

# reconsider how you do business



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**Capability statement report**

# stop. rethink. startover.

## **They needed to restart**

When Sophia and Kyriakos first met each other, they were both at this stage in their professional and personal lives when they had to reconsider and start over. They met in Melbourne, 15,000 km away from their parents' country, Greece. The migrant background was not the only thing they had in common.

Both had carved their own remarkable trajectories. Both connected by culture, both involved with several communities - migrant/refugee, LGBTIQ+, neurodivergent and the list goes on - they knew that their industries were lagging society, in terms of adapting to social change. It was evident to them that what they had to do was the same that the industry had to do; reconsider business.

**They decided to become the change they wanted to see, determined to turn the industry on its head.**





Passionate advocates for multiculturalism, diversity, inclusion and equal opportunities, Sophia and Kyriakos, have surrounded themselves with a diverse team of partners, employees, contractors and collaborators that come from all sorts of backgrounds and have fought against all kinds of adversity, always aiming for professional excellence.

This determination is the cornerstone of Just Gold.

Almost two years later, Just Gold is breaking new ground with its impact program, having worked with global brands, government, major events, social enterprises and non-profit organisations.

Just Gold is a force of innovation and forward-thinking.

From start to finish, from the tailor-made workshops to identify a client's needs to the successful outcome of the project, Kyriakos and Sophia are following a clear and simple path to address complex issues: **regroup - reconsider - restart.**

**Reassess the situation. Rethink your strategy. Redesign your path to success. Reimagine the future. Reconsider business.**





## Key capabilities

- **Advertising:** strategy, concepts, creative direction, design, talent, multiplatform production, integrated campaigns
- **Branding:** brand design, brand transformation, audits & rebranding, naming & trademarks, style guides, social branding, brand partnerships
- **Content:** content strategy, original content, copywriting, digital content & EDMs, audio-visual content, SEO, social media
- **Design:** graphic design, web design, instructional design
- **Digital:** audience development, community management, strategy & campaigns
- **eLearning:** instructional design, bespoke courses, multiplatform content
- **Engagement:** stakeholder mapping, stakeholder engagement, community consultations, focus groups
- **Events:** event management & production, event marketing, hybrid, digital & immersive technology events, webinars
- **Marketing:** marketing strategy & research, integrated marketing, digital marketing, advertising & branding, PR, media & publicity
- **Production:** end to end production, videos & TVCs, podcasts, photography, flyovers, graphics & animations
- **Social Impact:** consulting, strategy & research, communications, branding, measurement, training & workshops
- **Workshops:** purpose & impact, design thinking, digital ready, leadership, team training, 1:1 coaching



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# Hello, #WeAreJustGold

**Just Gold is Australia's first full-service consulting & creative agency that is a certified social enterprise.**

We work with social enterprises, organisations, government and businesses of all size delivering commercial solutions while enhancing their impact.

When you choose to work with us, you extend your social impact and CSR programs. You become part of an ecosystem that shares a social purpose.

Our social purpose is to help social enterprises and not-for-profits to overcome marketing, strategy and communication barriers and to offer job opportunities to highly skilled professionals from disadvantaged groups.

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## our people

### **Kyriakos Gold**

Founding Partner, CEO

Kyriakos is a polymath whose work and research focuses on communicating social impact and the value of shared resources in doing so. Kyriakos' career has been driven by creating positive social impact through real-world research and enabling people and organisations to participate in shared value ecosystems.

Kyriakos is the founder and CEO of Just Gold. He previously led the multicultural portfolio communications and events team for the Victorian Department of Premier and has a long-standing international broadcasting career. In Australia, he is best known for his award-winning work with the multicultural public broadcaster SBS.

He is a PhD researcher at the Centre for Social Impact, an Australian lawyer (non-practising) and holds a Juris Doctor and an Executive MBA from RMIT, a Graduate Diploma in Legal Practice from the Australian National University, a BA in International Studies from the University of Adelaide and multiple awards and scholarships including a commendation from NSW parliament.



## our people

### **Sophia Fatouros**

Founding Partner, Director, Emerging Media & Social Impact

Sophia is a social impact specialist, a media expert, a neurodiversity advocate and a mother of two that believes in human connection. An avid storyteller, she has been researching Digital Storytelling for Social Impact and its application to commercial projects and shared value ecosystems.

Sophia is the co-founder and Director of Emerging Media and Social Impact at Just Gold and before she returned to Australia was a household name in Greece, where she was the breakfast host of the top rating station Melodia FM 99.2 for 11 years. She has led big scale projects like The Athens WOMAD and held management positions at Warner Music Greece, where she managed local repertoire and international exploitation.

