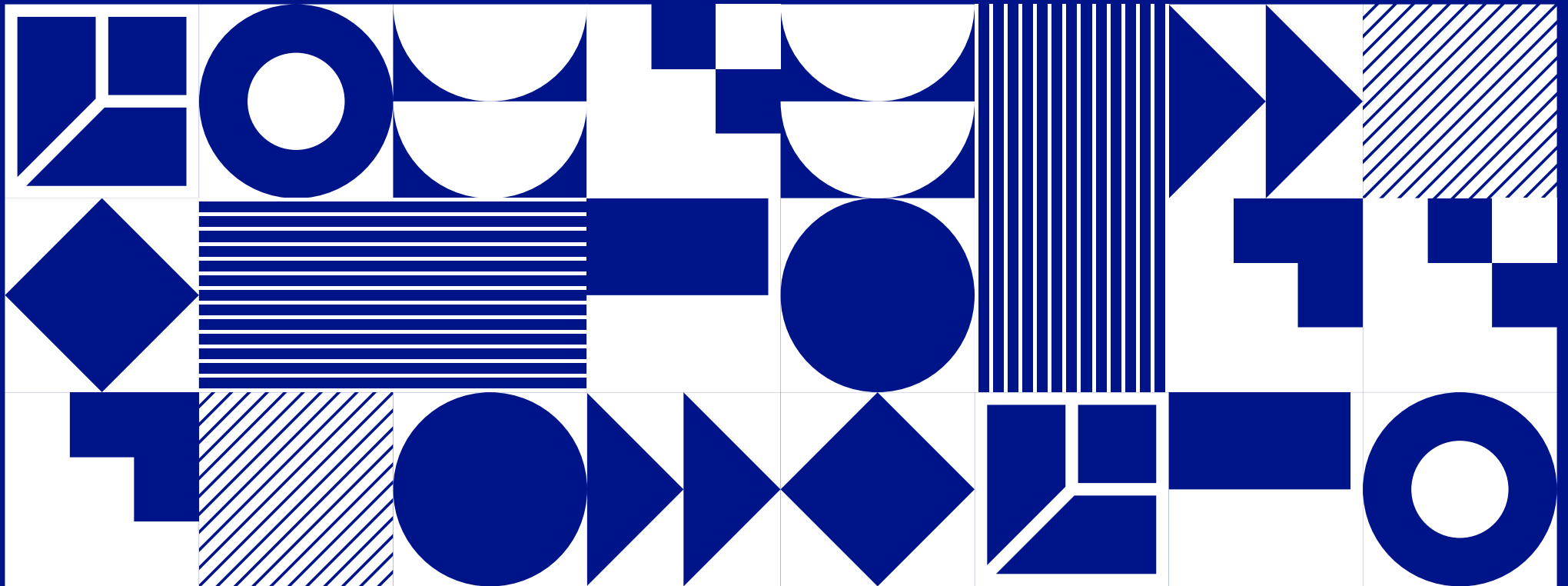
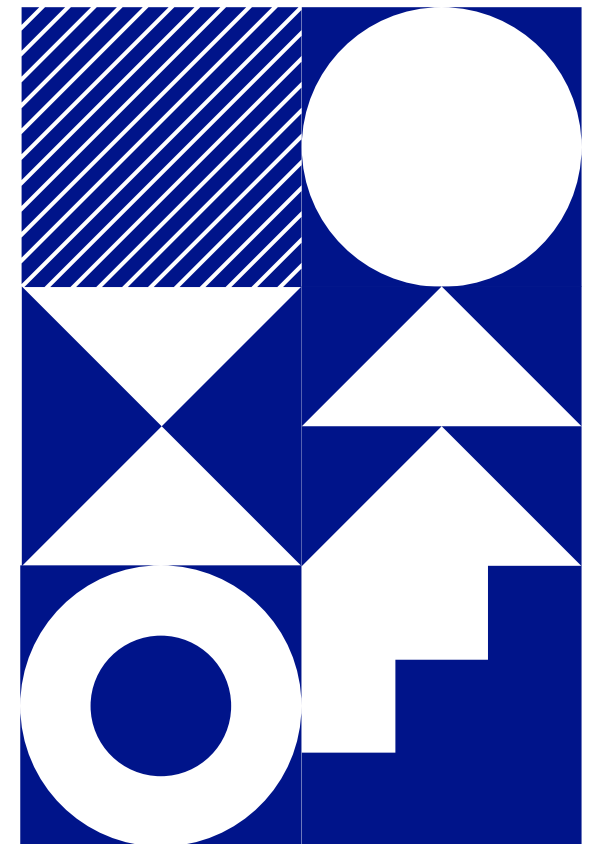


Portfolio



About

Just Gold is Australia's first full-service management consulting & creative agency that is an accredited social enterprise. We offer affordable high-end management consulting, intersectionality, diversity and social impact advice, strategic communications as well as design and production services for all.



Brand Identity

→ Enable

→ Sheforce

→ Loving Lilydale

Enable

Connecting Communities Through Design: Enable Social Enterprise's Brand Evolution

- Brand Identity
- Web Design

enable

A bold, Memphis-inspired identity rolled out across digital, print, and public space — including a full tram wrap with Yarra Trams.

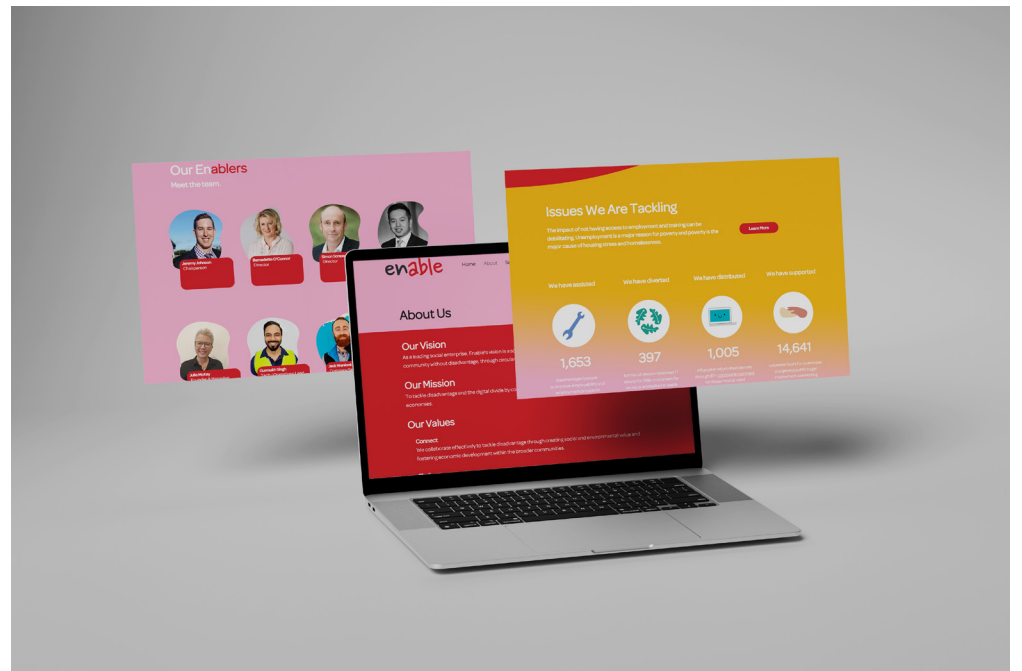
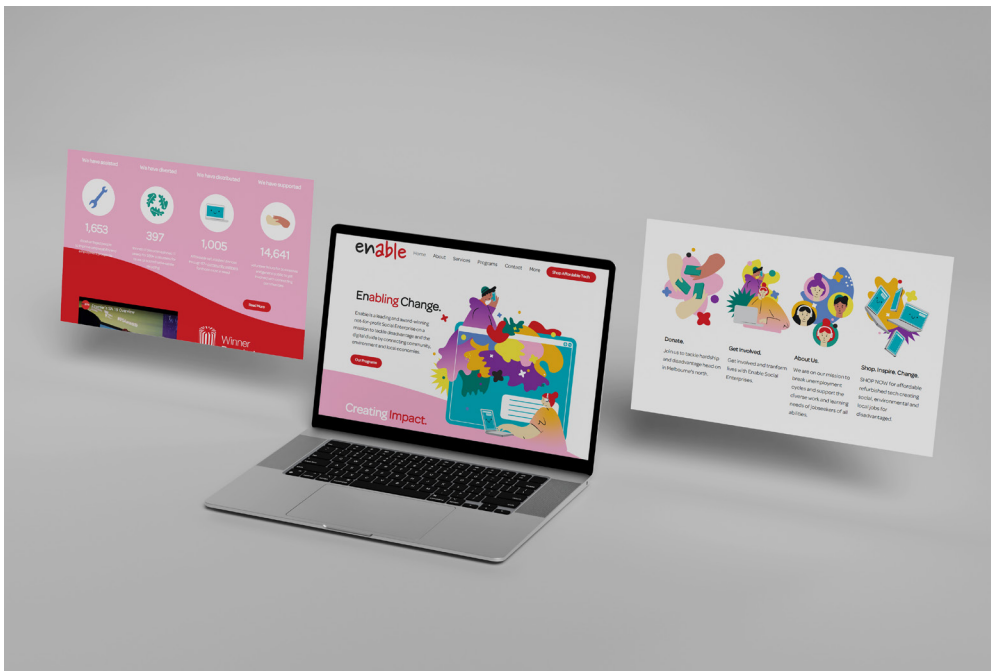
Design Features – Playful character design, dynamic shapes & vibrant patterns, integrated across web, social, and OOH.

