

NRRTW competition winners



The AIR received over 22 entries for the brand creation of the National Radiographers' and Radiation Therapists' Week logo and slogan, all of them creative and wonderful, which made the decision for the judging panel extremely difficult. However a decision needed to be made, so after much deliberation the winners for the NRRTW Competition are:

Demi Kehoe (Qld), for her design of the logo and tag line: *Pushing Buttons Since 1895*

Vanessa Bamba (Vic), for her design of the slogan: *Radiographers & Radiation Therapists – An essential link in healthcare.*

Congratulations to both! Demi and Vanessa have won registration to the 2011 ASMMIRT Conference in Adelaide.

The AIR would like to thank all the entrants for their time, effort, support and participation in the competition.

The AIR would also like to thank the judging panel which consisted of AIR panel chairpersons:

Karen Dobeli, MIAP1

Janet Brook, MIAP2

Bronwyn Hilder, PAEB

Tony Smith, Rural Remoter Practitioners Advisory Board

Leigh Smith, RT Advisory Panel

Angelo Katsilis, PAEC

Teresa Ong, Fellowship

The logo combined with the slogan as pictured will be used in the branding of NRRTW merchandise and the tag line will be used playfully on the lapel badges and stickers.

About the logo design

Demi Kehoe

The colours Yellow, Black and White

These colours were specifically chosen because they relate directly to the radiation icon as well as to the black/white appearance of

x-rays. I decided to place the logo on a black background as the white x-ray on black is a bit of a trademark of both fields. In this way, it mimics the qualities of a traditional x-ray display.

Reversing the two 'R's

Rather than creating two distinct logos for radiographers vs radiation therapists, I thought it would be more effective to unify them based on their common ground. So here, radiographers and radiation therapists are placed back to back, as equals, rather than implying one is better than the other. By making one black while the other is white, it also draws attention to their subtle differences, while emphasising their shared role in the use of radiation.

Why is the logo so simple?

Because quite simply, the best logos are always the simplest. Think Apple, Jetstar, Nike and Toyota. It will also make it easier to place on letterheads, webpages, etc.

About the tag line: 'Pushing Buttons Since 1895'

Some people might not like this slogan, because at first glance, it appears to tease radiographers/radiation therapists about our roles. However, I think this slogan brings a sense of humour to the week. Also, the reference to 1895 (the year Roentgen discovered x-rays) reminds us how radiation technologists are evolving and continue to do so. In other words, I'm proud to be a button-pusher. I know a lot of a lives have been greatly improved by my doing so.

About the slogan: Radiographers & Radiation Therapists – An essential link in healthcare

Vanessa Bamba

What would healthcare be today without radiographers and radiation therapists? How would other members of the healthcare team be effected?

I chose my slogan *Radiographers & Radiation Therapists – An essential link in healthcare* to reflect the impact these professionals have in health.

Radiographers and radiation therapists are key members of the healthcare team working with other health professionals, medical staff and nursing staff. They are highly skilled, possessing specialised knowledge and expertise. Radiation therapists have an essential role in the treatment of cancer patients and can treat or cure cancer. Radiographers have an essential role in a patient's diagnosis; and treatment often depends on the images produced by a radiographer.



VARIAN AWARD FOR EXCELLENCE

Do you know a Radiation Therapist that has excelled in the profession?
Have they contributed to the professional society, research, or professional education?

Why not nominate them to receive the Varian Award?

Nominations close 31st December 2010

Please email Anthony Arnold for a nomination package:

Anthony.Arnold@SESIAHS.HEALTH.NSW.GOV.AU

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