



# 2020-21 **impact report**

just.Gold



## **Hello, #WeAreJustGold**

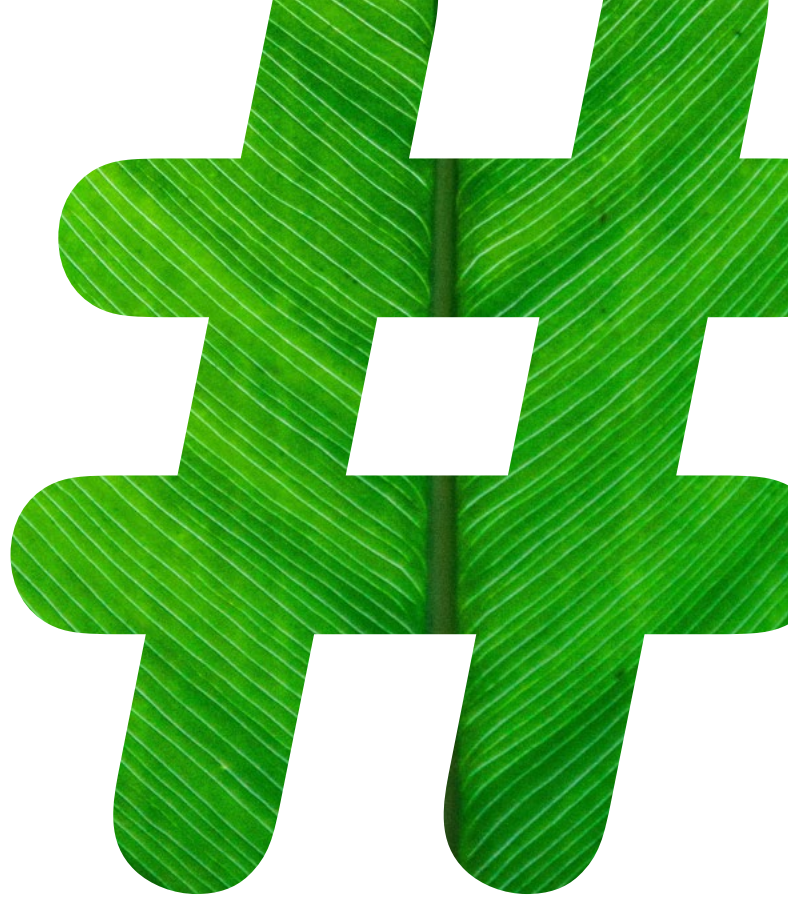
**We are a social enterprise that helps social enterprises and not-for-profits overcome marketing, strategy and communication barriers.**

In Australia, social enterprises report that the biggest barrier to growth is limited time or resources for marketing. We founded our social enterprise as a response to that community need.

2020 was the year that placed this community need on the front stage.

All organisations had to divert their activities online.

Not all of them were ready.



All social enterprises would perform better if they had the budget to engage with high-end communication and marketing services and develop their social media platforms.

Not all of them have the luxury of allocating budget to branding, marketing, social media development and online services.

At Just Gold, we work with the vision of a just world.

Where everyone has access to opportunity, knowledge, tools and high-end services.

Since our first year, we have been sharing our knowledge and training people and teams to be marketing ready, digital-ready, impact ready.

We offer digital and marketing services.

We offer our services with our standard rates to our commercial clients and with 50% discount or pro bono to our sector.

**We are helping the helpers; that is our impact.**

As our business grows and scales up, our impact grows alongside.

We can allocate bigger budgets to social enterprises, not for profits, community groups and people working with a distinct social purpose to give solutions to their marketing and communication needs.

**Our impact comes in many forms, from various touchpoints and diverse stakeholders.**

It can be a workshop, a video, a podcast, a website, an Instagram campaign, a new logo, a digital event, a social impact strategy, a marketing plan, a newsletter, a piece of research.

We have based our program on the UN Sustainable Development Goals.

We work towards equality and equal access to opportunity for organisations and businesses.



## **This is our commitment**

### **Goal 1: Inclusivity - SDG 5, 8, 10**

To be a social enterprise for everyone; accessible, affordable, open, engaging, aligned with all those who work for social justice and equal participation.

### **Goal 2: Environment - SDG 3, 11, 12, 13**

To be a social enterprise that cares for the environment and uses resources efficiently and in a mindful way for future generations.

### **Goal 3: Innovation - SDG 9**

To be a social enterprise that fosters creativity and uses it for social innovation.

### **Goal 4: Knowledge - SDG 10, 17**

To be a social enterprise that shares its knowledge and creates educational resources through all available platforms.

### **Goal 5: Community - SDG 8, 10, 17**

To be a social enterprise that helps the transition to the digital world, training & empowering individuals, businesses and communities to have strong, successful connections.





During 2020 we worked in alignment with our goals and delivered services to organisations and projects that work for a just world.

