



# GRAPHIC DESIGN PORTFOLIO

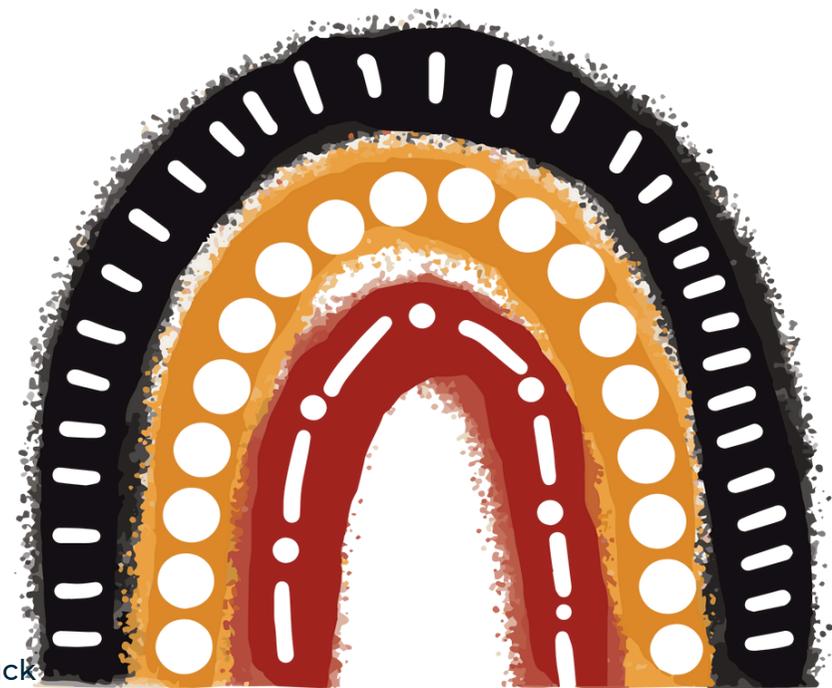
 [hello@thelkbagency.com.au](mailto:hello@thelkbagency.com.au)

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

 1300 321 082

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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 AND AGED CARE

LKB developed a campaign slogan “Bowel screening. Get behind it!” and designed a suite of branded materials for the campaign. 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.

