

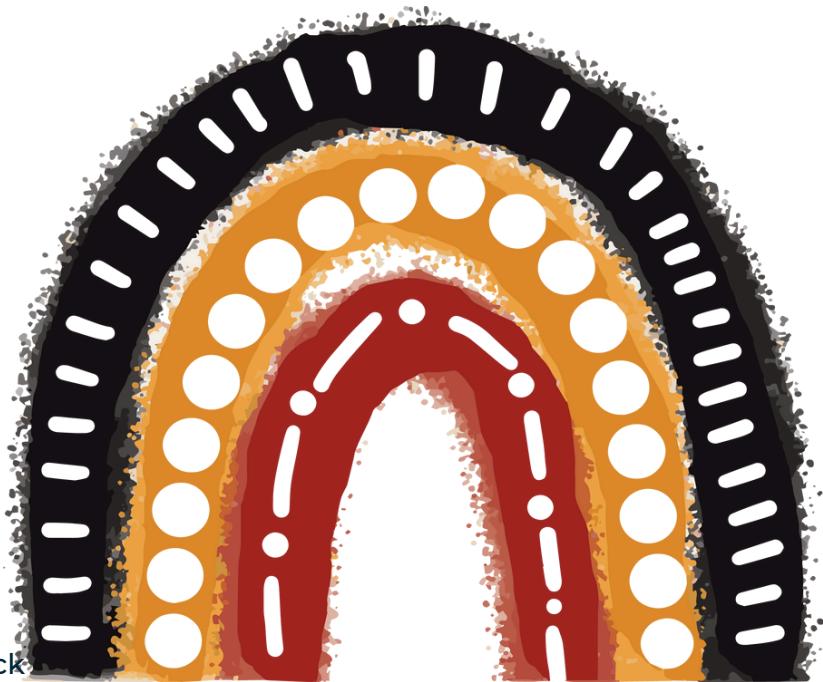
GRAPHIC DESIGN PORTFOLIO OF WORK

 hello@thelkbagency.com.au

 www.thelKBagency.com.au

 1300 321 082

The LKB Agency acknowledges Country and Traditional Owners of the lands where we work and live. We pay our respects to Elders past and present and extend that respect to any Aboriginal and Torres Strait Islander peoples reviewing the following document.



CAMPAIGN BRANDING

GET BEHIND IT! COMMUNITY ROADSHOW

NATIONAL BOWEL CANCER SCREENING PROGRAM | AUSTRALIAN
GOVERNMENT DEPARTMENT OF HEALTH, DISABILITY AND AGEING

LKB developed a bespoke campaign slogan “Bowel screening. Get behind it!” and designed a suite of branded materials for the campaign. The final campaign brand was designed around the test kit visual and the NBSCP colour palette. This included:

- Digital fact sheet and flyer
- Partnership toolkits - Workplace, First Nations and Culturally and Linguistically Diverse (CALD)
- Social media assets
- Print advertisements
- Event kit and uniforms
- Get behind it! merchandise
- Partnership EDM's
- Western Sydney Wanderers and Penrith Panthers activation assets.

The campaign's marketing and communications activities were built on the successful messaging of previous campaigns and refined to accommodate feedback from previous campaign evaluation. All campaign messaging and activities focused on highly targeted information for target audiences, normalising the testing, doing it for your family, and opportunities to engage with the Get behind it! team through publicising the roadshow locations.



The Get behind it! Community roadshow trailer was designed using the campaign branding and key messages that targeted all three priority groups.

The trailer was a key attraction for local communities and gave us extensive on road exposure as a mobile billboard as we travelled between locations.

EVENT TRAILER



EVENT TRAILER

The trailer was fully accessible to the public at engagement events. It featured two TV screens that played the campaign promotional video and displayed location specific screening statistics, an interior feature wall that displayed a visual representation of key messages, images of real people and two portable iPads for kit registrations. It also featured a quiet rest area for private conversations or community members who may have been upset or needing a short rest.



EVENT TRAILER

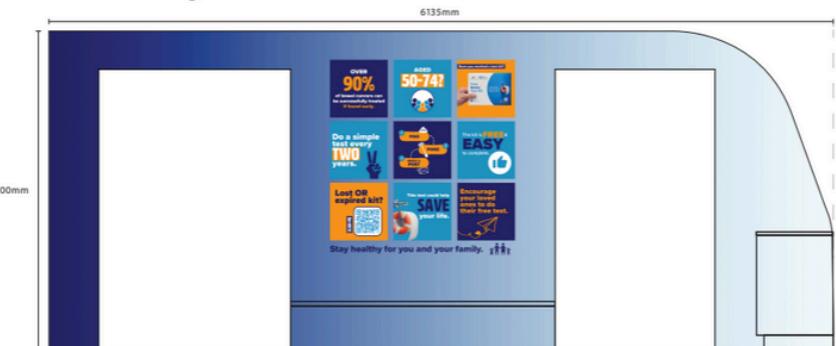
E-01 Driver Side Exterior



E-02 Passenger Side Exterior



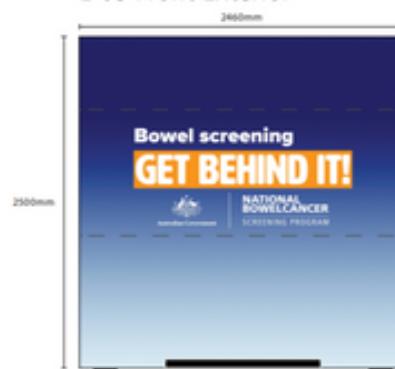
E-06 Passenger Side Internal Wall



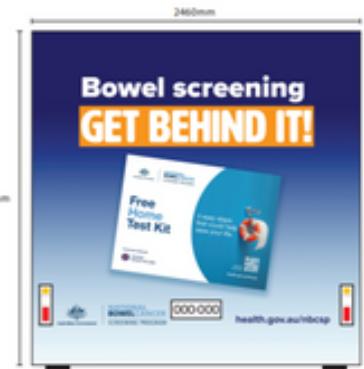
E-07 Driver Side Internal Wall



E-03 Front Exterior



E-04 Rear Exterior



EVENT VAN

After reflecting on learnings from 2024, LKB chose to enhance our engagement approach by designing and fitting out a smaller van capable of reaching a wider variety of locations across Australia in 2025.

The Get behind it! branding was carried over but refined to better express a succinct and impactful visual message.



The image displays a grid of 18 screenshots of digital resources for bowel screening, organized into four rows. The resources include:

- Row 1:**
 - Bowel screening FREE RESOURCES TO GET BEHIND IT! (Promotional banner)
 - Get Behind It! Free Home Test Kit (Image)
 - Get Behind It! Promotional campaign video (Video thumbnail)
 - Get Behind It! Promotional campaign video (Video thumbnail)
- Row 2:**
 - Get Behind It! Frequently asked questions (Document thumbnail)
 - Get Behind It! Digital fact sheet (Image)
 - Get Behind It! Microsoft Teams backgrounds (Image)
 - Get Behind It! Workplace event ideas (Document thumbnail)
- Row 3:**
 - Get Behind It! Information PowerPoint presentation (Image)
 - Get Behind It! A4 posters (Image)
 - Get Behind It! Social media assets (Image)
- Row 4:**
 - Get Behind It! Social media assets (Image)
 - Get Behind It! Social media assets (Image)
 - Get Behind It! Social media assets (Image)
- Row 5:**
 - Get Behind It! Newsletter copy (Image)
 - Get Behind It! Email signature (Image)
 - Get Behind It! Website banner (Image)

LKB developed a digital workplace toolkit with resources to help partners to easily spread awareness to their employees, members and communities.

LKB also developed bespoke toolkits for both First Nations and CALD organisations. The materials were tailored to these audiences, including specifically tailored messaging and materials were provided in-language.

PARTNERSHIP TOOLKITS

Bowel screening FREE RESOURCES TO GET BEHIND IT!

NATIONAL BOWELCANCER SCREENING PROGRAM

Bowel screening Do the FREE test. It could **SAVE** your life.

4 easy steps that could help save your life.