Purpose – The visual language expressed Enable's mission: bridging the digital divide through community-led recycling and social enterprise.

Digital – Alongside the campaign, Just Gold delivered a modern, accessible website: Intuitive UX, Responsive, mobile-first design, Showcasing Enable's circular economy impact.

Outcome

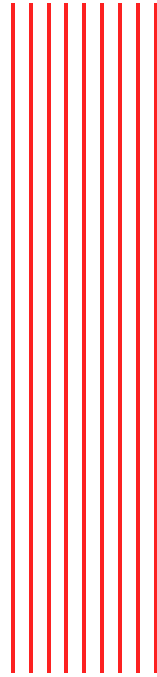
A cohesive, values-led brand system that amplified Enable's presence — from street-level to digital — positioning them as leaders in innovation, equity, and sustainability.



Enable

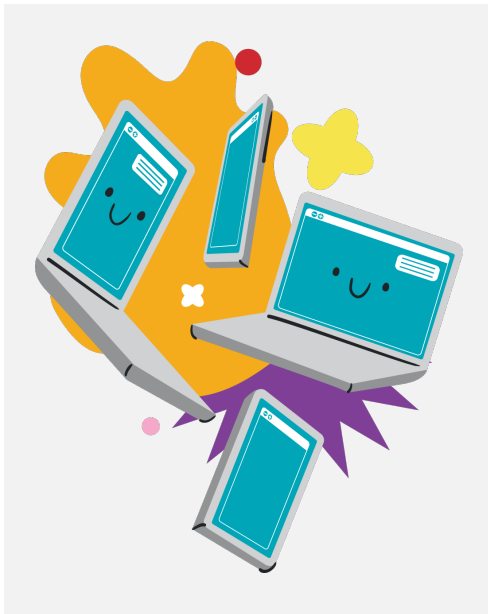
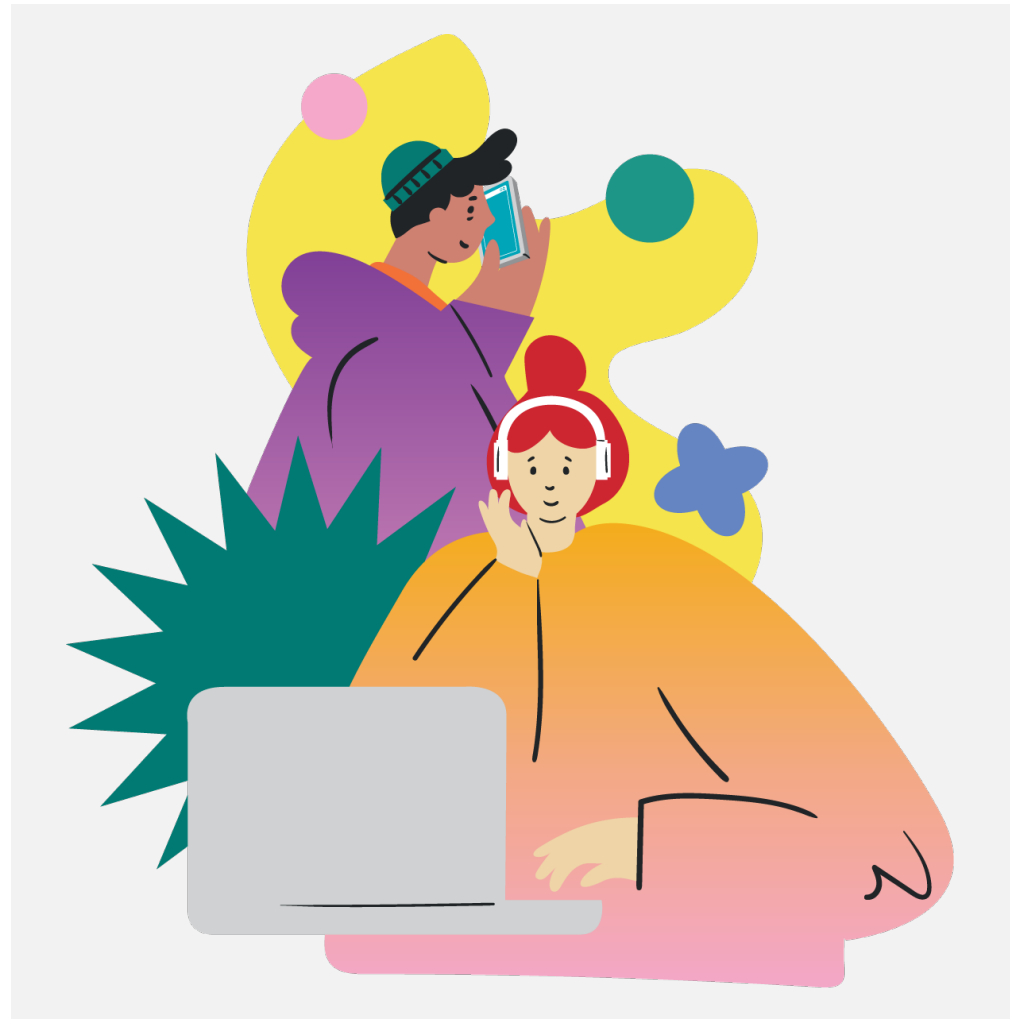
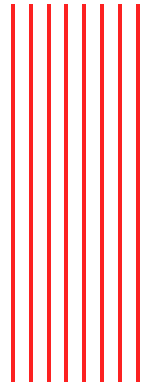
- Out-of-home Media (Tram Design)
- Brand Identity

enable



Enable

- Out-of-home Media (Digital, Web and Tram Assets)
- Brand Identity
- Social Media



Sheforce

Forging Career Pathways: Designing Sheforce's Brand to Empower Inclusive Workplaces

- Brand Identity
- Web Design



As part of our Impact Program, Just Gold collaborated with Sheforce to create a distinctive brand identity and website that champions career pathways for women, youth, and migrants in the building and construction industry.

Design Features

- A dynamic typographic logomark featuring a centred “F” — symbolising forward motion and strength.
- Gold and purple palette representing empowerment, resilience, and unity.
- Clean, modern visual identity extended across digital, print, and on-site applications.

Purpose

To visually communicate Sheforce's

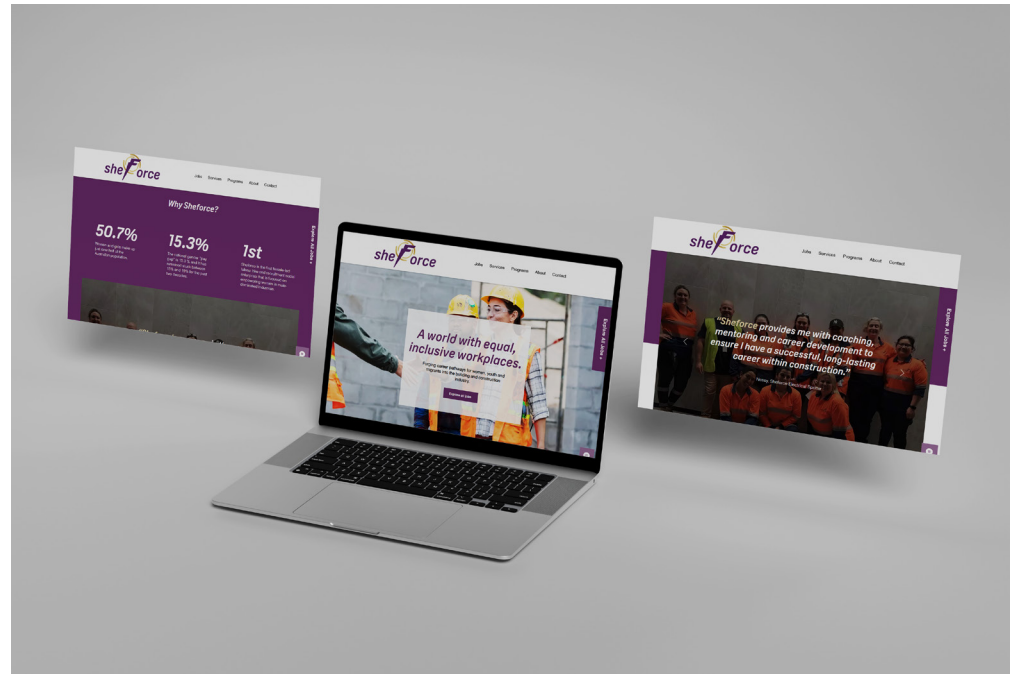
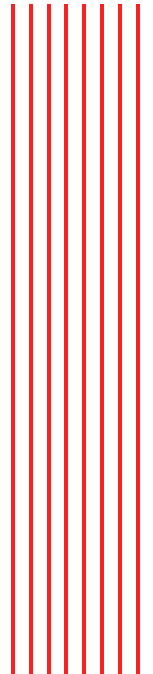
mission: creating inclusive, equitable workplaces and driving systemic change in traditionally male-dominated industries.

Digital

A responsive, user-friendly website designed for clarity and access — featuring intuitive navigation, mobile-first UX, and clear pathways to information, resources, and community connection.

Outcome

A cohesive, values-led brand and digital presence that positions Sheforce as a bold voice for diversity in trades — supporting the next generation of skilled workers through visibility, strength, and unity.



