broader audiences.

More importantly, the new BHA website will give you the opportunity to link your club to our wider marketing campaign and gain extra exposure for your club.

Many clubs, whether they’ve been in business for 20 years or 2 years, still do not have a website. There are many reasons why they may not, but the biggest seems to be that they don’t think they need one.

“We work by word of mouth and a website won’t help us”
“Our chorus focuses mostly on older people who don’t use the web that much”

Well, all you traditional clubs out there, the world is evolving and changing... Sure, conventional marketing methods are still first-rate and should still be used, but you now have a great chance to incorporate new techniques into your marketing and recruitment strategies.

We all know that live performances and ‘word of mouth’ are still, and have always been, some of the most powerful methods in advertising our clubs, and barbershop.
What we need to understand is that “word of mouth” is just a metaphor. Most of the world is now online, and those people that are online have blogs, micro-blogs and social networking pages and all of those people have friends on those sites that they talk to.

Now, the word of mouth concept has become just words on a computer screen but essentially the same thing has been done. Actually, it’s been improved upon. They didn’t just tell one person, they told everyone that reads their blog or all their friends on Facebook and Twitter and so on. Way more bang for your buck!

The new website will feature a more user-friendly search function to assist people to find your club or quartet – widening your market and promoting your group in a more standardised, professional way, and allowing people to learn more about you.

What do I need to do?

There are some key things we need from your club or quartet for your page on the BHA website. These pages will be easy to find, be easy to use and will all contain graphics, photographs and information about your group to attract people to keep reading, but we will need the information from you!

Clubs and quartets need to provide:

A HIGH-RESOLUTION version of your club’s (or quartet’s) logo.
This will be used for several things – your page on the BHA website, your articles in our regular newsletter, and for any other local marketing or promotion activities that may be required from time to time.

It needs to be high-resolution so that it can be reproduced in different sizes without becoming distorted or pixelated, and so that it can be used in a variety of media.

A HIGH-RESOLUTION photograph of your club, your chorus or your quartet.
Again, this will be used for several things – your page on the BHA website, your articles in our regular newsletter, and for any other local marketing or promotion activities that may be required from time to time. It is also your opportunity to show any potential new members what you look like!

Although this needs to be high-resolution so that it can be reproduced in different sizes without becoming distorted or pixelated, if you find that your high-resolution images are too large to email, pass on your Dropbox (or other file-sharing software) details so we can retrieve the images.

A description of your club.
This is the first thing that “window shoppers” will read about you, so it is your opportunity to make it attractive and informative. Tell people as much about your chorus or quartet as you can. Who are you? What do you do? When and where do you perform? What is your “specialty”? How old or young are your members? Make sure you try and capture what sort of chorus you are so that potential recruits and/or customers visit (or hire) the right chorus!
Rehearsal Information
Where and when do you rehearse? Include the full address details and don’t assume that anyone has any ‘local knowledge’ about your location. If you have a Google map reference, link that too.

Contact Information:
What is the best way to contact you? Make sure it is a current contact – many clubs have not recently updated their information and emails and phone call go unanswered. Include the contact officers names, positions held in the club, phone numbers, and email addresses.

Website (if you have one)
This is to encourage people to click through to your club’s own personal website. However, for any clubs who don’t have their own website, they can just use their webpage on the BHA website for marketing and promotion purposes.

Any other information that you think potential members, visitors, sponsors, and other barbershoppers need to know. Think if there is anything else that you’d like to add to your BHA webpage and let us know!

Please email your info to webmaster@barbershop.org.au AS SOON AS POSSIBLE! Remember – the longer you take to provide this information, the longer it will take to be available on the new website!

Do you really want to be missing out on free publicity?

Only organisations that are ‘going places’ get new logos!

No one ever spends money or effort on a logo when things are going badly.

So, we are using this opportunity to pump up our organisation’s redesign as a sign of a new stage of growth, a new future of opportunity, and an exciting way forward.

Logo Launch Party?
Some members might be a little surprised if you didn’t know a new brand and logo was in the works, and suddenly you have been handed this newsletter. Make sure your club secretary sends these newsletters out to you regularly! As you can see, they contain a lot of important information that you could miss out on!

Why don’t you become involved in the excitement of the new brand and logo by organising a BHA Logo Launch Party for your club? It doesn’t have to be a big event; it can be as simple as having a pizza night at your regular chorus rehearsal. Discuss with your chorus-mates your vision for where we are headed, think about how the redesign could mark a new chapter in your chorus’s life, and generate some enthusiasm for the ongoing success of our fantastic organisation.

The new name and logo is a reflection of your passion, and we want everyone to feel pride that the AAMBS image has had a positive overhaul!
How can I use the new name and logo?

The new BHA name and logo is a registered trademark. Guidelines have been created to govern the use of the BHA name and logo, so that it represents us in the best possible light.

All publications and written communications from members of the BHA to external recipients – including print and electronic (other than the body or signature block of emails) – will require the BHA logo and branding to be included. There's no point in having it if we don't use it!

BHA members are strongly encouraged to use the BHA logo on their websites, brochures, packaging, and elsewhere, with permission. You may not use the logo or its likeness without permission from the BHA National Council.

Members may use the logo in their materials, once approved, as long as they comply with the usage guidelines. The BHA National Council is responsible for defending against any damaging or confusing uses. In general, we want the logo to be used as widely as possible to promote BHA and the Australian barbershop community.

The logo usage guidelines will be available on the new BHA website, of course, however, if you need to know anything in the meantime, please contact the BHA VP Marketing via email if you have any questions, at marketing@barbershop.org.au.

What next?