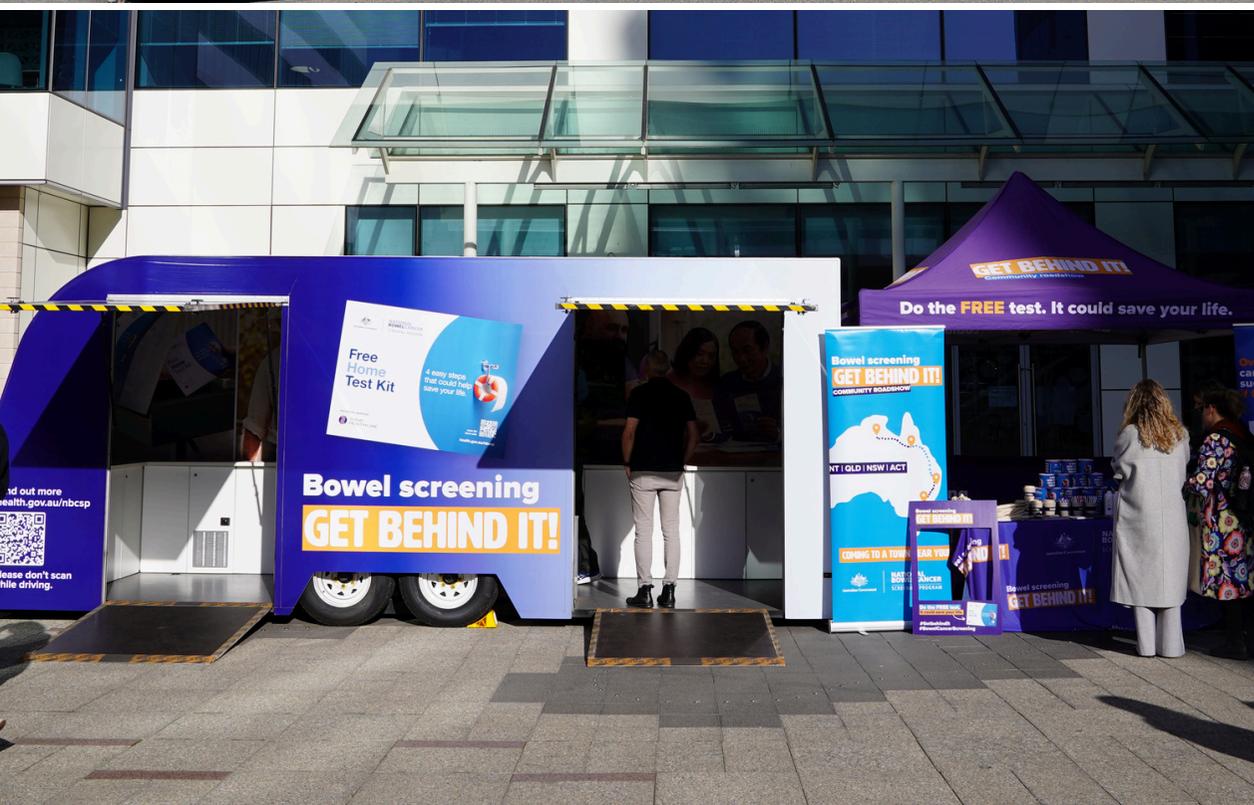


The Get behind it! Community roadshow trailer was designed using the campaign branding and key messages that targeted all three priority groups.

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-06 Passenger Side Internal Wall



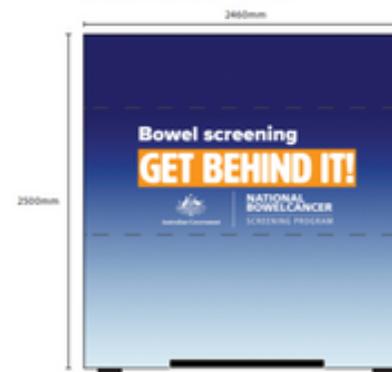
E-07 Driver Side Internal Wall



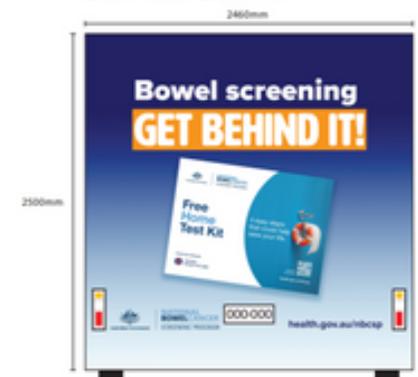
E-02 Passenger Side Exterior



E-03 Front Exterior



E-04 Rear Exterior



**Bowel screening**  
**GET BEHIND IT!**

**Bowel screening FREE RESOURCES TO GET BEHIND IT!**

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

On the FREE test, it could **SAVE** your life.

**Free Home Test Kit**

4 easy steps that could help save your life.

**RESOURCES**

- Promotional campaign video
- Frequently asked questions
- Digital fact sheet
- Microsoft Teams background
- Workplace event ideas
- Workplace talking points
- All assets
- Social media assets & copy
- Microsoft PowerPoint presentation
- A4 posters
- Information presentation
- Social media assets
- Newsletter copy
- Website banner
- Email signature
- Follow up

The MBSP is an Australian Government Program.

**Bowel screening**  
**GET BEHIND IT!**

**Frequently asked questions**

Download the FAQs here.

The MBSP is an Australian Government Program.

**Bowel screening**  
**GET BEHIND IT!**

**Digital fact sheet**

Download the fact sheets here.

The MBSP is an Australian Government Program.

**Bowel screening**  
**GET BEHIND IT!**

**Microsoft Teams backgrounds**

Download the Teams backgrounds here.

**Workplace event ideas**

Download the workplace event ideas here.

**Workplace talking points**

Download the talking points here.

The MBSP is an Australian Government Program.

**Bowel screening**  
**GET BEHIND IT!**

**Information PowerPoint presentation**

Download the presentation here.

The MBSP is an Australian Government Program.

**Bowel screening**  
**GET BEHIND IT!**

**A4 posters**

Download the posters here.

The MBSP is an Australian Government Program.

**Bowel screening**  
**GET BEHIND IT!**

**Social media assets**

Download the assets here.

The MBSP is an Australian Government Program.

**Bowel screening**  
**GET BEHIND IT!**

**Social media assets**

Download the assets here.

The MBSP is an Australian Government Program.

