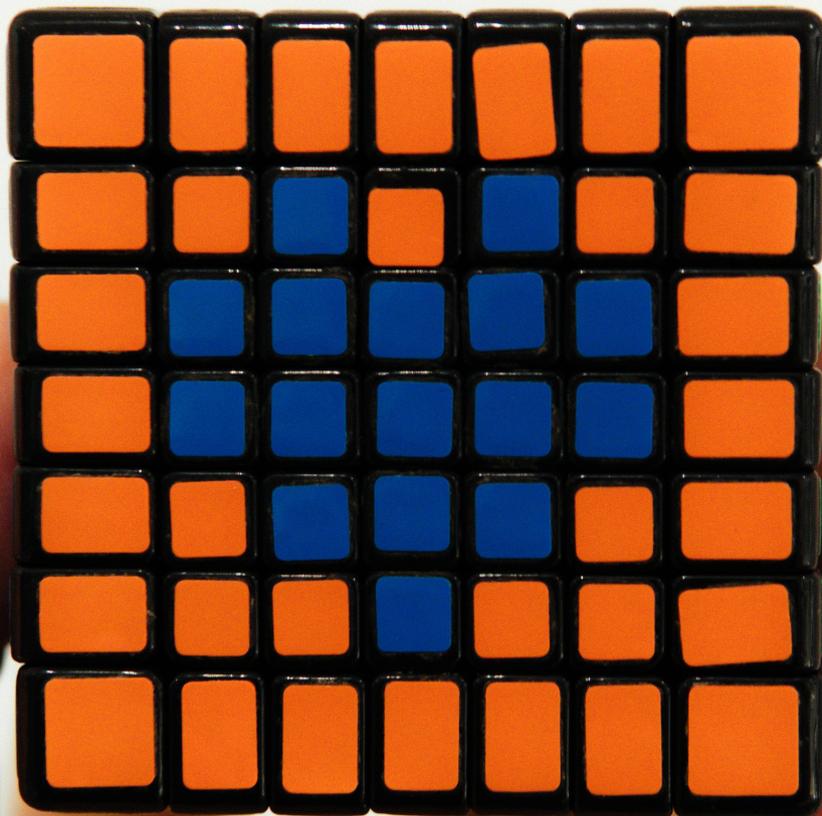


just gold

Capability Statement

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



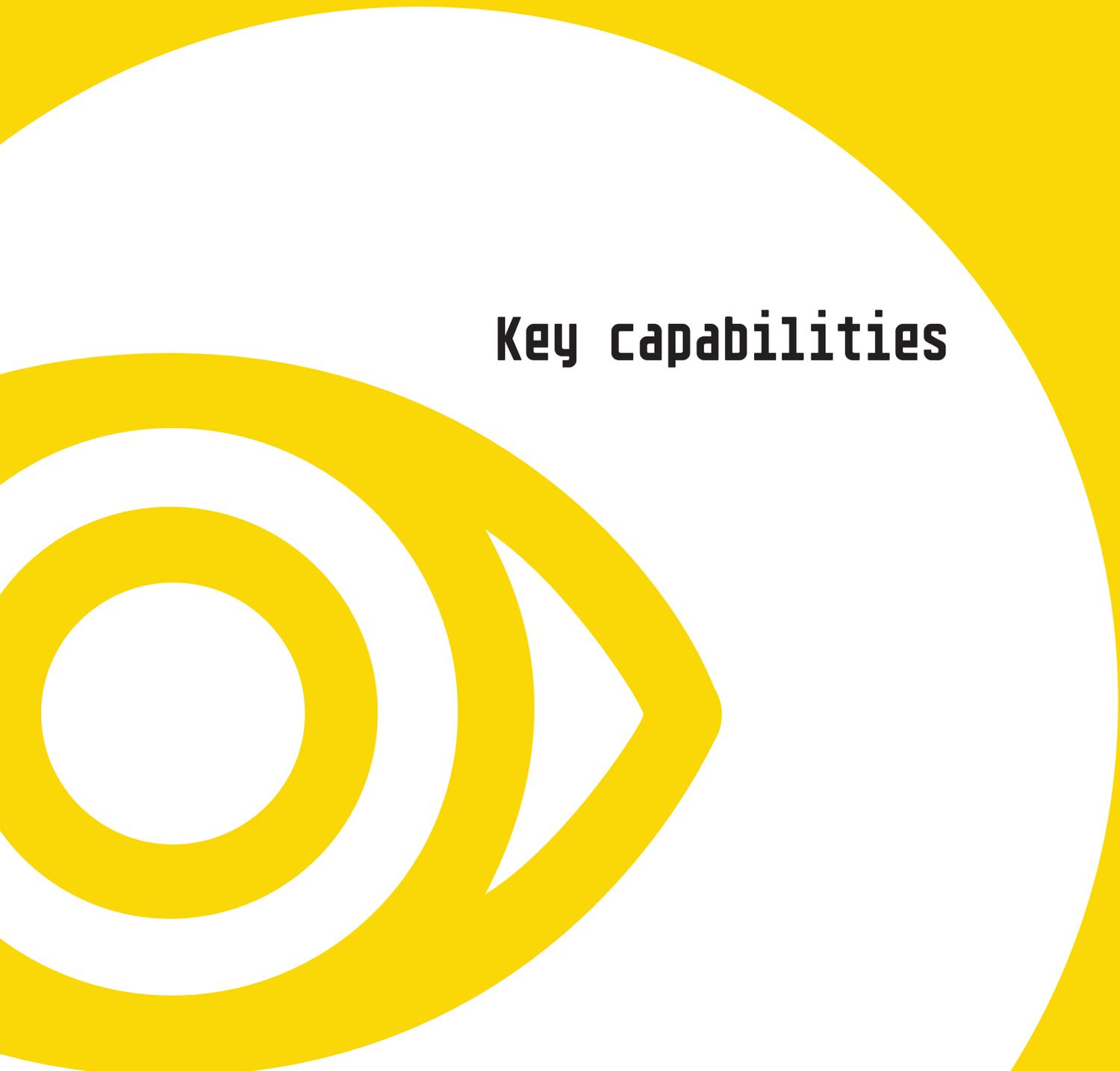
This company meets the highest standards of social and environmental impact

Hello, #WeAreJustGold

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

We offer affordable high-end strategic communications, D & I, social impact, management consulting and design & creative services for all.

1. We employ and empower highly skilled professionals who are facing employment barriers.
2. We partner with government and businesses to deliver commercial projects while expanding their ethical footprint. The profits from those projects fund our impact program.
3. We activate purpose driven projects by offering accessible or pro bono consulting and creative services.
4. We initiate and invest in social change projects when we identify a gap in the national dialogue. vulnerable groups.

A large, stylized graphic of an eye, composed of concentric yellow and white rings, is positioned on the left side of the page. The background is a solid yellow color with a large white circular area on the right side.

Key capabilities



Key capabilities

Advertising: strategy, concepts, creative direction, design, talent, multiplatform production, integrated campaigns

Audiences: multicultural or niche audiences, generalist campaigns, translations and subtitles, in language campaigns, intersectionality focused specialist audiences

