



## GRAPHIC DESIGN PORTFOLIO OF WORK



[hello@thelkbagency.com.au](mailto:hello@thelkbagency.com.au)

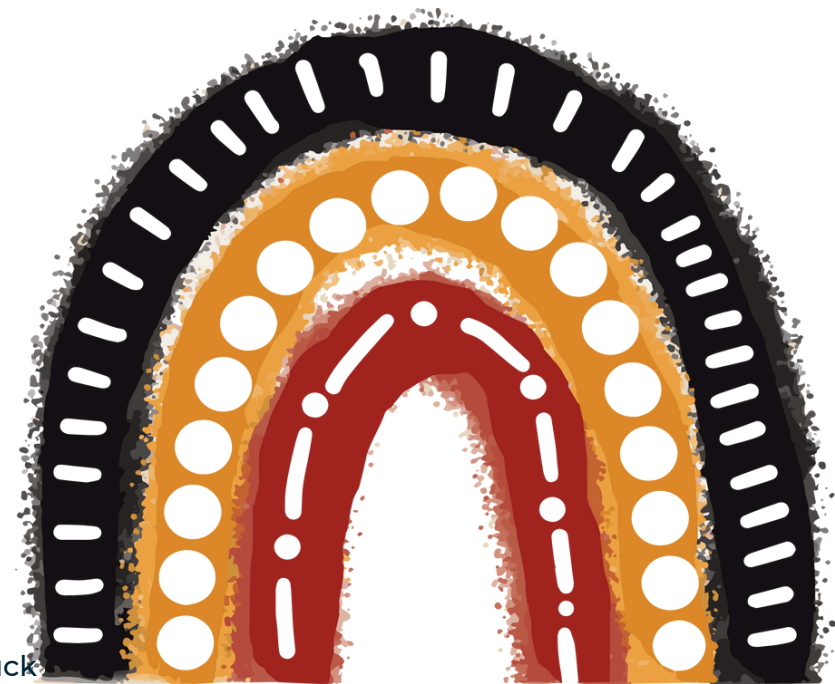


[www.theLKBagency.com.au](http://www.theLKBagency.com.au)



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.

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## 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



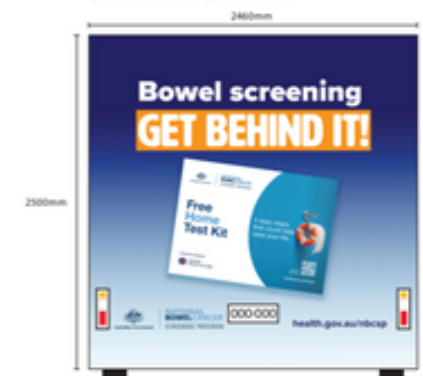
E-07 Driver Side Internal Wall



E-03 Front Exterior



E-04 Rear Exterior



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## 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.







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

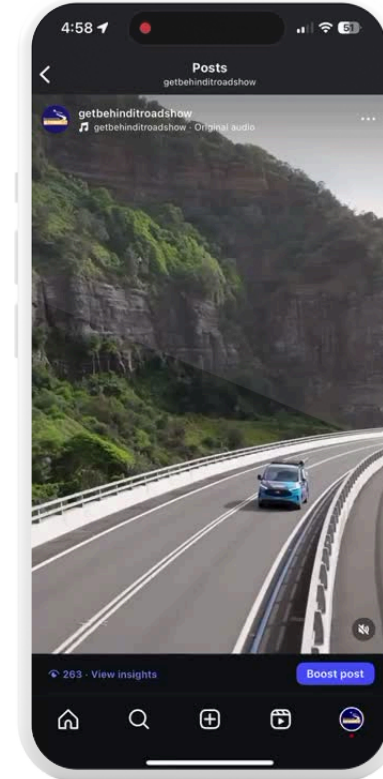
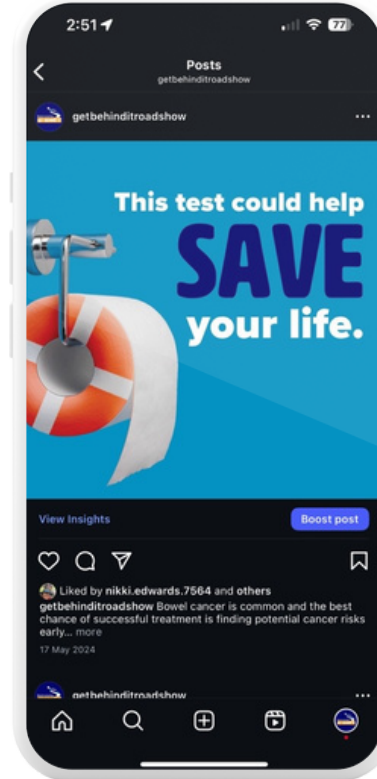
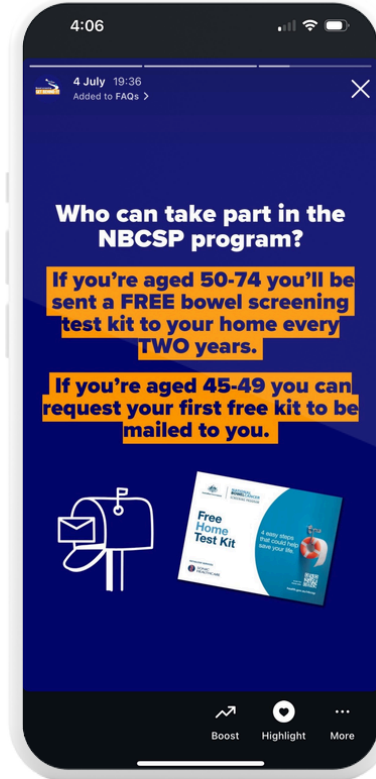
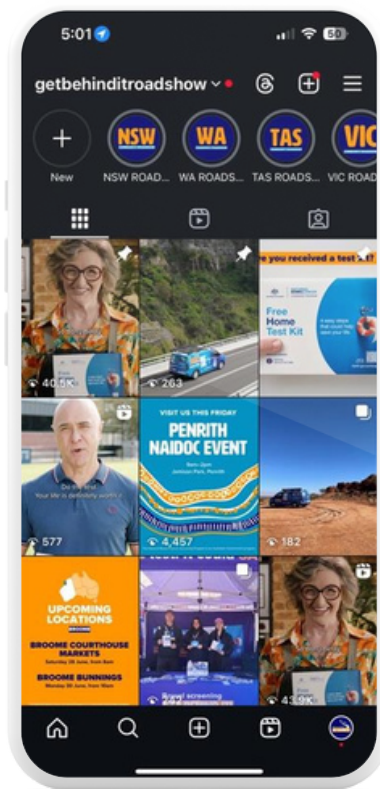