Sheforce

- Logo Design
- Report Layout



Capability Statement

About Us

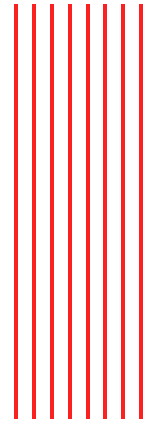
Sheforce Recruitment & Labour Hire is a certified social enterprise promoting equality, diversity and inclusion within the construction industry. We dedicate our efforts to forging career pathways for women and minorities (including disadvantaged youth, culturally and linguistically diverse individuals, ex-offenders, Indigenous and non-binary individuals) into Victoria's construction industry.

Established in 2021, Sheforce focuses on the lack of female representation on construction sites, with only 2% of women onsite and a mere 12.5% representation of women within the industry in Victoria. Sheforce is the first female-led recruitment and labour hire social enterprise focused on the construction industry. We have signed an Enterprise Bargaining Agreement with CFMEU and are able to work on Big Build Projects across Victoria.

With extensive experience in construction, financial services, government, and manufacturing, the leadership team at Sheforce brings a wealth of knowledge and expertise. Throughout their careers, they have been involved in civil road construction projects, level crossing removals, commercial developments, residential developments, and building and construction industry superannuation.

In October 2022, Hume City Council awarded Sheforce as the winner of the Start-Up Business Award. We are incredibly grateful to be recognised and supported by the local government.

Contact:
Sally Caruana
Founder & CEO
P: +61 410 419 604
E: sally@sheforce.com.au
W: www.sheforce.com.au



Team Sheforce



Sally Caruana
Founder & CEO

A social entrepreneur passionate about the construction industry, Sally brings a wealth of knowledge and experience as the founder and CEO of Sheforce.

Working within construction, financial services and government, Sally is a powerhouse relationship builder who prides herself on her dedicated work ethic, strong leadership, mentoring skills and commitment to drive social change to see women thrive.



Mario Gauci
Chief Operating Officer

Mario joins Sheforce with extensive leadership roles within construction, transport, and manufacturing.

At Sheforce, Mario manages the day-to-day operations and works with our partners to ensure successful results are achieved. Mario is passionate about gender equality and is a champion for women, youth, and minorities through the relationships he has built and continues to foster.



Marisa Gauci
People & Culture Manager

As People & Culture Manager at Sheforce, Marisa brings expertise from small business, community service, finance, and education.

Raising three adult women, Marisa thrives on coaching, mentoring, and supporting Sheforce's employees and candidates. Developing Sheforce's Wellness Program, Marisa is dedicated to educating individuals on health, wellbeing, and financial literacy.



Esmeralda Pistofian
Operations Coordinator

Esmeralda joins Sheforce with over 20 years' experience as a customer service professional across varied roles.

After completing a Bachelor of Commerce and working in the banking industry, Esmeralda made the leap into despatch in construction and enjoyed how dynamic, challenging and fast-paced the industry can be. Esmeralda enjoys helping others and is looking forward to supporting the team at Sheforce, working towards equal and inclusive workplaces.



Maebee Ashley
Administration Assistant

Maebee joins Sheforce after successfully completing our She Kan Build Program in April 2023.

Maebee is looking forward to building a career that empowers women and minorities into the construction industry. Since joining Sheforce, Maebee has been an asset in supporting our team in administration and events.



Loving Lilydale

Loving Lilydale: Elevating Local Identity Through Design

- Brand Identity
- Poster Design



For the Loving Lilydale campaign, Just Gold expanded and refined an existing brand to authentically reflect the spirit of the Lilydale community during the level crossing removal project.

Design Features

- Inspired by local signage, we crafted a cohesive visual language, paired with community-led photography and talent.
- A playful pastel palette brought warmth and vibrancy to posters, social assets, and campaign collateral.

Purpose

To foster local pride by celebrating

Lilydale's skilled businesses, makers, and unique character.

Creative Approach

- We evolved the brand into a dynamic, community-first identity — with visuals and messaging that feel familiar, joyful, and place-specific.
- The campaign spotlighted over 20 local businesses, creating a sense of ownership and belonging.

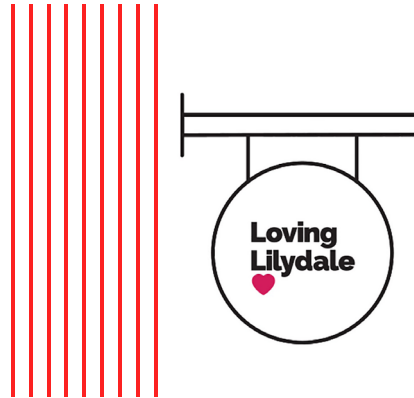
Outcome

A bold, people-centred campaign that strengthens community connection and celebrates Lilydale's identity through a time of transformation.



Loving Lilydale

- Brand Identity
- Social Media Tiles Design



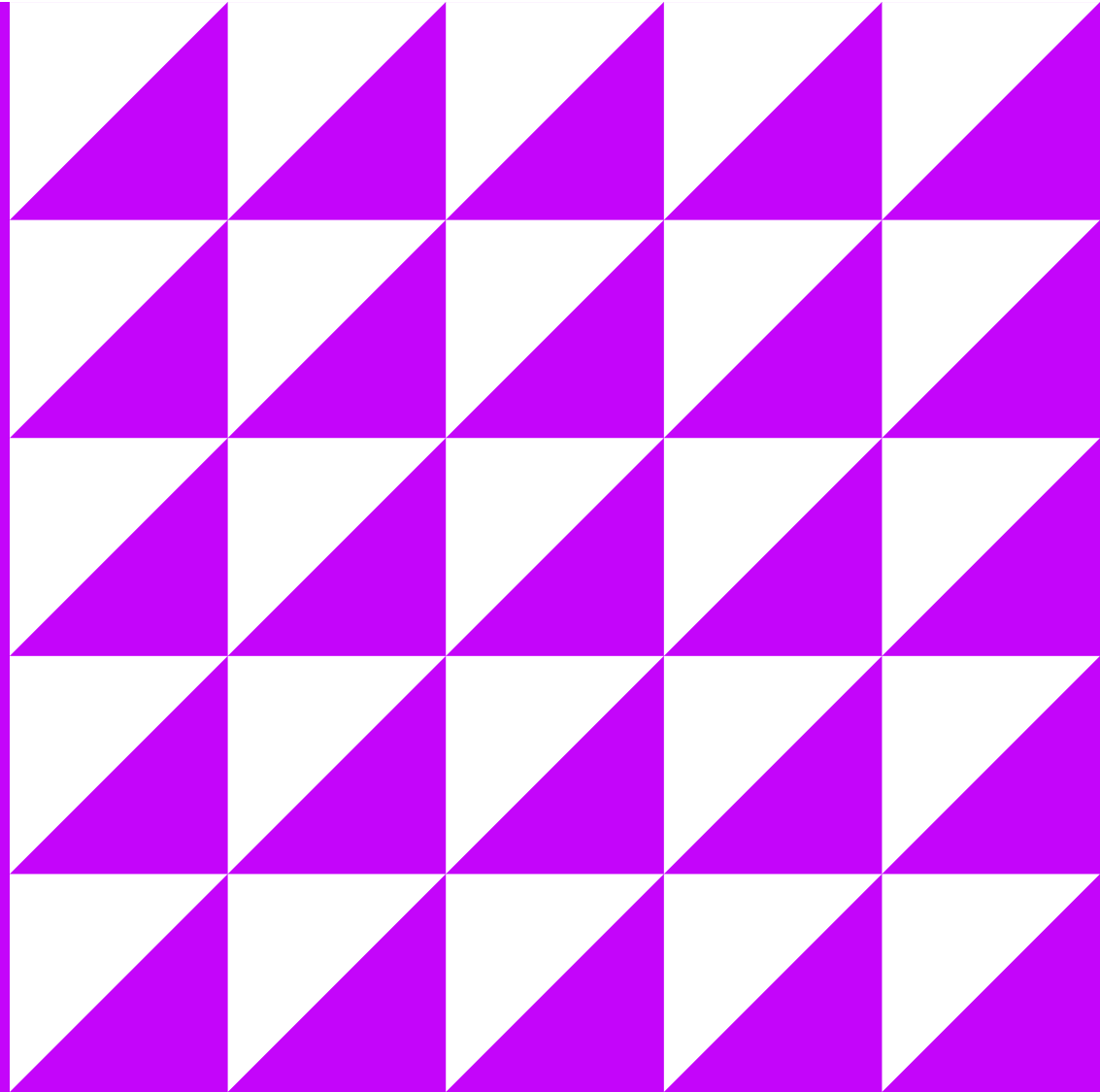
Campaigns

→ Autistic Pride Day

→ Good Things

→ Think Talks

→ Think 3000



Autistic Pride Day 2025 — Unapologetically Autistic

Three Years of Impact: Designing for Autistic
Pride Day 2025

- Brand identity
- Social Media Campaign



For a third year, Just Gold evolved the Autistic Pride Day identity to amplify autistic voices and foster inclusion.

Design Features

- 2024's Taking Off the Mask used mask-to-butterfly imagery to symbolise transformation.
- 2025's Unapologetically Autistic features customisable templates for bold self-expression.
- Rainbow palette, strong type, and accessible layouts ensure clarity and impact.

