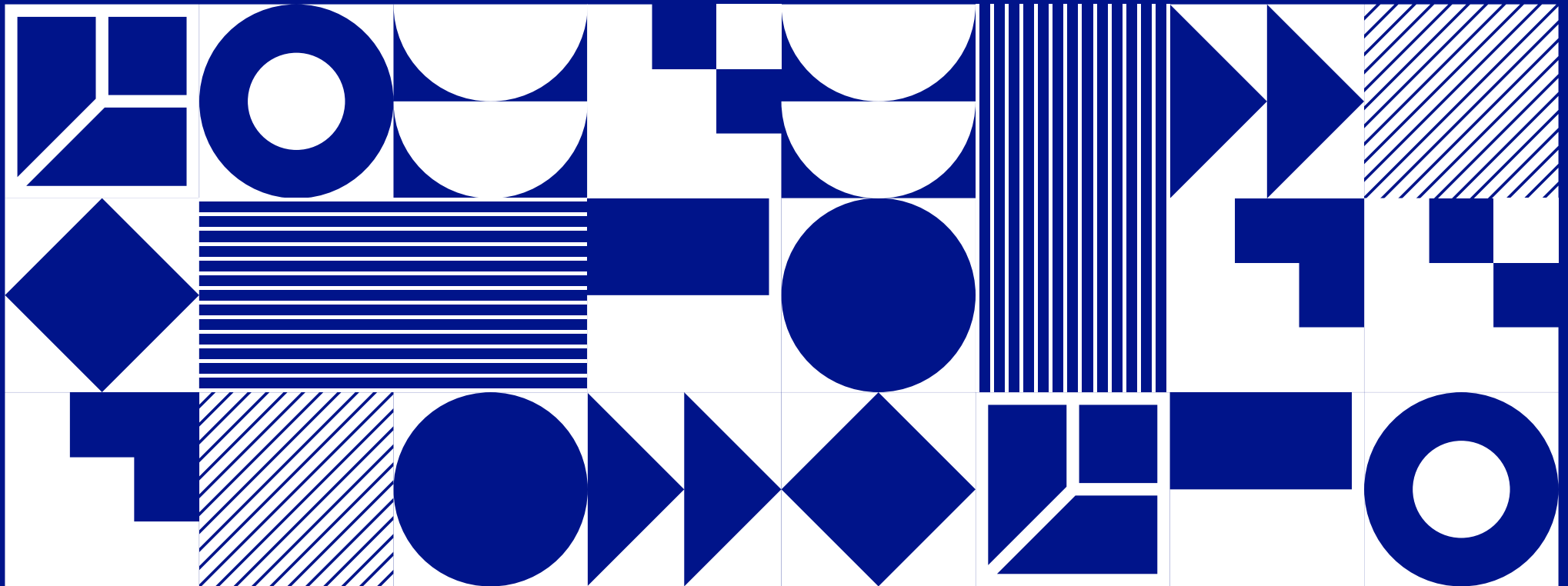# Video Portfolio

Strategy, Creativity, Inclusion & Impact

Just
Gold

Our Production Methodology

Built to deliver meaning, not just media

We're not just video producers, we're strategic storytellers with a production model built for inclusion, scale, and impact. We don't follow trends—we build communications that last.

Our fully equipped studio in Collingwood

Format

- Campaign Film
- Brand Story
- Social Cutdowns
- Explainer
- eLearning
- Hybrid Event

Sector

- Government & Public Sector
- Social Impact & Community
- Health & Care
- Infrastructure & Environment
- Education & Workforce
- Corporate & Enterprise
- Arts, Culture & Identity

Inclusion

- Captioned
- Neuroaffirming
- Multilingual
- Co-Designed

Our Production Methodology

Built to deliver meaning, not just media

We've filmed on train lines, in Parliament, in kitchens and construction zones. Our productions translate policy, champion people, and give our clients assets they're proud to share. We are →

Narrative First
Strategy leads, visuals follow. Every production starts with audience, purpose, and tone.

Framework Aligned
We don't retrofit inclusion—we build for it. Our work is Social Procurement–ready, culturally safe, and trauma-informed.