### RESOURCES

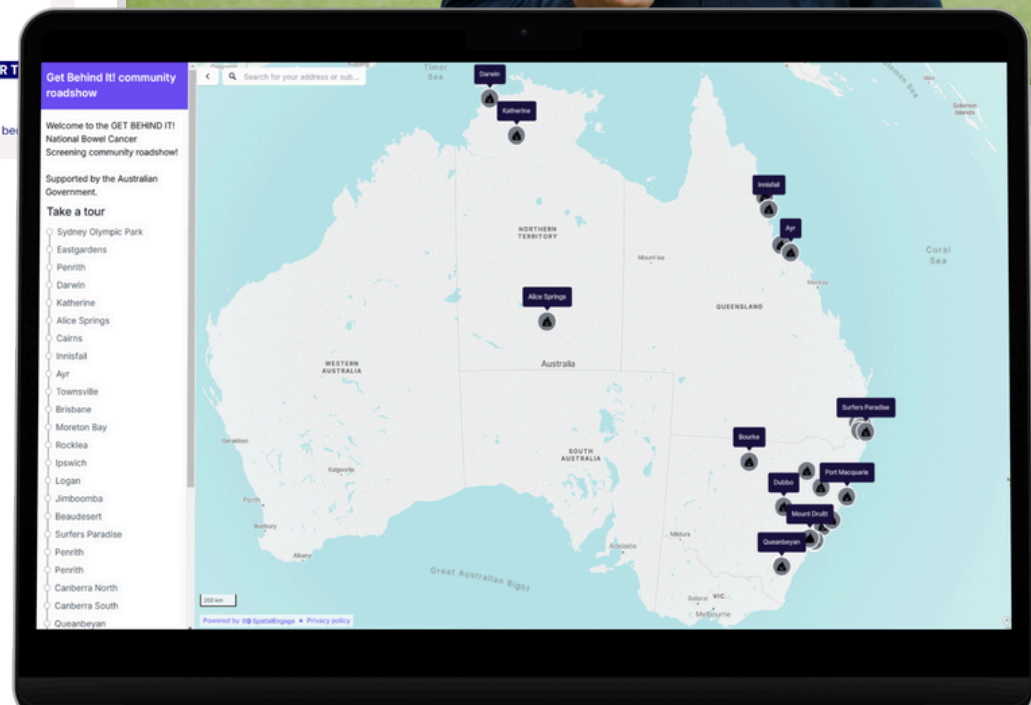
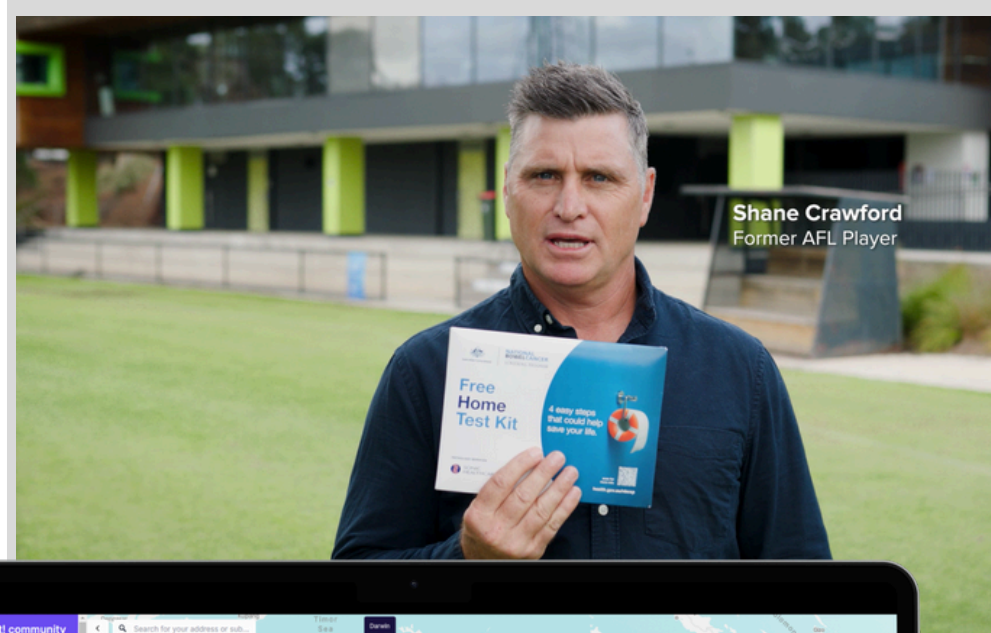
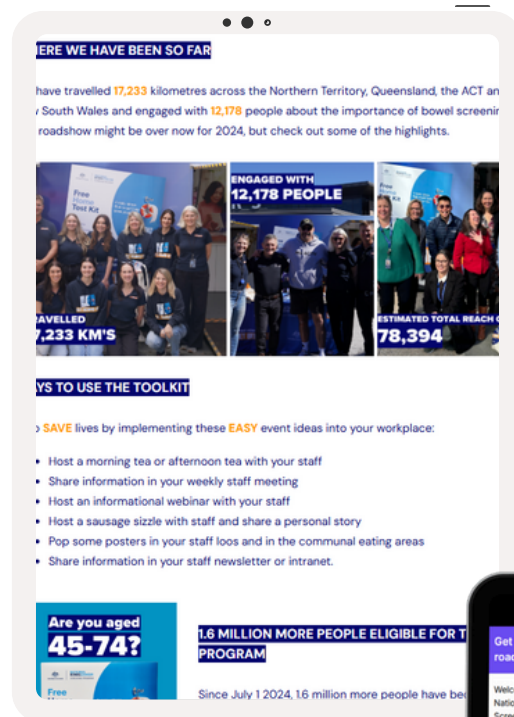
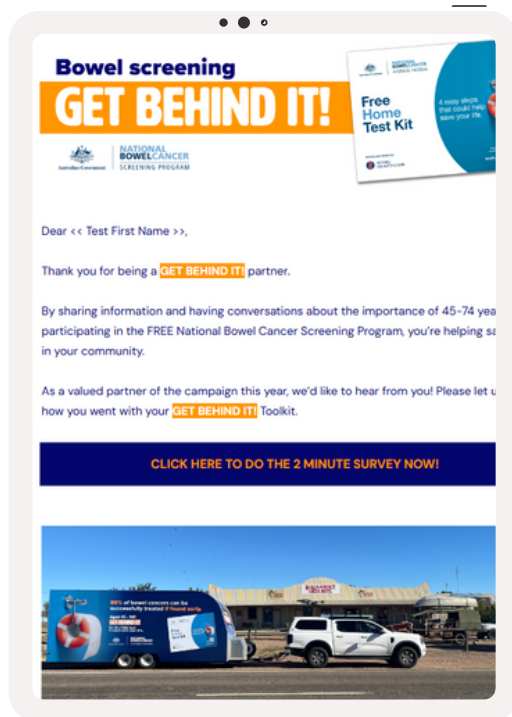
- [Promotional campaign video](#)
- [Frequently asked questions](#)
- [Digital fact sheet](#)
- [Instructional video](#)
- [Social media assets and suggested copy](#)
- [Poster and flyer](#)