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

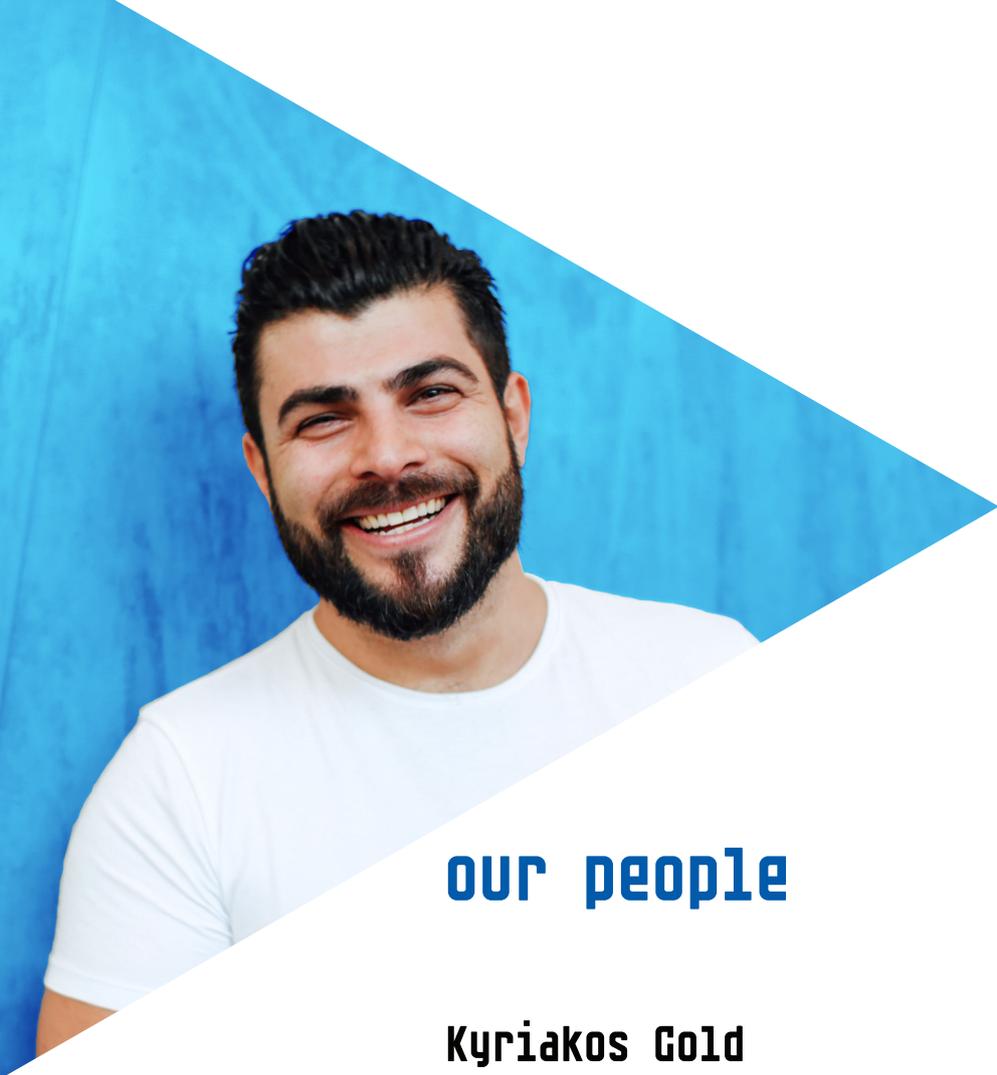
Events: event management & production, event marketing, hybrid, digital & immersive technology events, webinars

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, D & I, strategy & research, communications, CALD or accessible content, evaluation, measurement, training & workshops

Workshops: purpose & impact, design thinking, digital ready, leadership, team training, 1:1 coaching



