



CREATIVE SOLUTIONS, DONE DIFFERENTLY

Our Prospectus

We provide the capability and capacity to create and make ideas happen to achieve growth outcomes for regional communities.

We lead teams of capable people to unearth creative solutions to bring positive experiences to people and places.

About Us

What we do

We unearth creative solutions to bring positive experiences to people's lives.

We solve problems and create opportunities by pulling people together that can collaborate, think differently and be innovative.

We are creative strategists who consult on a variety of areas using our work & lived experience to deliver visionary solutions enabling prosperity.

Why We Do It

To enable socioeconomic prosperity through creative solutions for regional communities because we have a passion to create change for the benefit of people and places.

How we do it

By providing the capability & capacity to create & make ideas happen, backed by robust methodologies, expert collaborators, and detailed project management.

What we do differently

We leverage our authentic values of:

Freedom – to explore, innovate, fail fast, iterate, and optimise.

Collaboration – to listen, hear and connect with authenticity.

Integrity – to be honest and have sound moral principles.

Tenacity – to be determined, gritty and persistent.

Transparency – to be clear, explicit without ambiguity.

Creativity – to be clever, imaginative, and original.

To deliver unique outcomes for people, and places.

WHO DO WE DO IT FOR

We offer our services to business, industry, government, community organisations and not-for-profits.

Our Services

We unearth creative solutions to bring positive experiences to people's lives.

We do this because we want to enable socio-economic prosperity through creative solutions. We provide the capability & capacity to create and make ideas happen.

ECONOMIC DEVELOPMENT

Economic Profiling
Research & Engagement
Strategy Development
Action Plans
Resource & Budgeting
Facilitated Workshops

DESTINATION MANAGEMENT

Research & Discovery
Strategies & Plans
Scoping Studies
Event Planning
Activation
Signage Audits & Plans
Geotourism Product
Development

MARKETING & ENGAGEMENT

Marketing Strategy
Experience Development
Activation and Promotion
Partnership Development
Facilitated Workshop

EVENT PLANNING

Growth Strategies
Operational Plans & Management
Incubation & Activation
Grant Funding Applications
Partnerships & Sponsorships
Prospect Design & Delivery

GRANTS & FUNDING

Grant Writing
Funding Advice & Support
Socio-Economic Benefit Analysis
Partnership Development
Grant Management
Acquittals & Reporting
Community Wealth Building

PLACE-MAKING

Disused Asset Ideas & Proposals
Cultural Augmentation
Community Collaboration & Engagement
Social Empowerment
Community Wealth Building Opportunities

WORKSHOPS

Core Research
Workshop Design
Creative Facilitation and Delivery
Output Summary
Framework delivery

STRATEGY

Sustainability Plans
Geotourism
Visitor Economy
Economic Development
Destination Management

PARTNERSHIP DEVELOPMENT

Market Research
Value-based Alignment
Contract Delivery
Stakeholder Management
Reporting and Evaluation

DIGITAL SOLUTION BUILDING

Ideation & Concepts
Proposal Development
Feasibility Studies
Business Cases
Grant Funding Applications

ADVERTISING CAMPAIGNS

Integrated Advertising Campaign
Management
Creative Design & Delivery
Channel Plans & Media Buying
Digital & Social Engagement Plans

COMMUNITY CONSULTATION

Engagement Design & Delivery
Facilitated Workshops
Online Consultation
Brand Positioning & Alignment
Think Tanks
Insight Development
Analysis & Reporting

Our Approach

Unearthed Prosperity develops creative solutions, differently.

We leverage the seven strategic steps to creating prosperity enables up to create collaborative, engaging and measurable solutions.



What problem are you trying to solve and what is holding you back? Have you done research and garnered insights to build a solution from?



What have you done so far, what can contribute to the solution and who are the key stakeholders and champions of change? Do you want to come on the journey or trust in us to create magic?



Pen to paper - a strategic map and justification to enable success. This could be a proposal, marketing strategy, destination plan, economic development plan, content plan, event management plan.



Exploration of ideas and framing of proposed solution. Is this digital, physical, both and does it align to the needs of the audience?



We get it done, in budget, on time and above expectation. We may partner with specialists and/or our preferred suppliers.



Go to market plan and delivery. We may partner with specialists and/or our preferred suppliers.



Continual learning and optimisation through analysis and Reporting aligned to the creative strategy.