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





## SOCIAL MEDIA





EVENT KIT & PROMOTIONAL MERCHANDISE





## EVENT KIT & PROMOTIONAL MERCHANDISE

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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

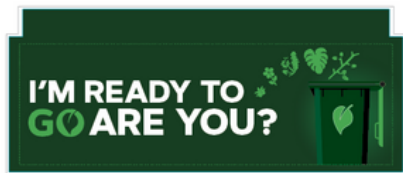
IPSWICH CITY COUNCIL

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.

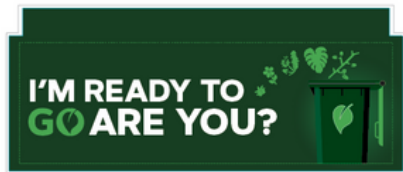




Outside - Left Half Wall



Outside - Right Half Wall



Inside - Left Half Wall



Inside - Right Half Wall



Outside - Back Wall



Inside - Back Wall



## 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





### WHAT GOES IN THE BIN?

### WHAT GOES IN THE BIN?

### LET'S GO GREEN IPSWICH

**Social media assets**  
**DOWNLOAD NOW**

**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**



### 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**



### Good to Garden Organics

### Good to Garden Organics


**Video assets**  
**DOWNLOAD NOW**

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?

### LET'S GO GREEN IPSWICH

**A5 flyer**  
**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**



# 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.



## The Calm Communication™ Framework



with  
*Lucy Beytagh*



### The Calm Communication™ Framework

CALM is an acronym that describes the four pillars in the Calm Communication Framework.

CALM is a way of mastering communication that helps you lead with clarity, strength and strategy.

Use the following framework as a filter for more impactful communication moments and becoming a great communication.

#### CONSIDER

Being considered in the way we communicate as leaders is about strategy, structure and story.

Being considered means planning your communication 'moments' for not through and impact.

It's not 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 hands and guttime.

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 prepared for your communication moments - then the active space (your daily communication) and the reactive (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 prompts?

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!

As an executive coach, Founder and Managing Director of the award winning The LKB Agency, I have spent the last 25 years working with business and government, helping individuals, leaders and teams better communicate with their people, customers, stakeholders and the media.

Renowned for my calm and considered approach, I help clients, and their business reach their goals, effectively engage their audience, and build relationships that last.

**About Lucy**

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

The LKB Agency is the COPRA National Bronze Winner for Agency of the Year 2020 and Lucy is a National finalist for Leader of the Year 2021.



**National finalist**  
2020-2021 COPRA National Bronze Winner  
Agency of the Year 2020

**Winner bronze**  
2021-2022 COPRA National Bronze Winner  
Agency of the Year 2021

**National finalist**  
2021-2022 COPRA National Bronze Winner  
Leader of the Year

### Difficult conversations

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

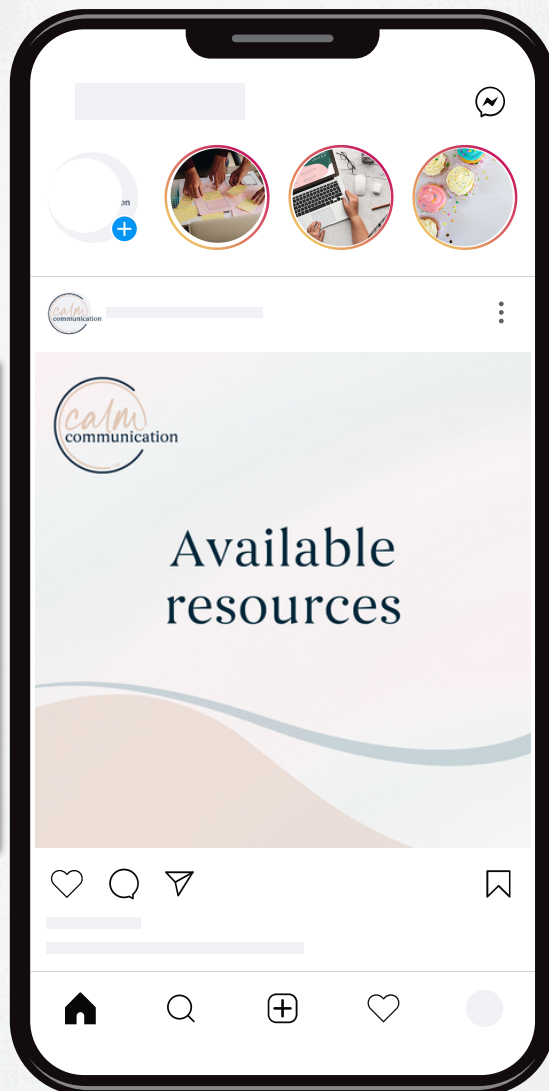
Relational

Deep discussion

Solution or next steps

How does it relate to the individual?