our people

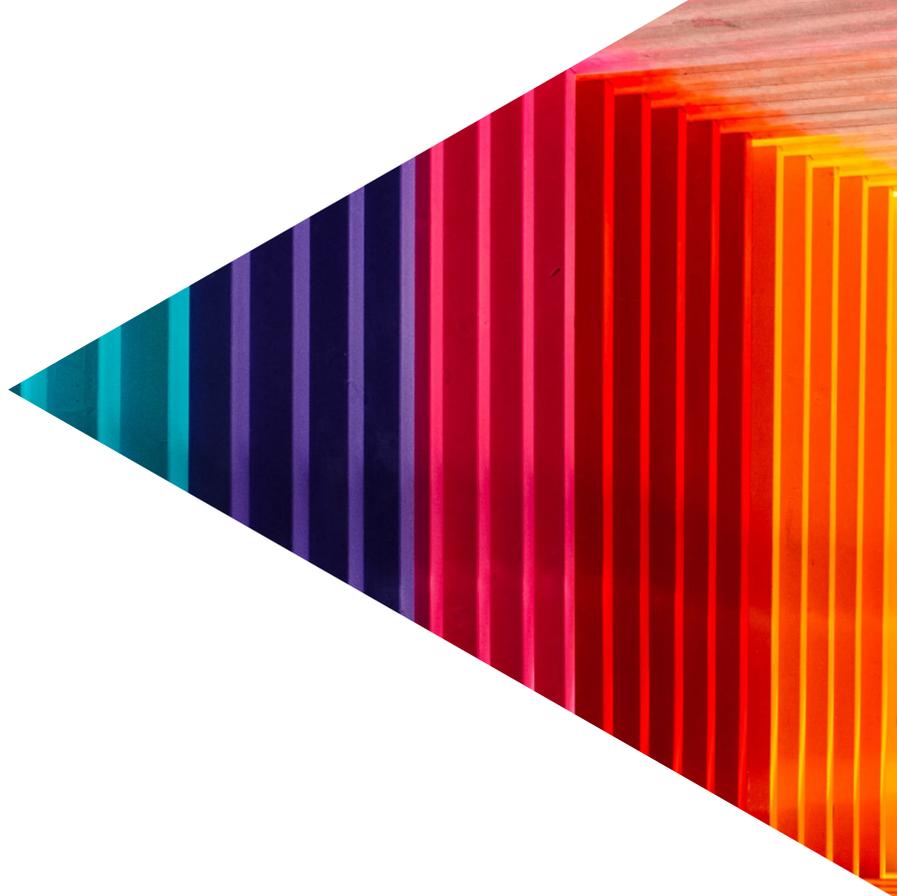
Kyriakos Gold

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.



our people

Angela Kalliakoudis

Marketing Lead

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.

Carley Bishop

Production Lead

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.

Voula Stamatakis

Arts and Culture Lead

With her internationally acclaimed expertise Voula combines professional experience with a deep understanding of diverse cultures gained through lived experiences and extensive academic study.

Jordan Scott

Drone Pilot, Videographer

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.

our people

Alex Papisimakopoulou

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.

Amelia Crawford

Videographer, Editor & Producer

Amelia Crawford is passionate about authentic storytelling. She has recently made the move from the film industry into the videography space and loves the creative freedom that being a videographer has brought.

Specialist Associates

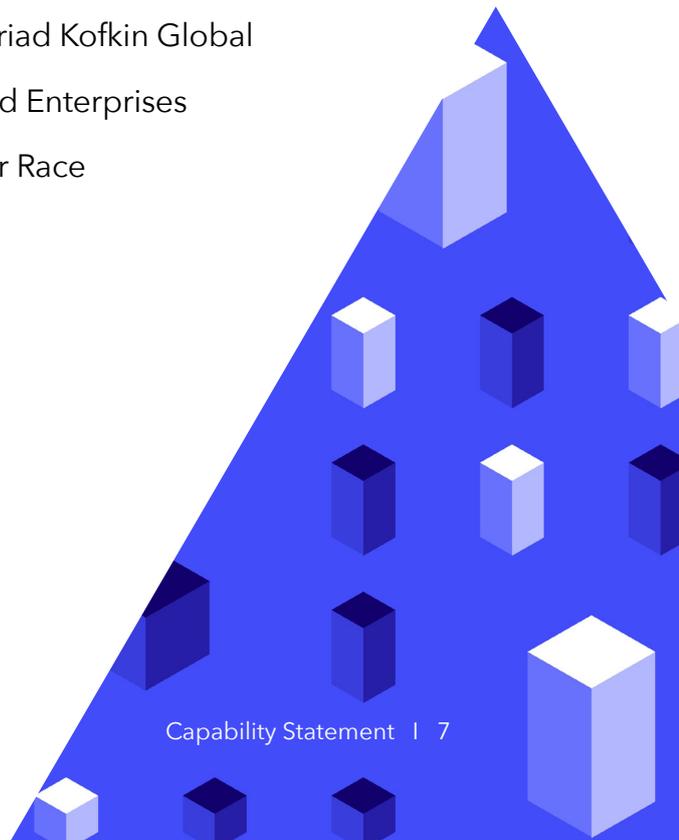
We design bespoke teams to compliment your projects selecting from our international talent pool.

- Industry experts
- Project Managers
- Senior Consultants
- Creative Directors

Agency Partners

We partner with specialist value aligned agency to amplify our impact.

