

just.Gold

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# Capability Statement

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



This company meets the highest standards of social and environmental impact

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# Hello, #WeAreJustGold

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

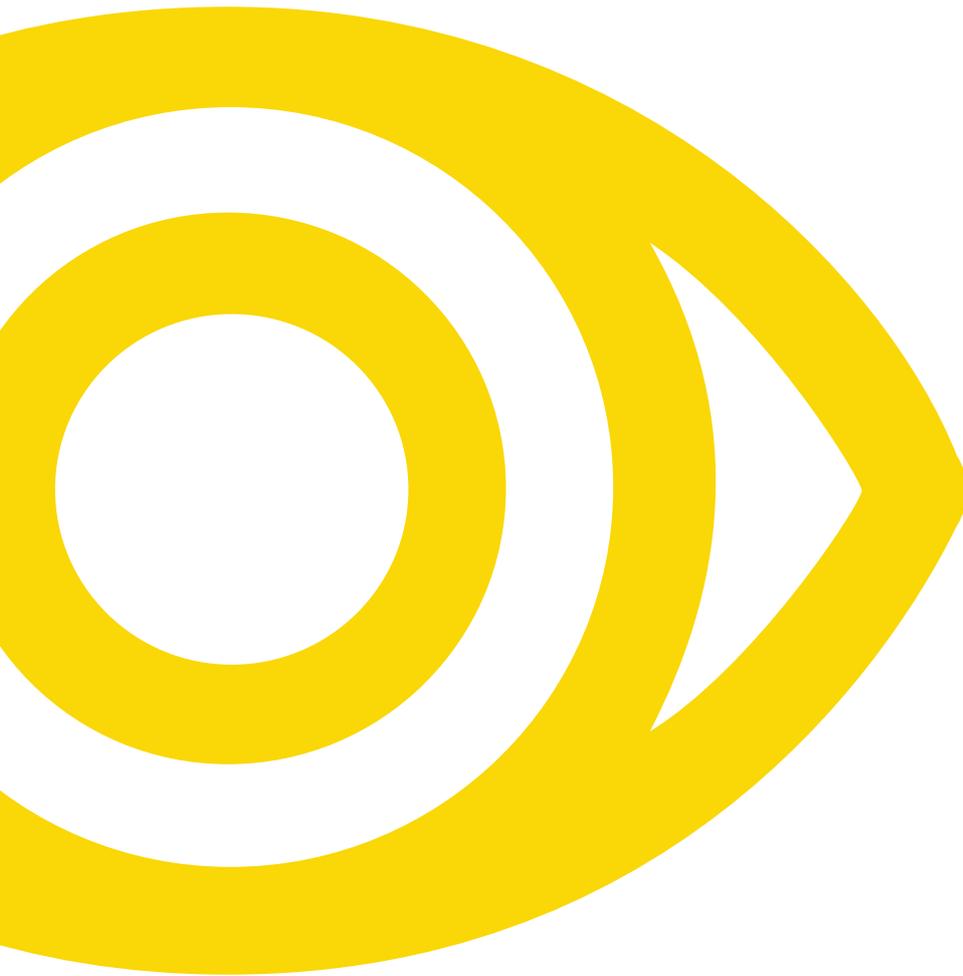
We work with social enterprises, organisations, government and businesses of all sizes delivering strategic communications, production and creative commercial solutions while enhancing their impact.

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.

We work with a vision of a just world, where everyone has access to opportunity. We help social enterprises and not-for-profits to overcome marketing, strategy and communication barriers and we offer job opportunities to highly skilled professionals from vulnerable groups.