Technically Adaptable
Software-agnostic and platform-native. Premiere, DaVinci, or Final Cut depending on need.

Production Safe
Fully insured, risk-assessed, and trained for infrastructure and government environments.

Kit Smart
From broadcast rigs to TikTok kits, we scale the tools to match the story.

Our Process

Audience-led. Platform-perfect. Every frame with purpose.

Audience-First

Strategy & Co-Design
We start by identifying your audience and objectives. Where relevant, we co-design with stakeholders. Every script is written for clarity, inclusion, and accessibility.

Production

Flexible, Scalable, Versatile
From solo shooters to full crews, we scale to fit. Whether it's studio shoots, on-location, drone, multi-cam, or social-native—we've got it covered.

Post-Production

Tailored and Accessible
Edits are tailored by platform and purpose. We offer motion graphics, animation, multilingual edits, subtitles, and Auslan integration.

Delivery

Ready for the World
Final content is formatted per platform specs, accessibility checked, and delivered ready to present to stakeholders or go live.

Our fully equipped studio in Sydney

Filming on location

Corporate Communications

Strategy in Motion

→ Our corporate communications work builds trust, clarity, and stakeholder confidence. For government, infrastructure, and social purpose partners.

Victorian Social Procurement Framework → Communicating Policy

- **Production Features:** On-location filming, Drone, Journalist-led, Multi-stakeholder interviews
- **Purpose:** Translate government framework into strategic, accessible video comms
- **Outcome:** Premiered at government events; shared across procurement networks

Format
Campaign Film

Sector
Government & Public

Inclusion
Captioned & Co-Designed
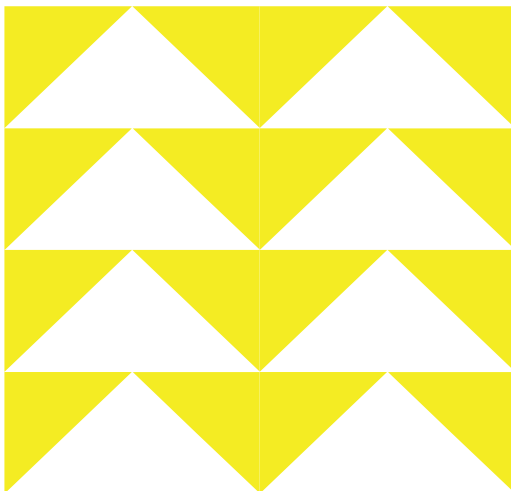
Victorian Social Enterprise Strategy Launch
→ Government Comms

- **Production Features:** Remote direction, COVID-safe editing, Post-production rescue of sourced footage
- **Purpose:** Ministerial strategy launch under pandemic constraints
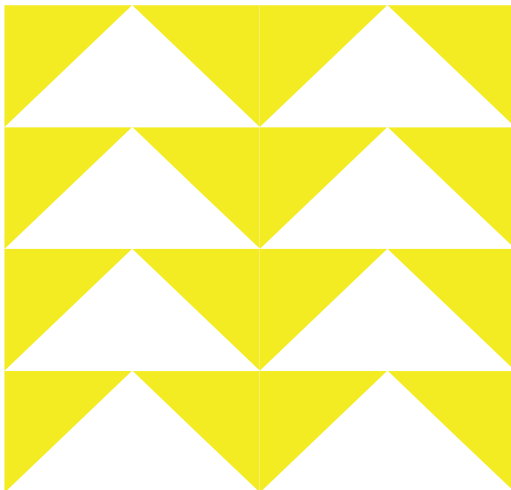- **Outcome:** Used in sector briefings, government communications, and stakeholder packs

Format
Hybrid Event

Sector
Government & Public

Inclusion
Multilingual & Co-Designed

Infrastructure & Construction

Building Impact

→ Videos that reflect safety, scale, and social value—designed for government, JV, and Tier 1 audiences.