- Myriad Kofkin Global
- Kind Enterprises
- Our Race





**Case studies:
Videography
& photography**



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.

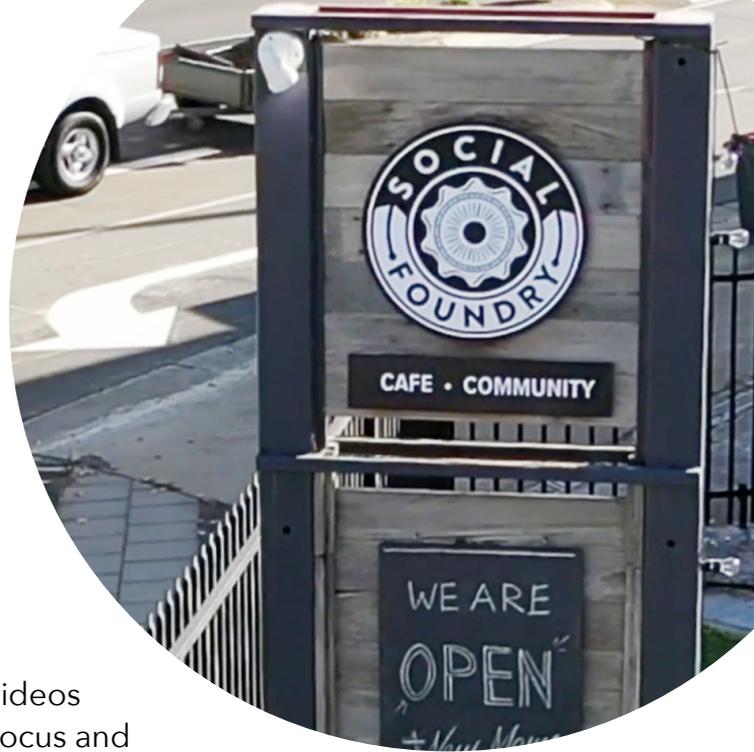
The Department of Jobs, Precincts and Regions is firmly focused on growing Victoria's economy and ensuring it benefits all Victorians - by creating more jobs with positive social impacts.

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.



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.

Hellenic Power: Motion graphics and social media campaign

Hellenic Power, is a dedicated social enterprise enhancing your energy savings while supporting the Hellenic community in Australia. They provide greener, cost-effective energy solutions, creating a powerful synergy between economic efficiency and social responsibility.

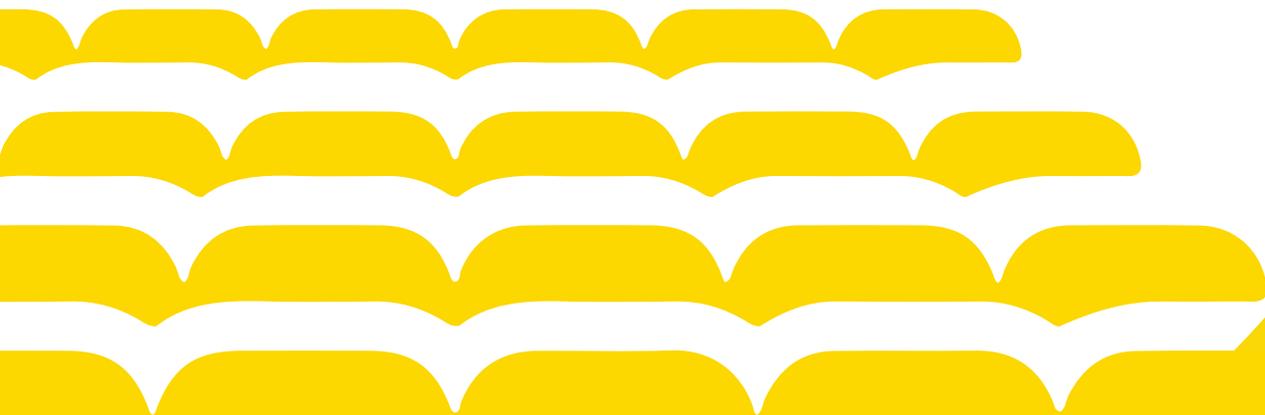
Objectives

The brief was to create a campaign that was utilising text and animation in a clever and cost efficient way.

