RoeROC
Roe Regional Organisation of Councils

Shire of Corrigin
Shire of Kondinin
Shire of Kulin
Shire of Narembeen
Shire of Wickepin

MEDIA RELEASE
Friday 30 October 2026

RoeROC launches new brand and website

The Roe Regional Organisation of Councils unveils a new visual identity and online home

The Roe Regional Organisation of Councils (RoeROC) has launched its new brand and website, marking an important step in raising the profile of the region and the work being undertaken collectively by its member Councils.

RoeROC brings together the Shires of Corrigin, Kondinin, Kulin, Narembeen and Wickepin. The new website, www.roeroc.com.au, provides a central point of information on RoeROC's strategic priorities, regional projects and advocacy. It is supported by a new visual identity that reflects the landscape, industries and communities of the Roe region.

The Rebrand and Website Project was endorsed by the RoeROC Executive in April 2026, recognising the need for a stronger and more consistent regional identity and a dedicated platform to share information with stakeholders.

Sally J Design was engaged to develop the new brand, working from a brief that reflected the organisation, its member Shires and their communities. RoeROC considered a range of initial concepts before the preferred direction was refined into the final brand identity. The website was developed by Constructive Visual using the new branding, with feedback and local images provided by member Shires.

The meaning behind the brand

The new logo was developed by Sally J Design to reflect RoeROC's role as a collaborative voluntary regional body. It draws on themes of connection, collective capability, leadership and future growth, balanced with the landscapes that shape the region.

Each element of the emblem carries its own meaning. The upper forms represent sunlight, growth and emerging opportunities, reflecting RoeROC's focus on long-term regional prosperity. The side linework references the land, crop rows and agricultural foundations of the region. The lower curved forms represent roads and pathways, symbolising the connection between communities and their shared journey towards future growth.

The colour palette of Deep Horizon, Clay Ridge, Golden Harvest, Native Growth and Morning Mist draws inspiration from the existing visual identities of the member Shires. It brings elements of each together into one cohesive regional identity.

A new online home for RoeROC

The website will serve as RoeROC's main platform for advocacy and information sharing, providing information on:

- RoeROC's member Councils, purpose and Strategic Priorities
- current regional projects, including the RoeROC Key Worker Housing Project
- regional advocacy and collaboration between member Councils
- RoeROC news, newsletters and governance documents

Content will continue to be added as projects and advocacy progress.

RoeROC Chairperson, Cr Holly Cusack, said the rebrand and website were an important step for the group.

> *"RoeROC has been working collaboratively on behalf of our communities since 2006, and this new identity gives us a professional and recognisable presence that reflects who we are and where we come from," Cr Cusack said.*
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> *"The website gives us a central place to share our priorities and the outcomes being achieved for our member Councils, and to strengthen our engagement with government, industry and other stakeholders. We encourage everyone to take a look at www.roeroc.com.au."*

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About RoeROC

RoeROC is a voluntary Regional Organisation of Councils comprising the Shires of Corrigin, Kondinin, Kulin, Narembeen and Wickepin. Operating continuously since 2006, RoeROC advocates for the growth and sustainability of key services and infrastructure across its member communities and promotes cooperation between member Councils to achieve regional outcomes.

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