Victoria's Big Build
MRPV Year in Review
→ Government Comms

- **Production Features:** Studio and on-location, Government sign-off, and Co-designed message scripting
- **Purpose:** Demonstrate scope and community value across Victoria's major road works
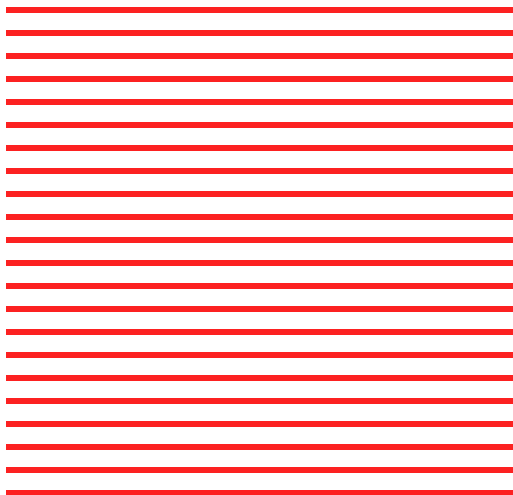- **Outcome:** Used in reporting, stakeholder comms, and online engagement

Format
Campaign
Film

Sector
Infrastructure
& Environment

Inclusion
Captioned &
Co-Designed

She Force Social Enterprise Women in Construction → Brand Story

- **Production Features:** Studio and on-location, Audience-informed scripting, and Multi-camera setup
- **Purpose:** Elevate community voices, explore social issues, and model inclusive dialogue
- **Outcome:** Screened in symposiums, published by partner orgs, and used in government briefings
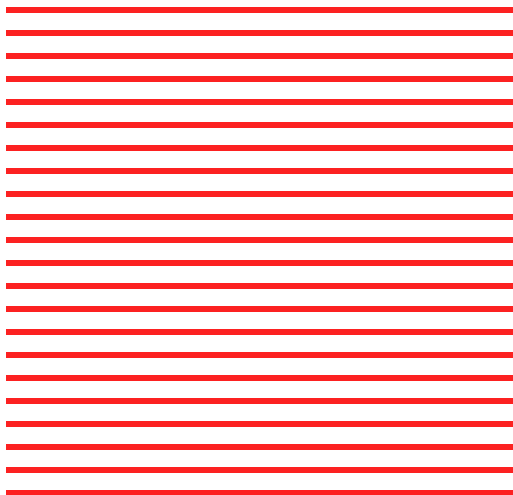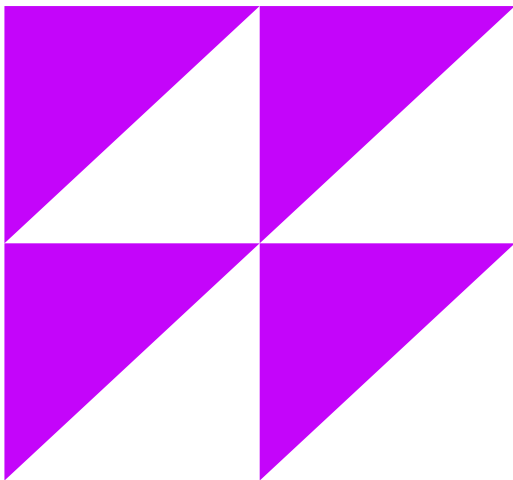
Format
Brand Story

Sector
Infrastructure & Social Impact

Inclusion
Neuroaffirming & Co-Designed

Impact & Social Value

Purpose on Screen

→ Our storytelling frameworks centre lived experience, community voice, and cultural intelligence—at broadcast quality.

Think Sessions
→ Narrative Studio Series

- **Production Features:** Studio and on-location, Audience-informed scripting, and Multi-camera setup
- **Purpose:** Elevate community voices, explore social issues, and model inclusive dialogue
- **Outcome:** Screened in symposiums, published by partner orgs, and used in government briefings

Format
Brand
Story

Sector
Social Impact
& Community

Inclusion
Neuroaffirming &
Co-Designed

Hybrid Events

Digital + Physical by Design

→ We design and deliver livestream-ready events with accessible formats and flexible production pipelines.