Confirming the solution or deciding the next steps



## 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.



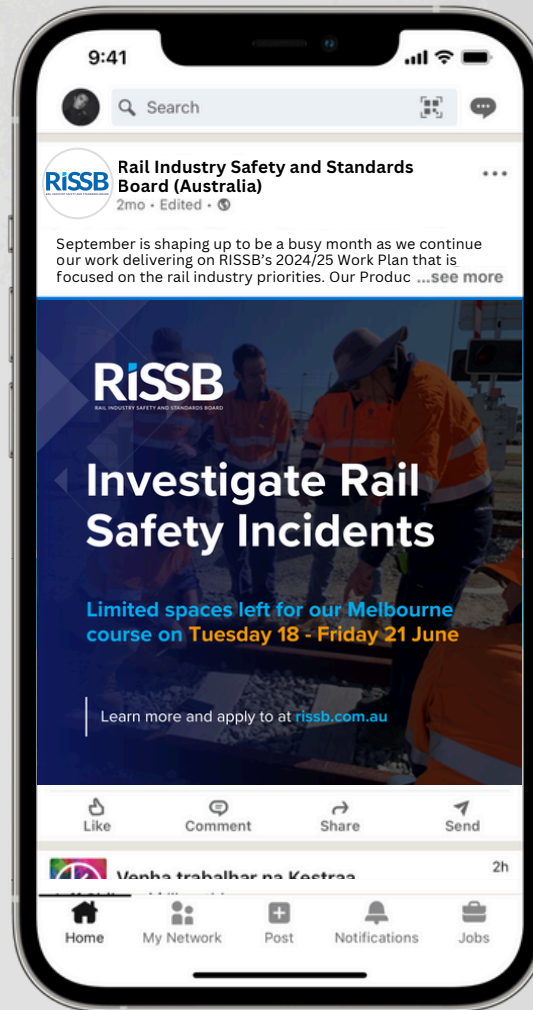
## PUBLICATION DESIGN



## 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 our standards.

When I started at RISSB, I observed and commented that we're like many good companies – doing a lot 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 engagement 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 how we do it.

## 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 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](#)

### Current calls for **Development Groups**

#### AS 1085 Railway Track Material – Parts 2, 3 and 10 – Review

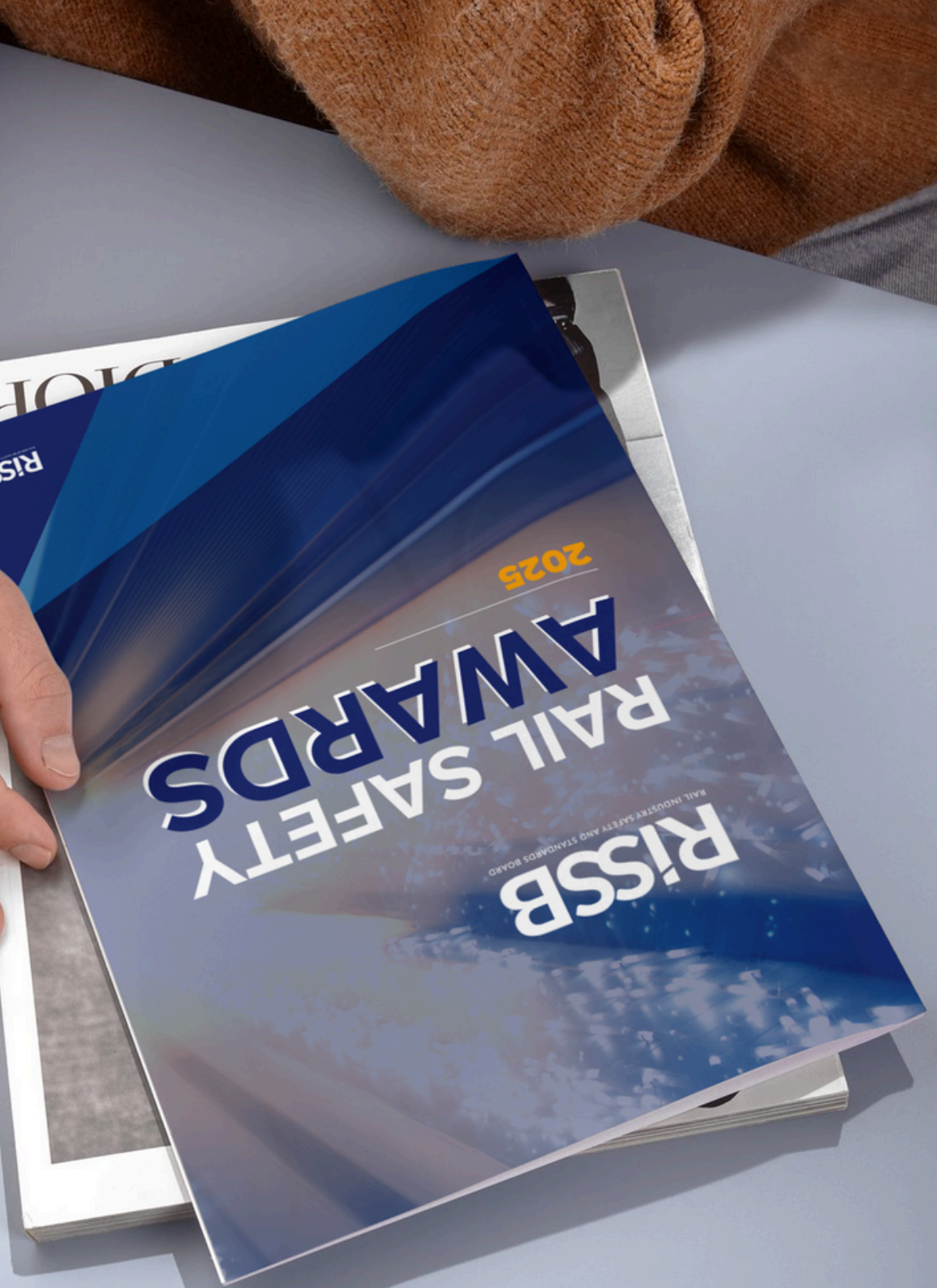
Closing date: **Friday 13 September 2024**

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](#)











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- 2 An introduction to Horizons
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## About RISSB

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

This includes:

1. **Partnering 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 knowledge sharing.
3. **Delivering events and training:** that bring like-minded professionals together to harness 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 the 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 the skills and networks 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.