Sophia holds an MA in Mass Communications from the University of Leicester, a Bachelor of Communications and Mass Media from the University of Athens, and she recently completed a MA of Social Impact by research (Creative Digital Strategies in Social Enterprise Marketing) at the Australian Graduate School of Entrepreneurship. She is using her research to change the world, story by story.



## our people

### **Dr. Christine Murphy**

Senior Strategist, Transformational Leadership & Design Thinking

Savvy, dynamic and highly empathetic; Christine has extensive experience in corporate training, governance workshops, transformational leadership, organisation dynamics and strategic planning.

### **Fotini Kypraios**

Commercial Lawyer, Senior Governance Consultant

Clarity, transparency and implementation of innovative processes are her key characteristics; Fotini has extensive experience in commercial and corporate issues in a diverse range of contexts.

### **Metaxia Kladis**

Senior Strategist,  
Change management &  
Business development

A cross-functional professional with 12+ years of stakeholder engagement, strategy, business management and partnership building experience across 3 continents.

### **Ana Maria Otalora Bonilla**

Senior Consultant, Graphic &  
Web Design

Passionate about finding design solutions, Ana Maria is a senior graphic and web designer with key expertise both in print and web design and an UX enthusiast.





## our people

### **Nikolas Fotakis**

Creative Director, Senior Copywriter

A journalist and editor in chief with over 20 years of experience, Nikolas is a consultant and creative director with strong experience in creative environments leading arts and culture projects.

### **Jordy Scott**

Drone Pilot, Videographer, Photographer & Editor

Whether it is in the air or on the ground, Jordy produces stunning visuals for any project. Imaginative and responsive with strong experience in a variety of commercial projects Jordy's experience shines through his work.

### **Sophie Gabriel**

Senior Consultant,  
Production Design

With an exceptional ability to liaise with a range of stakeholders including customers, business development managers, project managers and community stakeholders. Sophie ensures the smooth running of various projects.

### **Alex Papasimakopoulou**

Senior Consultant, International  
Public Relations

With high levels of cultural intelligence and creativity, always solutions driven, Alex leads our European team. She has broad experience in the creative & travel industries, project & event management, public relations and publicity.



**SOCIAL TRADERS**

## **Case study: Social Traders Annual Conference**

**The #STConference2019 and the #STAwards2019 went live on social media for the first time.**

Social Traders link business and government to social enterprises to create jobs for the disadvantaged.

### **Objectives**

The Annual Conference is the largest of its kind in Australia. It features leading social enterprise practitioners, academics, interstate and international speakers and business and government members focusing on social procurement. The first aim was to capture the event on video and cover it on social media – a first for the organisation. The second aim was to way to produce reusable assets for capacity building for the community of certified social enterprises, promotional content from the marketing department and tools for business and government members.

### **Solutions**

We designed the social media strategy and social media campaign for the two-day event. Our plan included audience development, audience testing before the event, a detailed schedule of the audio-visual content that we would capture and a social media plan.

We set up a mobile control room next to the main conference room to produce content and support the hybrid event. We also built a studio for photoshoots (portraits) and interviews. To maximise value for the client, we provided a marketing plan for the assets of the conference to be used by ST post-event.

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## Results

Photography & videography coverage of the two-day event that included the closing award ceremony and the Social Traders team (group photos, portraits) with a team of six creatives and project managers.

Delivery of event in real-time both on social media with content distributed to media and stakeholders using a variety of digital tools and management of social media pages with pre-agreed posts.

Successful social media management and optimisation with reach increase by 400% and engagement by 520%. The live content created the feel of a hybrid event, and the content went viral with Facebook video reach up by 40000%!

Edited material prepared and packaged for Facebook, YouTube and Instagram (reusable assets). Raw material (including interviews) to be used as a promo for the 2020 awards.

## Deliverables

- Video production
- Photography
- Postproduction
- Graphics
- Hybrid event
- Copywriting
- Social media strategy & audience development
- Social media campaign, management & optimisation
- Marketing assets.



Hellenic Australian  
Chamber of  
Commerce & Industry

## **Case study: Hellenic Australian Chamber of Commerce and Industry (HACCI)**

**With its new strategy and rebrand #HacciAu, became the first Chamber of Commerce in Australia with a significant online audience offering its Annual Awards Gala Ball as a hybrid event.**

HACCI is an NFP in Victoria promoting the ties of the Hellenic Australian businesses of the country to lead, collaborate and excel.

### **Objectives**

Founded in 1987, HACCI needed to reconnect with its purpose, rebrand, develop new strategies, narratives and incorporate digital tools to improve customer experience. The first aim was to audit all activities, understand the Chamber in-depth, including stakeholder/member value propositions. The second aim was to develop the Chamber's presence on social media platforms to enhance networking, focusing on the flagship event – the Annual Gala Ball.