Purpose

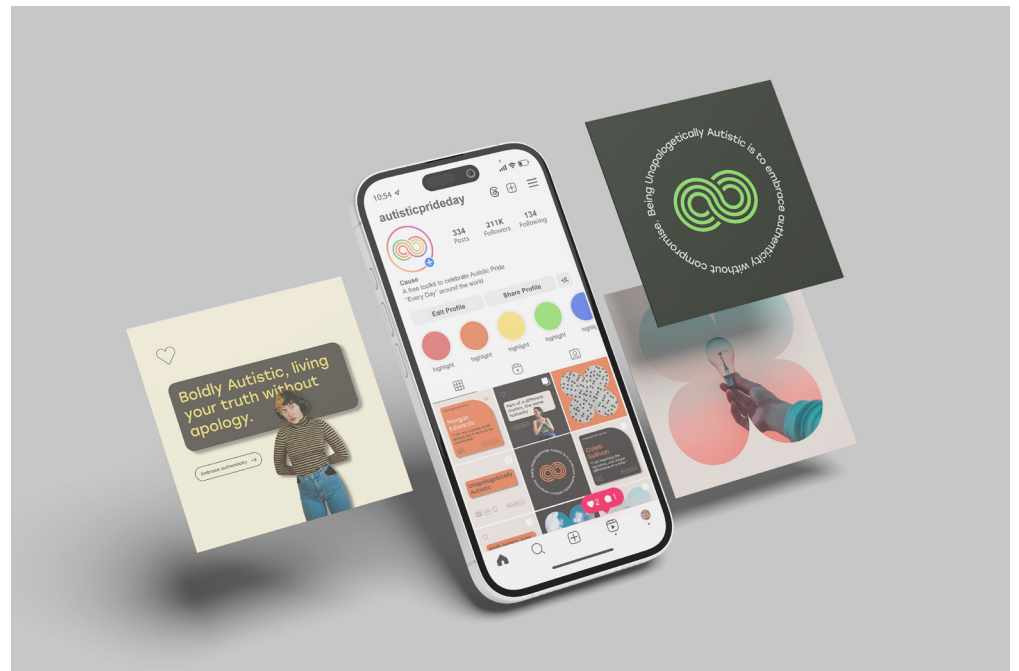
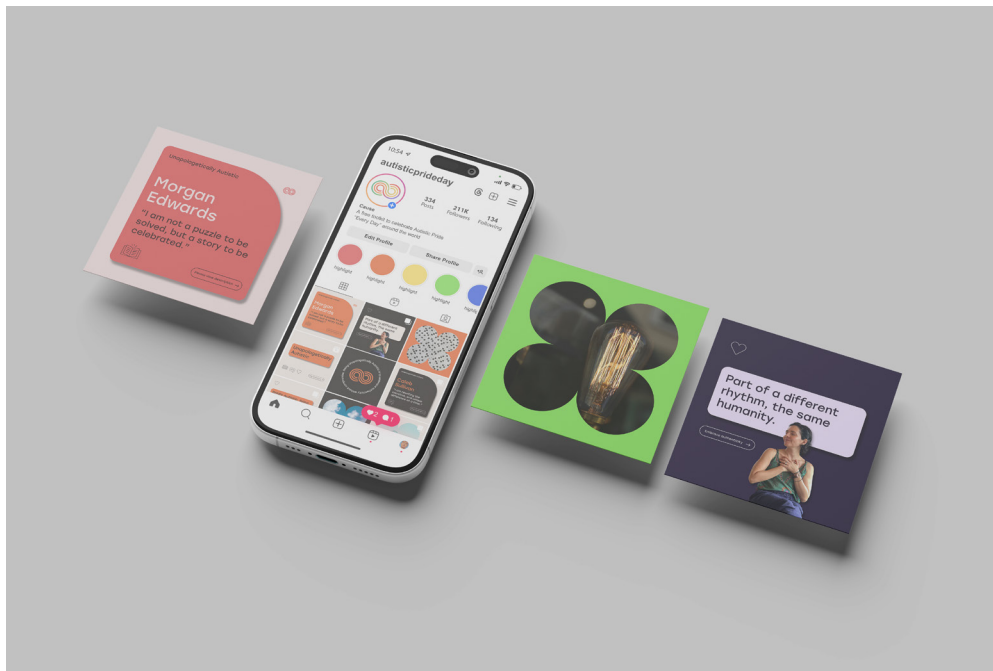
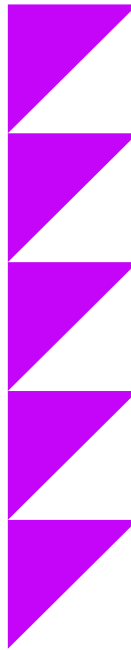
To centre autistic identity and empower community-led storytelling.

Creative Approach

Each campaign builds on the last, shifting from transformation to unapologetic visibility.

Outcome

A growing platform that sparks dialogue, strengthens pride, and keeps design firmly in autistic hands.

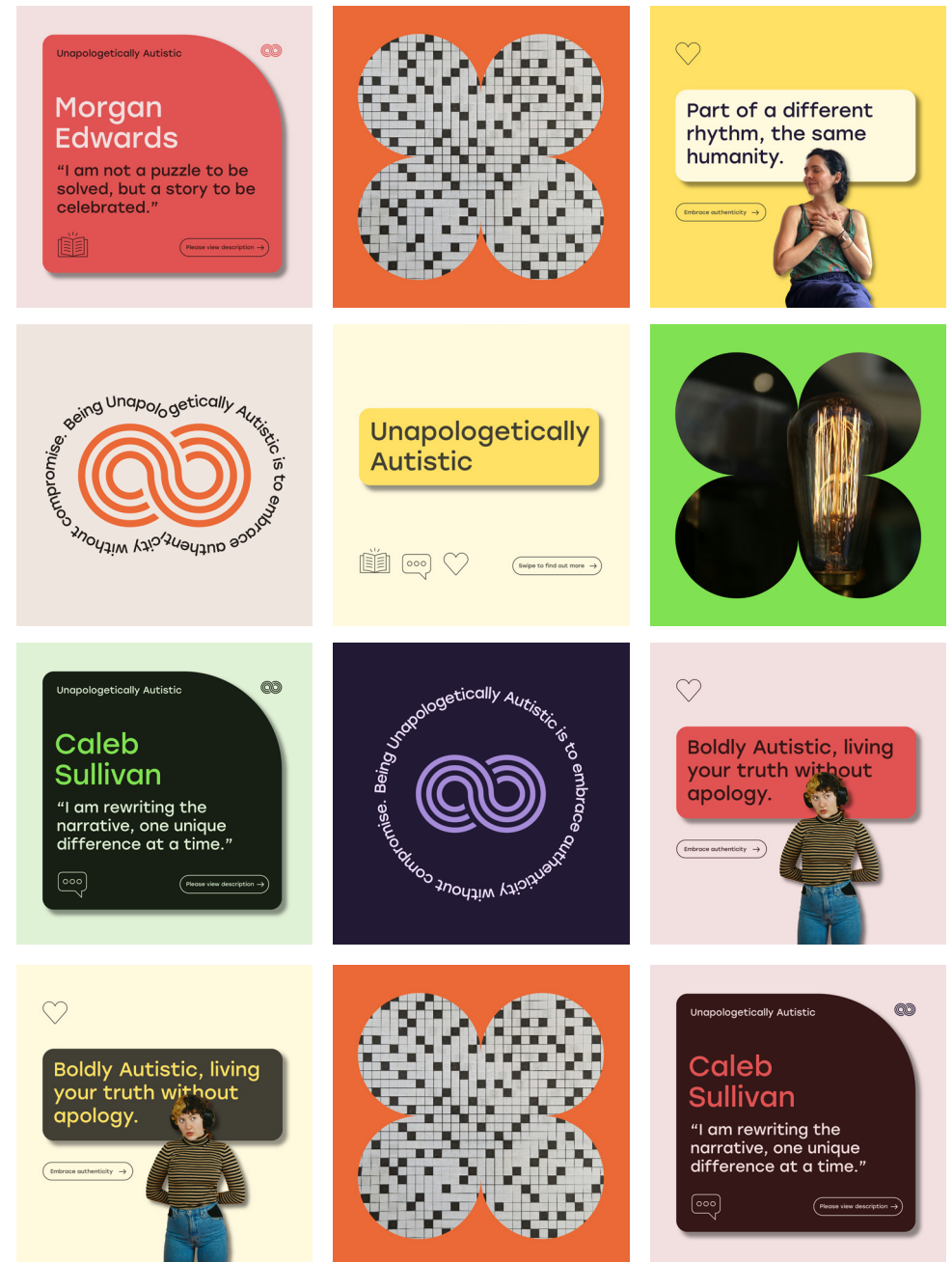


Autistic Pride Day 2025 — Unapologetically Autistic

- Social Media Campaign
- Accessible Tool Kit Design
- Brand Identity



Autistic Pride Day 2024 ↓



Good Things — Get Online Week

A Campaign Focused on Educating Digital Users and Bridging the Digital Divide

- Social Media Campaign
- Branding



Just Gold partnered with Good Things Foundation to support Get Online Week—empowering older Australians to feel safer and more confident online.

Design Features

- Vibrant, inclusive imagery and clear messaging across social tiles, digital banners, and campaign kits.
- Designs were optimised for accessibility and broad community use.

Purpose

To close the digital divide by building access, skills, and confidence.

Creative Approach

Visuals were tailored to engage older audiences and foster a sense of connection and inclusion.