**Bowel screening**  
**GET BEHIND IT!**

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**Bowel screening**  
**GET BEHIND IT!**

**Social media assets**

Download the assets here.

The MBSP is an Australian Government Program.

**Bowel screening**  
**GET BEHIND IT!**

**Newsletter copy**

Download the newsletter copy here.

**Website banner**

Download the website banner here.

The MBSP is an Australian Government Program.

**Bowel screening**  
**GET BEHIND IT!**

Thank you for getting behind it! Your support will help **SAVE** lives.

Don't forget to add the MBSP website for further information on the FREE test and testing program.

**FOLLOW UP**

- Get letters to community members

The MBSP is an Australian Government Program.

**NATIONAL BOWELCANCER SCREENING PROGRAM**

**Bowel screening FREE RESOURCES TO GET BEHIND IT!**

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

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

**Free Home Test Kit**

4 easy steps that could help save your life.

**HEALTHCARE**

health.gov.au/mbsp



**RESOURCES**

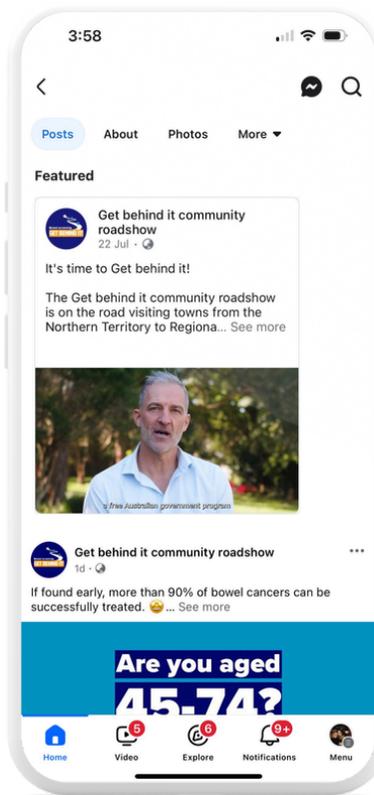
- Promotional campaign video
- Frequently asked questions
- Digital fact sheet
- Instructional video
- Social media assets and suggested copy
- Poster and flyer

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

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



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## SOCIAL MEDIA

**Bowel screening**

# GET BEHIND IT!

Free Home Test Kit

3 easy steps. See what you can do to help your life.

NATIONAL BOWEL CANCER SCREENING PROGRAM

Dear << Test First Name >>,

Thank you for being a **GET BEHIND IT!** partner.

By sharing information and having conversations about the importance of 45-74 year olds participating in the FREE National Bowel Cancer Screening Program, you're helping save lives in your community.

As a valued partner of the campaign this year, we'd like to hear from you! Please let us know how you went with your **GET BEHIND IT!** Toolkit.

[CLICK HERE TO DO THE 2 MINUTE SURVEY NOW!](#)

**HERE WE HAVE BEEN SO FAR**

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

**WAYS TO USE THE TOOLKIT**

to **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 THE PROGRAM**

Since July 1 2024, 1.6 million more people have been eligible for the program.

Get Behind It! community roadshow

Welcome to the GET BEHIND IT! National Bowel Cancer Screening community roadshow

Supported by the Australian Government.

**Take a tour**

- Sydney Olympic Park
- Eastgardens
- Penrith
- Darwin
- Katherine
- Alice Springs
- Cairns
- Innisfail
- Ayr
- Townsville
- Brisbane
- Moreton Bay
- Rocklea
- Ipswich
- Logan
- Jimboomba
- Beaudesert
- Surfers Paradise
- Penrith
- Penrith
- Canberra North
- Canberra South
- Queanbeyan

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



Do the FREE test. It could save your life.

Bowel screening GET BEHIND IT!