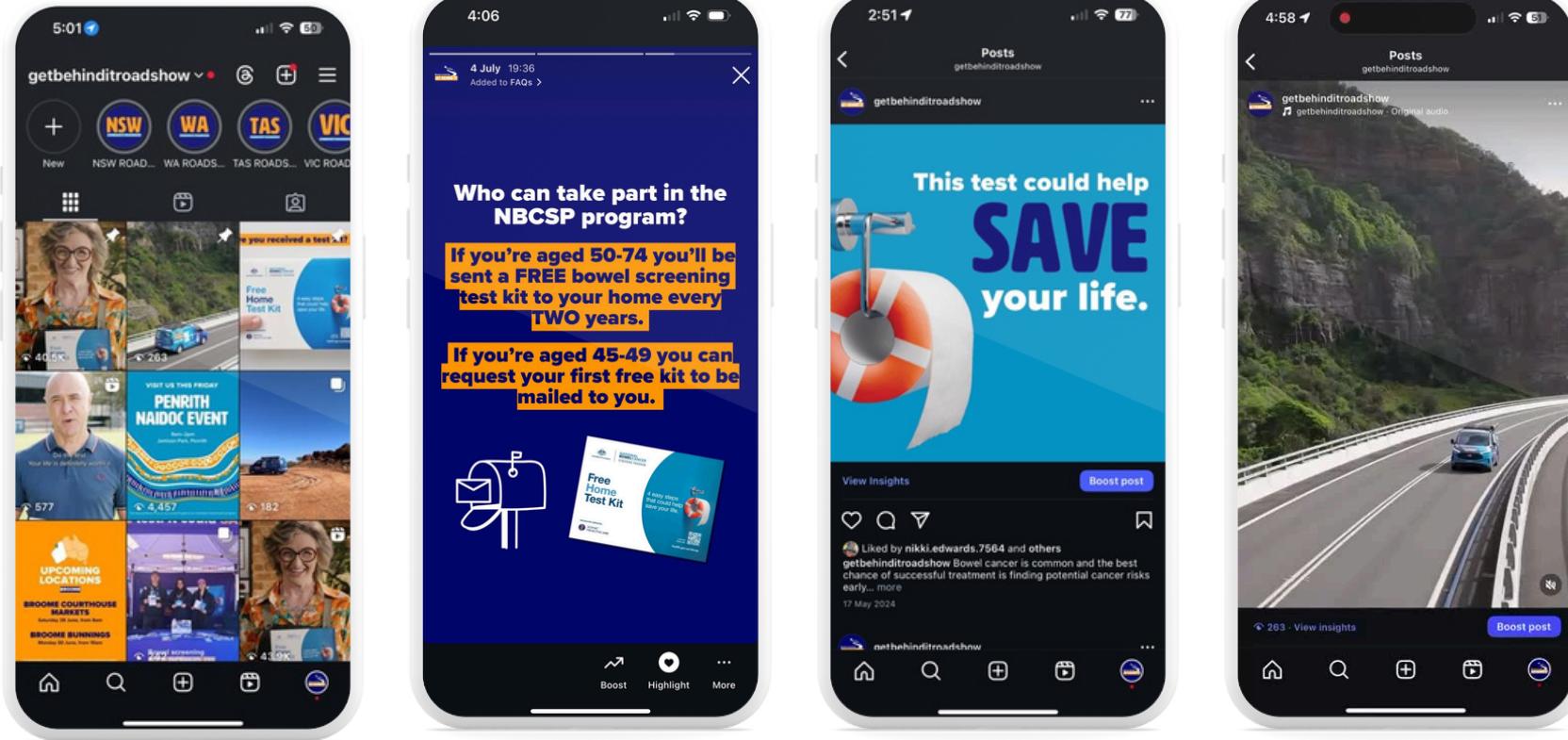
Over 90% of bowel cancers can be successfully treated if found early.



RESOURCES

- Promotional campaign video
- Frequently asked questions
- Digital fact sheet
- Instructional video
- Social media assets and suggested copy
- Poster and flyer

Clickable links available on each resource page to view and download respective files.



SOCIAL MEDIA

have travelled **17,233** kilometres across the Northern Territory, Queensland, the ACT and South Wales and engaged with **12,178** people about the importance of bowel screening. Roadshow might be over now for 2024, but check out some of the highlights.

HERE WE HAVE BEEN SO FAR

YS TO USE THE TOOLKIT

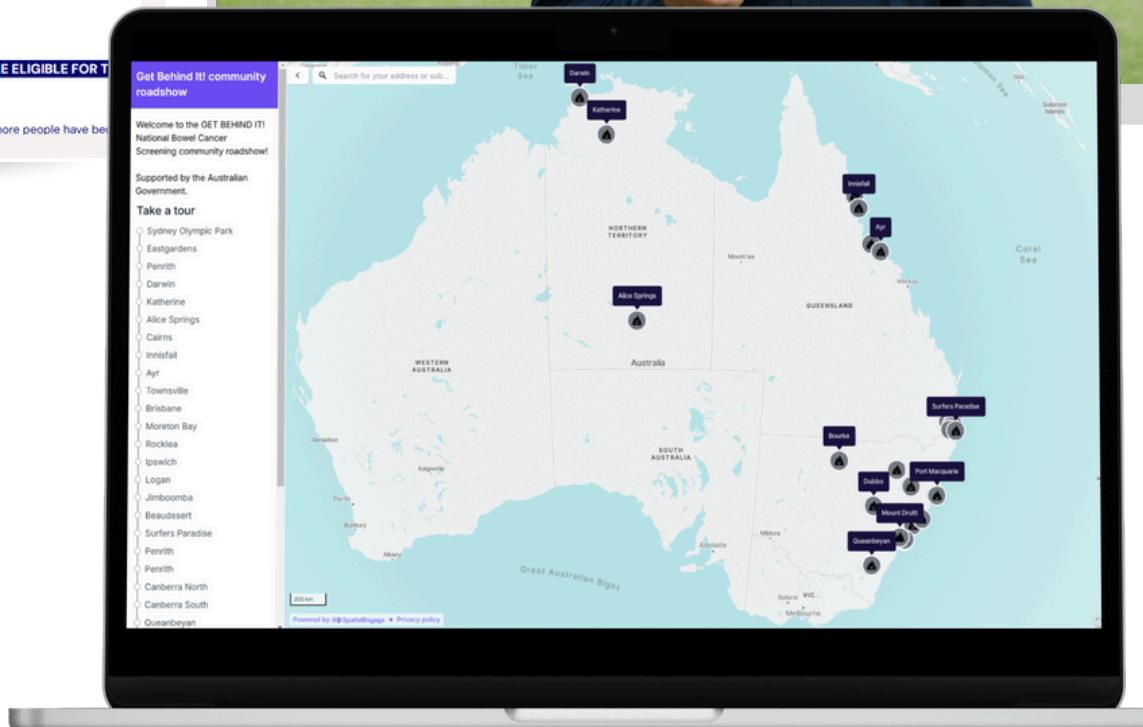
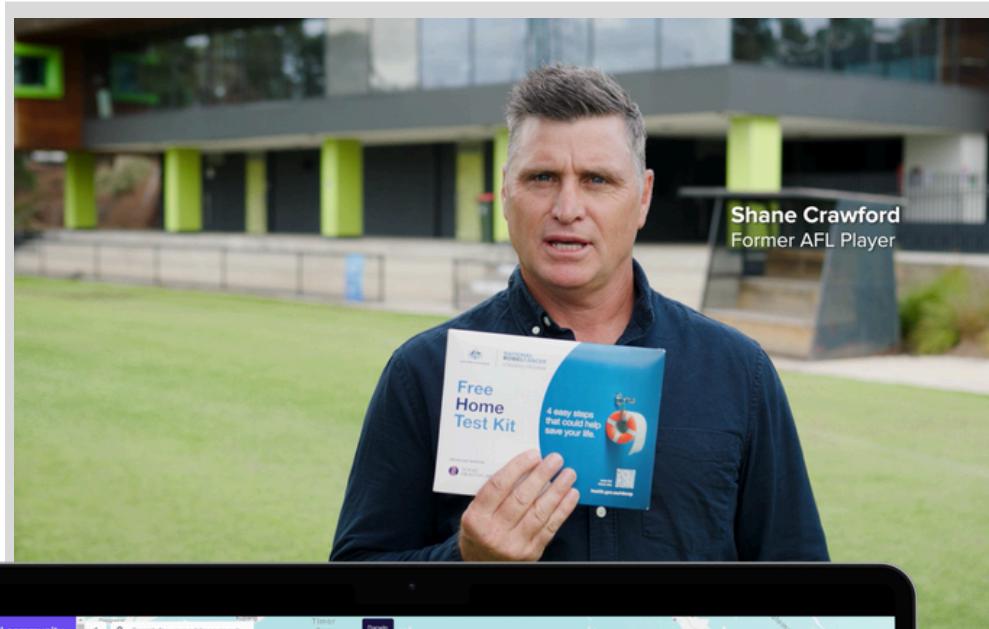
» **SAVE** lives by implementing these **EASY** event ideas into your workplace:

- Host a morning tea or afternoon tea with your staff
- Share information in your weekly staff meeting
- Host an informational webinar with your staff
- Host a sausage sizzle with staff and share a personal story
- Pop some posters in your staff loos and in the communal eating areas
- Share information in your staff newsletter or intranet.

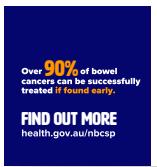
Are you aged 45-74?

