



# Dial M for Merger

Title Members of Birds Australia (BirdLife Partner) and Bird Observation & Conservation Australia (BOCA) recently voted on whether our two organisations should merge. Members of both organisations voted for the merger to create 'BirdLife Australia'. Over 93% of those that voted from BOCA voted for the merger and over 95% of those that voted from Birds Australia voted for the merger. All is on track towards being operational as BirdLife Australia by early 2012. There's much work underway in planning the amalgamation of administrative, financial and membership systems. Birds Australia staff are formally working with colleagues at BOCA and already finding benefits in a closer working relationship across the two organisations. Plans for developing the BirdLife Australia brand are in focus at present. The BirdLife Australia Board will be considering options for the new organisation's visual identity and publications and how the organisation will look and communicate in the future. They'll then be developing the brand and internal processes over the coming months so that their new look is ready to be used from January 2012. [Click here to subscribe to The BirdLife Pacific Quarterly E-Newsletter.](#)