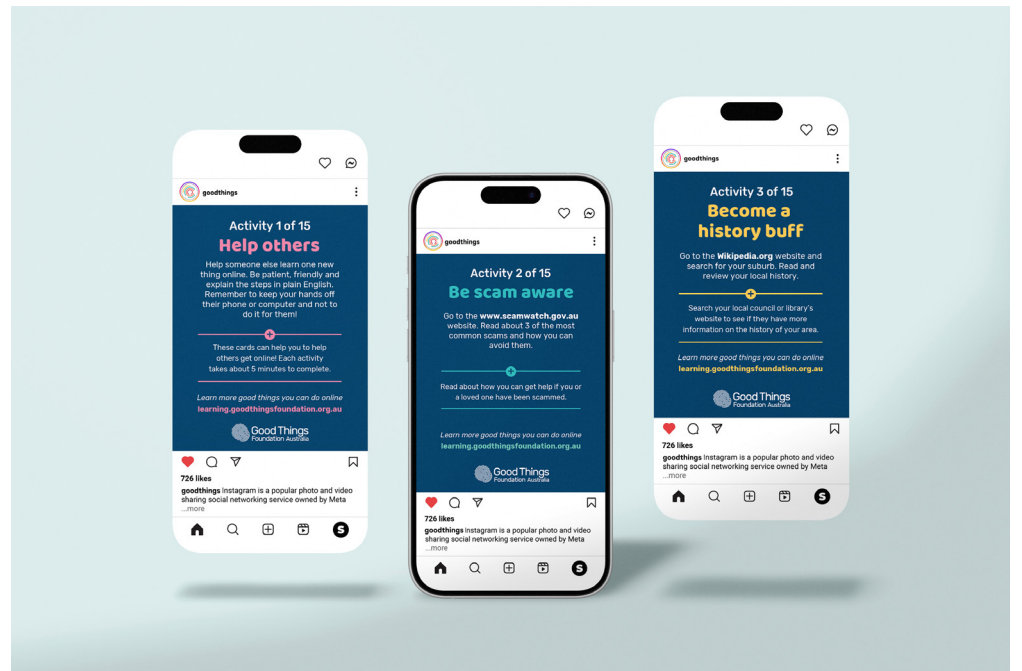
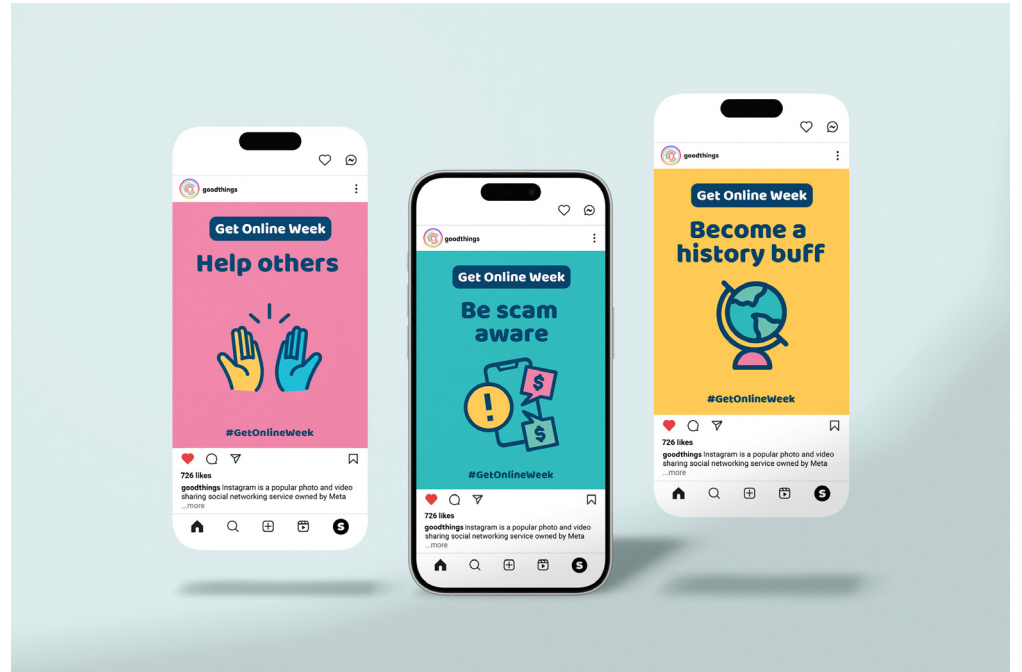
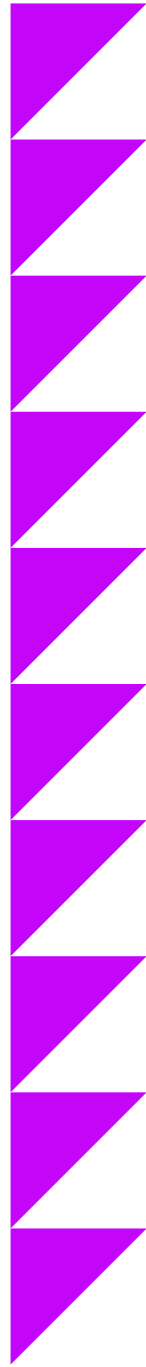
Outcome

A national campaign that promotes digital literacy and ensures no one is left behind online.



Good Things — Get Online Week

- Social Media Campaign
- Branding



Think Talks

Building a Thought Leadership Platform for Impact

- Branding & Identity Design
- Promotional Assets & Event Collateral
- Social Media & Digital Content
- Web Design & Development
- Out-of-Home Advertising
- Multimedia Production

**THINK
XTALKS**



Portfolio

Through our impact arm, the Aurum Foundation, we developed Think Talks—a dynamic platform designed to spark bold ideas and inspire real-world change across business, tech, equity, and sustainability.

Design Features

We led branding, event collateral, social content, web design, OOH, and multimedia production—creating a flexible visual system that adapts to diverse audiences and formats.

Purpose

To elevate thought leadership and foster inclusive, cross-sector dialogue

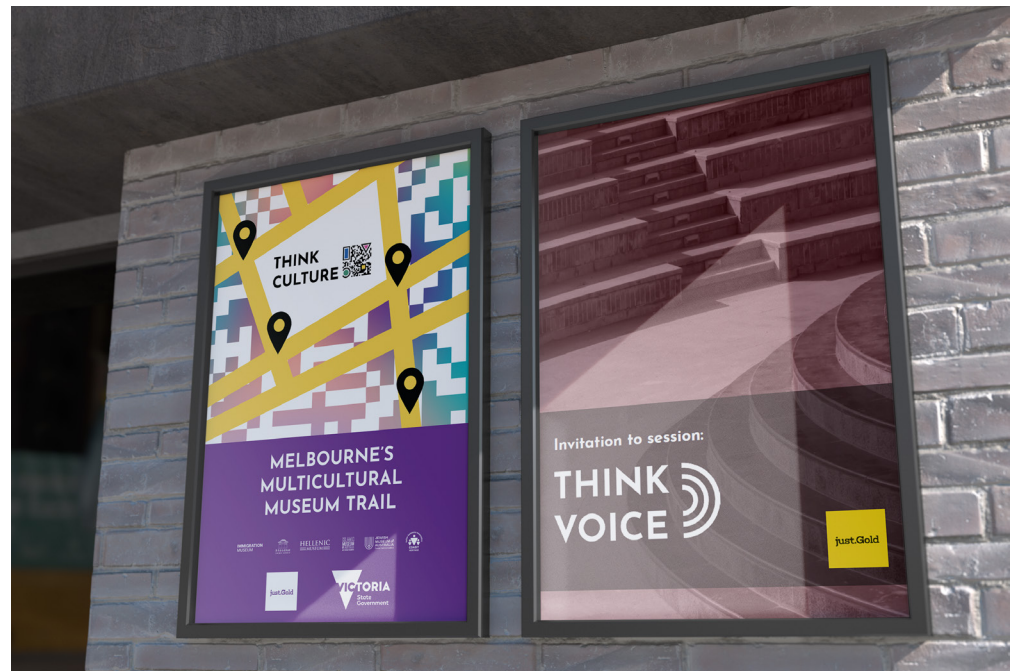
around urgent and emerging issues.

Creative Approach

In partnership with RMIT University, the Victorian Government, and the Cities of Melbourne, Adelaide, and Sydney, we delivered full creative direction and digital strategy to ensure each event had a distinct, cohesive identity.

Outcome

A national platform connecting thought leaders, change-makers, and communities—turning ideas into action through bold storytelling and trusted partnerships.