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# Key capabilities





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## 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, CALD or accessible content, branding for good, measurement, training & workshops
- **Workshops:** purpose & impact, design thinking, digital ready, leadership, team training, 1:1 coaching



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## our people

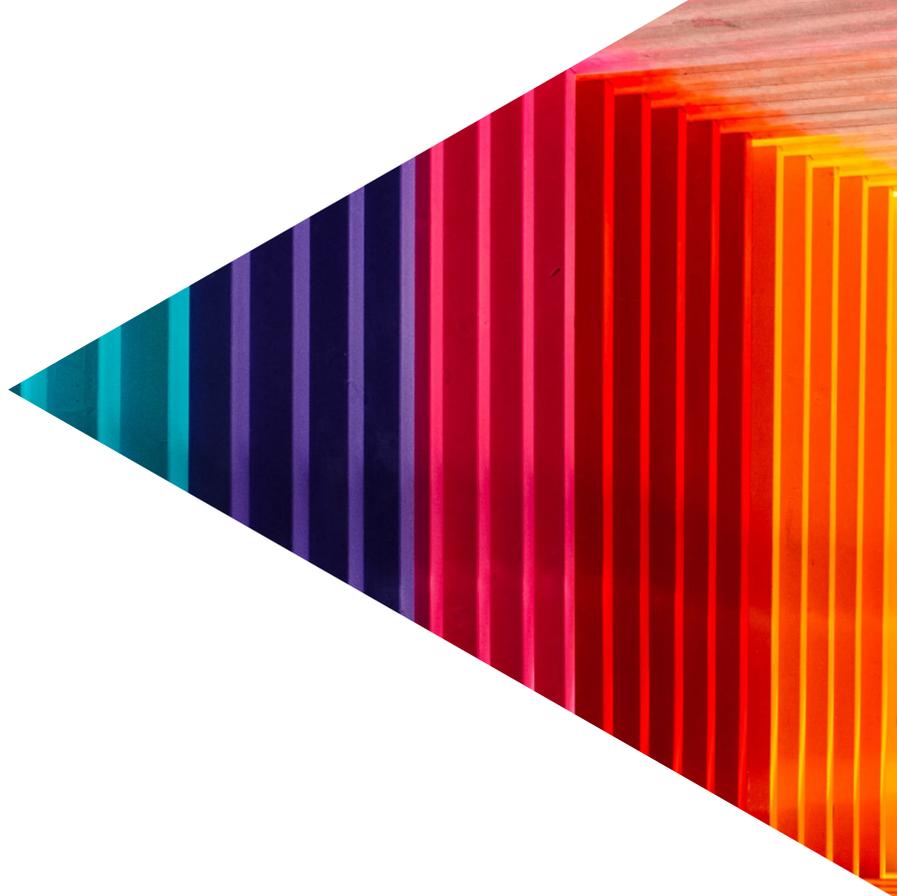
### **Kyriakos Gold**

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.

During his PhD research at the Centre for Social Impact, Kyriakos focused on creating a branding blueprint for the social sector. He is 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.



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## our people

### **Angela Kalliakoudis**

Operations and Projects Manager

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

### **Grace Packer**

Producer, Social Impact & Research

An analytical mind with a passion for social justice; Grace's distinct academic experience, project management and research skills ensures the smooth running of complex projects.

### **Carley Bishop**

Producer, Digital

Creatively minded with a keen eye for detail, Carley delivers exciting digital campaigns that connect meaningfully to their target audiences. With an education in design, Carley is always ahead of the curve when it comes to social media trends.

### **Dan Tiel**

Producer, Digital

With his experience as a motion graphic artist and video producer, Dan creates striking graphics and video content to visually communicate important messages. Dan combines his education in IT with his creative and communication skills to inform his work.

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## our people

### **Ana Maria Otalora Bonilla**

Senior Graphic & Web Designer

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.

### **Jordan 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.

### **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.

### **Specialists**

Project Managers, Senior Consultants, Creative Directors, Industry experts

We design bespoke teams to compliment your projects selecting from our international talent pool.

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## **Case studies**



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## **Case study: Social Traders 2020 Awards**

**With our partnership, Social Traders were able to host a dynamic and engaging online award ceremony via social media over five days, despite the disruption of Covid-19 restrictions.**

The Social Traders Australia Awards recognise and celebrate the leaders in social procurement in Australia– social enterprises, businesses and Government. 2020 was the year that the sector went above and beyond to support communities and demonstrated resilience, commitment, determination and innovation.