**GET BEHIND IT!**  
ROADSHOW  
This test could **SAVE** your life.  
Free Home Test Kit  
NATIONAL BOWELCANCER SCREENING PROGRAM

Over **90%** of bowel cancers can be successfully treated if found early.  
**FIND OUT MORE**  
health.gov.au/nbcsp



**GET BEHIND IT!**  
ROADSHOW  
Do a FREE test every **TWO** years.  
NATIONAL BOWELCANCER SCREENING PROGRAM

Over 90% of bowel cancers can be successfully treated if found early.  
**GET BEHIND IT!**  
NATIONAL BOWELCANCER SCREENING PROGRAM

**GET BEHIND IT!**  
ROADSHOW  
**GET BEHIND IT!**  
**GET BEHIND IT!**

Do a simple test every **TWO** years.  
**GET BEHIND IT!**  
Free Home Test Kit  
NATIONAL BOWELCANCER SCREENING PROGRAM

**GET BEHIND IT!**  
ROADSHOW  
**GET BEHIND IT!**  
**GET BEHIND IT!**

**SAVE YOUR LIFE.**  
This test could  
Free Home Test Kit  
NATIONAL BOWELCANCER SCREENING PROGRAM

**GET BEHIND IT!**  
ROADSHOW  
**GET BEHIND IT!**  
**GET BEHIND IT!**



EVENT KIT & PROMOTIONAL MERCHANDISE

# 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 communicator.

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**CONSIDER**

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

**C** Being considered means planning your communication 'moments' for call through and impact.

It's your responsibility to be calm and clear what you don't know what you're going to say, who you're saying it to or why - structure gives us focus and guidance.

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 50/50 communication) and the reactive (in the spot communication) becomes much easier.

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**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.

**A**

- 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 vocal or quiet communicators? If they're vocal, do they need some prompts?
- As a leader, your communication needs to consider:
  - o Think - what do I want my team to think in this situation?
  - o Feel - what do I want them to feel?
  - o Do - what do I need them to do?
  - o 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.

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**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?**

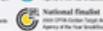
**Purpose**

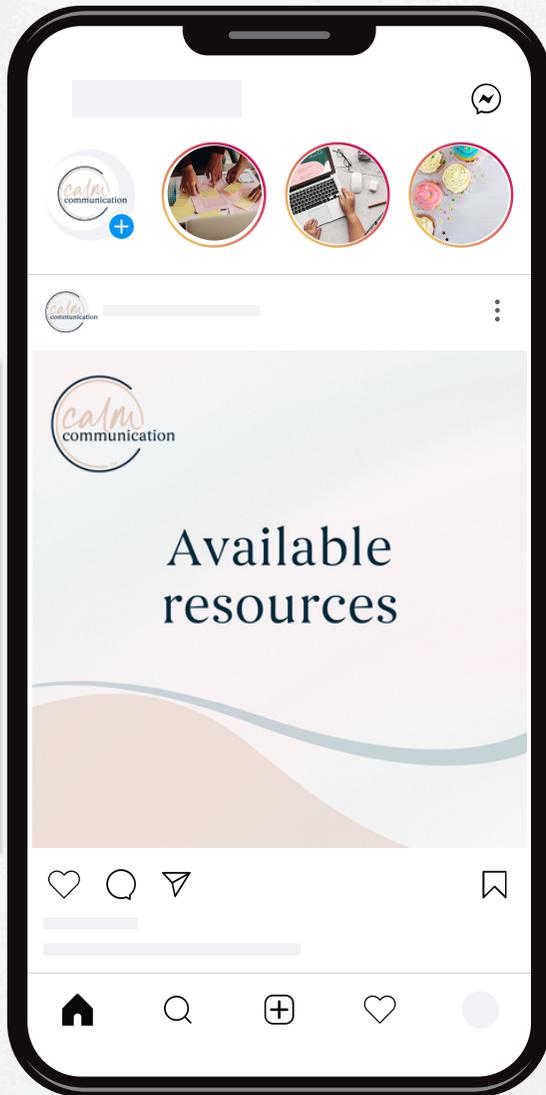
**Specifics** - The background, like the details of the discussion

**Relational** - How does it relate to the individual?

**Deep discussion** - Getting into the conversation to work through the details and seek solutions

**Solution or next steps** - 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

# RISSB Rail Safety Awards 2024



**Award finalist benefits**  
Judges will select up to four (4) entrants for each award category. Finalists will be notified from DAY, DATE 2025.

**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.**

The finalists of each category will be invited to attend the Rail Safety Conference dinner in Melbourne on **Tuesday, 30 April 2024** where category winners will be announced.

### Award categories

**Safety Leadership Program**  
This award celebrates programs within organisations that promote the overall safety (rail and WHS) capability of the wider organisational team to 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 or workplace improvement with exemplary safety outcomes for their co-workers.