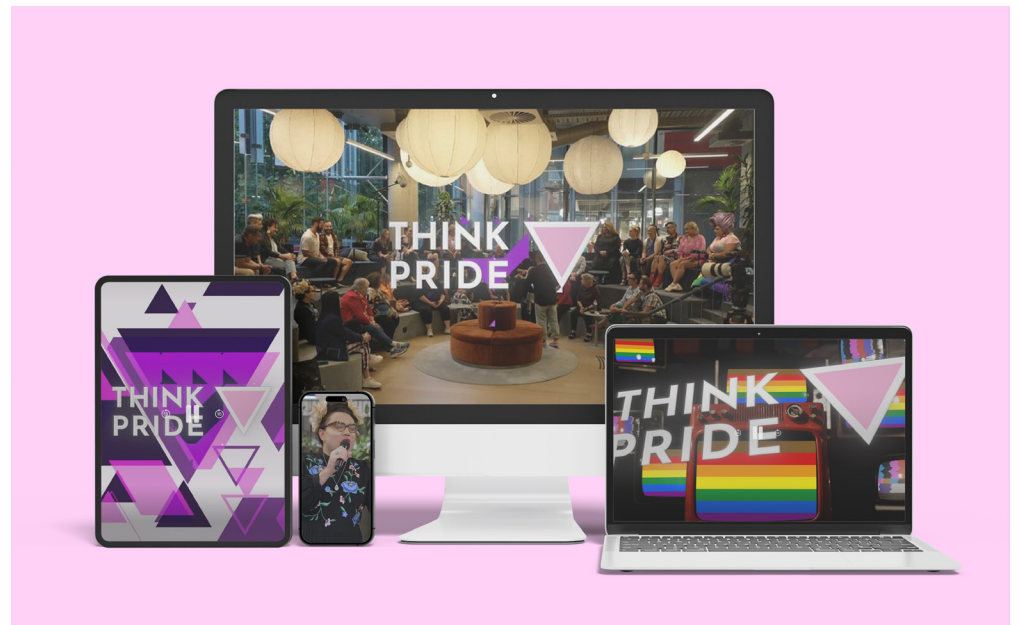
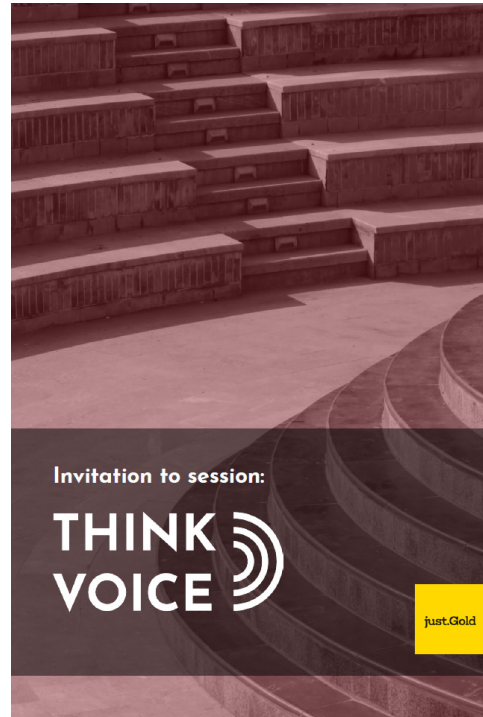
Think Talks

Building a Thought Leadership Platform for Impact

- Branding & Identity Design
- Promotional Assets
- Event Collateral
- Social Media & Digital Content
- Web Design & Development
- Out-of-Home Advertising
- Multimedia Production

**THINK
XTALKS**

 **Qurum
Foundation**



Think 3000

Think What's Next; an eye-opening 2-Day conference

- Branding & Identity Design
- Promotional Assets & Event Collateral
- Social Media & Digital Content
- Web Design & Development
- Out-of-Home Advertising
- Multimedia Production



Portfolio

Through our Think platform, we partnered with RMIT to deliver Think 3000—a two-day experience exploring the future of business, work, technology, and design.

Design Features

- A bold visual identity blending RMIT's navy and red with Think's vibrant purple and yellow.
- Posters, flyers, and on-campus placements used sharp typography and engaging imagery.
- Social assets were crafted to activate the student audience and build anticipation.

Purpose

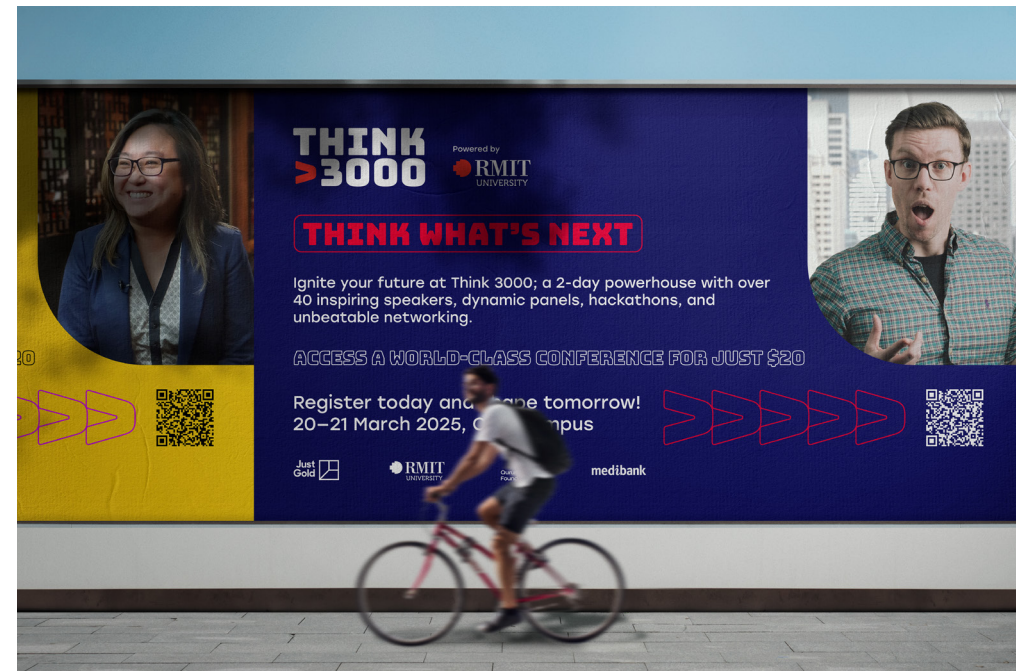
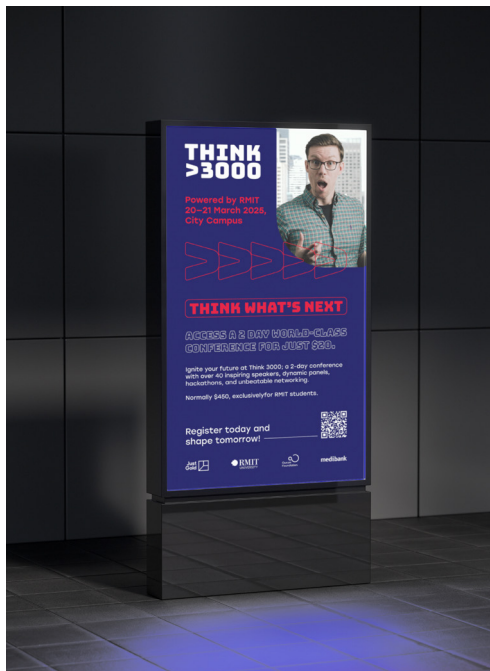
To inspire next-gen thinkers and connect students with the ideas and innovations shaping tomorrow.

Creative Approach

We delivered a full suite of digital and physical materials to drive visibility, foster engagement, and bring the Think brand to life on campus.

Outcome

A high-impact activation that expanded the reach of the Think platform and positioned RMIT as a partner in future-focused conversation.



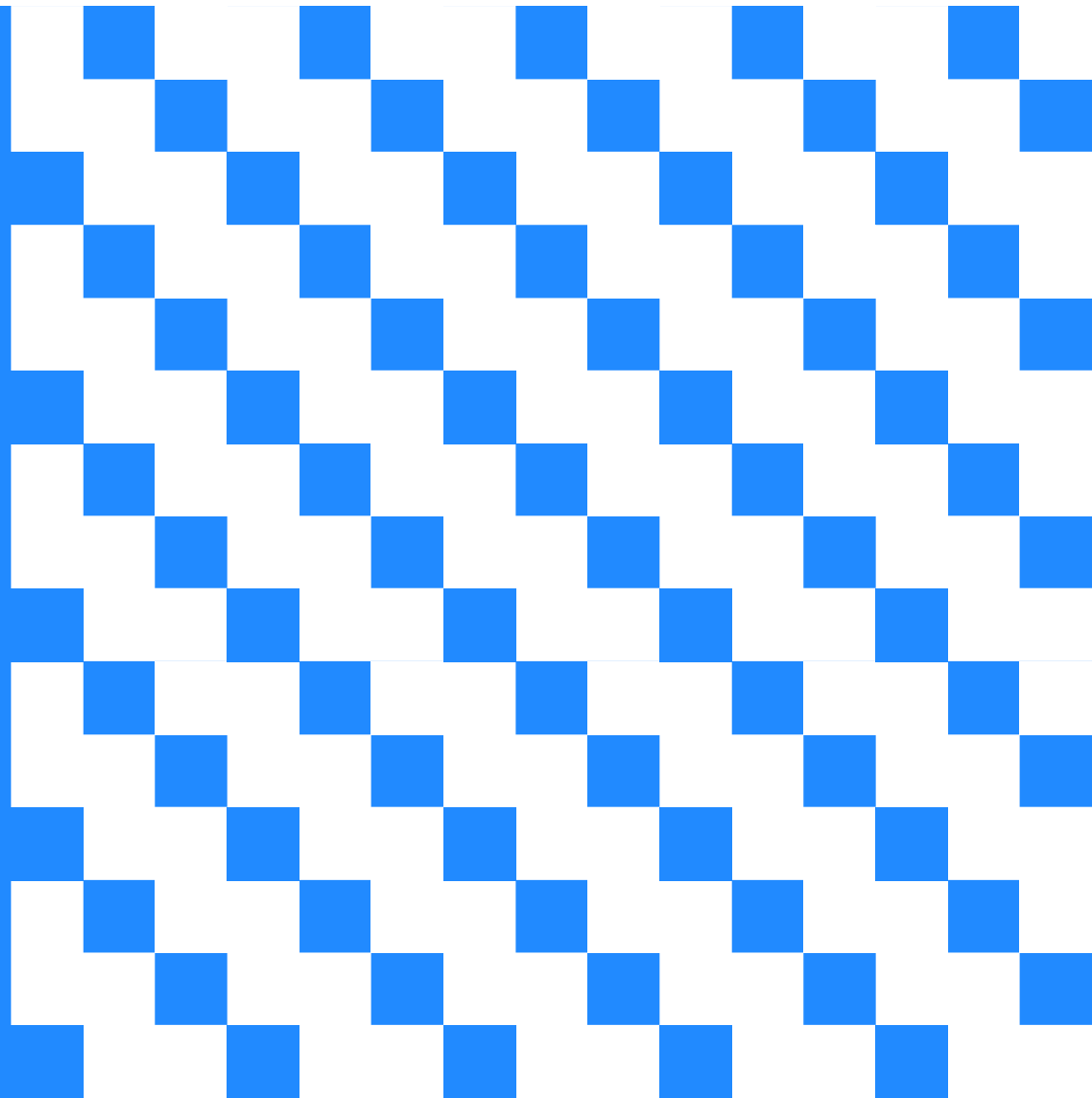
Publication

→ Australian Sports Commission

→ ACON — M3THOD

→ WSU, Heritage NSW & Heritage
Council of NSW

→ DJPR — DJSIR



ASC — Variation 1

An all inclusive approach to governance and leadership in Australian Sport

— Publication (Government)



Australian Government
Australian Sports Commission



Portfolio



As part of a national research project co-led with Myriad Global for the Australian Sports Commission, we designed the final publication: a roadmap for inclusive leadership in Australian sport.