### **Solutions**

We designed a series of workshops for the board and combined outcomes with research, community consultation (via digital tools) and focus groups. The result was a detailed brand and purpose audit report.

We used the audit for the new strategy, rebrand and event calendar planning. We also developed the online strategy (various platforms), with original content, targeting audience growth.

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replace





We continued working on the Chamber's digital transformation, developing new concepts, for example, hybrid events, including the Chamber's flagship event the Excellence Awards Gala Ball.

## Results

Design of the Chamber's new strategy with revised vision, mission, values & narratives used across all platforms.

Delivery of new stakeholder/member value propositions including new partner and sponsor categories with a significant increase in a number of sponsors and corporate partners.

Significant audience growth, including event attendance growth by 20% and online audience growth by 800%.

Increased media coverage and mentions. HACCI received a Community Grant from the VMC (digital coverage of Excellence Awards Annual Gala Ball 2019). Seamless transition to business under the COVID-19 lockdown, due to the digital strategy that developed in 2019.

## Deliverables

- Brand audit
- Social impact strategy
- Rebranding
- Content strategy & copywriting
- Style guide
- Social media strategy & audience development
- Social media campaigns, management & optimisation
- Digital transformation
- Hybrid event
- Marketing & sales strategy
- Marketing collateral
- Advertising campaign
- PR plan
- Video production
- Photography.



## **Case study: Shared Studios & Twitter, #tweetups**

**Combining the immersive technologies of Shared Studios, Twitter's global reach and Just Gold local network, Melbourne became the first Australian city to host a portal connecting Melburnians with audiences around the world.**

Shared Studios was founded in 2014 as a live, immersive art installation using audio-visual techniques to connect people that were passing by Times Square in New York City with people in Tehran as if they were in the same room. Since then, it has evolved into a network of 40 portals around the world that cultivate the diversity of our world.

Just Gold is the Australian ambassador for Shared Studios.

### **Objectives**

Twitter, in collaboration with Shared Studios, launched the global project #tweetups to allow users to connect offline and have conversations over various globally relevant topics.

Our team was called to deliver the Australian portal, having to source a local location in a very tight framework, manage local stakeholders, including media and coordinate the event.



## Solutions

We created a detailed Australian stakeholder map connecting senior officials from Federal, State and local governments to assess venue availability and partnerships in Sydney and Melbourne. We involved academics and social sector leaders in increasing project interest and deliver foot traffic to the portal.

## Results

Within two weeks, we had an agreement between the iconic Federation Square and tech giants bringing together people from all walks of life across the globe to engage in meaningful conversation.

The project took place from Thursday 25 July until Sunday 4 August 2019. Every day the Melbourne portal connected from 9 am to 9 pm with the global network of portals - from Tokyo to Gaza and from New York to a Refugee Camp in Lesbos Greece.

## Deliverables

- Stakeholder mapping
- Stakeholder engagement
- Event coordination and public relations
- Content production
- Flyovers and drone photography.





## **Case study: The North Western Program Alliance**

**The North Western Program Alliance developed new eLearning modules for its safety induction.**

NWPA is comprised of the Level Crossing Removal Project (LXRP), Metro Trains Melbourne, KBR and John Holland Group.

### **Objectives**

NWPA is a Program of works that has been underway for several years removing level crossings for the Victorian Government and building new stations across Melbourne. The Alliance approached us with a request to develop a new and engaging online program induction that would supplement their face to face site safety induction in a very tight timeframe. The agreement came through the week that Victoria imposed the COVID-19 lockdown.

### **Solutions**

We put together a production and design team that worked remotely in a flexible and agile way; the team consisted of a project manager, an instructional designer, a graphic designer, an audio engineer, voice-over talent, an actor, two videographers, a director and an editor. We developed software from remote locations and adjusted the project plan to comply with social isolation restrictions while filming in busy construction sites.





## Results

We worked simultaneously to develop the different components of the course; we tested, installed and delivered the new induction modules on time. The outcome was a high-quality eLearning course with dynamic and engaging content.

## Deliverables

- Course content review
- Course authoring
- Video production design (storyboards, script, actor)
- Video production with filming in three different locations
- Aerial photography and videography
- Voice over recording
- Graphics
- Postproduction
- Testing and installation of online course.



# Co-design & campaigns

## Family Life: 50th Anniversary Campaign

Family Life has been working with vulnerable children, families and communities since 1970.

### Objectives

The organisation was looking to deliver a successful year of celebrations for its 50th, in a way that would help raise its profile, create brand recognition, expand engagement and enable the Marketing/Comms team to deliver more effective fundraising campaigns in the long term.

