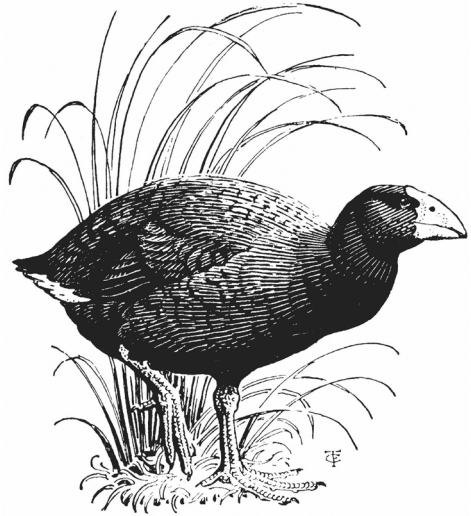


ANNOUNCEMENT

New branding for the OSNZ



Birds New Zealand

In 2013, the Council decided that all aspects of branding across the Society should be reviewed to achieve effective coordination and consistency in not only the use of this name but also in our relationship with various agencies and organisations with whom the Society interacts and cooperates. At the 2013 AGM, a motion to adopt the brand name *Birds New Zealand* was accepted. The logo combines the already familiar and easily identifiable *Notornis* (takahe) with the new brand name. It is hoped this change in the popular name of the society will encourage better public understanding of birds and increase the appeal of the Society's objectives to members of the public.

Reflecting the new branding of the Society, and beginning with the March issue, the sister publication of *Notornis* will change its name from *Southern Bird* to *Birds New Zealand*. It was also decided that the journal *Notornis* would remain unchanged and will still be issued under the Society's official name of the Ornithological Society of New Zealand Inc. This is consistent with the Society's scientific mandate and the refereed journal as the means of disseminating the scientific findings relating to bird life.

D. LAWRIE
OSNZ President