



Why have you rebranded and changed your name to Rotorua Trust?

In the 27 years since the Trust's inception, there has been considerable changes to the Trust's role in the community and similarly for charitable trusts across NZ.

The Trust branding that was developed in 1994 has been reviewed and refreshed five times to ensure it accurately reflects the direction of the Trust and the community it serves.

Our latest branding change better reflects the changing needs of the region and provides a platform to better support our community objectives and future direction.

The Rotorua Energy Charitable Trust (or RECT as it was frequently called) has increasingly become known as Rotorua Trust, so the rebrand provides an opportunity to reflect this and formally rename the Trust.

As of September, we will also move into our new premises at Haupapa House, a co-working and office space next to Rotorua Lakes Council – which provides an ideal opportunity for us to start using our new brand.

Why have you done it now?

The new brand better reflects our current and future role as an increasingly important support to create a better Rotorua for all. It also better reflects our

revised strategic plan, which details our vision, strategies, and priority outcome areas.

What does the logo represent?

Rotorua Trust exists to create a better Rotorua for all, and this is reflected in the brand's new strapline - Mō tātau katoa | for all of us.

Through its curved lines, the logo reflects the key aim of the organisation, which is to effectively and responsibly manage and grow its assets on the one hand, in order to create a better Rotorua for all.

The curved lines represent the balancing act that exists between sound investment decisions and providing funding for the community both now and into the future. They also represent the positive impact the Trust has on the community – giving Rotorua something to smile about. The koru at the end of each curve represent growth in both funding and the community.

The new brand also weaves through a Māori cultural element that better reflects Rotorua and its people.

Will the Trust still give out money to the same type of projects?

Our rebrand follows the release of our revised strategic plan, which details our vision, strategies, and priority outcome areas. Alongside our current funding frameworks, we are also exploring new

impactful investment opportunities. Details of these can be found on our website at www.rotoruatrust.org.nz

If I already have an application for funding with the Trust, do I need to do anything?

No. The only change you will see will be in any communications from us from August, which will feature our new branding. The rebrand will not affect your application.

How do I make an application to Rotorua Trust in the future?

Please visit our website or call us on 07 347 6230 for details on the funding criteria and grants process.

Where is Rotorua Trust located now?

From September, the Trust will be located at Haupapa House – a co-working and office space - next to Rotorua Lakes

Council. In the meantime, we are operating as a mobile team. If you need anything, please get in touch.

Where can I find your latest strategic plan? What is new about this?

Our latest strategic plan outlines our move into impact investment opportunities as another funding framework, recognising there are other ways to provide financial assistance, beyond granting.

Our new strategy also acknowledges the housing crisis in Rotorua and, as a result, has included housing as one of the Trust's core targets.

You can find the strategy plan [here](#).

Who can I contact if I have more questions?

You can contact Trust Manager, Tony Gill on 07 347 6230.

