



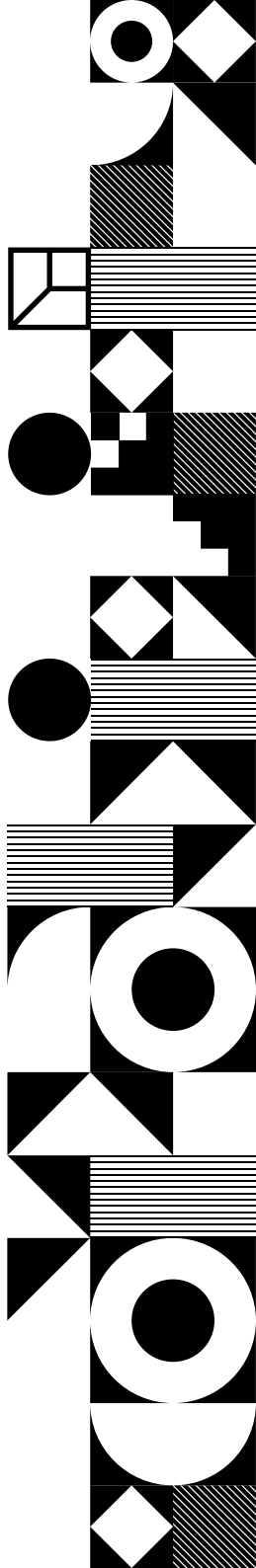
# Capability Statement Overview

---

A certified social enterprise delivering strategy, communications, and creativity with impact.



Business for good



# Who We Are



**Just Gold is Australia's first certified social enterprise that operates as a full-service management consultancy and creative agency.**

For over six years, we've partnered with government, business, and purpose-led organisations to deliver strategic consulting, communications, production, and training—while creating inclusive employment and measurable social impact.

#### **We are:**

- Accredited by Social Traders & People and Planet First
- A two-time Telstra Best of Business Awards finalist
- Backed by The Aurum Foundation, our philanthropic arm for public impact

We operate nationally across sectors including government, education, health, infrastructure, culture, and community.

#### **Our clients include:**

- Federal Government and National Institutions: Australian Sports Commission, SBS
- State Government: Governments of New South Wales, Victoria, and Queensland
- Local Government: City of Sydney, City of Melbourne, City of Adelaide
- Corporate and Infrastructure: John Holland, Mirvac, Spark North East Link, Bank of Sydney, Twitter
- Social Enterprises and Impact Organisations: Sheforce, Give Industries, Sydney Gay and Lesbian Mardi Gras, Myriad Global
- Every project is designed to meet commercial objectives while shifting systems toward equity.

# Our Model → Social Enterprise

---

## Our Vision

A just world. Access to opportunity for all.

## Our Mission

To make high-quality strategy, communications, and creative services accessible to those excluded from social impact — through inclusive employment, ethical business practice, and purposeful delivery.

---

## 1. Talent Equity

We create paid roles for professionals historically excluded from traditional pathways—across disability, neurodivergence, gender, migration, and age.

---

## 2. Commercial Delivery

We deliver strategy, creative, and advisory services across sectors. Our clients achieve outcomes while embedding social value into delivery.

---

## 3. Purpose-Led Access

We provide low bono or pro bono services where social impact is high but funding is limited—supporting grassroots initiatives and systemic advocacy.

---

## 4. Systemic Interventions

Through our public impact arm, The Aurum Foundation, we launch bold, lived experience-led initiatives that shape national dialogue and shift public systems. Aurum exists to invest in equity, inclusion, and visibility—particularly across gender, disability, neurodivergence, culture, and sexuality.

# Core Capabilities

---

All services are delivered in alignment with relevant social procurement, Intersectionality, Diversity, Equity & Inclusion, and compliance frameworks — including the UN SDGs, Modern Slavery Act, and state-based Social Procurement requirements.

---

## Strategy & Consulting →

- Social Impact Strategy
- Strategic Communications
- Research and Insights

---

## Creative & Communications →

- Campaigns, Branding, Content
- Multimedia Production
- Inclusive Narrative Development

---

## Training & Education →

- eLearning and Instructional Design
- DEI & Intersectionality Training
- Workshops and Leadership Development

---

## Impact & Advocacy →

- Policy and Public Platform Design
- Community Consultation (Praxis Framework)
- Public Events and Knowledge Infrastructure

# Methodologies

## The Ethos Method

Inclusive project delivery across strategy, creative, and training.

## The Praxis Framework

Applied in deep engagement, community consultation, and lived experience-led projects. Developed with The Aurum Foundation.

Method ▾	Purpose ▾	Used In ▾
Ethos Method	Strategy, training, delivery	All commercial and enterprise projects
Praxis Framework	Community consultation	Advocacy, lived experience, co-design



# Our Impact

Just Gold delivers measurable, layered impact — supporting individuals, communities, and public systems.



## Our Impact Areas Include ▾

### Community Access

*We provide pro bono and low bono creative and consulting services to initiatives with high social value and limited funding.*

- Strategic communications, branding, and advisory for purpose-led organisations and campaigns
- Inclusive design and accessible engagement tools that centre underrepresented voices
- Public-facing platforms and experiences that drive civic participation, equity, and visibility

### Inclusive Employment

*We create meaningful career pathways for marginalised professionals—bridging gaps in access, skills, and opportunity.*

Internships and placements across media, consulting, and production.

- Employment pathways tailored to neurodivergent, disabled, migrant, and mature-age professionals

- Capacity building for long-term inclusion within high-skill, future-facing sectors

### The Aurum Foundation

*Our public impact platform drives structural change and civic leadership through lived-experience expertise.*

- Think – A national storytelling and policy initiative led by those with lived experience
- Aurum AQ – A digital learning suite delivering learning that centres lived experience while unpacking how systems of power create intersecting inequalities—and how we can change them
- Toolkits and reform frameworks turning evidence into action—across governance, inclusion, and cultural participation

### How We Measure

- SDG-linked frameworks (SDG 3, 5, 8, 9, 10, 11, 12, 13 and 17)
- Outcome tracking and narrative reporting
- Stakeholder feedback, sector validation, and lived experience input

# Contact

---

## Just Gold

ABN 20 630 605 926  
hello@justgold.net

---

## Melbourne

The Commons QV  
3 Albert Coates Lane, Melbourne VIC 3000

---

## Sydney

The Commons Central 20-40 Meagher Street,  
Chippendale NSW 2008