Our Story

Founder: Margot Davis

STRATEGIC CONSULTANCY | PROJECT MANAGEMENT | EXPERIENCE DEVELOPMENT | GRANT WRITING |
MARKETING & ENGAGEMENT | PROPOSITIONS & PROPOSALS | FACILITATED WORKSHOPS

Margot is an Economic Development Practitioner, Marketing and Place-making expert with over 20 years' experience developing creative solutions to complex challenges in both the private and public sectors. Margot's experience and education sits across Business, Advertising, Marketing, Brand and Strategy for large corporate brands and most recently Local Government.

A passionate and tenacious regional returner with a mission to unearth creative solutions and bring positive experiences to people's lives. Margot has lived experience in developing major destination projects and activities that drive socio-economic prosperity and meet the needs of both residents and visitors. Some of these include the New England Rail Trail, Glen Innes Geotourism Skywalk, Highlands Hub, Australian Celtic Festival, Christmas in the Highlands, and the Powerhouse Museum to name a few.

Margot is the founder of Unearthed Prosperity (UP) with a mission to develop creative solutions, differently. Leveraging the Seven Strategic Steps to Creating Prosperity enables UP to create collaborative, engaging and measurable solutions whether they be physical or digital in nature or a combination of the two.

UP is associated with the National Geotourism Strategy and on two of their working groups. Together via their partnerships Geotourism has been included in the THRIVE 2030 strategy, the Regional NSW Plan 2030 and REDS for the Northern New England High Country Strategy.

Margot holds a Bachelor of Business, Major in Marketing and Minor in Event Management from Griffith University and a Diploma in Hospitality Management from Macleay College. Her extensive career in Advertising in the UK and Australia included the delivery of major advertising campaigns and marketing strategies for big brands including British Gas, Lloyds TSB and Optus. Margot specialised in Customer Relationship Marketing (CRM) – data-driven advertising across all channels including TV, Digital, Direct and Social.

Experience in marketing and communication encompasses acquisition and retention strategy and delivery, specialising in Customer Relationship Management (CRM). In my role at Ogilvy One in the UK I was integral to the launch of a new loyalty partnerships between British Gas and Nectar driving. In my role at M&C Saatchi I led the Customer Communications team delivering multiple data-drive solutions to increase customer engagement, retention, and value.

Margot also initiated the Grow Glen Innes Think Tank delivering seven (7) key project areas to improve socio-economic prosperity for the community of Glen Innes Highlands. Margot also created the Glen Innes Highlands Marketing Strategy and led branding and campaigns for Glen Innes Highlands and New England High Country.

Margot has written an award-winning Economic Development Strategy as well as project managed Destination Management Plans, New Tourism Infrastructure, Housing Strategies, Jobs and Skills Research, Liveability Development, Strategic Proposals, Digital Solutions, Concepts, and Ideas.

Our Partners and Network

Government and Industry

Regional Australia Institute

The Regional Australia Institute (RAI) is the nation's first and only independent think tank dedicated to building robust regional economies and a better quality of life in our regional towns and cities. They are a non-partisan, not-for-profit organisation that undertakes research to stimulate and activate our rural and regional communities. The RAI exists so that decision-makers at all levels of government, industry and community have the information they need to ensure the best outcomes for regional Australia.

UNE SRI & NOVA

NOVA is a dynamic community of founders, entrepreneurs, and innovators who are building enterprise in the New England North West. The purpose of the UNE SRI is to support startups and businesses to grow innovation to make our region a better place. NOVA is an inclusive co-working space that is available for community, business, organisations, groups and individuals to book desks, meeting, presentation and workshop spaces, and other facilities including a podcast / video room.

Australian Geoscience Council Inc.

The AGC is the Peak Council of geoscientists in Australia. It represents eight major Australian geoscientific societies comprising industry, government and academic professionals in the fields of geology, geophysics, geochemistry, mineral and petroleum exploration, environmental geoscience, hydrogeology and geological hazards. The AGC delivered the National Geotourism Strategy designed to enable major Geotourism projects to be delivered under a holist framework.

Business NSW

Business NSW actively advocates for positive change on behalf of members at a local, state, and federal level. By engaging in public policy, Business NSW can help to influence the outcome of issues and represent the needs of business owners.

Regional NSW

Works across government to advise on matters affecting local communities across regional NSW.

Economic Development Australia

Economic Development Australia is the national peak body for economic development professionals; building capacity, promoting excellence, and providing leadership on issues that matter to their members.

Creative

Twelve Points Photography

Jim Barker specialises in event & portrait photography, with a passion for documentary and street photography (with a little architecture in the mix too) Twelve Points is available for all photographic wants & needs, and can work to suit your budget, timings and creative idea.