Deliverables

- Motion graphics
- Concept and strategy

Multicultural Audiences





Think Talks & Campaigns

Just Gold has developed new platform to engage with multicultural audiences

Think is our innovative tool to engage with niche audiences and communities. Filmed in front of a live audience it features facilitated democratic discussions in the form of QandAs blending hybrid events and social media campaigns

Objectives

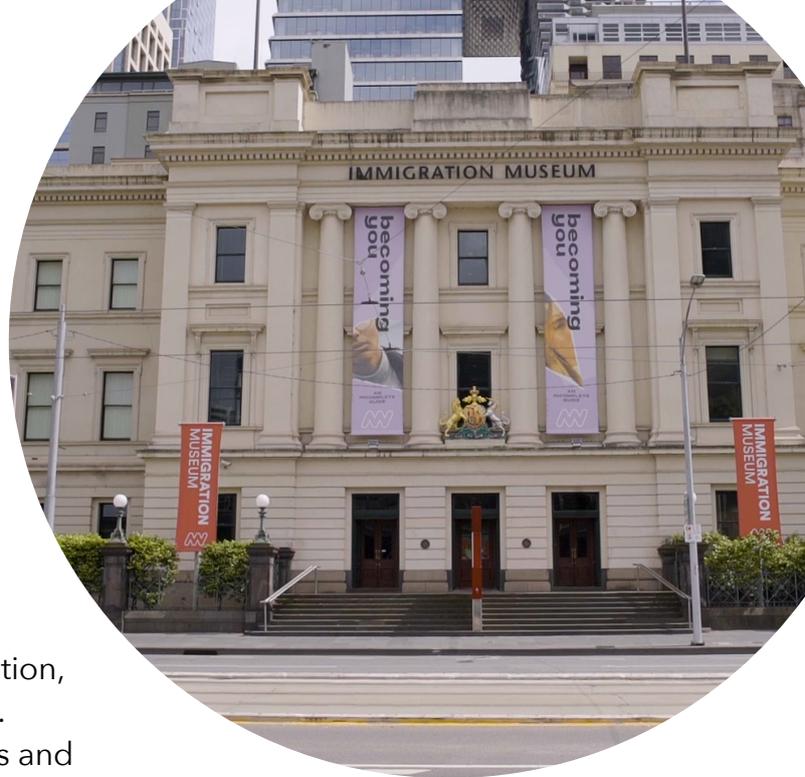
To utilise Just Gold's innovative Think platform to engage more effectively with multicultural audiences. We aim to extend our reach, fostering strong connections with niche audiences and communities and promoting a culture of diversity and inclusivity. The project intends to capitalise on the power of live interactions, providing a democratic space for open discussions and real-time audience engagement. A crucial aspect of our strategy is to amalgamate the strengths of hybrid events and social media campaigns, thereby ensuring wide reach and profound engagement. Facilitated Question and Answer (Q&A) sessions form a pivotal part of this strategy, as they encourage audience participation and promote a spirit of open dialogue and collaboration.

Solutions

Our solutions were comprehensive, leveraging the strengths of our team in audio-visual production, event management, marketing, branding, and social media campaigns. We harnessed the power of the Think platform, tailoring our

strategies to engage multicultural audiences effectively.

We managed and streamed hybrid events, handled ticketing, and conducted comprehensive post-production activities. The video production design included detailed storyboards and scripts, actor coordination, and high-quality voice-over recordings. Our team also took care of the graphics and animations, providing a visually rich, interactive experience for the audience. In essence, we delivered an end-to-end production solution, creating an engaging and dynamic environment that fostered active audience participation.