HORIZONS 2025

## 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 with keynote opportunities.

Demonstrate your organisation's commitment to the future of the industry by signalling 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, rail operators, heavy haulers and key government stakeholders like ONRSR, the National Transport Commission (NTC) and state level Departments of Transport.

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

- **Michelle Zeleke** (Transport Medalist, University of Technology Sydney)
- **Caroline Webb** (NTC Chair)
- **Dr Christian Christodoulou** (Director Engineering - TRNSW)
- **Jim Medbourne** (Acting Chief Investigator & CEO of OTR)
- **Sally Stannard** (Director General - Department of Transport & Main Roads)
- **Steve Sammartino** (Jubilee, author and technologist)
- **Mark Langland** (CEO Sydney Trains)
- **Brian Brennan** (CEO Transdev)

HORIZONS 2025

## Horizons Program Overview

The Horizons Program includes:

- Three, two-day face-to-face forums featuring interactive workshops, private, government and university leaders.
- Workshops and exclusive professional development opportunities.
- Networking events with key industry stakeholders.
- Pitching competition - 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 extensive interstate travel for Western Australian participants.

"I really enjoyed the group work. It helped me hone my teamwork 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 | 1 only | \$30,000
- Melbourne West Sponsor | 1 only | \$20,000
- Forum Sponsor | 3 opportunities | \$10,000 - \$15,000
- Venue Sponsor | \$25,000

Custom sponsorship packages are available on request. For more information, please contact Matt Gerratt, Training Manager via [eng@riissb.com.au](mailto:eng@riissb.com.au).

From left to right: with one of the below packages, a booking form and terms and conditions will be emailed.

**PROGRAM SPONSOR**  
Program sponsorship includes the following entitlements:

1. 150% discount for up to 5 seats at Horizons 2025 (valued up to \$7,698)
2. Opportunity to open Forum 1 in both East (Melbourne) and West (Perth)
3. Keynote address at Forum 3 in Sydney that includes both East and West cohorts
4. Joint decision with RISSB on the project theme to reflect the program sponsor's priorities. The entire Horizons 2025 cohort will research and present on a topic you help decide.
5. Sponsorship call out in the marketing collateral including in social media
6. Prominent logo (branding) on each forum's agenda and on attendee certificates
7. Option to provide marketing collateral and brochures to forum attendees
8. One seat on the project judging panel.

**HORIZONS WEST SPONSOR**  
Horizons West sponsorship includes the following entitlements:

1. 150% discount for up to 5 seats at H7.0 (valued up to \$7,698)
2. Keynote address at Perth forum
3. Networking drinks 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 judging panel.

HORIZONS 2025

## Sponsorship opportunities

**FORUM SPONSOR** **2 x AVAILABLE**

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. 150% discount for up to 3 seats at H7.0 (valued up to \$4,619)
2. Keynote address at the sponsored forum
3. Networking drinks 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 judging panel.

**VENUE SPONSOR** **SOLD OUT**

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 ROC 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." *Training Engagement Advisor, NTC*

RISSB members with the judging panel: Sofia Niles (AI-CEO RISSB), Denise Lu (President RITAC), Mark Langland (CEO Sydney Trains), Brian Brennan (CEO Transdev)

## TERMS & CONDITIONS

**1. DEFINITIONS & INTERPRETATION**

In this agreement, **RISSB** means the Rail Industry Safety and Standards Board (ABN 58 105 001 465) or hosting the Horizons Program.

**Horizons** means the RISSB Horizons Program that includes two-day forums held in Melbourne, Perth, Brisbane and Sydney in 2025.

**Horizons East** means the two-day forums in Melbourne, Brisbane and Sydney.

**Horizons West** means the 2x two-day forums in Perth and 1x forum in Sydney.

**Booking Form** means the Booking Form in the Proposal completed by the Sponsor.

**Entitlements** means the Entitlements described in this Proposal for the opportunity or opportunities selected by the Sponsor 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 in respect of the Sponsor and Entitlements as set out in this Proposal.

**Force Majeure Event** has the meaning given in clause 5.5.9B, to the extent that the party is prevented from, or delayed in, performing that party's obligation 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, makes or commences negotiations with a view to making a general re-scheduling of its liabilities, a general assignment, scheme of arrangement or composition with its creditors;

b. takes any corporate action, or any steps taken, or legal proceedings started for (i) its winding up, dissolution, liquidation, or reorganisation, other than to reconstruct, merge or amalgamate while solvent, or (ii) the appointment of a controller, receiver, administrator, official manager, trustee, or other officer, of it or of any of its revenues or assets; or

c. seeks or is granted protection from its creditors under any applicable legislation. Law means any present or future law, legislation, ordinance, regulation, rule, proclamation, by law or subordinate legislation in Australia or any other jurisdiction that is applicable to this agreement or the activities described under it, and any Australian Standard and any Approval, including any condition or requirement under it.

**Representative** means in respect of a party, an officer, director, employee, or agent of that party, acknowledging the Sponsor 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 Proposal.