**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 excellence and innovation and will be granted to a new (less than 5 years) rail worker 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.

### Why enter?

Entering the RISSB Rail Safety Awards provides the chance to recognise the contribution of you and your team to the rail industry.

Nominating for an award provides an opportunity to:

- Self-evaluate your business.
- Network with industry leaders and peers.
- Increase media and brand awareness.
- Showcase your success to the industry and the public.
- Increase your business profile.
- Receive recognition for your hard work and business excellence.

For more information about the awards, please email [awards@rissb.com.au](mailto:awards@rissb.com.au) with the words '2024 RISSB Rail Safety Awards' in the subject line.



# RISSB RAIL SAFETY AWARDS 2025



### AWARD CATEGORIES

**Safety Leadership Program**  
This award celebrates programs within organisations that promote the overall safety (rail and WHS) capability of the wider organisational team to 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 or workplace improvement with exemplary safety outcomes for their co-workers.

### AWARD FINALIST BENEFITS

Judges will select up to four (4) entrants 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) 50 per cent discounted ticket for a selected company representative (if a company award) 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 AIR 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 operating in, or affiliated with, rail in Australia and New Zealand.

Read the award categories to see what program or individual is eligible to be nominated. Nominations can be made by the nominee themselves or by another person/entity.

**What better way to:**

- Thank an employee for their commitment and dedication to your company.
- Show someone you acknowledge their achievements.
- 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.
- Passion and commitment to the rail industry.
- Overall professionalism.
- Clear and concise answers to all questions.

### 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 form.
- 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, supplying etc).
- Applicants 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 publicity 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

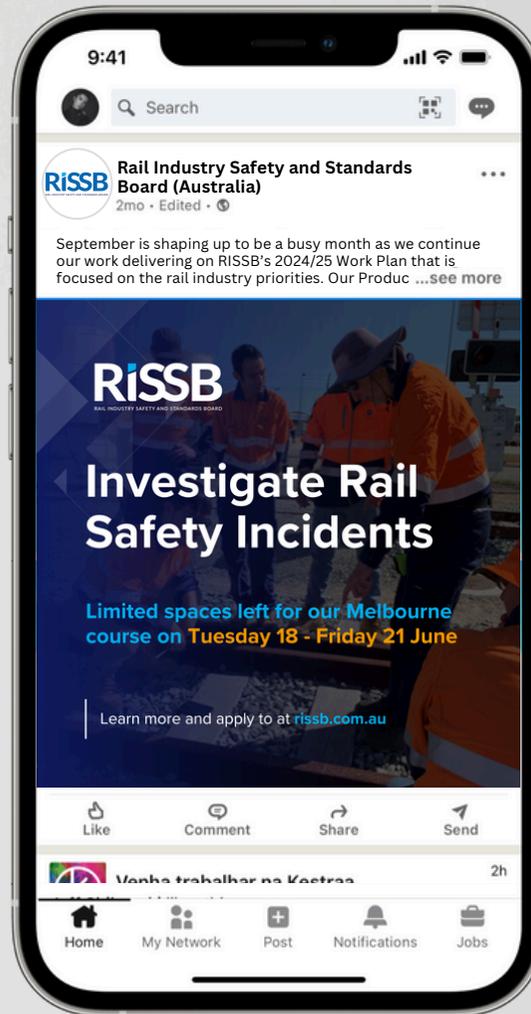
**KEY DATES**




## 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 why it matters.

## 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](#)

### Current calls for Development Groups

#### AS 1095 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](#)

#### 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](#)







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**RISSB**

## 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:

- 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.
- 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.
- Delivering events and training:** bringing like-minded professionals together to harness and share the wealth of knowledge and experience across 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 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**

**RISSB**

## 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, subgrade 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:

- **Dr Michelle Zebrowski** (Transport Medalist, University of Technology Sydney)
- **Caroline Walsh** (NTC Chair)
- **Dr Christian Christakos** (Director Engineering – TRNSW)
- **Jim Medbourne** (Chief Investigator & CEO of OTS)
- **Sally Stannard** (Director General - Department of Transport & Main Roads)
- **Steve Sammartino** (Jr) (Author, rail expert and technologist)
- **Matt Langford** (CEO Sydney Trains)
- **Brian Brennan** (CEO Transdev)

**HORIZONS 2025**

**RISSB**

## 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 for 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, Metru, Trans Melbourne

## PUBLICATION DESIGN

**RISSB**

## Sponsorship opportunities

**PACKAGES INCLUDE**

- Program Sponsor | 1 only | \$30,000
- Horizons West Sponsor | 1 only | \$20,000
- Forum Sponsor | 3 opportunities | \$10,000 - \$15,000

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

For use to proceed with one of the below packages, a booking form and terms and conditions will be supplied.