## **We offered**

### **Design**

Web design & development

### **Digital**

Campaigns & digital events

### **Branding, Strategy & Impact**

Brand design, style guides, content strategy



## Our impact program in numbers

During 2020/21 we worked with 11 organisations with teams of all sizes. We estimate that we interacted with approximately 128 people.



12 EDMs  
created



50 filmed and  
edited videos



20 recorded and  
edited podcasts



40 workshops  
delivered



60,000 approx  
words written



15 reports  
created



\$231,500 of pro-  
bono services

\*The Open Studio Days, The Disruptive Rainbow podcast and webcast and The Invisible Woman docuseries were paused due to Covid-19 production restrictions.

# Design





**Hellenic Power** ⚡

## **Hellenic Power**

With prices rising and falling dramatically in an ever-changing and complex energy market, how can you get a better deal on your bill?

### **Description**

From residential power and gas to complex Industrial Commercial business, Hellenic Power is a social enterprise that provides savings across Australia's east coast. From Queensland to New South Wales and the Australian Capital Territory down to Victoria, South Australia and Tasmania.

With strong ties to the Hellenic Australian community, they have created a model to offer their expertise and skills for free and donate profits to the Hellenic Australian Chamber of Commerce to support communities and businesses.

### **Services**

Website update (design, copywriting, video content), social media campaign, and social media management.





## The Voice Within Therapy Centre

Can we use therapy, training and education to empower and help individuals transcend all type of barriers? Even the ones that are considered 'too complex'? A world where everyone has a way to communicate – what does that look like?

### Description

The Voice Within (TVW) is a team of dedicated and passionate speech therapists who partner with individuals to see them develop to their full potential. For this unique team, no case is too complex to work with. The clinic is a door always open to people seeking help with speech and communication.

During 2020 the team observed the need to create an online platform to share tools, resources and connect with individuals remotely. That required work on style guidelines and content strategy to create a new website that can host the clinic's vision.

### Services

Brand refresh, content strategy workshops, and website update.



*Jo Cavanagh*  
Strategy for Social Innovation |  
Governance | Leadership

## Jo Cavanagh Consulting

How can an experienced social entrepreneur detach from an organisation they have been managing for years and develop their brand identity?

### Description

Jo Cavanagh OAM was ready to launch her own consulting business after stepping down from her CEO role at Family Life. She looked for a website that represented her as an experienced and passionate social entrepreneur and reflected her social values, work and achievements.

### Services

Website design.



## **The Anne Mc Donald Centre**

Imagine a world where people with no or limited speech have access to communication and families, schools and communities get effective training to communicate with the non-speaking community.

### **Description**

The Anne McDonald Centre is a not for profit that welcomes anyone of any age with any diagnosis with little or no functional speech and provides assessment and augmentative communication services in Victoria. At the core of the organisation is the belief that not being able to talk doesn't mean you have nothing to say.

The small team lead by Rosemary Crosley has been working tirelessly to serve the non-speaking community; the organisation's website, however, was outdated and difficult to use. We embarked on a redesign process to help the Centre develop an accessible and user-friendly website.

### **Services**

Brand refreshment and website design.



**Digital**





## Equality Australia

The journey to LGBTQI+ equality is ongoing - new challenges emerge every day. The team at Equality Australia works on many levels with structure and resilience, fighting the good fight day after day - except the days that it stops to commemorate the big wins.

Like the day that Australia voted YES.

### Description

Equality Australia exists to improve the wellbeing and circumstances of LGBTQI+ people in Australia and their families. The organisation shares information and resources to support LGBTQI+ people and uses its legal, policy and communications expertise to ensure that organisations have the right tools to deliver for the LGBTQI+ community. The team wanted to create a video to be released on social media to coincide with the third anniversary of the YES vote. We worked together and co-designed a purpose video about the journey to LGBTQI+ equality'; it was filmed in Sydney and featured real people sharing their stories.

### Services

FindYourHashtag workshop, creative concepts, and video production.



## SOCIAL TRADERS

### Social Traders Digital Awards

How can we design and produce an event under stage 4 lockdown restrictions? 2020 was the year that social enterprises across the country showed resilience, determination, and commitment to social impact. It was also the most significant awards year for Social Traders, with over 70 applications received.

That called for a big digital celebration!

### Description

Social Traders, the accrediting body that certifies and supports social enterprises in Australia, sought a social enterprise to produce content for their online award celebrations. With our partnership, Social Traders hosted a dynamic and engaging online award ceremony via social media over five days, despite the disruption of Covid-19 restrictions.

It was fascinating to interact with our tribe and film the social enterprises that excelled in their field and the businesses that have successfully implemented the Social Procurement Framework.

### Services

Concepts, graphics, production, postproduction, video packaging, and scheduling.