**1.6 MILLION MORE PEOPLE ELIGIBLE FOR T
PROGRAM**

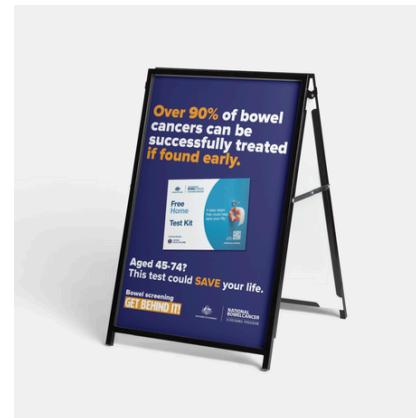
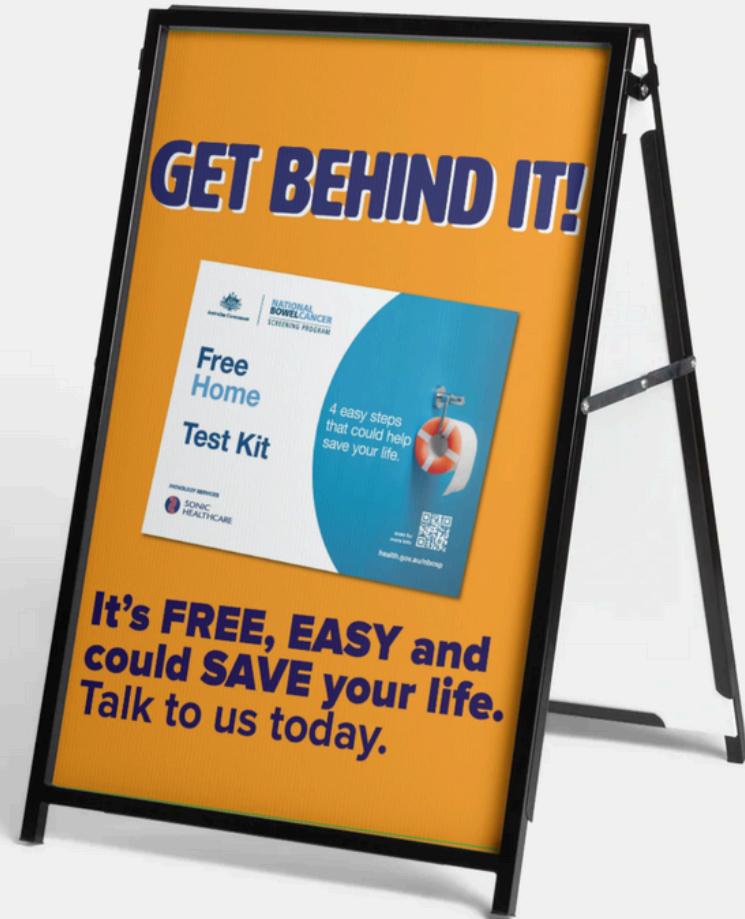
Since July 1 2024, 1.6 million more people have be...



DIGITAL ASSETS



EVENT KIT & PROMOTIONAL MERCHANDISE



EVENT KIT & PROMOTIONAL
MERCHANDISE





SHOPPING CENTRE DISPLAY

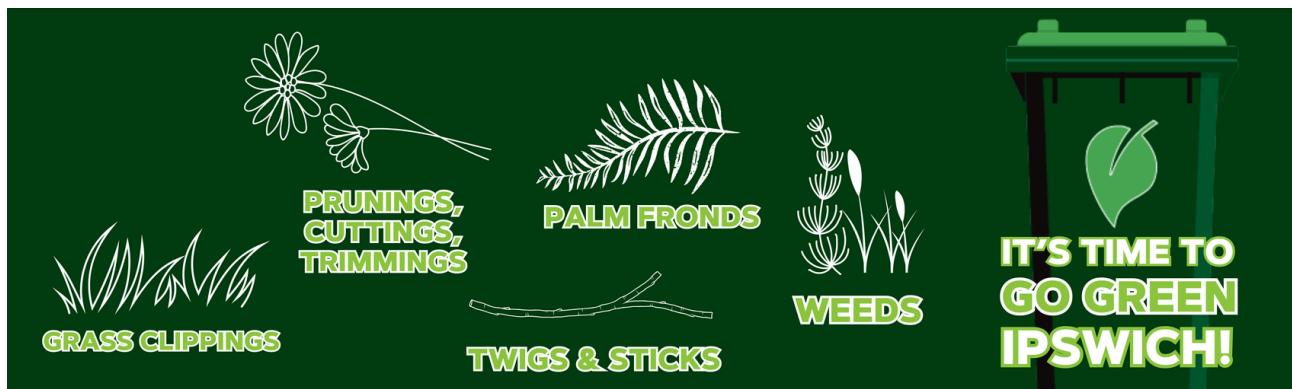
CAMPAIGN BRANDING

CITYWIDE GARDEN ORGANIC (GO) MARKETING & COMMUNITY ENGAGEMENT SERVICES

IPSWICH CITY COUNCIL

LKB was engaged by Ipswich City Council to complement the traditional advertising campaign with a community engagement campaign. A core element of the community engagement campaign included a mobile branded community activation display. The activations were delivered during a period of increased negativity towards increases to council rates and the waste management utility charge during a cost of living crisis.

LKB led the development of a clear, recognisable GO brand identity, positioning the new service as a practical step residents could take toward better environmental outcomes. This brand has been applied consistently across all touchpoints to ensure alignment between Council communications, local engagement, and broader marketing activity.



CITYWIDE GARDEN ORGANIC (GO) MARKETING & COMMUNITY ENGAGEMENT SERVICES

IPSWICH CITY COUNCIL

LKB presented a fresh interpretation of the existing GO branding, specific to the community engagement campaign. Rather than creating an entirely new identity, LKB built on the established brand framework while introducing a new aesthetic and campaign-specific messaging. This included a distinct and recognisable color palette to align with the GO bin, iconography, and supporting graphics. To strengthen the concept, LKB also crafted tagline options such as 'I'm ready to GO are you?' and 'Let's go green Ipswich' to give the campaign a strong voice.

Through this creative process, LKB demonstrated the ability to evolve a core brand in a way that felt authentic, relevant, and engaging for the community, while still aligning with established brand guidelines.

The initial concept is presented below.





EXECUTION

To ensure relevance and reach, LKB proposed a combined marketing and community engagement model. This includes a program of targeted outreach such as school visits, pop-up events, and community-led activations, as well as ambassador content and translated materials in key community languages including Samoan, Punjabi, Vietnamese and Filipino. LKB developed a full marquee design, A-frame signage, merchandise including fridge magnets and gardening gloves, a cut-out photo wall, a tablecloth, informational flyers and a shopping centre display wall.

ACTIVATION POP-UP



Suggested captions
Ipswich moved to three bins as of 1 July 2025, with the introduction of a green lid garden organics (GO) bin. All eligible households in Ipswich should have a GO bin. Let's use the GO bin correctly for a brighter, more sustainable future! This initiative is supported by the Queensland Government's Recycling and Jobs Fund.

Ipswich moved to three bins as of 1 July 2025, with the introduction of a green lid garden organics (GO) bin. All eligible households in Ipswich should have a GO bin. Recycling starts with you - let's make a difference! This initiative is supported by the Queensland Government's Recycling and Jobs Fund.

Please use #QueenslandEnvironment in your caption.

LET'S SORT IT OUT. **IPSWICH WASTE SERVICES** This initiative is supported by the Queensland Government's Recycling and Jobs Fund Queensland Government

Social media assets
[DOWNLOAD NOW](#)

LET'S GO GREEN IPSWICH

WHAT GOES IN THE BIN?

LET'S GO GREEN IPSWICH

A4 posters
[DOWNLOAD NOW](#)

LET'S SORT IT OUT. **IPSWICH WASTE SERVICES** This initiative is supported by the Queensland Government's Recycling and Jobs Fund Queensland Government

Video assets
[DOWNLOAD NOW](#)

Good to GO Garden Organics

Good to GO Garden Organics

Use suggested caption/s on previous page and include #QueenslandEnvironment.

LET'S SORT IT OUT. **IPSWICH WASTE SERVICES** This initiative is supported by the Queensland Government's Recycling and Jobs Fund Queensland Government

IPSWICH HAS MOVED TO THREE BINS

WHAT GOES IN THE BIN?

GO Garden Organics

RECYCLE **GENERAL WASTE**

LET'S SORT IT OUT. **IPSWICH WASTE SERVICES** This initiative is supported by the Queensland Government's Recycling and Jobs Fund Queensland Government

LET'S GO GREEN IPSWICH

Download your free **GO resources**

LET'S SORT IT OUT. **IPSWICH WASTE SERVICES** This initiative is supported by the Queensland Government's Recycling and Jobs Fund Queensland Government

Recycling starts with you - let's make a difference!
Every day, we create waste, but every day, we can also make choices to protect our planet. Ipswich City Council moved to a three-bin system as of 1 July 2025, with the introduction of a green lid garden organics (GO) bin. All eligible households in Ipswich should have a GO bin.

Why it matters
The GO bin allows households to turn their garden organics into compost, mulch and soil improvers returning nutrients back to the soil. This way the community benefits by returning nutrients to where they belong like local gardens and parks, while also reducing landfill.

How can your school and students take action now?
Ipswich City Council has developed this toolkit with free promotional materials for your school, student council and students to use to spread the word about how to use the GO bin correctly.

Clickable links are available on each page for you to view and download the free resources.

Together, we can create a cleaner, greener community and an environmentally conscious school. Every small action that students take adds up.

Let's use the GO bin correctly for a brighter, more sustainable future!

DIGITAL RESOURCE TOOLKITS

A digital education toolkit was created to support schools and families, and local community groups, with on-the-ground engagement continuing across Ipswich throughout mid-2025.

CITYWIDE GARDEN ORGANIC (GO) MARKETING & COMMUNITY ENGAGEMENT SERVICES

IPSWICH CITY COUNCIL

RESULTS

This campaign provides a clear example of place-based brand development, combining strategic messaging, visual identity and local engagement to support behavioural change at scale. LKB successfully delivered eight community engagement pop-up events, engaging with over 3,100 Ipswich community members, distributed educational toolkits to 95 schools and 23 CALD community groups across the LGA.