### Solutions

We used codesign principles, engaging with different stakeholders and staff before proceeding to production. We conducted research, community consultations and delivered bespoke workshops (executive team, board, staff members, volunteers/ community members). Workshop outcomes defined campaign narratives and ensured employee participation in the online delivery of the campaign.

### Deliverables

- Stakeholder engagement
- Community consultation
- Focus group
- Consulting strategy & design
- Digital marketing & communications strategy
- Audience development & community management
- Video production & postproduction
- Podcast production.



# Videography & photography

## City of Melbourne: Small Business & Social Enterprise Grants Alumni Event

Since 1996, the CoM has awarded more than \$8.9 million to over 400 small businesses. This was the first inaugural alumni event.

### Objectives

The brief was to cover the event (photography, videography), do a series of vox pops with (past/current award recipients) and create assets to be used on the CoM social media platforms/website.

### Deliverables

- Photography
- Videography
- Digital Content
- Postproduction
- Graphics.

## BHP Foundation & CSIRO: STEM Awards & Indigenous STEM Awards

The BHP Foundation Science and Engineering Awards are Australia's most prestigious school science and engineering awards (BHP Foundation / CSIRO/ ASTA). Since 1981 the Awards reward students for their research projects; for the first time in 2020, the Indigenous STEM Awards were integrated into the ceremony.

### Objectives

The brief was to cover in terms of photography.

### Deliverables

- Photography
- On the spot, immediate asset delivery.



## Graphic design

### CQ University: Sustainable futures

#### Objective

CQ University needed to promote the Sustainable Futures events around Australia. We worked closely with the comms team to define relevant digital audiences and create concepts, graphics and digital assets and promote the events on all social media platforms.

#### Deliverables

- Concept & themes
- Web design
- Graphic & Digital Design
- Event campaign
- Event promotion.

### Western Sydney University, The University of Newcastle: Beyond business as usual

#### Objective

The Institute for Culture and Society needed to design and print a report highlighting the manufacturing industry in Australia in a way that was easy to read and visually engaging.

#### Deliverables

- Concept and themes
- Graphic design
- Report design
- Printing.





# eLearning

## T2: Customer aggression & product training

Our team has worked with T2 for the delivery of the video components of online training.

### Customer aggression project (global online training course)

#### Objective

Production of training videos based on different scenarios of customer aggression.

#### Deliverables

- Preproduction: location preparation, studio set up, coordination of a team of six actors (including reading rehearsals)
- Production: filming, lights, sound.
- Postproduction: editing, sound editing, graphics.

### Product training (global online training course)

#### Objective

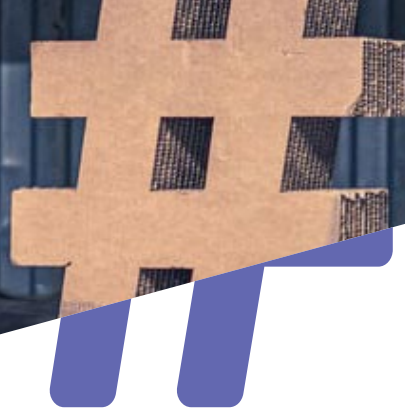
Production of training videos showcasing T2's Christmas product line 2019.

The videos included the filming of a day training workshop in different locations.

We edited the content for online training purposes. The videos were rolled out globally, via the company's LMS.

#### Deliverables

- Preproduction (including rehearsals)
- Production: real-time same day filming on four different locations (training)
- Postproduction: editing, sound editing, graphics.



## our impact

When you choose to work with us, great things happen.

You get to work with an adaptive and flexible team trained to think outside the box.

You become part of an ecosystem that shares a social purpose.

With your choice, you don't just extend your social impact and CSR programs, and you also support other social enterprises, NFPs, communities and individuals.

### Here is how

Every time you choose Just Gold, you enable us to offer our grants and pro bono services through our **#FindYourHashtag** 2020/21 program (previously known as #Changemakers program 2019/20).

**#FindYourHashtag** is a structured program we developed to pay it forward; it is our way to support Australian organisations and social enterprises to become more productive, employ more people, improve sector/market access and increase their size, diversity and profitability.

Our consultants share their knowledge, skills and expertise in a transparent, comprehensive and measurable way, that results in collaboration, innovation, systemic change, high-end marketing services, cool content, powerful advertising tools and dynamic online presence. For everyone.

### Thank you for ReConsidering.

More about us and our **#FindYourHashtag** program,  
@ [www.justgold.net](http://www.justgold.net) & [www.reconsiderbiz.net](http://www.reconsiderbiz.net)

Follow us on social @wearejustgold



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**www.reconsider.biz**

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