Your National Council is working on many exciting new initiatives to strengthen our organisation, including some great upcoming education and coaching opportunities, more efficient and effective communication strategies, more involvement with regions and clubs at a local level, more coordination of events and more help for you, our members.

So, stay tuned and remember to keep in touch by reading the monthly In Harmony newsletters!

Your Council

Remember, we are here to represent you! We are always on the lookout for new and innovative ideas and would love to hear from you. If you have an idea that you’d like to share, a compliment, a complaint, a great story about your barbershop journey – anything at all – let us know!

Here’s who we are:

**President:**
Chairs the BHA Council, responsible for Overall strategy.

**Mike Donnelly**
Contact phone: 08 9300 5430
Email: president@barbershop.org.au
Secretary:
Manages all general correspondence, membership renewals and legal advice.

Kevin White
Contact phone: 02 4369 8369
Email: secretary@barbershop.org.au

Treasurer:
Manages receipts and payments and controls cash resources.

Trevor Bruger
Contact phone: 0404 266 889
Email: treasurer@barbershop.org.au

VP Events:
Coordinates Conventions and Events

Ian Mulholland
Contact phone: 08 9384 9292
Email: events@barbershop.org.au

VP Marketing & Development:
Promotes BHA and barbershop throughout Australia

Keith Thornton
Contact phone: 0410 693 698
Email: marketing@barbershop.org.au

Your National Council meets by teleconference once a month.

We are all volunteers who feel strongly about helping everyone get the most out of barbershop singing and want to ‘make a difference’.

We discuss any and all issues that affect your enjoyment of barbershop, we plan for future events, and we decide on the best ways to promote this wonderful artform.

We look for ways to ensure that each and every barbershopper in Australia is given encouragement and as much support as you need to make your barbershop journey enjoyable and rewarding.

We want to hear from YOU!
Did you know that as well as a National Council, each region in Australia has its own Regional Board?

Each region’s board reports to the National Council monthly on their activities so that we can keep in touch and find ways to help you out.

Chat to your regional chairman today!

**Sunshine Region Chairman:**
Trevor Remphrey  
Contact phone: 07 3353 4556  
Email: marinett@bigpond.net.au

**Eastern Region Chairman:**
Mal Woods  
Contact phone: 02 9674 8887  
Email: malcolmw@solidsupport.com.au

**Western Region Chairman:**
Kim Sebbage  
Contact phone: 0421 373 371  
Email: sebbages4@bigpond.com

**Victorian Region Chairman:**
Doug Moody  
Contact phone: 0430 337 766  
Email: dougmoody@optusnet.com.au

**Tasmanian Region Chairman:**
Trevor Rootes  
Contact phone: 03 6248 7566  
Email: president@hmbhc.intas.net

**VP Membership:**
Provides help relating to attracting new members and retaining current members

**Richard Reeve**
Contact phone: 0411 519 851  
Email: membership@barbershop.org.au

**VP Music:**
Provides training opportunities for Musical Directors, Quartets, Choruses in private sessions / workshops / Harmony College and all AAMBS matters relating to music and education

**Dan Millgate**
Contact phone: 0403 077 444  
Email: music@barbershop.org.au

**VP Youth Development:**
Encourages and promotes barbershop for young singers

**Jonathan Bligh**
Contact phone: 0415 661 991  
Email: youth@barbershop.org.au
Has anyone else tried this sort of change?

Yes!

The Barbershop Harmony Society, legally and historically named the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc. (SPEBSQSA), is the first of several organisations to promote and preserve barbershop music as an art form. The original name SPEBSQSA was intended as a lampoon on President Franklin D. Roosevelt’s “alphabet agencies” created in the first 100 days of his office in 1933.

Because of the name’s length and the difficult-to-pronounce acronym, society staff and members often referred to SPEBSQSA as ‘The Society’.

For decades, SPEBSQSA was the official name, while the Barbershop Harmony Society was an officially recognised and sanctioned alternative. Members were encouraged to use the alternative name, because it was felt that the official name was an in-joke that did not resonate outside the Society.

Faced with declining membership, the Society adopted a marketing plan that called for using “Barbershop Harmony Society” consistently and retaining the old name only for certain legal purposes.

In 2004, the Board of Directors of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America, Inc., reaffirmed the action taken in July 2002 whereby the Board adopted the practice of regularly representing the Society as the “Barbershop Harmony Society” while maintaining the Society’s legal name as SPEBSQSA, Inc.

The Society Board further requested the Marketing & Public Relations Committee and Headquarters staff to prepare instructions that encouraged use of the “Barbershop Harmony Society” name and logo in all communication and promotional activities.

The Society Board also approved the creation of a new organisational logo.
YOUR WEBSITE
Council, Regional and International Barbershop information and contact details as well as application forms, competition results, calendars and much, much more are now available on the new BHA Website, check it out — www.barbershop.org.au.

YOUR NEWSLETTER ARTICLES
- Deadline: 5.30pm EST on 15th day of each odd numbered month
- Length: Articles to be 150—500 words maximum.
- All articles will be edited for spelling, grammar and length.
- Please remember to send photos as attachments - not embedded in your article.

YOUR EVENTS
Promote your Coming Events - send full details for inclusion in the AAMBS Calendar below and on the AAMBS Website. This helps Council plan events in your area. Send all your details to secretary@barbershop.org.au.

All enquiries to:
The Secretary
AAMBS Inc.
P O Box 6026
West Gosford NSW 2250
Phone: 02 4369 8369
Fax: 02 4369 8379
E-mail: secretary@barbershop.org.au

KEEP THE WHOLE WORLD SINGING!

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