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

**Venue** is the location the Horizons forums are held.

**Venue Owner** means the owner or operator of the Venue.

## Booking Form

**SPONSOR DETAILS**

Company/Organisation name

ABN

Sponsorship level

**SPONSORSHIP CONTACT FOR LIAISING 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. for use on light and dark backgrounds) and branding guidelines to [training@riissb.com.au](mailto:training@riissb.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

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**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:

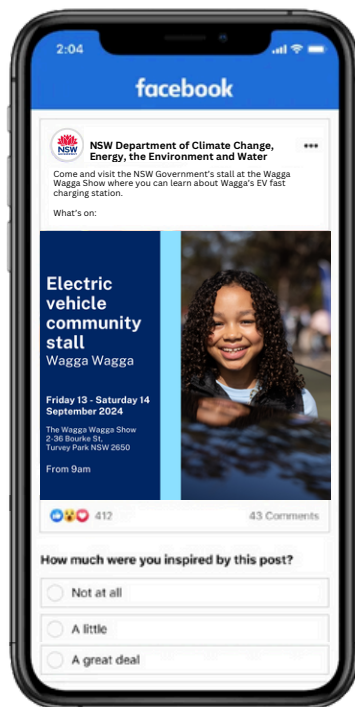
- ⚡ see how EV chargers work
- ⚡ get up close with EVs and various industry experts
- ⚡ understand the growing EV fast charging network in NSW
- ⚡ learn how EV charging can seamlessly fit into your lifestyle.

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.

### Find a fast charging station

Scan the QR code to find the location of all fast charging stations in New South Wales.



## 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



**Come along to learn more!**





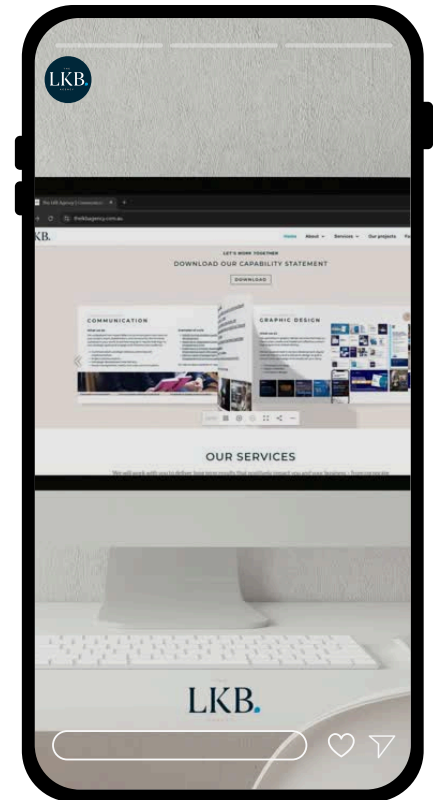
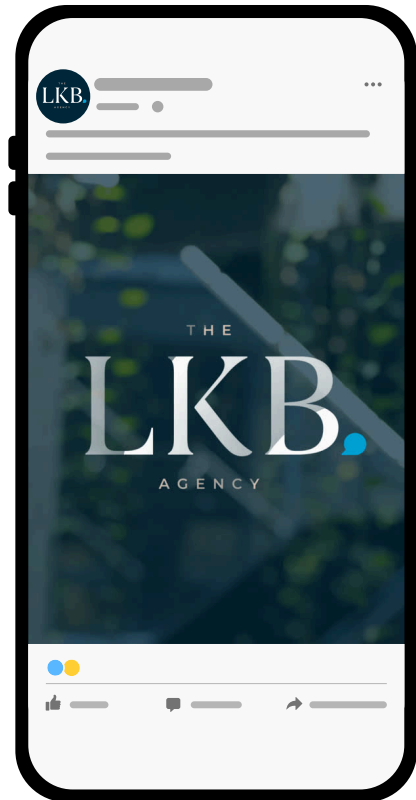
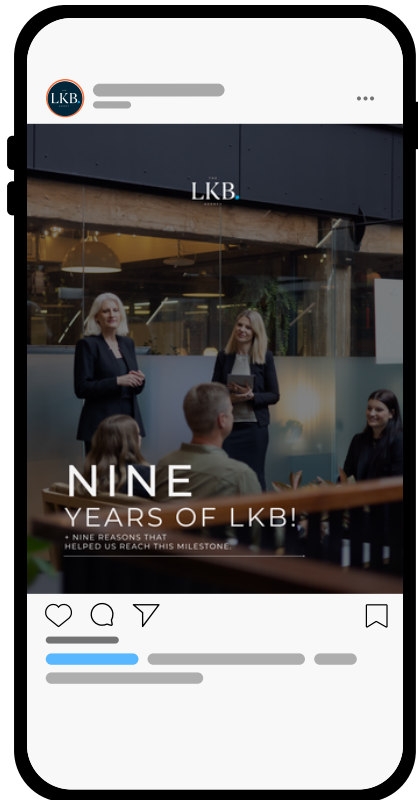
# MARKETING MATERIALS