### **Objectives**

Social Traders are a body that certifies and supports social enterprises to increase the positive impacts of businesses in Australia. They were seeking a social enterprise to produce content for their online award celebrations during a difficult period of lockdowns.

### **Solutions**

We filmed across New South Wales, Queensland, and Victoria, encountering logistical challenges due to the differing Covid restrictions imposed in each state. Despite the challenges we delivered multiple digital products with common branding, and a large series of stand-alone social assets to be used during the event and independently across all social platforms.



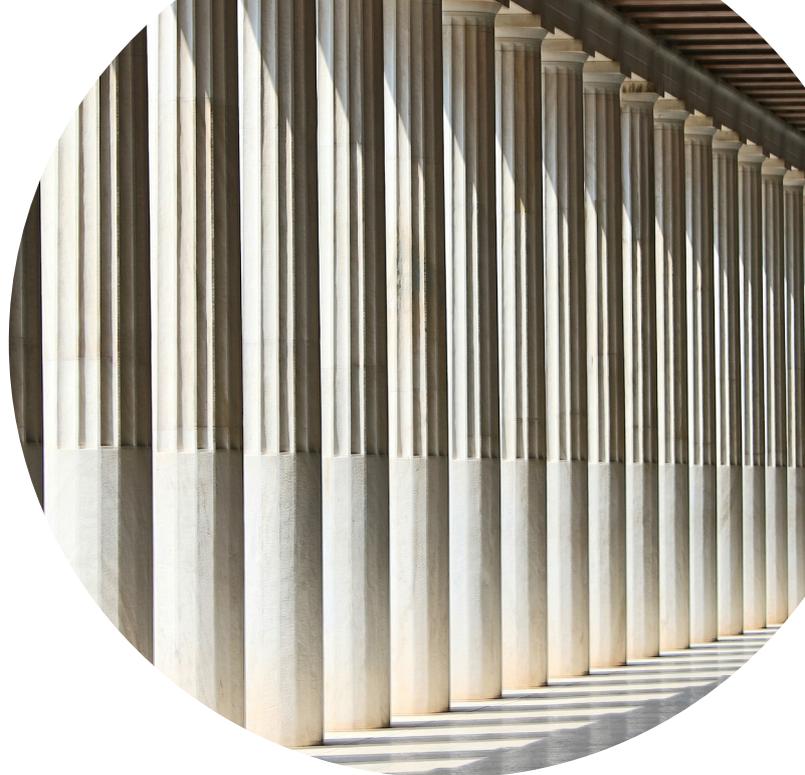
## Results

This project resulted in Social Traders hosting a successful digital awards ceremony to celebrate the important work of social enterprises and leaders in social procurement after the difficult year that was thrown at them.

The videos and assets we produced showcased the hard work of inspiring organisations and entrepreneurs, empowering businesses and individuals to make change. We were able to bring the community together to publicly celebrate and promote the best of ethical, socially aware businesses.

## Deliverables

- Content strategy
- Copywriting & scripts
- Digital storytelling
- Filming in 8 different locations across the country during lockdown
- Video editing
- Video packaging
- Stakeholder engagement
- Graphics and animation.



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## **Case study: 2020 HACCI Digital Awards**

**With its new strategy and rebrand #HacciAu, became the first Chamber of Commerce in Australia to produce its Annual Excellence Awards as a digital event that reached over 180k people around the world.**

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

### **Objectives**

For the last 34 years, the HACCI Excellence Awards Gala Ball has been bringing the community together for a night of celebration. During 2020 the pandemic disrupted the community's social calendar. The Chamber was seeking alternative yet meaningful ways to proceed with the Awards' ceremony and engage with its network.

### **Solutions**

We designed a high-end full Oscars / Emmys style digital event that was broadcasted on the 19th of November 2020. The project included a six-week social media campaign leading up to the digital event, filming in Sydney, Melbourne, Athens & Los Angeles (under COVIDsafe restrictions), event postproduction and live premiere on LinkedIn, Facebook and YouTube.



## Results

The project helped all generations of the Hellenic Australian community (with backgrounds from Greece, Cyprus, Egypt, Russia and Turkey) stay connected and active by reducing social isolation. It used the stories of excellence and success to enhance the sense of belonging.