Design Features

- Bold, accessible layout with strong hierarchy and structure.
- A purposeful colour palette and custom infographics reinforced key themes and made insights easy to digest.

Purpose

To turn research into a compelling,

user-friendly resource that supports inclusive practice across the sector.

Creative Approach

We shaped the visual identity and structure to elevate key messages, ensure clarity, and reflect ASC's values and national reach.

Outcome

- A high-impact national resource that turns strategy into design—now guiding leadership and inclusion across Australian sport.
- Praised for clarity and creativity, it sets a new benchmark for inclusive policy design.



ASC — Variation 1

Dual Report Design: Balancing Creativity and ASC Brand Compliance

— Publication (Government)



Australian Government
Australian Sports Commission



CASE STUDY 1:

FIFA World Cup: An Intersectional lens

Intersectionality between male and female athletes remains stark. For example, Alex Morgan, the highest paid female soccer player, earns less than \$1 million annually, compared to Lionel Messi's over \$10 million annual base contract.

These gender pay gaps intersect with issues of athleticism and club loyalty. Women's soccer players are often struggling to make ends for participation and the National team not receiving payment despite their success. Additionally, women have been successful in professional sports due to the high costs associated with training and competition.

With so many countries competing for the first time, and so many players of color in a global stage, the 2023 Women's World Cup is an opportunity to the foundation of the movement. Further, sustainable change needs people in power to improve situation of

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TOOL 2:

Critical Reflection
Critical reflection is different to thoughtful action.*

Thoughtful Action	Reflective Practice
Is instantaneous – one decision what to do next, thinking about it for only a split second.	Requires one to take time out to reflect. It involves a conscious attempt to plan, observe, and reflect on the process and outcomes of the action.
There is no cycle of clearly defined separate phases. It is an unpredictable sequence because one responds to events in the situation itself.	It is a clear cycle of separate moments in which one engages in completely different activities.
There is no describing moment, because one is engaged in acting.	As reflection occurs after action, one creates an observational record and describes the results of the action.
One is not aware of an improvement to the practice. One is thinking about how best to do what one always does.	The major aim is to produce an improvement to the practice.
There is no element of inquiry and one is not deliberately setting out to learn something from experience.	One designs and uses inquiry strategies to find out more about one's practice.

*Inspired by Learning without boundaries of Complex Adaptive Learning projects in Education and Health, and the concept of 'Complex Adaptive Learning' in the field of 'Complex Adaptive Learning' and 'Complex Adaptive Learning' in the field of 'Complex Adaptive Learning'.



ASC — Variation 2

Dual Report Design: Balancing Creativity and ASC Brand Compliance

— Publication (Government)



Australian Government
Australian Sports Commission



We developed two distinct report versions, ensuring both creative flexibility and strict adherence to Australian Sports Commission (ASC) branding.

Standalone Project Version – A visually dynamic and accessible publication, leveraging a bold, engaging colour palette to highlight key themes.

Branded ASC Report – A fully compliant version, strictly aligned with ASC's brand guidelines, using its prescribed colour palette to reinforce consistency and credibility.

Our design approach carefully interpreted ASC's brand colours, ensuring they were applied strategically to maintain hierarchy, readability, and visual flow. Infographics were adapted to enhance clarity without compromising accessibility, while typography and layout decisions reinforced a professional yet engaging tone. The result was a seamless fusion of creativity and compliance, delivering an impactful design solution across both versions



Dual Report Design: Balancing Creativity and ASC Brand Compliance

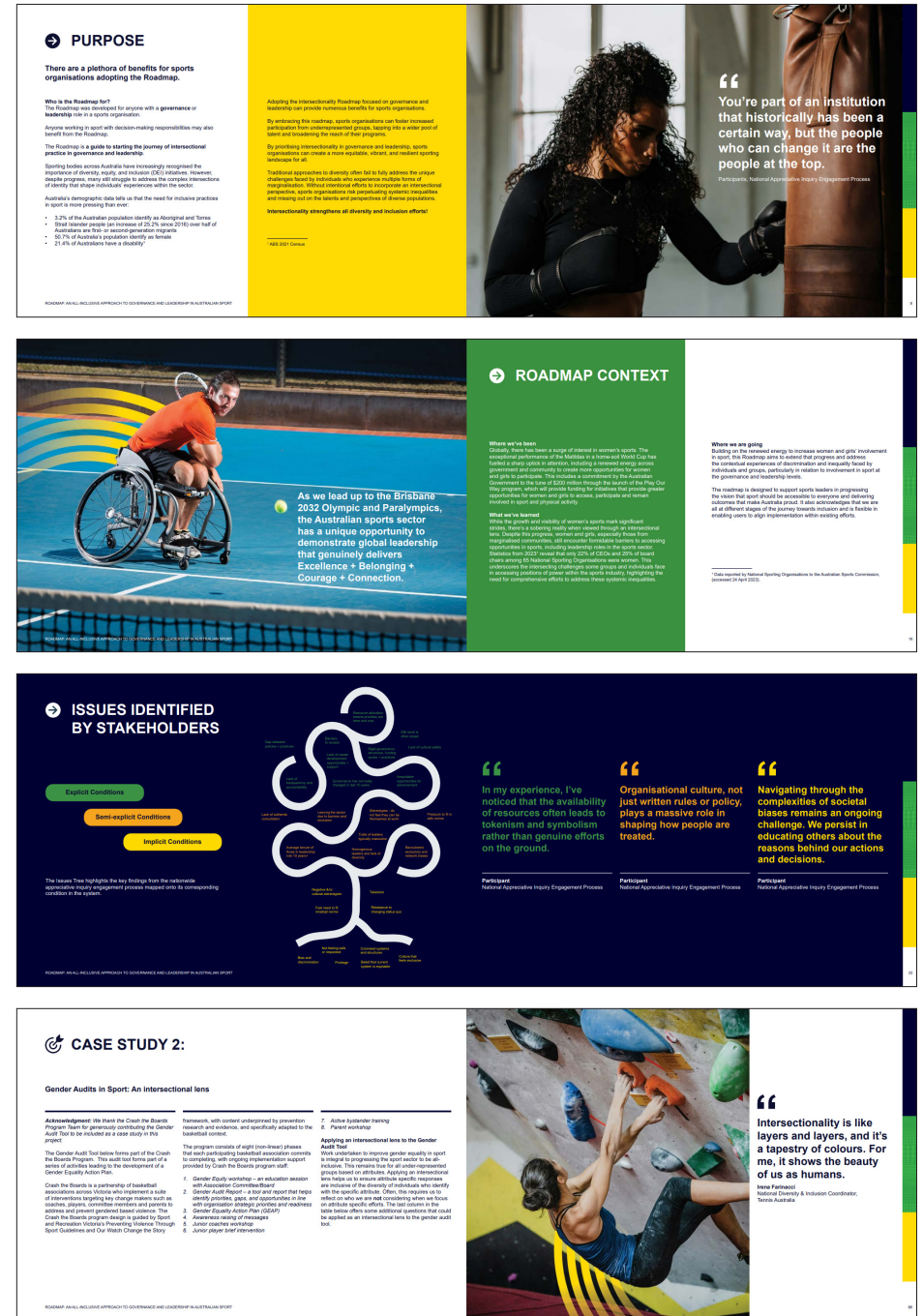
- Publication
- Branding Identity (Government)



Australian Government
Australian Sports Commission



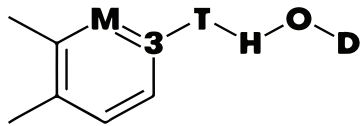
Portfolio



ACON — M3THOD

Designing for Impact: ACON's M3THOD Harm Reduction Guide

— Publication



We partnered with ACON to design a harm reduction guide for the M3THOD program—educating partygoers on drug use, consent, and safer sex.

Design Features

- A dark, night-life inspired aesthetic reflected risk and disorientation.
- In-house photography with staged sets and symbolic props conveyed emotional and physical impact.
- Graphic elements, bold typography, and a clear colour palette supported readability and message retention.
- Infographics distilled harm reduction strategies into simple, practical tips.

Purpose

To empower individuals to make informed, safer choices in high-risk environments—without judgement or stigma.

Creative Approach

We combined visual storytelling with practical layout to create a publication that's striking, digestible, and action-oriented.