## THE LKB AGENCY

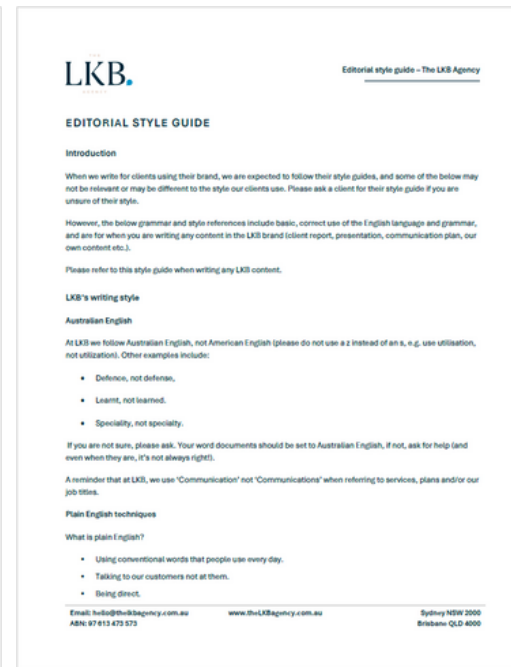
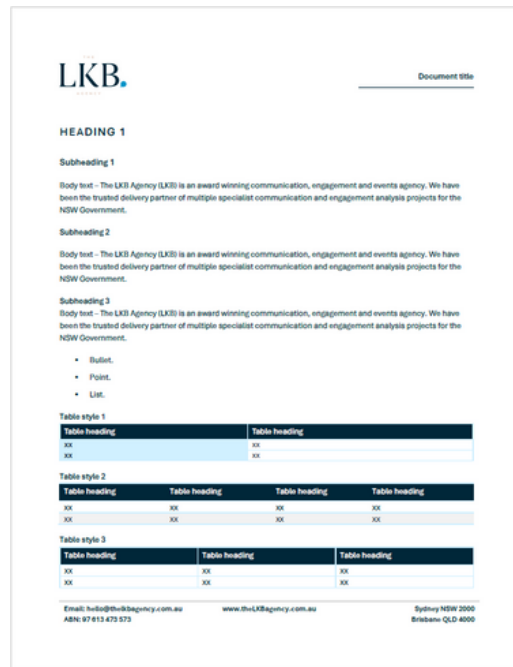
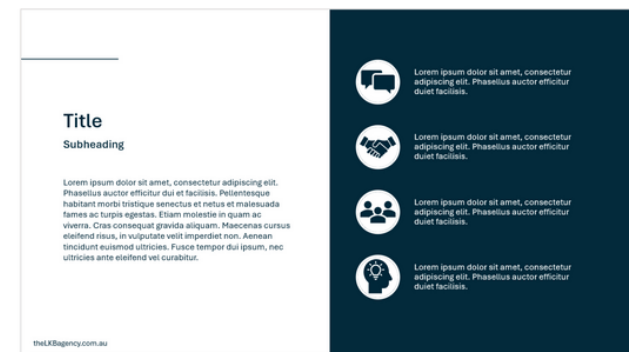
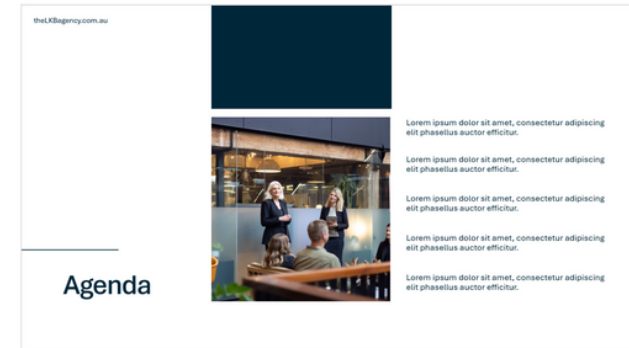
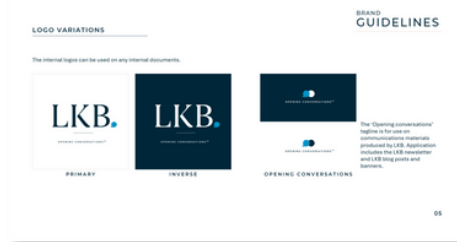
LKB's assets and marketing materials are designed in-house. These include:

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

## SOCIAL MEDIA ASSETS



## BRANDED TEMPLATES & GUIDELINES





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 Summit.
- Infrastructure NSW Sustainability in Construction Forum.
- Environment and Heritage Group Changing Oceans Conversation Forum.
- Primary Health Network Primary Care Quality and Innovation Awards.

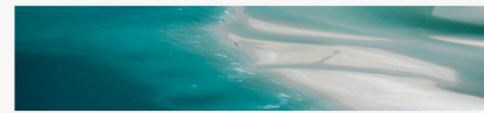
All case studies available on request.



AWARD EVENTS

GOVERNMENT EVENTS

PRESENTER & SPEAKER COACHING



OUR PURPOSE

to help organisations communicate their story, build their reputation and connect with their stakeholders in a calm and considered way.

- COMMUNICATION
- ENGAGEMENT
- EVENTS
- GRAPHIC DESIGN

OUR SERVICES

<b>LOYALTY</b> Being loyal to yourself - knowing your strengths and weaknesses and being loyal to the team and to our clients.	<b>SERVICE</b> We are in service - giving and sharing knowledge, creativity and skills with each other and with our clients.	<b>TRUST</b> We trust each other and we build and maintain trustworthiness relationships with our clients.	<b>CARE</b> We have an attitude of care in all that we do - towards ourselves, the team, our clients and the people we meet.	<b>CREATIVITY</b> We are creative people and we bring creativity to all that we do.
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OUR VALUES

LKB.

OUR EXPERIENCE  
DEPARTMENT OF PRIMARY INDUSTRIES

MARINE ESTATE MANAGEMENT STRATEGY



OBJECTIVE

The LKB Agency (LKB) was engaged by Department of Primary Industries (DPI), as lead agency of the Marine Estate Management Strategy (the Strategy), to review and update the existing communication and engagement plans and processes to better understand current engagement and activity.

LKB presented the Department with a full review of their communications and engagement in the Strategy, with clear recommendations for improving engagement and communication activities for the remaining six years of the Strategy implementation.

Following the review, LKB was re-engaged to co-design a new Communications and Engagement Framework. Engagement tools and Engagement Plan for key stakeholders, and to carry out consultation to support the endorsement and implementation of the new framework and products across the NSW Government.

LKB approached the work with a fully consultative approach across all project stakeholders, seeking feedback and reports to co-design the framework and engagement tools through a series of meetings and interviews with project teams and through presenting the work at key milestones to the Strategy's Communications Working Group for feedback, who represent the NSW Government departments who manage the Strategy.

STRATEGY

LKB designed a research approach which included a series of qualitative interviews and a quantitative survey with external and internal stakeholders to gather feedback. LKB also reviewed all existing communication and engagement plans and processes to better understand current engagement and activity.

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LKB.

OUR EXPERIENCE  
DEPARTMENT OF PRIMARY INDUSTRIES AND REGIONAL DEVELOPMENT

MARINE PARKS AND AQUATIC RESERVES STAKEHOLDER ENGAGEMENT REVIEW AND DEVELOPMENT OF KEY MESSAGES



OBJECTIVE

LKB was engaged to investigate what communication methods, channels and messaging best reaches key stakeholders of NSW's Marine Parks and Aquatic Reserves. This included understanding internal and external stakeholder sentiment towards marine protected areas and what their needs and concerns are.