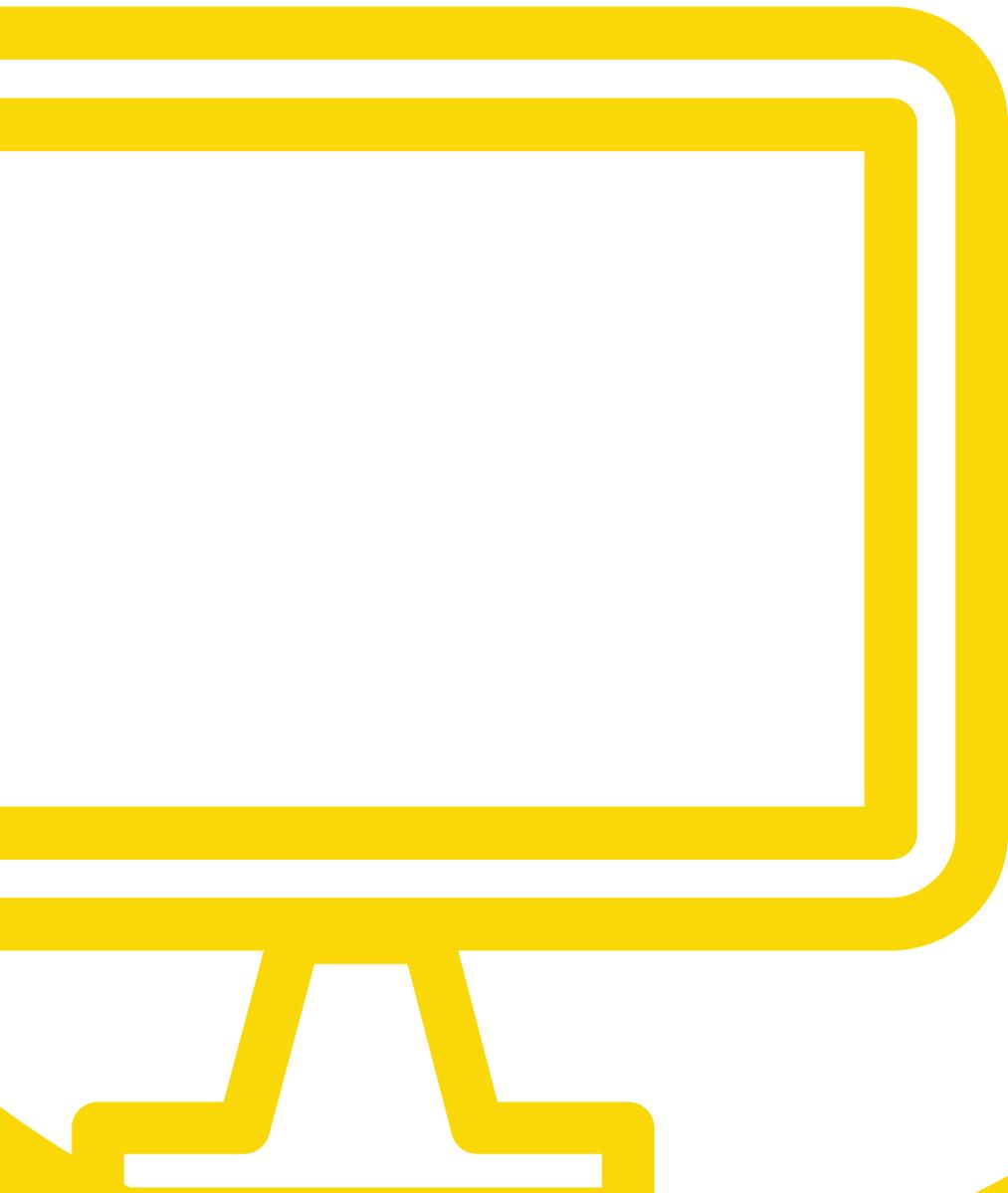
Results

We've produced various targeted projects in Melbourne such as "Think Voice," "Think Women," "Think Pride," "Think Culture," "Think Greek," and "Think Social." These were achieved in partnership with an impressive roster of organisations, starting with the Victorian Government and the City of Melbourne, extending to Museums Victoria and many more.

Deliverables

- Strategy
- Marketing including Branding
- Social media campaigns
- Graphics and animations
- Multicultural audiences
- Event Management (hybrid) including streaming and ticketing
- Video production design (storyboards, script, actor)
- Audio visual production and Post production
- Voice over recordings

eLearning





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 and it's subsequent annual review and update.

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.



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.

Major & Hybrid Events



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.

SOCIAL TRADERS

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.