The live-streamed event brought the awards to the screens of thousands of people across the world, as the Greek diaspora joined in to acknowledge excellence, innovation, leadership and business acumen and created a blueprint that was replicated by other Chambers in Victoria. It also attracted award sponsors, event sponsors and event partners.

## Deliverables

- Marketing & sales strategy
- Digital Marketing Kit
- Stakeholder engagement
- Advertising campaign
- Social media strategy
- Audience development
- Content strategy & copywriting
- PR plan.



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## **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.



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## **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.



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## **Case study: Loving Lilydale Social Media Campaign**

**With our brand execution and social media campaign, locals in the Melbourne suburb of Lilydale were given a lot to love about the area.**

Loving Lilydale is an online and social media brand that was created in collaboration between Lilydale's local businesses and the Level Crossing Removal Project.

### **Objectives**

This project aimed to create a campaign celebrating the unique people, places, and businesses of Lilydale with authentic social media content across Facebook, Instagram and YouTube. The Level Crossing Removal Project hoped to generate community connectivity and interest in the area to lead up to the construction of a new station precinct.

Just Gold worked within a pre-existing brand design and visual identity framework; the digital campaign needed to utilise its look/feel across the various channels. The campaign's purpose was to help traders overcome any disruption from level crossing removal works and ensure that shoppers and locals had reason to continue returning to the precinct.



## Solutions

We started by meeting with community members in order to get an authentic understanding of the location and people. From here we were able to photograph locals, businesses and scenery that captured the spirit of Lilydale and edit these.

## Results

We created a free and valuable online resource, in the form of a website, for local residents and businesses to connect and support each other. We revived the community spirit in a time of significant disruption, and instilled community.

## Deliverables

- Content strategy & copywriting
- Filming
- Photography
- Script
- Video editing
- Social media strategy & Audience development
- Social media campaigns, management & optimisation
- Website production
- Qualitative research.



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## **Case study: SWP Social Impact Strategy**

**Sydney is becoming the first WorldPride host city to create a distinct metric system to measure its social impact.**

Sydney is the next in line to host WorldPride in 2023, a celebration of the unique joys and challenges of being LGBTQI+ in the Asia Pacific region. The event will focus on human rights issues and First Nations experiences.

### **Objectives**

Sydney WorldPride wanted to be the first event of its kind to create a meaningful metric system for impact in the LGBTQI+ space. They needed help to create and implement a framework to enable SWP to monitor the social outcomes of all activities, provide credible data regarding social change, and accelerate social progress.

### **Solutions**

We first focused on what attitudes SWP were looking to change, how to move past them, and how to measure success in this area. We used extended data from social listening, partner organisations and academic research, as well as focus groups and workshops catering for diverse parts of the community to paint a clear picture of the situation before, during and after the event timeline.



## Results

Sydney is the first WorldPride host city creating a GPS for social change, a compass that will keep the organisation close to its mission and on track regarding its social goals.

## Deliverables

- Social Impact consulting
- Strategy & research
- Measurement
- Training & workshops.



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## Case study: DJPR Social Procurement Framework

**By creating videos detailing the story of diverse businesses we inspired other governments and large organisations to take up a social procurement model.**

The Department of Jobs, Precincts and Regions is firmly focused on growing Victoria's economy and ensuring it benefits all Victorians - by creating more jobs with positive social impacts.

### Objectives

The Department of Jobs, Precincts and Regions were seeking the production of videos to showcase social procurement and demonstrate the positive benefits that suppliers and buyers have experienced as a result of the implementation of the Social Procurement Framework in Victoria.

### Solutions

We worked closely with the social enterprises to accurately capture their purpose and story. We then transformed this into a series of short videos showcasing the businesses, their social purpose, and how they've benefited from the Social Procurement Framework. We particularly focused on diversity and inclusion in this project by translated the subtitles into six key languages.



## Results

We delivered professional and engaging videos that honour both the social enterprises in focus and the mission of social procurement.