Social Traders Awards
→ Hybrid Event & Campaign

- **Production Features:** Multi-camera livestream, Remote panellists, and Accessible event overlay
- **Purpose:** Celebrate social enterprise excellence in a hybrid broadcast format
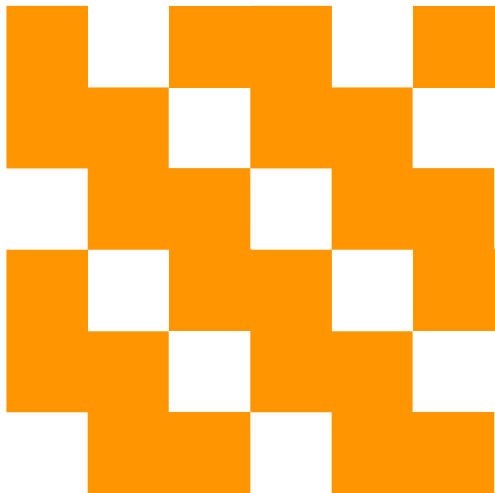- **Outcome:** National exposure; used by clients in ESG and sector reporting

Format
Hybrid Event

Sector
Corporate & Enterprise

Inclusion
Captioned & Multilingual

Campaign & Brand Films

Moving Message, Delivered

→ Whether building a local initiative or a national movement, our films connect mission to message.

Loving Lilydale Campaign → Destination Marketing

- **Production Features:** On-location filming, Local partnerships, and Community talent
- **Purpose:** Drive awareness and confidence in local economic renewal
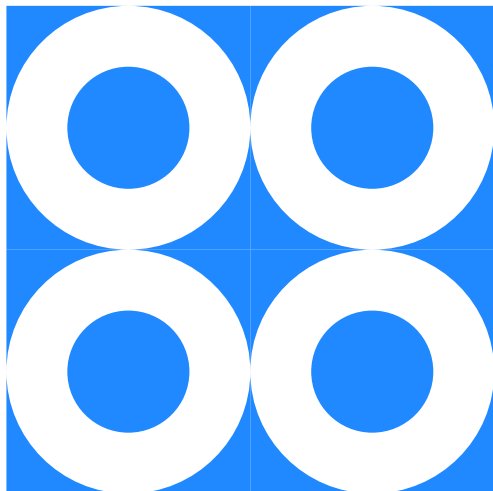- **Outcome:** Featured by government partners; used in localised digital distribution

Format
Campaign Film

Sector
Government & Tourism

Inclusion
Co-Designed

Digital & Short Form

Platform–Ready Storytelling

→ Mobile-first, accessible, and shareable—crafted for attention and meaning.

SheForce Social Media
→ TikTok Style Edits

- **Production Features:** High-pace edit, On-site footage, and Optimised aspect ratios
- **Purpose:** Engage women in construction pathways through dynamic, real-world storytelling
- **Outcome:** Used by social enterprise partners for outreach and digital comms
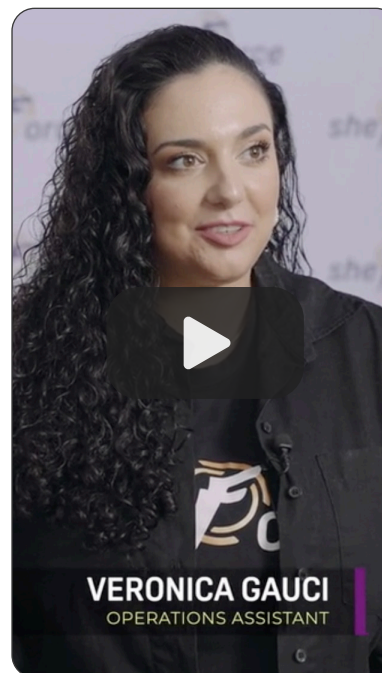
Format
Social
Cutdowns

Sector
Infrastructure
& Impact

Inclusion
Co-Designed
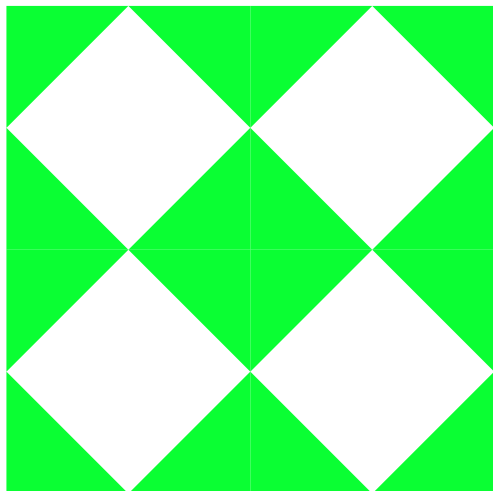
Lickt Ice Cream Social Media → Short Commercial Series