**PROGRAM SPONSOR** **EXCLUSIVE \$30,000**

Program sponsorship includes the following entitlements:

1. 50% discount for up to 5 seats at Horizons 2025 (valued up to \$7,697)
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 pitch judging panel.

**HORIZONS WEST SPONSOR** **EXCLUSIVE \$20,000**

Horizons West sponsorship includes the following entitlements:

1. 50% 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 pitch judging panel.

**HORIZONS 2025**

**RISSB**

## 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: \$10,000)

1. 50% 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." *Session: Engineering Australia NTC*

2024 Horizons attendees with the judging panel: Surika Niles (AI-CEO RISSB), Emma Co (President RIFMA), Matt Langford (CEO Sydney Trains), Bruce Brennan (CEO Transdev)

**RISSB**

## TERMS & CONDITIONS

**1. DEFINITIONS & INTERPRETATION**

In this agreement, **RISSB** means the Rail Industry Safety and Standards Board (ABN 58 935 001 465) 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 to be run 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 5.5.5 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.

**Invoicing** means in relation to a party, whereby the party:

- a. is unable to pay its debts as they fall due, makes or contemplates negotiations with a view to making a general re-scheduling of its indebtedness, 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 (its) winding up, dissolution, liquidation, or reorganisation, other than to reconstruct, merge or amalgamate with solvent, or (to) the appointment of a controller, receiver, administrator, official manager, trustee, or other similar 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, authorising the Sponsor is not a Representative of RISSB, and RISSB is not a representative of the Sponsor.

**Sponsor** means the entity who signs 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.

**RISSB**

## 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.

Authorized person's full name:

Authorized person's job title:

Authorized person's signature:

Date:

**RISSB** 481 027 3724 0000 PO Box 518 Spring Hill, QLD 4004, Australia

[riissb.com.au](https://riissb.com.au)

**RISSB**

E: [info@riissb.com.au](mailto:info@riissb.com.au)  
PO Box 518  
Spring Hill QLD 4004

**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.

**NSW GOVERNMENT** 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.

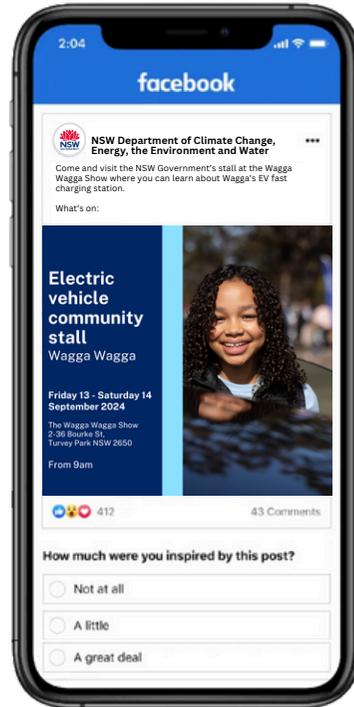
The NSW Government is hosting this community stall in collaboration with Tesla.