Outcome

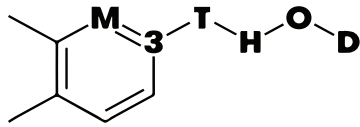
A powerful resource that supports ACON's mission—fostering safety, agency, and harm reduction through thoughtful, audience-centred design.



ACON — M3THOD

Designing for Impact: ACON's M3THOD Harm Reduction Guide

— Publication



Contents	
01 Introduction	05 Drug Information
12 Knowing Your Limits	13 How Are You Using?
23 Calling An Ambulance	25 Chemsex Emergencies
39 Responding To Sexual Assault	40 Sexual Assault Support
07 Mixing Drugs	09 Preparing For A Party
17 Overdose	21 Signs Of An Overdose
27 Hook Ups And Safety	34 Ensuring Consent
42 Services	
3	4

Know the signs of an overdose.

Signs of an overdose

GHB overdose Physical symptoms of a GHB overdose include:	<ul style="list-style-type: none"> ◊ Inability to be woken from sleep ◊ Loss of consciousness ◊ Incoherence ◊ A lot of sweating ◊ Nausea and vomiting ◊ Breathing irregularly or slowly (less than 8 breaths per minute) 	<ul style="list-style-type: none"> ◊ Inability to stand ◊ Seizures (unconscious with jerky muscle spasms or muscle stiffness)
Crystal overdose Physical symptoms of a crystal overdose include:	<ul style="list-style-type: none"> ◊ Racing pulse ◊ Sweating and body chills ◊ Overheating ◊ Excessive thirst ◊ Breathing difficulties ◊ Nausea or vomiting ◊ Chest pain with pounding heart ◊ Seizures or fits (unconscious with jerky muscle spasms or muscle stiffness) ◊ Stroke (headache, loss of balance, difficulty speaking, numbness or partial 	<ul style="list-style-type: none"> ◊ paralysis) ◊ Unconsciousness ◊ Mental symptoms include: ◊ Anxiety and fearfulness ◊ Psychosis where your thoughts and emotions are so impaired that you lose contact with reality. These can mean you see, hear or sense things that aren't there, and this can create paranoia and irrational responses.

WSU, Heritage NSW & Heritage Council of NSW

Heritage & Identity: Designing WSU's Migrant Heritage Report

— Publication (Research)



Office of
Environment
& Heritage



Portfolio

We designed a report-style publication for Western Sydney University: *Heritage-Making among Recent Migrants in Parramatta*—exploring cultural identity and connections to colonial history through migrant perspectives.

Design Features

- Inspired by the PHIVE Civic Centre's roofline, we used rich red and burgundy tones tied to local architecture and Asian cultural symbolism.
- Bold typography and a clean, structured layout supported clarity and reinforced the report's academic weight.

Purpose

To reflect the cultural depth of the research through a design language that was both respectful and visually compelling.

Creative Approach

We blended academic rigour with culturally informed design choices—ensuring the publication was engaging, accessible, and contextually resonant.

Outcome

A thoughtful, high-impact report that brings community-based research to life through design—supporting deeper public understanding and cross-cultural dialogue.



WSU, Heritage NSW & Heritage Council of NSW

Heritage & Identity: Designing WSU's Migrant Heritage Report

— Publication (Research)



Office of
Environment
& Heritage

Heritage-making among Recent Migrants in Parramatta



Denis Byrne
Emma Waterton



Introduction



6. Pre-1980s Chinese and Indian presence in Parramatta

This section explores the way that participants in our project related to the heritage of Chinese and Indian migrants who were present in Parramatta in the nineteenth and twentieth centuries, in the period up until the 1980s when a surge in migration from mainland China began, followed from 2000 by a surge in Indian migration. All participants arrived in Australia as part of these recent migration surges.

People had been migrating from India and China to Australia long before the 'new' wave of migration, beginning in the late twentieth century. People from China began arriving in Australia in large numbers from the 1840s and by 1861 there were 28,258 people in the country who were born in China, making up 3.4 percent of the population.¹⁴ Smaller numbers of people began arriving in Australia from India from the early nineteenth century and by 1891 they numbered 1,700.¹⁵

A small number of Chinese arrived in Parramatta the early 1800s, one of them, Mak Sai Ying (Lohn Shying) arrived in Sydney in 1818 and purchased land in Parramatta where he opened the Golden Lion Hotel.¹⁶ Chinese indentured labourers began migrating to Australia in the 1840s, with 3,000 arriving in Sydney between 1848 and 1853 from Fujian Province (Fitzgerald 2008: 19). Tens of thousands of overwhelmingly male Chinese from Guangdong Province arrived on the Australian goldfields from the early 1850s. After the gold petered out in the 1860s and 1870s, those Chinese who stayed in Australia became market gardeners, stonekeepers, importers, restaurateurs, furniture makers, and fruit wholesalers. There were 26 resident Chinese men resident in Parramatta according to the 1861 census and 54 were reported to be living there in 1901 (Barns and Mar 2018: 67-68). Numbers of people with Chinese ancestry in Australia increased from around 200,000 in the mid-1980s to 1.2 million in 2016 (Gao 2020).

There were 1,881 people of Indian ancestry in NSW in 1891, falling to 1,833 in 1911 and 700 in 1921 (Maclean 2020). In the period between 1870 and 1920, 2,000 male camelers arrived in Australia from Afghanistan, northern India, and present-day Pakistan (Jones and Kenney 2010). We are unaware of these men having any association with Parramatta. However, it is known that in 1858, 132 Indian horse handlers from the Bengal Army arrived in Parramatta. They camped in the grounds of Old Government House, bathing and washing their clothes in the Parramatta River (Naera 2017). Punjabi Indians came to Australia in the 1930s and worked as farm labourers and hawkers who sold merchandise from horse-drawn carts to Aboriginal people and white Australians in rural areas in Southeast



Chinese pottery recovered from an archaeological excavation, displayed in the foyer of the apartment built block built over the excavation site.

¹⁴ Australian Government: <https://www.homeaffairs.gov.au/mca/files/2016-cs-china.pdf>

¹⁵ Historical Records of Australia: Series III, Vol. V, 1922, pp. 743-47, 770.

¹⁶ City of Parramatta: <https://historyandheritage.cityofparramatta.nsw.gov.au/people/mak-sai-ying-ahn-shing>

DJPR — DJSIR

Designing a Future-Focused Visual Identity for Victoria's Social Enterprise Strategy

- Branding Identity (Government)
- Publication



Jobs,
Precincts
and Regions



We collaborated with the Department of Jobs, Precincts and Regions to design the Victorian Social Enterprise Strategy 21–25—aligning with Brand Victoria while reflecting the agility and diversity of the social enterprise sector.

Design Features

- We applied Brand Victoria's visual system alongside bold geometric forms and dynamic triangular shapes to signal movement and progress.
- A refined colour palette, clear layout, and confident typography ensured clarity and brand cohesion.
- Infographics and iconography simplified key goals and initiatives for

broad accessibility.

Purpose

To communicate DJPR's strategic vision in a way that is engaging, accessible, and future-focused.

Creative Approach

We balanced state identity with sector-specific energy—translating policy into a compelling visual document.

Outcome

A clear, cohesive strategy that drives understanding and champions social enterprise as central to Victoria's future economy.



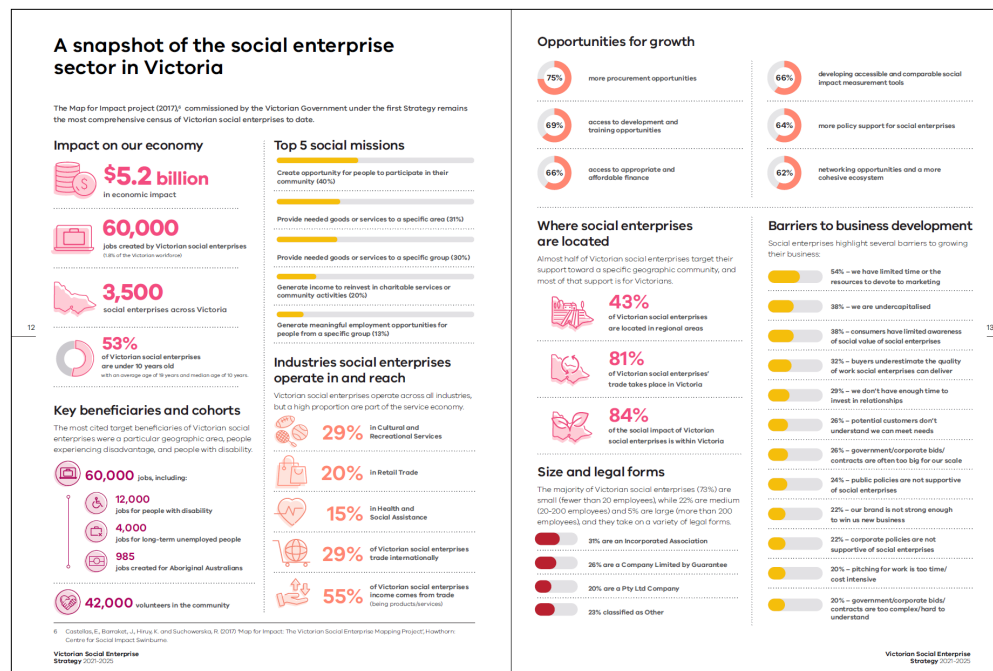
DJPR — DJSIR

Designing a Future-Focused Visual Identity for Victoria's Social Enterprise Strategy

- Branding Identity (Government)
- Publication



Jobs,
Precincts
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