- **Production Features:** TikTok/ Instagram native, Playful scripts, and agile camera work
- **Purpose:** Build local identity and commercial appeal for a social enterprise startup
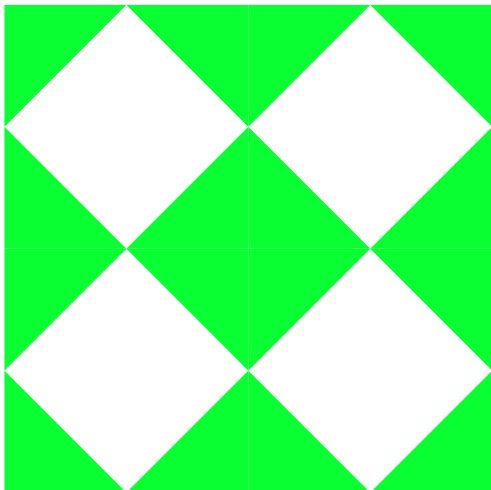- **Outcome:** Increased local engagement and brand visibility
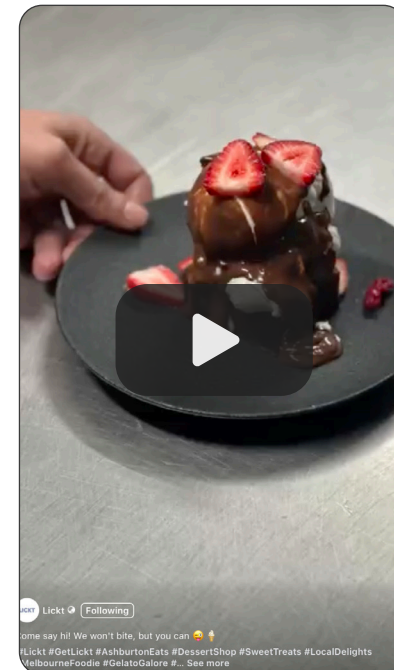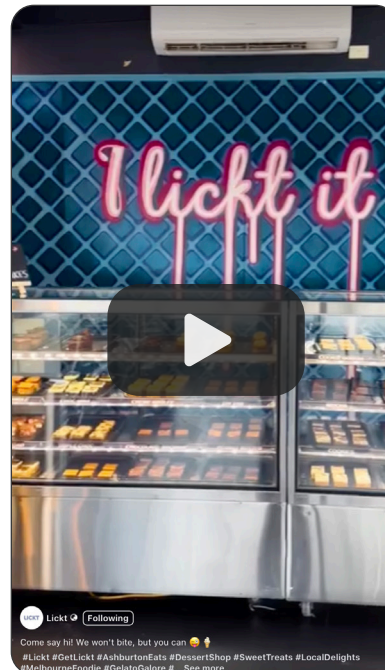

