

Celebrating the New:

WHY BAPTIST WORLD AID
LOOKS A LITTLE DIFFERENT



We dream of a world where poverty has ended and all people enjoy the fullness of life that God intends. Life in all its fullness includes people living in right relationships with God, one another and the Earth.

As we know from the creation narrative in Genesis 1-3, God's intentions have always been about the emergence of a world filled with

healthy, vibrant creatures, who live in safe, just, welcoming and equitable communities, lovingly engaged with their Creator and one another.

**So, we thought,
why don't we
paint a picture of
that world?**

Of course, since 1959, Baptist World Aid Australia has celebrated the hope

we have in Jesus to restore our broken world. In him all things will be made new and our commitment to that will never change!

But as Isaiah 43:18 says: 'See, I am doing a new thing! Now it springs up; do you not perceive it? I am making a way in the wilderness and streams in the wasteland!'

Knowing God is in the business of 'new', we

decided to put a *new self* on our sixty plus year commitment to ending poverty, to re-set our minds on things above, as Colossians 3:10 reminds us to do. We want to see more clearly—to see as God does—a better world.

This new self, this new visual identity, deeply reflects what we believe: that it's God's story of restoration and he invites us all to be in it!

We know you see the brokenness of this world, and yet you have hope that in Christ all things will be made new. What better way to celebrate the expectation and hope we have in Jesus, the fullness of life he intends for us all, than with COLOUR!



Flags are symbols of a country. The vision of flourishing communities described in scripture, the new heaven and new earth, require new flags! We see them as a symbol of God's Kingdom to come.

God does not abandon creation but sets about redeeming and restoring it. In many and various ways, but most completely and definitively through the life, death and resurrection of Jesus, God sets about overturning injustice, violence, poverty and exclusion, and creates welcoming communities of faith, justice, hope and peace. We hope our new look speaks to *that* vision.



God's message of Good News for those in need is bold, radical and trustworthy. He has entrusted his people with it, and so we hope our new design reflects such confidence, boldness and empowerment, speaking to a new generation!

We pray you will find hope and inspiration in this new design, that it will point you to Jesus and his generous invitation to join him in what he is doing around the world.