Cloud Concepts

Cloud Concepts provide clean, intuitive, stylish websites that help their customers connect with businesses. They believe in keeping things simple. Over-complicating your website can discourage your customers, so we favour the "less is more" approach. They are a web development team that takes care of every aspect of your website to ensure a positive experience for your customers and maximise the likelihood that they will get in touch with you.

Production Group

The Production Group team executes complex creativity with a relentless focus on effective storytelling. Emotion is the key to behaviour change – and we make people feel. We bring stories to life. They collaborate with Creatives, Directors, Writers, Animators and Artists across Australia. Fundamentally, they are Producers who execute complex creativity.

EJ Freelance

Emma is a marketing, communications and customer service professional who delivers digital and social media content to engage and activate audiences. With a diverse client base across a range of industries, Emma is experienced in developing and implementing professional tailor-made strategies and solutions for organisations, projects, and events.

Naveze

Through clever mapping technology designed to help your visitors make the most of their day, Naveze makes exploring new destinations and experiences simple. Naveze is about enhancing experiences, living in the moment, and providing an efficient way of travel and exploration.

Monica Cook

Monica is a Design Thinker specialising in CD/AD/UX/UI/Voice. Monica's creative skillset, which encompasses art and design along with a background in music, has honed her ability to comprehend the significance of mood and emotion in creating memorable experiences. It all comes down to understanding your audience and crafting an experience that resonates with them.

Consultants

RegionalCollab

RegionalCollab bridges the gap between strategy and execution, providing project development and management that is simple, fast and cost recovered through a model solution that is localised and place based. Rechelle Leahy has over 20 years of experience in private enterprise, government and the not-for-profit sector. RegionalCollab's expertise includes Project Management, Governance, Risk Management, Compliance, and Strategic Development.

Jenny Rand & Associates

Jenny Rand is a management consultant with 30+ years of experience across the public and private sectors. Jenny specialises in tourism and economic development planning, project feasibility assessment, product development and business and strategic planning. Jenny has a very solid understanding of the attractions, activities, and experiences available in the three Shires and surrounding region, the visitor markets, travel routes and patterns, and the infrastructure available to support visitation.

Elayn James

Elayn is a project lead, strategist, business consultant, CX transformation, Innovation and Marketing expert. She makes big things, at scale, for maximum positive impact on people and businesses. Enamoured of the new, of thinking, of human-centered design, Elayne finds new ways to shape better experiences and bring solutions into the world using the latest technologies - or sometimes tweaks to client paradigms that result in seismic innovations.

Lucid economics

Lucid Economics is a boutique consultancy that works cooperatively with clients to solve their problems using economic and financial analysis. They advise both public and private sector clients all across Australia, often providing insights and clarity to direct investment decisions, policy and strategy. Their practical approach and dedication is valued by their clients and often makes them 'just one of the team'.

Ethical Fields

Ethical Fields partner with communities, governments and businesses to implement community wealth building and to transform and transition to regenerative and equitable models. They empower local people and places; increase local ownership and prosperity; anchor opportunities and prosperity to place; make financial power work for local places; create an inclusive economy; create regenerative industries and regions; leverage local multipliers and reinvestment; strengthen regions, towns and local communities.

REMPPLAN

REMPPLAN turns complex region specific economic and demographic data into clear insights that help you make decisions about the places you live, work and invest. They provide relevant, up-to-date, easy to use and simple to interpret so that it can be converted into planned actions. They provide a powerful suite of capabilities which allow you to analyse regional economies and much more.

Offers

We have the Capacity & Capability to Make Stuff Happen.

Whether you engage us for a day a month or longer, we ensure that your needs form the basis of our offers.

Here are a few "off the shelf" offers that aim to provide you with the capacity and capability you may not currently have to support your ambitions and ideas.

If you need a strategy, a tender submission, a business case, grant application or feasibility study let's talk about a bespoke solution that deliver your desired outcomes.



FIFO 1-DAY OFFER



**A TWO-HOUR 1:1
STRUCTURED
BRAINSTORM ABOUT
YOUR IDEA.**



**A HIGH-LEVEL
PROPOSAL BY THE
END OF THE DAY.**



SHOW ME THE MONEY OFFER



**A TWO-HOUR
MEETING ON YOUR
PROJECT WITH KEY
STAKEHOLDERS.**



**WRITTEN FUNDING
SUBMISSION.**



ON THE SAME PAGE OFFER



**DESIGN & DELIVERY
OF A FACILITATED
1/2 DAY WORKSHOP**



**OUTCOME REPORT &
RECOMMENDATIONS**



BUILD MY A-TEAM OFFER



**A ONE-HOUR
MEETING TO DISCUSS
YOUR NEEDS/BRIEF.**



**YOUR A-TEAM
PROPOSAL**

Contact

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