DIGITAL COLLATERAL

COACHING RESOURCES

CALM COMMUNICATION

LKB developed a suite of branded resources for the Calm communication™ program. This included:

- Digital coaching resources and activity plans
- Social media assets
- Branded templates
- Podcast artwork
- Website graphics
- Newsletters
- Style guide.



DIGITAL RESOURCES

CONSIDER

Being considered in the way we communicate as leaders is about inclusion, respect and empathy.

Being considered means planning your communication "mentally" for each thought and impact.

- It's near impossible to be calm and clear when you don't know what you're going to say, who you're saying it to or why - structure gives us a clear path to follow.
- Through planning and considering what we're going to say and when, we can be more proactive in our communication.
- If you start in the proactive space - understanding the pillars of calm communication and practicing being planned and proactive for your communication, you will be in the reactive space (on the spot communication) becomes much easier.

AUDIENCE

This pillar is about understanding who your key audience is and what they want so you can deliver your message in the most effective way.

Who am I talking to? What do they need from me in this moment, and in the long term?

Take the time to tailor your communication to the audience - it's the simplest way to say the right things to the right people at the right time.

Are they visual or verbal communicators? If they're visual, do they need some prompting?

As a leader, your communication needs to consider:

- Think - what do I want my team to think in this situation?
- Feel - what do I want them to feel?
- Do - what do I need them to do?
- How - how will I get them to do it?

WELCOME

Hi there!

How to have a difficult conversation in 5 easy steps!

Difficult conversations are a part of life and business, but we often shy away from them because sitting down and starting a difficult conversation seems like too big a mountain to climb.

The Calm communication™ difficult conversations framework is your simple guide to structuring a difficult conversation, use it to prepare yourself and follow my extra tips for a successful discussion.

The Calm communication™ difficult conversations framework:

- Why are we here? what are we discussing today?
- Purpose
- Specifics
- Relational
- Deep discussion
- Solution or next steps

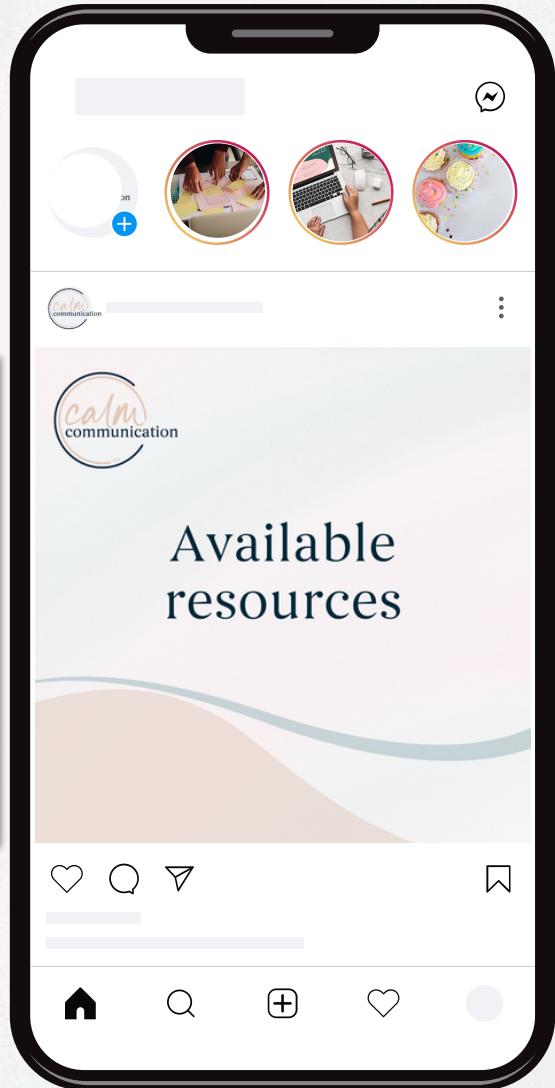
ABOUT LUCY

Lucy holds a Bachelor of Fine Communication and Social Sciences, is qualified by the International Association of Public Participation (IAP2) and is a member of the International Communication and Public Relations Association (ICPRA).

The LK8 Agency is the CPA National Bronze winner for Agency of the Year 2020 and Lucy is a National Finalist for Leader of the Year 2021.

AWARDS

- National Finalist - CPA National Bronze Award - Agency of the Year Finalist
- Winton Institute - CPA National Bronze Award - Agency of the Year Finalist
- National Finalist - CPA National Bronze Award - Leader of the Year
- National Finalist - CPA National Bronze Award - Agency of the Year Finalist



SOCIAL MEDIA ASSETS

COMMUNICATIONS COLLATERAL

COMMUNICATIONS AND GRAPHIC DESIGN SUPPORT

RAIL INDUSTRY SAFETY STANDARDS BOARD (RISSB)

LKB was engaged to develop various communications and marketing collateral for use across RISSB's website and reports. To date, LKB has developed the following:

- Media wall and banners
- Conference stand
- Sponsorship prospectus
- Awards flyer and collateral
- Social media assets
- Video
- Brand guidelines
- Product templates
- Weekly newsletter.

PUBLICATION DESIGN

Award finalist benefits
Judges will select up to four (4) entries as finalists for each award category.

RISSB Rail Safety Awards 2024

Award categories

Safety Leadership Program
This award celebrates programs within organisations that promote the overall safety (rail and WHS) capability of the wider organisation and improve physical and/or psychological safety outcomes.

Frontline Worker Safety Initiative
This award recognises a frontline rail worker (or team) who, in the past 12 months, championed a rail safety initiative in a workplace environment.

Community Safety
The community safety award acknowledges initiatives that deliver an improvement in community rail safety outcomes (example, level crossings, trespass or other community safety engagement initiatives).

Emerging Leader
This award is for leadership and innovation and will be granted to a person (less than 5 years) in the rail industry to recognise and encourage their contribution to the improvement of safety.

Industry Safety Professional of the Year
This award acknowledges the overall achievements of a safety professional in improving the health, safety and wellbeing outcomes within a team or organisation.

For more information about the awards, please email events@rissb.com.au with the words '2024 RISSB Rail Safety Awards' in the subject line.

AWARD CATEGORIES

Safety Leadership Program
This award celebrates programs within organisations that promote the overall safety (rail and WHS) capability of the wider organisation and improve physical and/or psychological safety outcomes.

Frontline Worker Safety Initiative
The award recognises a frontline rail worker (or team) who, in the past 12 months, championed a rail safety initiative in a workplace environment.

Community Safety
The RISSB Rail Safety Awards are designed to recognise and celebrate individual and company safety achievements in the rail industry and promote diversity, excellence and innovation for the betterment of rail – we encourage all to participate.

AWARD FINALIST BENEFITS
Judges will select up to four (4) entries as finalists for each award category. Finalists will be notified from DAY, DATE 2025.

Along with having their contributions recognised, each award finalist will receive:

- ♦ One (1) \$200 per cent discounted ticket for a company representative to attend the awards company awards or individual to the RISSB Rail Safety Conference Dinner on DAY, DATE 2025.
- ♦ 10 per cent discount for a company table booking for the dinner.
- ♦ Winners will automatically be entered into the 2025 All Awards RISSB Safety Excellence category.

WHO CAN BE NOMINATED
The 2025 Rail Safety Awards are open to any individual working in the rail industry, or an organisation that is working in or affiliated with, rail in Australia and New Zealand.

Read the award categories to see what program or initiative you can nominate. Nominations can be made by the nominee themselves or by another person/s.

What better way to:

- ♦ Thank an employee for their commitment and dedication to your company.
- ♦ Show someone you acknowledge their hard work.
- ♦ Promote a company for its leadership in innovation.
- ♦ Have a product or service recognised nationally by industry leaders.

JUDGING
Nominations received under each RISSB Rail Safety Award category are assessed by an independent judging panel. The panel comprises rail industry safety leaders from suppliers, rail infrastructure managers and RISSB.

The judges are looking for:

- ♦ New innovations and ideas.
- ♦ Practical, applicable solutions.
- ♦ Positive contribution to the rail industry.
- ♦ Overall professionalism.
- ♦ Clear and concise answers to all questions.

WINNERS ANNOUNCED | Day, date, 2025
FINALISTS ARE CONTACTED | Day, date, 2025
NOMINATIONS CLOSE | Day, date, 2025

KEY DATES

RISSB RAIL SAFETY AWARDS

CONDITIONS

The following terms and conditions apply to all RISSB Rail Safety Award entrants:

- No late applications will be accepted.
- Nominations must be submitted using the forms provided.
- Supporting documents may be provided as part of the nomination process.
- Nominees must be working in the rail industry, or be affiliated with the rail industry i.e. consulting, supply chain, etc.
- All entrants must meet the entry criteria for the specific award to be eligible.
- The same submission can be submitted for consideration across a maximum of two award categories.
- Self-nominations are allowed, but individuals submitting self-nominations must supply second/third party endorsement and referee contact details.
- Winners will be announced at the RISSB Rail Safety Conference dinner event on DAY, DATE 2025.
- Finalist companies may select one (1) representative to accept the award, announced at the dinner.
- RISSB reserves the right to use non-confidential details, distribute media and own photographs for promotional purposes pertaining to the Awards and RISSB.
- All applications are treated with the strictest confidence.
- The decision by the judging panel in each category is final.