Co-design & campaigns





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.

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/Communications team to deliver more effective fundraising campaigns in the long term.

Solutions

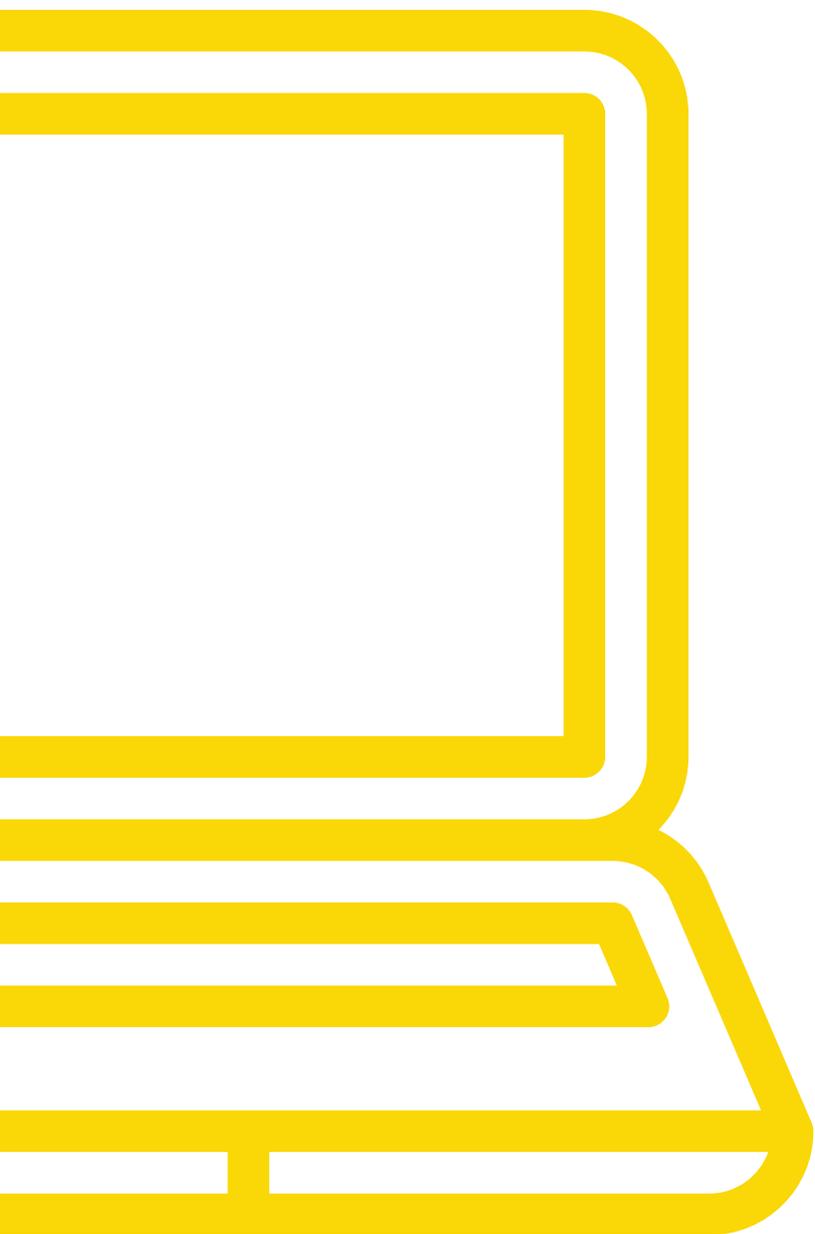
We used codesign principles, engaging with different stakeholders and staff before proceeding to production. We conducted research, community consultations and delivered bespoke workshops (executive team, board, staff members, volunteers/community members). Workshop outcomes defined campaign narratives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

Deliverables

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



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

our impact

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.

Unboxing social impact

Every time you choose Just Gold, you enable us to offer our pro bono, low bono or discounted services through our **impact program**, which 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.

Find out more

Find out more about our impact program by visiting **www.justgold.net**

Follow us on socials @**wearejustgold**





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Certified



Corporation



Business for good

JUST GOLD DIGITAL AGENCY PTY LTD

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