

## AGINFO 35 (2025)

### Endeavour Badge Redesign

Girl Guides Australia is excited to announce the redesign of the Endeavour Badges. These badges are now available for purchase.

The Endeavour Badge is awarded to Guides who commit to learn, collaborate, communicate, connect with community, respect diversity, and develop their self-awareness and confidence, taking initiative and leading others. Their endeavors provide a platform for progressing their learning journey towards the Junior BP, BP and the Queen's Guide Awards.

As part of the reflect phase of our reconciliation action plan, we acknowledged that the colonial ship imagery on the badge was culturally insensitive and had to change.

We are proud to introduce the new badge design which features an image of a compass. This image represents guidance, exploration and freedom. It reflects a Guides ability to navigate their own path, in a way that is respectful and meaningful.

You will note the new design shows a new shape and size. The badges are round and are of a smaller size, but these will also place appropriately on the youth member's sash. Please check the Uniform booklet on the Girl Guides Australia website [GGA-Uniform-Information-Booklet\\_updated-2025-05-07.pdf](#)

Girl Guides who complete their Endeavour Gold Award before 31 December 2026, have the option to purchase the old gold design to complete their set, **or** to purchase the new gold badge. As such, the old gold badge and pin will remain available for purchase for the next 12 months or until stock runs out. Old design badges will no longer be produced. For any other queries or special requests regarding the badges, please contact the GGA Office [admin@girlguides.org.au](mailto:admin@girlguides.org.au).

Bronze Endeavour	Silver Endeavour	Gold Endeavour	Endeavour pin
			

#### Cloth Badge Specifications:

55mm W x 55mm L, Embroidered, Backed & Overlocked (sew-on)

#### Pin specifications:

25mm W x 25mm L, enamel pin