Format
Social
Cutdowns

Sector
Corporate &
Enterprise

Inclusion
Co-Designed
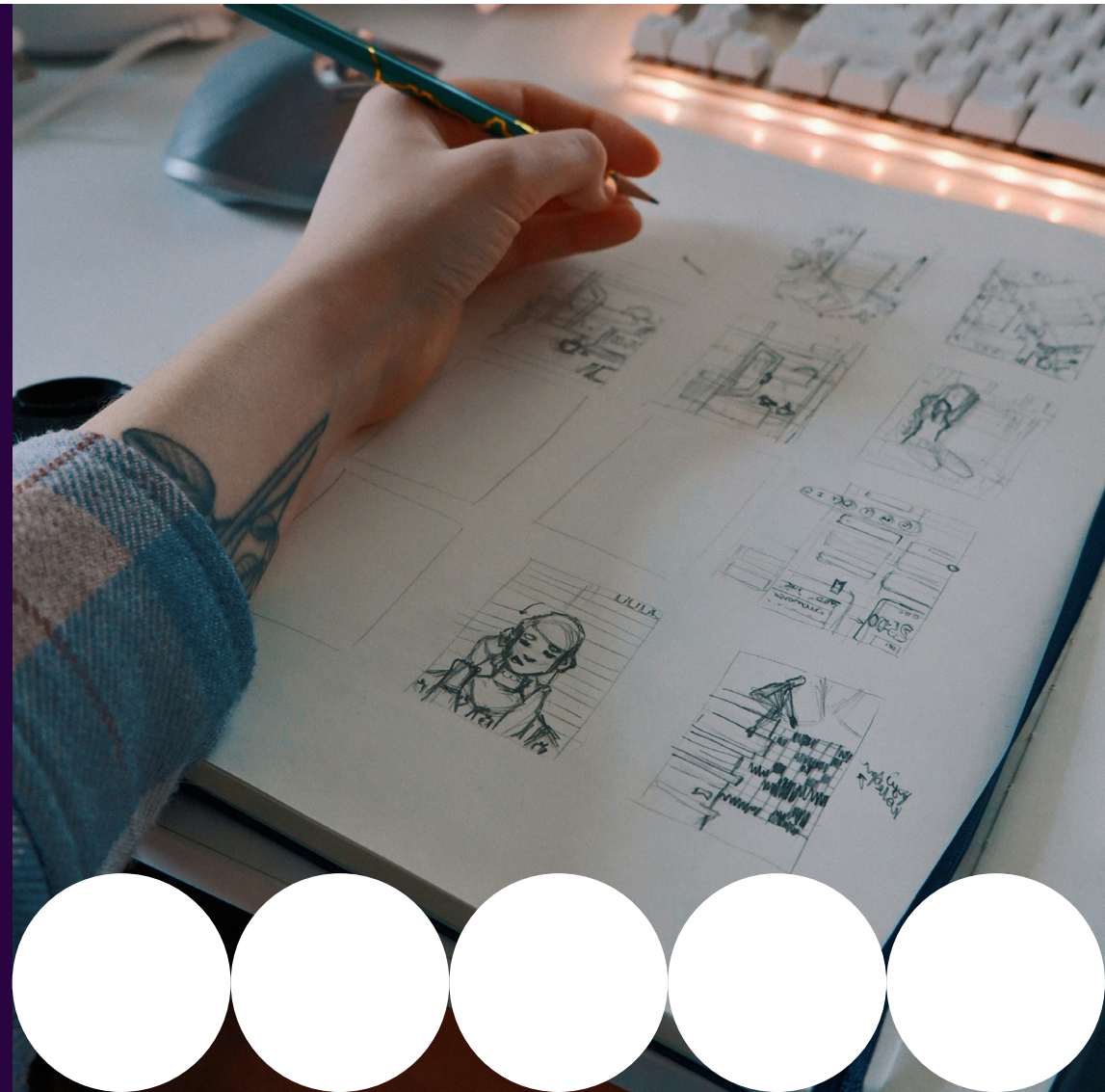
Animation

Clarity, Culture, and Campaign Impact

→ Motion storytelling that simplifies complexity—designed for accessibility, multilingual delivery, and white label use.