We were also able to live our own values by buying original music by female artists based in Melbourne, who had suffered large losses due to Covid-19 restrictions, and including it in these videos.

## Deliverables

- Content strategy & copywriting
- Stakeholder engagement
- Production coordination
- Script
- Filming in three different locations
- Aerial videography
- Video editing and post-production
- Subtitling in six different languages.

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# 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.

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# **Videography & photography**



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## 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.

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## 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

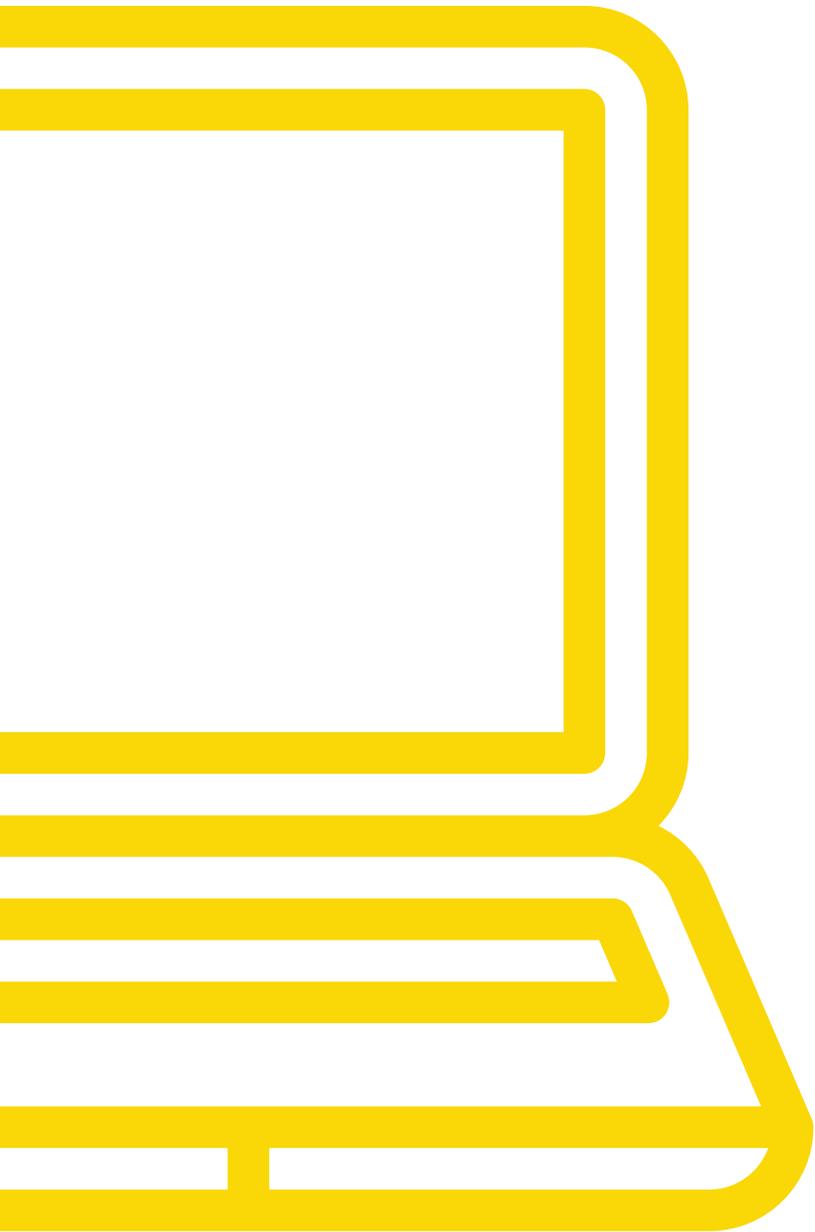
The brief was to cover in terms of photography.

### Deliverables

- Photography
- On the spot, immediate asset delivery.

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# Graphic design





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## 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.