## **The Hellenic Australian Chamber of Commerce and Industry (HACCI)**

How can a Chamber support its business network when businesses are closed? How can it connect in a meaningful and helpful way?

### **Description**

HACCI is an Australian NFP promoting the ties of the Hellenic Australian businesses of the country to lead, collaborate and excel. As soon as the first lockdown was imposed, we helped the Chamber divert all activities online; we prepared frequent special EDMs, promoted the online mentoring program and produced the HACCI Excellence Awards as a digital event that reached over 180k people worldwide.

### **Services**

EDM, Marketing plan, marketing services, advertising services, social media management, content development, digital event production, scheduling and optimisation.



## **Branding, Strategy & Impact**





## Sydney WorldPride 2023 (SWP2023)

How can we use a big event to accelerate social progress? Is a Theory of Change the catalyst? How can we monitor activities to gather credible data? Can we build a system that measures the social impact on the side of Sydney's biggest upcoming event?

### Description

Licensed by Interpride, WorldPrides are global events that happen every few years at a different host city. In 2023 Sydney WordPride will celebrate diversity whilst shining a light on human rights issues across the Asia-Pacific.

Sydney WorldPride wanted to be the first event to create a meaningful metric system for impact in the LGBTIQ+ space and develop and implement a framework to monitor the social outcomes of all activities. We connected with different parts of the community and engaged with various stakeholders to understand the status of the LGBTIQ+ community across generations in the world after the pandemic.

This was a unique opportunity for our team to work on a Theory of Change and create the building blocks for a social impact strategy.

### Services

Research, consultations, workshops, surveys, Theory of Change, first draft of social impact strategy.



## Prisma Legal

Can we envision a world with accessible legal services, where commercial law firms balance purpose with profit? Where are decisions made in consideration of the impact of clients, suppliers, community and the environment?

### Description

Prisma Legal is one of only four law firms in the country to obtain certified B Corp™ status. The team is committed to dedicating at least 100 hours of pro bono legal and educational services each year to start-up entrepreneurs and social enterprises and providing educational, legal services to the not-for-profit sector, tertiary programs, and the wider community. In 2021, Prisma Legal offers pro bono services to The Social Studio social enterprise, Fitted for Work social enterprise and the Monash University Law Clinics.

### Services

Marketing plan, concepts, digital campaign, social media management, podcast design.



## **Sydney Gay and Lesbian Mardi Gras (SGLMD)**

In a world where big events have to follow social distancing rules and police have to make sure that health protocols are appropriately applied, how can we celebrate inclusion and diversity in the heart of Sydney in a safe and meaningful way?

### **Description**

SGLMD It is the oldest continuously operating LGBTQI+ organisation in Australia, built on the foundations laid by early community activists in a time of widespread, institutionalised oppression and discrimination.

SGLMG has evolved to include a strong focus on celebrating these origins while maintaining a commitment to social justice for LGBTQI+ communities. To do that, SGLMG has an ongoing conversation and collaboration with the NSW Police Force. During July 2021, key stakeholders will come together for a Roundtable.

We designed and coordinated the process, which included research, social listening, surveys and community consultations.

### **Services**

Research, surveys and data analysis, community consultations, event coordination, report production.



## Refugee & Migrant Talent (RMT)

What is happening in the world of recruitment, and how will it look in the future? Can we create diverse workforces and inclusive workplace cultures? Can technology give real solutions and inform recruitment decisions?

### Description

Founded in 2015, Refugee and Migrant Talent (RMT) RMT provides a recruitment service matching refugees and migrants in Australia with job opportunities. The social enterprise recently developed an innovative technology solution enabling businesses to hire from many diverse groups and was looking to create a brand identity for the new service.

Social change at its best and a creative group that worked together to design and deliver Wave<sup>XD</sup>!

### Services

Brand identity workshop, brand strategy, name & logo.





**Social living** 

## **Social Living**

Can we break the circle of 'make – use -dispose'? Can a circular economy help eliminate waste, offer products of good quality and at the same time create job opportunities?

### **Description**

Social Living is a social enterprise in the start-up phase that provides affordable bedding and furniture options to social housing customers. They also seek to generate employment opportunities for people experiencing disadvantage through their manufacturing, take-back and recycling system. As they are getting ready to launch their final products and are preparing their website, they sought help to develop their content strategy and key messages and plan their social media channels.

### **Services**

Content strategy, key messages, social media strategy.



## Up next:

**#FindYourHashtag 2021/22**

### Remember

When you choose to work with us, you extend your social impact and CSR programs to our ecosystem. You enable accessible services and grants to other social enterprises, not for profits and individuals working with a social purpose via our impact program.

### Connect

If you have a service you would like to offer through our program or if there is a service that you need, please get in touch at [hello@justgold.net](mailto:hello@justgold.net). Our team responds within 48 hours.

**We connect, we partner, we create & deliver change.**

**We are looking forward to the next chapter.**

**@wearejustgold**

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