To support the findings from the stakeholder analysis and review, LKB were also engaged to deliver a set of key messages, recommendations and a 12-month action plan based on feedback provided.

**STRATEGY**

LKB's strategy included a detailed review of current stakeholders identified by the Department and additional desktop research to identify important local organisations, clubs, agencies and industry associations impacted by Marine Parks and Aquatic Reserves.

LKB is currently in the process of conducting a series of qualitative internal and external interviews to engage stakeholder sentiment towards marine protected areas in NSW and how they interact with them.

LKB also developed a quantitative survey that aims to understand what key stakeholders know, think and understand about Marine Parks and Aquatic Reserves in NSW, including how they use, receive information and feel information about Marine Parks and Aquatic Reserves, and how they would like to be engaged in the future.

RESULTS

This project is currently still in flight but to date, LKB has:

- Developed an extensive stakeholder mapping list, including state, national and localised stakeholder details.
- Conducted 8 interviews with internal stakeholders.
- Developed a quantitative survey that is awaiting Ministerial approval.
- Reviewed and advised on the overarching key messages to be incorporated into day-to-day communication activities and channels.
- Commenced planning for a 12-month action plan that details recommended communication and engagement activities, as well as a final report with detailed findings.

LKB's final stage of the project involves providing recommendations to the Department to implement this feedback into their current communication and engagement activities.

LKB.

OUR EXPERIENCE  
DEPARTMENT OF PLANNING AND ENVIRONMENT

STATE-ASSESSED PLANNING RAILWAY PILOT EVALUATION (SAPPE)



OBJECTIVE

Following the announcement of the State-assessed planning proposal (SAPPE) industry nomination pilot, the Department of Planning and Environment (the Department) were faced with increasing stakeholder feedback regarding the application process and eligibility requirements and media attention. The LKB Agency was engaged to provide immediate communication and engagement support to the Department addressing council and developer concerns and to develop a proactive strategy for the remaining duration of the project.

**STRATEGY**

To carefully navigate the highly contentious and political landscape of the pilot during a change of government, LKB conducted a full review of past communication and engagement activities that had occurred to strategically plan next steps.

LKB's approach was to support the project team in providing from a reactive space into a more considered, proactive approach to communication and engagement. This included providing support in communications and engagement with multiple stakeholders who had competing priorities and managing media interest in the pilot. This included working closely with local councils and developers who had submitted an application.

RESULTS

LKB also worked collaboratively with the project team to develop a suite of communications materials to support successful engagement with stakeholders including talking points (general and for media), Q&A's and fact sheets.

Following announcement of the outcomes of the pilot, LKB was re-engaged by the Department to conduct an independent evaluation of the pilot. LKB targeted 200+ stakeholders to gather quantitative and qualitative insights on what worked, what didn't and what the barriers to success were during the pilot.

**RESULTS**

- Developed a suite of communications materials for the Department:
  - Fact sheets
  - Q&A's
  - Talking points (general and media)
  - Letters to stakeholders.
- 63 quantitative survey responses and 34 qualitative interviews with key stakeholders from different stakeholder groups - councils, developers, peak industry bodies, NSW Government agencies and private advisors.
- Final report and recommendations provided to the Department.

METHODOLOGY  
OUR CREATIVE IDEAS



- Community values**  
Using real community values and images as part of the campaign, to build interest, driving audience connection, ownership and advocacy.
- Brisbane as an Olympic city**  
Brisbane as an Olympic city by themeing and language that promotes Brisbane as a global city, and links with Olympic themes.
- First Nations storytelling**  
First Nations stories featured in the campaign messaging and imagery.
- Community art**  
On-site activations including art and options for community to participate in the campaign.

METHODOLOGY  
PHASE B - CAMPAIGN EXECUTION AND MANAGEMENT

<b>PROJECT MANAGEMENT</b> During project planning, an Implementation Plan will be developed to capture every task associated with successful delivery of the creative campaign. Tasks will be categorised into: <ul style="list-style-type: none"><li>• Planning and logistics.</li><li>• Marketing and communications.</li><li>• Content and collateral.</li><li>• Reporting and evaluation.</li></ul> Each category is broken down into tasks with a corresponding start, responsibility, approach and timeline. As part of our KPI an initial draft will be provided of our proposed implementation Plan.	<b>WEEKLY WIP MEETINGS</b> We recommend regular work in progress (WIP) meetings with our clients, designed to ensure that we are providing regular updates and responding as needed to any changes or risks. Each WIP will follow an agenda: <ul style="list-style-type: none"><li>• Work in progress.</li><li>• Implementation Plan check in.</li><li>• Upcoming work.</li><li>• Items for action.</li></ul>	<b>REPORTING</b> To track our success against our KPIs we will provide South Bank Corporation with weekly reports to track weekly progress, and a monthly report on: <ul style="list-style-type: none"><li>• Marketing.</li><li>• Communications.</li><li>• Media.</li><li>• Advertising.</li></ul> This report will include data and detailed analysis to inform next steps and actions. Upon project completion, LKB will provide a full end of project report.
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SERVICES & CAPABILITY COLLATERAL

**LKB.**

**OUR EXPERIENCE**  
FEDERATION UNIVERSITY AND WORLD ACADEMY OF SPORT

**LAUNCH OF AN INTERNATIONAL SPORTS MANAGEMENT DEGREE**  
All rights reserved to a master suite in the media, infrastructure to support a course brand launch in a domestic university.

**RESULTS**  
LKB delivered over 10 weeks:

- A 100% LKB created a creative and strategic suite of the brand, partnering and offering.
- LKB great success in securing and including the profile of the key educators, members of the sport industry who supported the launch of the degree in the media, through industry reports, articles, press on the future of sport and online news.

**CLIENT NAME**  
Federation University of Australia

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#### 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

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OPEN A CONVERSATION TODAY.

**GET IN TOUCH.**

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