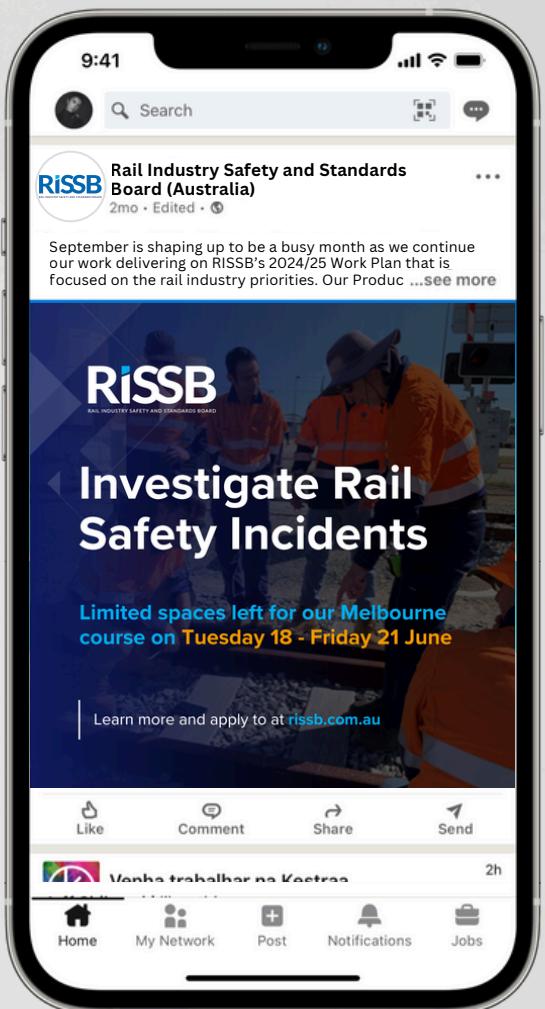
WINNERS ANNOUNCED | Day, date, 2025
FINALISTS ARE CONTACTED | Day, date, 2025
NOMINATIONS CLOSE | Day, date, 2025

KEY DATES

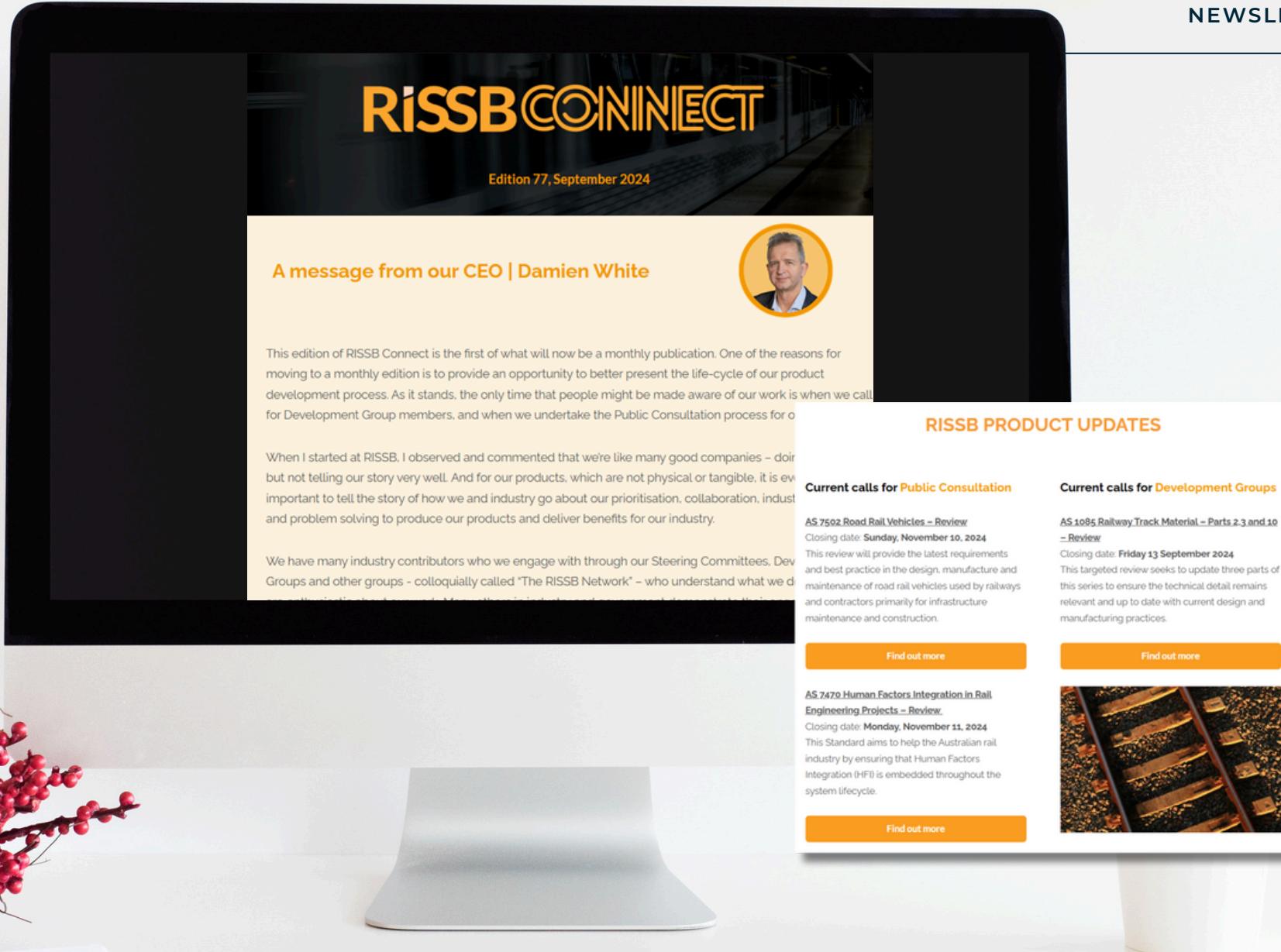
RISSB RAIL SAFETY AWARDS

BRANDED BANNERS & CONFERENCE BOOTH





SOCIAL MEDIA ASSETS



RISSB CONNECT

Edition 77, September 2024

A message from our CEO | Damien White



This edition of RISSB Connect is the first of what will now be a monthly publication. One of the reasons for moving to a monthly edition is to provide an opportunity to better present the life-cycle of our product development process. As it stands, the only time that people might be made aware of our work is when we call for Development Group members, and when we undertake the Public Consultation process for o

When I started at RISSB, I observed and commented that we're like many good companies – doing but not telling our story very well. And for our products, which are not physical or tangible, it is even more important to tell the story of how we and industry go about our prioritisation, collaboration, industry and problem solving to produce our products and deliver benefits for our industry.

We have many industry contributors who we engage with through our Steering Committees, Development Groups and other groups - colloquially called "The RISSB Network" - who understand what we do and the value that we bring. Many others in industry and the community are not part of this network, but they are

RISSB PRODUCT UPDATES

Current calls for Public Consultation

AS 7502 Road Rail Vehicles – Review
Closing date: **Sunday, November 10, 2024**
This review will provide the latest requirements and best practice in the design, manufacture and maintenance of road rail vehicles used by railways and contractors primarily for infrastructure maintenance and construction.