**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.



**NSW GOVERNMENT** 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**

**NSW GOVERNMENT**

**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**

**NSW GOVERNMENT**

**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!**

**NSW GOVERNMENT**

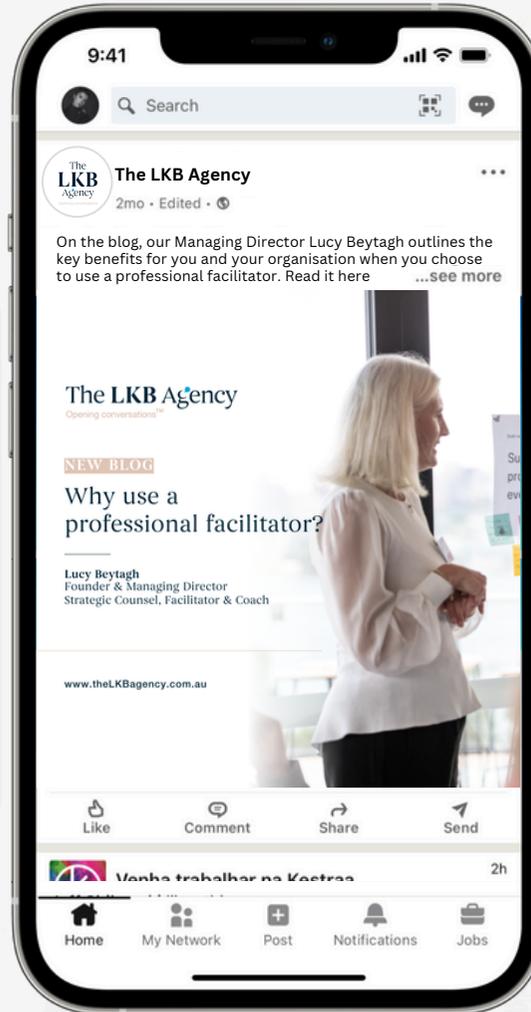
# MARKETING MATERIALS

## THE LKB AGENCY

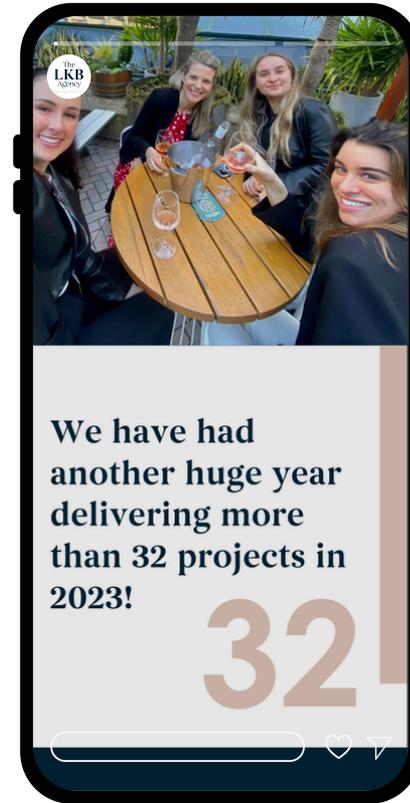
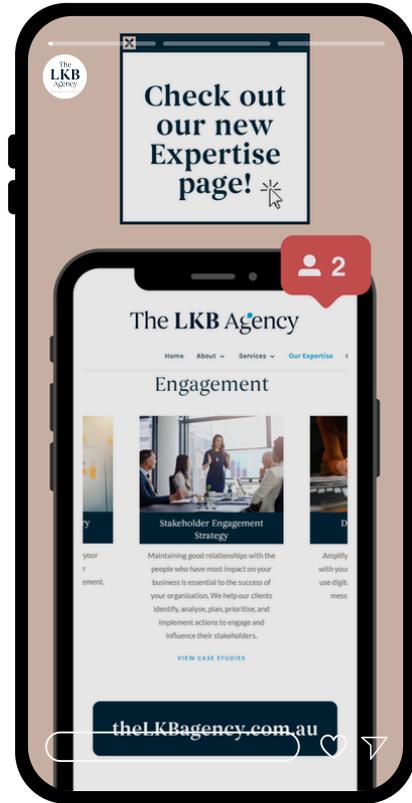
LKB's assets and marketing materials are designed in-house. These include:

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

## SOCIAL MEDIA ASSETS



## SOCIAL MEDIA ASSETS



# BRANDED TEMPLATES & GUIDELINES

**BRAND GUIDELINES**

**COLOUR PALETTE**

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

PRIMARY		SECONDARY		TERTIARY	
HEX CODE	RGB	HEX CODE	RGB	HEX CODE	RGB
#0070C0	00 70 C0	#0070C0	00 70 C0	#D9534F	D9 53 4F
#004A70	00 4A 70	#004A70	00 4A 70	#D9534F	D9 53 4F
#002D40	00 2D 40	#002D40	00 2D 40	#D9534F	D9 53 4F

10

Title

Prepared by The LKB Agency  
Date

THE LKB AGENCY

**BRAND GUIDELINES**

**LOGO VARIATIONS**

The internal logo can be used on any internal documents.

PRIMARY      INVERSE      OPENING CONVERSATIONS

The "Opening Conversations" tagline is for use on communications materials produced by LKB. Application includes the LKB newsletter and LKB signs and banners.