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

### Objective

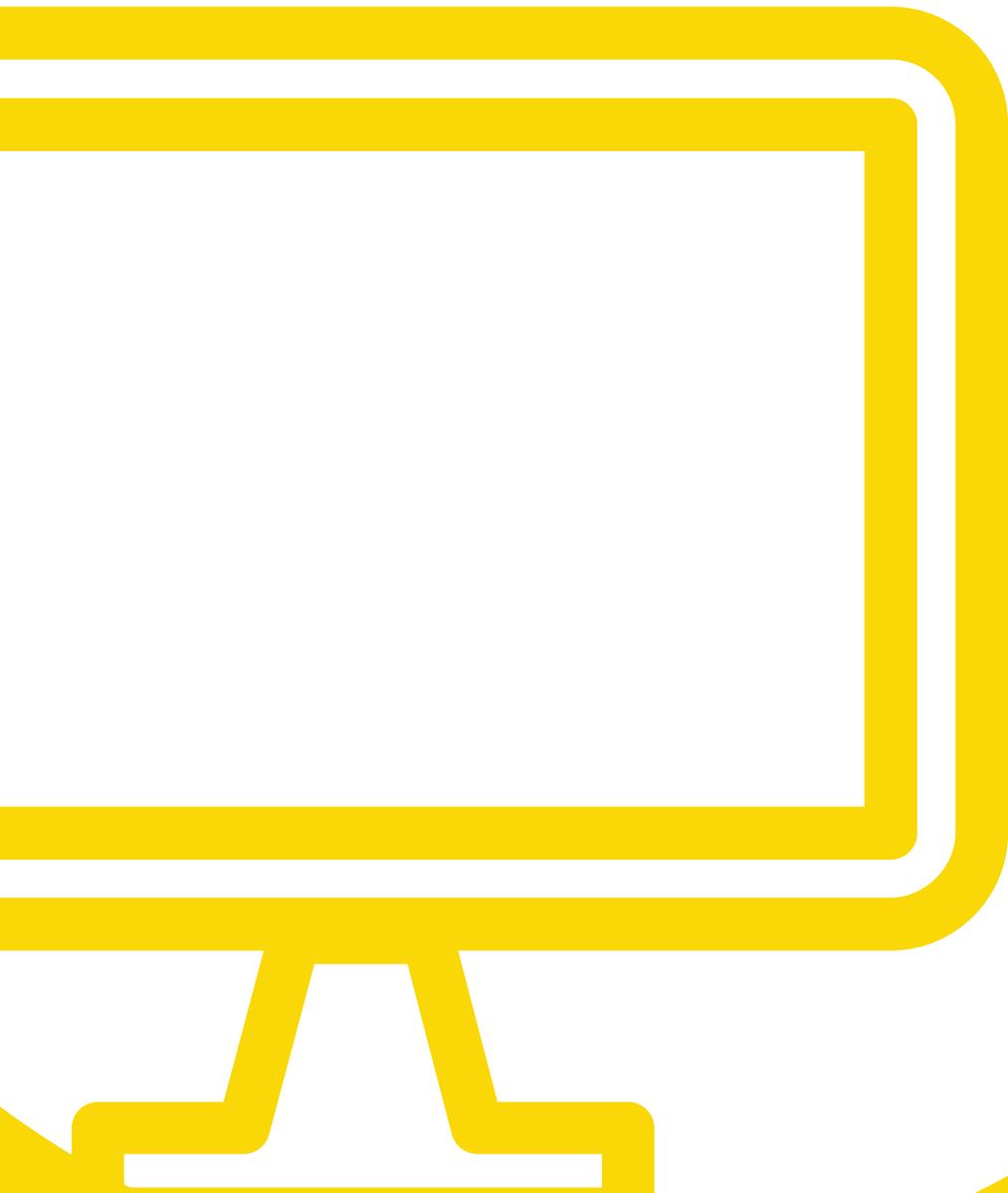
The Institute for Culture and Society needed to design and print a report highlighting the manufacturing industry in Australia in a way that was easy to read and visually engaging.

### Deliverables

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

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# 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.

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**our impact**



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## 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 pro bono, low bono or discounted services through our **#FindYourHashtag** 2022 program.

**#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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**#FindYourHashtag**

Certified



Corporation



Business for good

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