Find out more

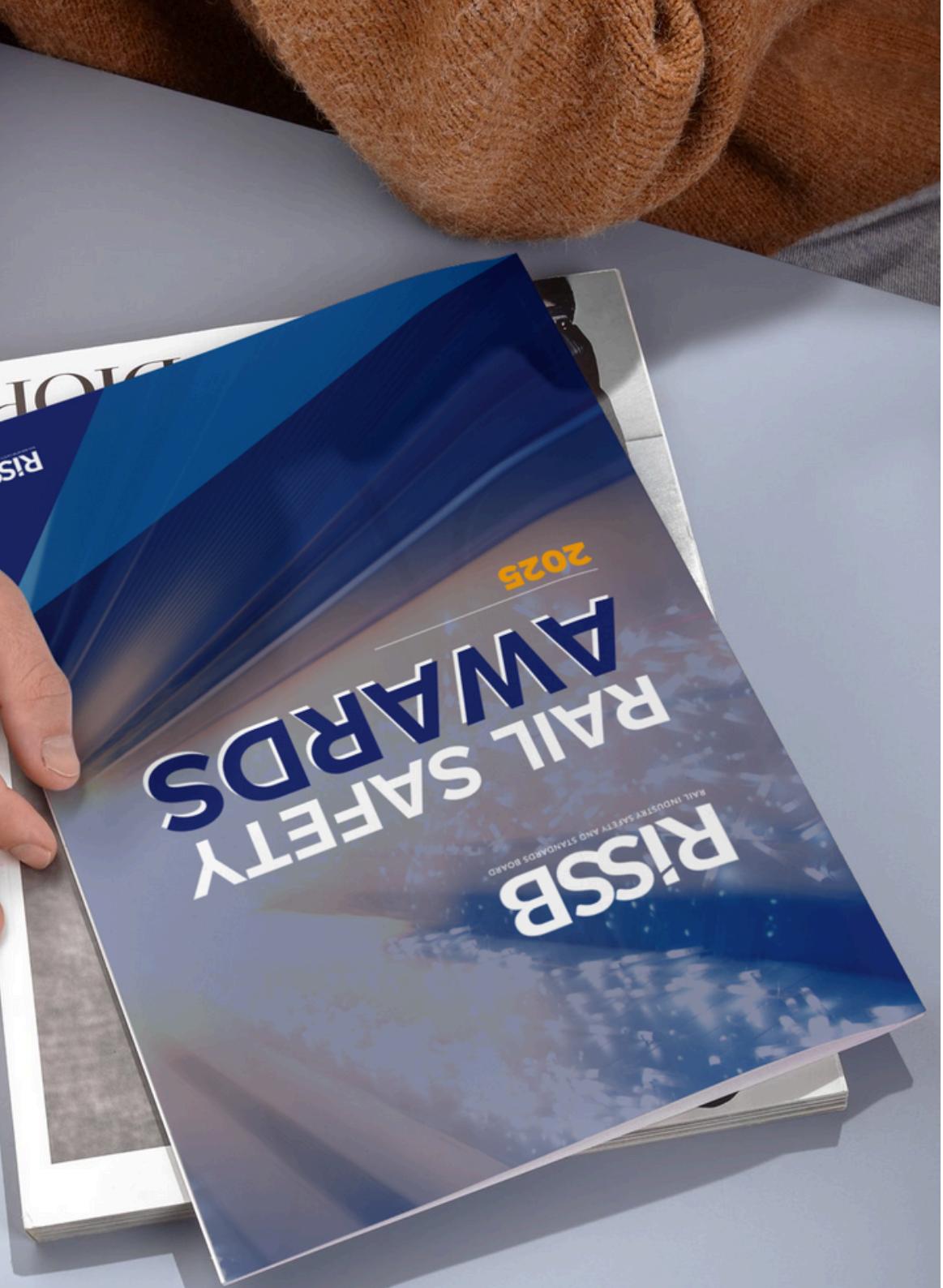
AS 1085 Railway Track Material – Parts 2.3 and 1.0 – Review
Closing date: **Friday 13 September 2024**
This targeted review seeks to update three parts of this series to ensure the technical detail remains relevant and up to date with current design and manufacturing practices.

Find out more

AS 7470 Human Factors Integration in Rail Engineering Projects – Review
Closing date: **Monday, November 11, 2024**
This Standard aims to help the Australian rail industry by ensuring that Human Factors Integration (HFI) is embedded throughout the system lifecycle.

Find out more







CONTENTS
3 About RISSB
3 An Introduction to Horizons
4 Become a sponsor
4 Audience & engagement
5 Horizons Program Overview
6 Sponsorship opportunities
8 Terms & conditions
11 Booking form

About RISSB

The Rail Industry Safety and Standards Board (RISSB) provides systems and technical expertise to spur ongoing improvements in the standards of safety, productivity and sustainability for Australian rail.

This includes:

- 1. Working with industry, government and Office of the National Rail Safety Regulator (ONRSR) to develop and maintain industry Standards, Codes, Network Rules and Guidelines to help progress rail industry priorities.
- 2. Managing and supporting The RISSB Network, a unique network of industry's subject matter experts across the industry's technical and operational disciplines driving safety, harmonisation and innovation.
- 3. Delivering events and training and being the leading professional together to horizons and share the wealth of knowledge and experience within the rail industry. Our programs generate conversations, collaboration and collective thinking that helps address challenges and opportunities in our industry.

An introduction to Horizons

Horizons equips safety, technical and operational professionals with skills and insights required for a successful career in rail.

In 2024, 100% of attendees indicated Horizons met or exceeded their expectations.

Now in its seventh year, Horizons' has successfully prepared almost 400 technical, operational and safety leaders with skills and network needed to step up.

Horizons participants are briefed and engaged in industry-level challenges and solutions from experts in safety leadership, human factors, technology and innovation, sustainability and decarbonisation and transport policy.

Inspirational keynotes, career development support and contemporary leadership workshops continue to retain and attract rail professionals in the face of the current industry skills shortage.

Become a sponsor

Horizons offers a unique opportunity to influence and connect with the future of the rail industry.

Put a positive spotlight on your organisation in front of a diverse and influential audience.

Position your organisation as leaders in the rail industry, showcasing your expertise and unique opportunities.

Demonstrate your organisation's commitment to the future of the industry by sharing your vision and connecting with the next generation of rail professionals.

Audience & engagement

Horizons continues to be the preferred development program for high-potential technical, safety and operational rail professionals.

The program attracts potential leaders and change makers from across the rail industry, including engineering firms, rail infrastructure managers, light rail, infrastructure operators, heavy haulers and key government stakeholders in ONRSR, the National Transport Commission (NTC) and state-level Departments of Transport.

Senior rail leaders and high-profile speakers support and present at Horizons each year. A list of our recent keynotes include:

- Dr Michael Zelenka (Professor of Modelling, University of Technology Sydney)
- Caroline Walsh (INTC Chair)
- Dr Christian Christodoulou (Director Engineering - Thales)
- Sally Stannard (Director General - Department of Transport & Main Roads)
- Steven Hart (Chair, Rail Safety Australia)
- Matt Longland (CEO, Syntex)
- Brian Brennan (CEO, Transdev)

Horizons Program Overview

The Horizons Program includes:

- Three, two-day face-to-face forums featuring interactive workshops, private, government and university leaders;
- Webinars and exclusive professional development opportunities;
- Networking events with key industry stakeholders;
- Pitching events – participants work in small groups to present a solution to a Rail industry challenge to a panel of experienced industry executives for a chance to present at the RISSB Safety Conference.

HORIZONS EAST
Forum 1: April | Deakin University Melbourne
Forum 2: Mid June | QUT Gardens Point Brisbane

HORIZONS WEST
Forum 1: Mid February | Edith Cowan University Perth
Forum 2: Late June | Edith Cowan University Perth
Combined forum 3 | Early October | University of Technology Sydney

NEW IN 2025!
For the first time in 2025, "Horizons West" will cater to WA heavy haulers and encourage people to travel for Western Australian participants.

"I really enjoyed the group work. It helped me hone my framework skills and facilitated networking with others in the rail industry on a tangible project." Training Officer, Metro Trains Melbourne



PUBLICATION DESIGN

Sponsorship opportunities

PACKAGES INCLUDE

- Program Sponsor | Only | \$30,000
- Horizons West Sponsor | Only | \$20,000
- Forum Sponsor | 3 options | \$10,000 - \$15,000
- Venue Sponsor | SOLD OUT

Custom sponsorship packages are available on request. For more information, please contact Matt Gerrit, Training Manager via m.gerrit@rissb.com.au.

If you wish to proceed with one of the below packages, a booking form and terms and conditions will be supplied.

PROGRAM SPONSOR

Program sponsorship includes the following entitlements:

- 15% discount for up to 5 seats at Horizons 2025 (valued up to \$7,695)
- Opportunity to open Forum 1 in both East (Melbourne) and West (Perth)
- Keynote address at Forum 3 in Sydney (that includes both East and West cohorts)
- Joint decision with RISSB on the project theme to reflect the program sponsor's priorities and ensure Horizons 2025 content will reflect and present on what you help decide
- Sponsorship call out in the marketing collateral including in social media
- Prominent logo (branding) on each forum's agenda and on attendee certificates
- Option to provide marketing collateral and brochures to forum attendees
- One seat on the project pitch judging panel

HORIZONS WEST SPONSOR
Horizons West sponsorship includes the following entitlements:

- 15% discount for up to 5 seats at H7.0 (valued up to \$7,695)
- Opportunity to open Forum 1 in both Melbourne and Perth
- Keynote address at Forum 3 in Sydney (that includes both East and West cohorts)
- Networking dinner event sponsorship
- Sponsorship call out in marketing collateral including social media
- Prominent logo (branding) at the sponsored forum's agenda and on attendee's certificate
- Option to provide marketing collateral and brochures to forum attendees
- One seat on the project pitch judging panel

EXCLUSIVE
\$20,000

VENUE SPONSOR
Horizons West sponsorship includes the following entitlements:

Deakin University, Queensland University of Technology, University of Technology Sydney and Edith Cowan University will be the 2025 venue sponsors.

"The site visit to the IOC was a great insight into all the work it takes to successfully operate a railway. Another highlight was meeting people from across the rail industry from a very diverse range of roles." Strategic Engagement Advisor, NTC

EXCLUSIVE
\$20,000



Sponsorship opportunities

FORUM SPONSOR
Forum sponsorship includes the following entitlements for the sponsored forum:

- Melbourne (\$10,000)
- Brisbane (\$10,000)
- Sydney (includes both East and West cohorts) \$15,000

1.50% discount for up to 5 seats at H7.0 (valued up to \$4,815)

2. Keynote address at the sponsored forum

3. Networking dinner event sponsorship

4. Sponsorship call out in marketing collateral including social media

5. Prominent logo (branding) at the sponsored forum's agenda and on attendee's certificate

6. Option to provide marketing collateral and brochures to forum attendees

7. One seat on the project pitch judging panel.

3 x AVAILABLE

TERMS & CONDITIONS

DEFINITIONS & INTERPRETATION

In this agreement:

RISSB means the Rail Industry Safety and Standards Board (ABN 58 105 001 465) hosting the Horizons Program.