Government:
White Label Studio
→ Animation

- **Production Features:** Fully white-labelled assets, Department-approved visuals, and Animation + voiceover
- **Purpose:** Provide scalable animated content to multiple departments and partner agencies
- **Outcome:** Delivered under white-label arrangements with strict IP agreements
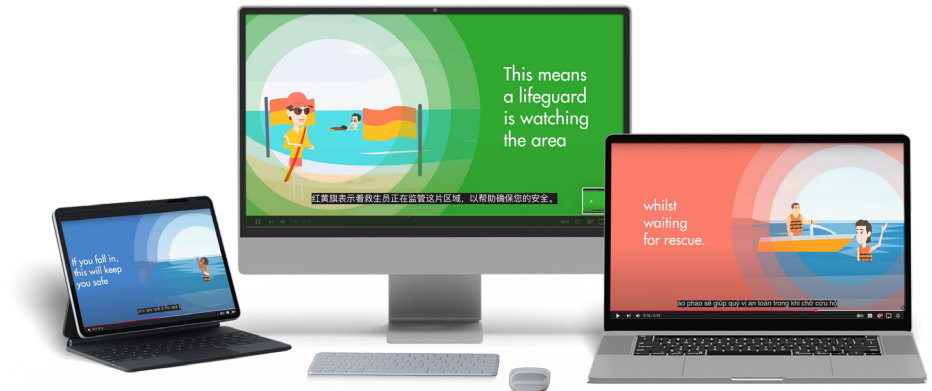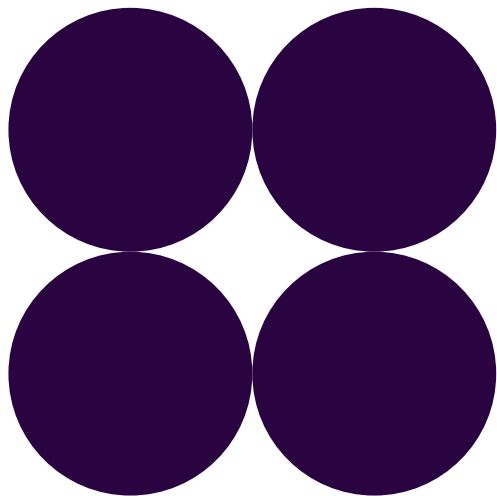
Format
Explainer

Sector
Government &
Public Sector

Inclusion
Co-Designed,
Multilingual,
Culturally
Aware

eLearning & Instructional

Practical and Compliant

→ Instructional videos that support learning, safety, onboarding and cultural fluency.

SPARK Induction → eLearning

- **Production Features:** Scripted voiceover, Animated graphics, and Modular edit structure
- **Purpose:** Support professional development and digital learning for Spark consortium staff
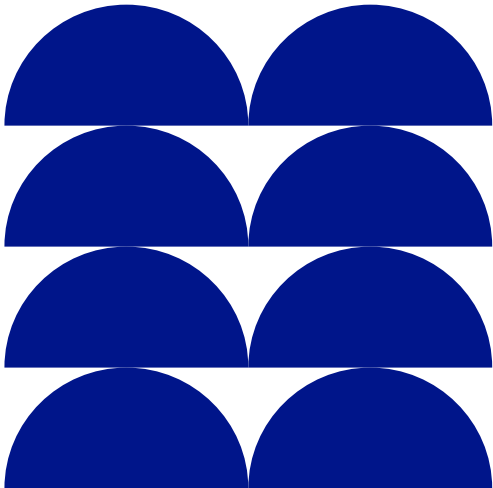- **Outcome:** Used in internal training and contractor onboarding
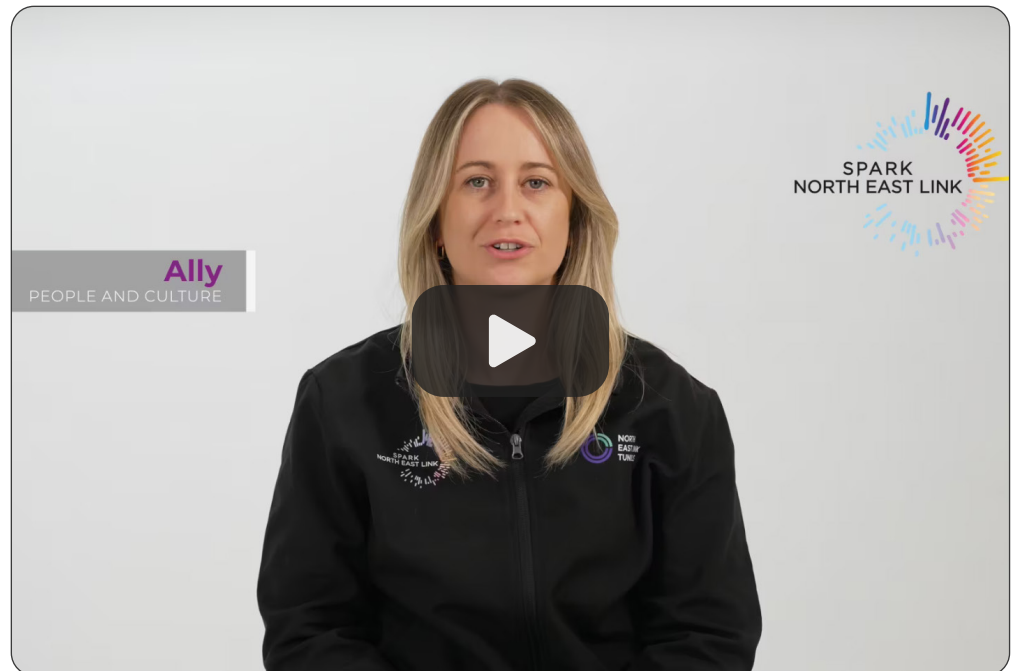
Format
eLearning

Sector
Education & Workforce

Inclusion
Captioned

LXRP NWPA Induction
→ eLearning

Production Features: Four-year repeat commission, Location footage, and Instructional voiceovers
Purpose: Provide ongoing safety training to workers across multiple sites
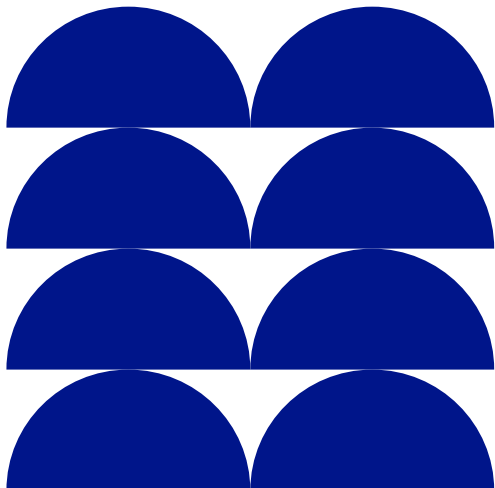**Outcome:** Multi-year rollout; used across partner rail providers
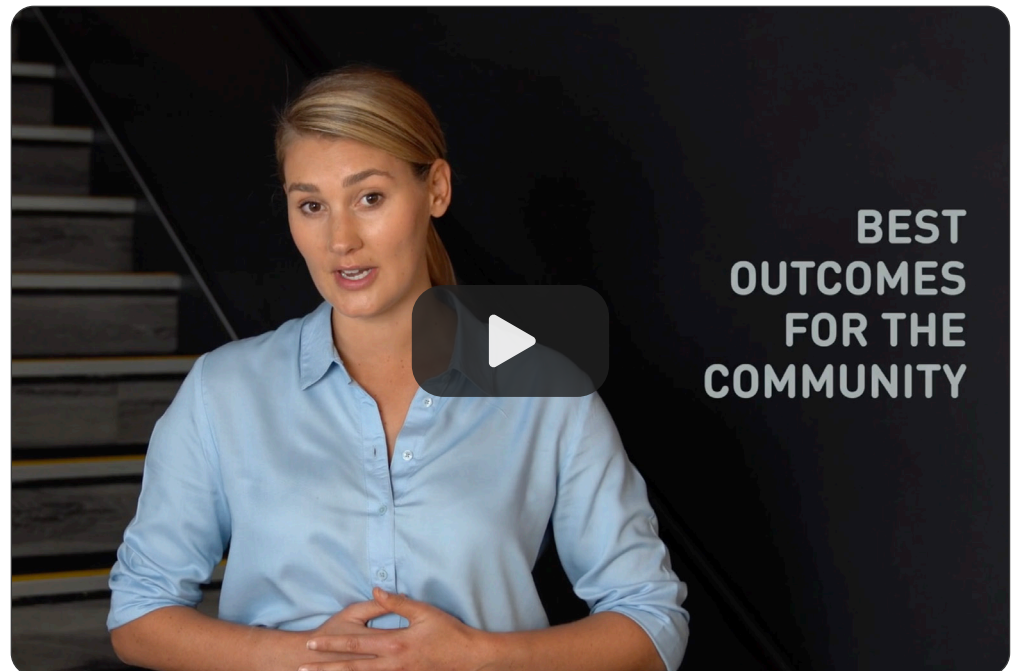

Format
eLearning

Sector
Infrastructure & Environment

Inclusion
Captioned, Co-Designed

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