Horizons means the Horizons Program that runs three two-day forums held in Melbourne, Perth, Brisbane and Sydney in 2025.

Booking Form means the Booking Form in the proposal completed by the Sponsor.

Entitlements means the Entitlements described in this Proposal for the opportunity to open the forum, the networking dinner and confirmed in writing by RISSB (and any additions or changes to such entitlements requested and confirmed in writing by RISSB).

Fee means the applicable amount payable by the Sponsor to the RISSB for the Entitlements as set out in this Proposal.

Representative means in respect of a party, an officer, director, employee, or agent of that party, or a person who, in the opinion of RISSB, is not a representative of RISSB, and RISSB is not a representative of the Sponsor.

Sponsor means the entity who agrees to one or more sponsorship packages outlined in this Agreement.

Proposal means this document that describes Horizons and the options and Entitlements for Sponsor and acceptance of this agreement.

Force Majeure Event has the meaning given in clause 5.5.8, to the extent that the party is prevented, delayed or prevented from performing that party's obligations under this agreement.

GST relates to the Australian Goods and Services Tax.

Insolvent means in relation to a party, whereby the party:

- a. is unable to pay its debts, as they fall due, mature or become due, or anticipate will fall due, by reason of insolvency, or
- b. is unable to pay its debts, as they fall due, mature or become due, or anticipate will fall due, by reason of making a general re-scheduling of its indebtedness, a general assignment, scheme of arrangement or composition with its creditors.

Venue is the location the Horizons forums are held.

Venue Owner means the owner or operator of the Venue.

8

Booking Form

SPONSOR DETAILS

Company/Organisation name

ABN

Sponsorship level

SPONSORSHIP CONTACT FOR LIASING WITH RISSB

Full name Email
Job title Phone

BRAND & LOGO GUIDELINES

Can the company's logo be used on Horizons marketing material? Yes No

Please provide any restrictions or limitations on use of logo, if applicable.

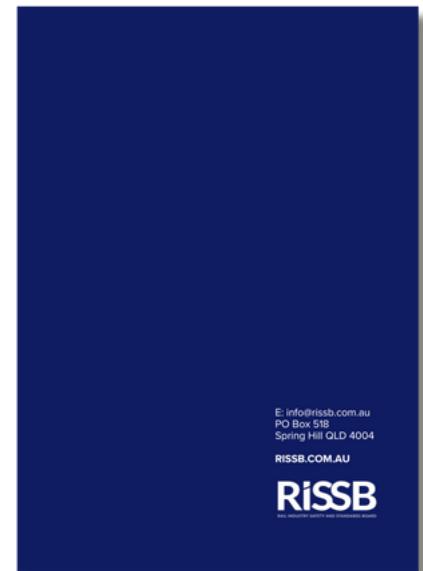
Please provide a high-resolution copy of the logo and acceptable derivatives (e.g. use on light and dark backgrounds and branding guidelines to rissb.com.au).

AGREEMENT & SIGNATURE

By signing below, I acknowledge that I have read, understood, and agree to abide by the Terms and Conditions outlined in this Proposal.

Authorised person's full name
Authorised person's job title
Authorised person's signature
Date

RISSB
Rail Industry Safety and Standards Board
41703 3724 0000 PO Box 1018 Spring Hill,
Qld 4000, Australia
rissb.com.au



E: info@rissb.com.au
PO Box 518
Spring Hill QLD 4000

[RISSB.COM.AU](http://rissb.com.au)

RiSSB
Rail Industry Safety and Standards Board

EVENT COLLATERAL

ELECTRIC VEHICLE COMMUNITY EVENTS

DEPARTMENT OF CLIMATE CHANGE, ENERGY, THE ENVIRONMENT
AND WATER (DCCEEW)

LKB developed collateral to advertise a series of community events across regional and metropolitan NSW to launch new EV fast charging stations. LKB has developed the following:

- Event signage
- Social media assets
- Flyers
- Press ads
- Posters
- Newsletter banners.



Electric vehicle community stall Wagga Wagga



Wagga Wagga just got a whole lot more electric!

Learn about electric vehicles and the state's fast charging infrastructure at our community stall at the Wagga Wagga Show.

What can you expect:

- ⚡ learn about fast chargers
- ⚡ meet EV drivers and enthusiasts
- ⚡ test drive a Tesla
- ⚡ take the kids out for a day of family fun
- ⚡ find out about EVs from experts.

The NSW Government is hosting this community stall in collaboration with Tesla.

13 - 14 September 2024
The Wagga Wagga Show
2-36 Bourke St, Turvey Park NSW 2650

From 9am



Take our pre-event survey
by scanning the QR code.



Electric vehicle community event Cabarita Beach

Cabarita Beach just got a whole lot more electric!

Please join us in celebrating their new Electric Vehicle (EV) fast charging station.

Join us to:

- ⚡ see how EV chargers work
- ⚡ get up close with EVs and various industry experts
- ⚡ understand the growing EV fast charging network in NSW
- ⚡ learn how EV charging can seamlessly fit into your lifestyle.

Supported by



Saturday 18th May 2024
Cabarita Beach Bowls and
Sports Club

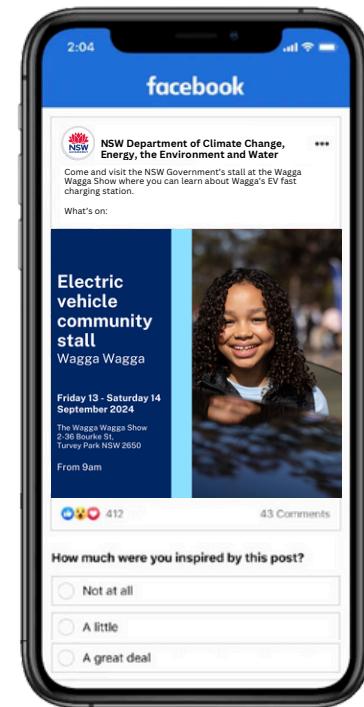
10am - 3pm



ADVERTISING COLLATERAL



**Electric vehicle
community event**
Engadine
Saturday 7 December 2024
Engadine Town Square Outdoor
Pedestrian Mall
1034 Old Princes Hwy Engadine
From 11am-2pm
With
DR ELLIOT FISHMAN





**Your suburb just got
a whole lot more
ELECTRIC!**
A new electric vehicle fast
charging station has just been
installed in your area.
We're working to make NSW the
easiest place to buy and use an
electric vehicle in Australia, with a
\$149 million investment to develop a
world-class charging network across
the state.

Approximately 250 fast and ultra-
fast charging stations will pop up
around NSW in the coming years.
At least 4 fast or ultra-fast chargers
per station will be available every
5 km in metropolitan areas and at
100 km intervals across all major
NSW highways.
All powered by 100% renewable
electricity.



**Free EV community
event in Chatswood**

Sunday 27 October 2024 from 10am
Chatswood Mall
Junction of Victor St & Victoria Ave Chatswood NSW 2067

Learn about electric vehicles and the
state's fast charging infrastructure
at our FREE community event.
Scan the QR code to register for a FREE
educational workshop about electric
vehicles and charging infrastructure.



**Electric Vehicle
WORKSHOPS
TODAY**

12pm: Electric vehicles – an introduction
1pm: Electric vehicle charging
2pm: Electric vehicle myth busting

With
DR ELLIOT FISHMAN
Director, Transport Innovation, Institute for Sensible Transport

 **Institute for
Sensible Transport**

Come along to learn more!

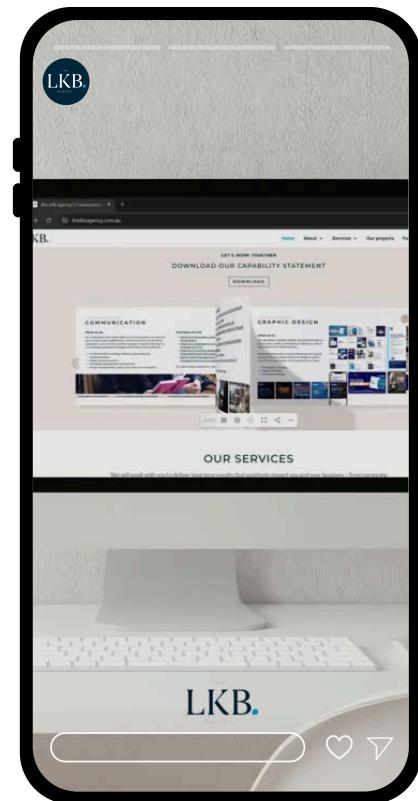
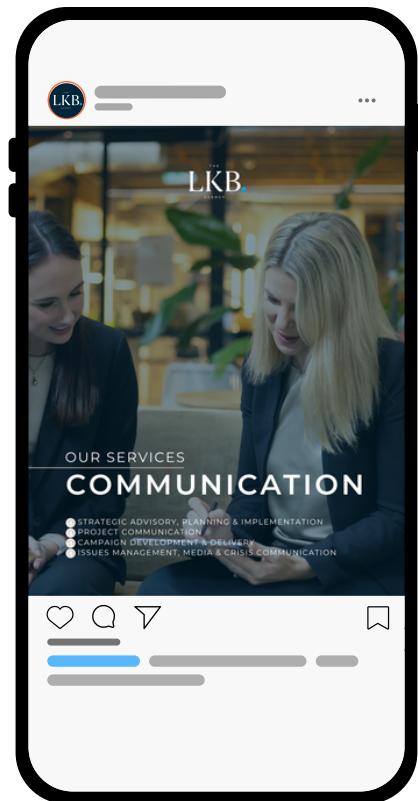
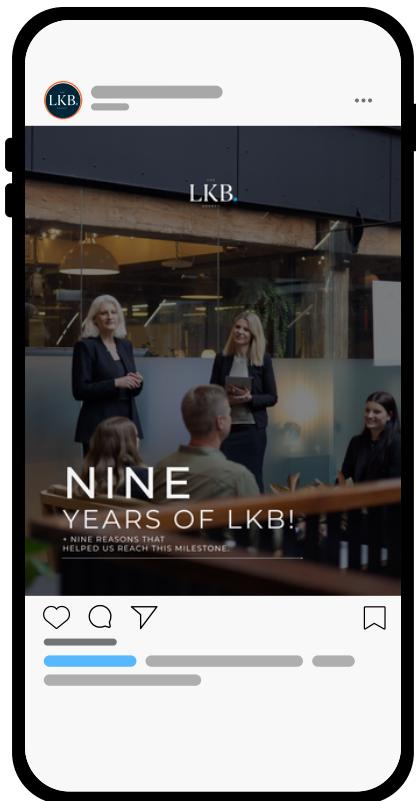
MARKETING MATERIALS

THE LKB AGENCY

LKB's assets and marketing materials are designed in-house. These include:

- Social media assets
- Branded templates
- Website design
- Brand guidelines
- Capability statement
- Project case studies.

SOCIAL MEDIA ASSETS



BRANDED TEMPLATES & GUIDELINES

Report title
Client name

Prepared by The LKB Agency
Date

LKB.
AGENCY

BRAND
GUIDELINES

COLOUR PALETTE

The following colour breakdown can be used to communicate The LKB Agency brand. Please note WHITE (#FFFFFF) is also a primary LKB colour.

PRIMARY	SECONDARY	TERIARY
HEX CODE #002255 CMYK: 100 47 22 83	HEX CODE #001E2B CMYK: 99 91 66 00	HEX CODE #D9C9B3 CMYK: 25 16 26 09
RGB: 00 39 57	RGB: 00 162 216	RGB: 222 197 161

10

LOGO VARIATIONS

The internal logos can be used on any internal documents.

PRIMARY	INVERSE	OPENING CONVERSATIONS

05

BRAND
GUIDELINES

LKB.
Editorial style guide - The LKB Agency

EDITORIAL STYLE GUIDE

Introduction

When we write for clients using their brand, we are expected to follow their style guides, and some of the below may not be relevant or may be different to the style our clients use. Please ask a client for their style guide if you are unsure of their style.

However, the below grammar and style references include basic, correct use of the English language and grammar, and are for when you are writing any content in the LKB brand (client report, presentation, communication plan, own content etc.).

Please refer to this style guide when writing any LKB content.

LKB's writing style

Australian English

At LKB we follow Australian English, not American English (please do not use a z instead of an s, e.g. use utilisation, not utilization). Other examples include:

- Defence, not defense.
- Learnt, not learned.
- Specialty, not specialty.

If you are not sure, please ask. Your word documents should be set to Australian English, if not, ask for help (and even when they are, it's not always right).

A reminder that at LKB, we use 'Communication' not 'Communications' when referring to services, plans and/or our job titles.

Plain English techniques

What is plain English?

- Using conventional words that people use every day.
- Talking to our customers not at them.
- Being direct.

Email: hello@theLKBagency.com.au www.theLKBagency.com.au Sydney NSW 2000
ABN: 97 613 472 573 Brisbane QLD 4000

Email: hello@theLKBagency.com.au www.theLKBagency.com.au Sydney NSW 2000
ABN: 67 613 472 573 Brisbane QLD 4000

Title

Prepared by The LKB Agency
Date

LKB.
AGENCY

theLKBagency.com.au

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Agenda

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theLKBagency.com.au

LKB.
AGENCY

WINNER
2020 CPA Golden Target Awards
Leader of the Year - Lucy Beyagh

NATIONAL FINALIST
2020 CPA Golden Target Awards
Health Campaign - Consumer

NATIONAL FINALIST
2020 CPA Golden Target Awards
Agency of the Year Small/Boutique

WINNER BRONZE
2021 CPA Golden Target Awards
Agency of the Year Small/Boutique

NATIONAL FINALIST
2020 CPA Golden Target Awards
Agency of the Year Small/Boutique

The LKB Agency offers calm and considered communication, engagement and events to help you navigate complex projects, break through barriers and build trust with your stakeholders.

COMPLEXITY IS OUR SPECIALITY.

SERVICES & CAPABILITIES EVENTS

WHAT WE DO

We combine strategy with logistics and technology to deliver events of all sizes that engage audiences and drive long term results.

- Project management and logistics.
- Content and collateral development.
- Speech writing and presenter coaching and preparation.
- Facilitation services.

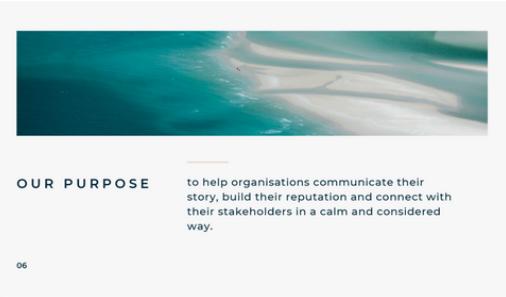
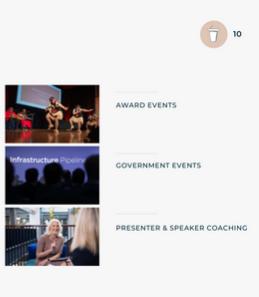
EXAMPLES OF WORK
• Transport for NSW Regional Safety Summits and Executive Safety Leadership Summits.

• Infrastructure NSW Stakeholder Engagement in Construction Forum.

• Environment and Heritage Group Changing Oceans Conversation Forum.

• Primary Health Network Primary Care Quality and Innovation Awards.

All case studies available on request.



06



OUR SERVICES



07



08

OUR VALUES

METHODOLOGY OUR CREATIVE IDEAS



Community voices
Using real community voices and images as a starting point for audience connection, ownership and advocacy.

Brisbane as an Olympic city
Build excitement for Brisbane as an Olympic city, and showcase Brisbane as a global city, and links with Olympic themes.

First Nations storytelling
First Nations storytelling featured in the campaign messaging and imagery.

Community art
On site activations including art and options for the campaign.



METHODOLOGY PHASE B - CAMPAIGN EXECUTION AND MANAGEMENT

PROJECT MANAGEMENT

PROJECT DELIVERY

STAKEHOLDER MEETINGS

REPORTING

To track our success against our KPIs we will provide South Bank Corporation with weekly reports to track weekly progress, and a monthly report to track monthly progress.

Marketing, Communications, Engagement, Media, Reporting and evaluation.

Each WIP will follow an agenda:

- Marketing.
- Communications.
- Engagement.
- Media.
- Advertising.

This report will include data and detailed analysis of the campaign steps and actions taken project completion. All will provide a full end of project report.

SERVICES & CAPABILITY COLLATERAL



OBJECTIVE
The LKB Agency was engaged to launch a campaign to promote the launch of the Federation University and World Academy of Sport.

STRATEGY
The LKB Agency created a compelling campaign that highlighted the unique features and benefits of the brand, positioning and offering.

IMPLEMENTATION
The campaign was delivered through a range of media channels, including print, digital, and social media.

EVALUATION
The campaign was evaluated based on its impact on the media coverage, credibility and overall success.

OUTCOMES
The campaign achieved positive outcomes, including increased media coverage, credibility and overall success.

LESSONS LEARNED
The campaign provided valuable lessons learned, including the importance of a strong brand positioning and the need to engage with the media.

KEY TAKEAWAYS
The campaign provided valuable key takeaways, including the importance of a strong brand positioning and the need to engage with the media.



AMELIA BREEN | BRAND & BUSINESS ASSISTANT MANAGER

Amelia is an effective communication professional and skilled graphic designer.

She enjoys forming connections with others whilst applying creative thinking and analytical skill to her work. She has a strong passion for various areas of design, with highly developed skills in digital marketing, content creation and graphic design.

She enjoys crafting meaningful and informative content, driven by an attention to detail, that shapes a brand's identity and helps clients tell their story.

Amelia holds a Bachelor of Commerce (Marketing) and a Bachelor of Design from the University of New South Wales and is a member of Communication and Public Relations Australia (CPRA) and the International Association of Public Participation (IAP2).

OUR TEAM



OPEN A CONVERSATION TODAY.

GET IN TOUCH.

www.theLKBagency.com.au

hello@thelkbagency.com.au

1300 321 082