05

theLKBagency.com.au

Agenda

06

Report title  
Client name

Prepared by The LKB Agency  
Date

THE LKB AGENCY

Report title  
Client name

Prepared by The LKB Agency  
Date

The LKB Agency  
Opening conversations™

LKB.

email: hello@theLKBagency.com    www.theLKBagency.com.au

Brisbane, 4000, QLD

theLKBagency.com.au

Title

Subheading

07

- Icon: Megaphone
- Icon: Handshake
- Icon: Document
- Icon: Lightbulb

THE LKB AGENCY

2023 PRIMA Golden Target Awards  
National Agency of the Year Small/Boutique

2021 PRIMA Golden Target Awards  
National Agency of the Year Small/Boutique

2020 PRIMA Golden Target Awards  
Agency of the Year Small/Boutique

THE LKB AGENCY

OPENING CONVERSATIONS™ We help our clients tell their stories every day.

IN    IG    IE

# SERVICES & CAPABILITY COLLATERAL



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

06



**OUR SERVICES**

- COMMUNICATION
- ENGAGEMENT
- EVENTS
- GRAPHIC DESIGN

07

**OUR VALUES**

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

05

The LKB Agency

**About us**  
At The LKB Agency (LKB) we take a calm and considered approach to communication, engagement, and events.  
Our focus is on the big picture for clients, bringing strategy and storytelling together to influence stakeholders and deliver positive project outcomes.  
Our approach delivers problem solving that goes beyond the surface to understand the challenges and the opportunities of the clients and communities we work with. We deliver advice and solutions that are informed, innovative and outcome focused.  
Our experienced team of qualified communication and engagement specialists has worked globally on large and complex infrastructure, transport, water, health, sport, technology and education projects.

**Our experience with CALD communities**  
**Department of Health and Aged Care | National Bowel Cancer Screening Program - Get behind it! Community roadshow**  
In 2024, The LKB Agency designed and delivered the Get behind it! Community roadshow as part of the Department of Health and Aged Care's National Bowel Cancer Screening Program. The roadshow was required to target three main audience groups, one of which was CALD communities to raise awareness of the program and share life saving information.  
To better understand CALD groups and their communication and engagement needs, LKB took a research and evidence based approach to develop a strategy for engagement.  
This strategy included the development of a toolkit with a suite of translated materials into three main languages (Mandarin, Cantonese and Arabic). The toolkit included a promotional video, and updated versions of pre-existing posters, information packs, social media files and educational videos available for CALD groups to share within their communities.  
For engagement events in areas with high CALD communities, translators were organised to support engagement. This helped better engage with non-English speaking communities and spread information.  
The roadshow engaged with more than 12,000 people over a five month period.  
**City of Canterbury Bankstown Council | Community consultation on Policy**  
In 2024, The LKB Agency was engaged to support the City of Canterbury Bankstown to engage with their local CALD community groups on the development of a new policy regarding community facilities. City of Canterbury Bankstown's population currently has 120 different languages with 59% of speaking a language other than English at home.  
To best engage with CALD community groups in this area, LKB designed a comprehensive community engagement strategy that incorporated pre-consultation with identified groups, one-on-one meetings with key impacted stakeholders and a series of facilitated workshops with CALD community groups.  
These facilitated workshops have been co-designed with key stakeholders to ensure the communication and engagement approach is collaborative and effective. The workshops will be delivered in a world cafe style and led with visual materials as well as include translators for support.  
LKB is currently delivering this program.  
Further relevant case studies are provided overleaf

www.thelkbagency.com.au

**Our experience** An end-to-end engagement campaign to consult the Canterbury Bankstown community on a new community facilities policy.

**City of Canterbury Bankstown Council**  
City of Canterbury Bankstown consultation on community facilities

**OBJECTIVE**  
LKB was engaged by the City of Canterbury Bankstown to consult the local community on the guiding principles and framework for the development of a new city-wide Community Facilities Policy. Council wished to create these principles in consultation with the community to understand their needs and ideas about how the new policy can work best for everyone.

There are approximately 150 community organisations across the culturally diverse City of Canterbury Bankstown who needed to have input into the guiding principles of the Policy to enable the development of a consistent approach to the use of community facilities.

**STRATEGY**  
LKB developed a comprehensive community engagement strategy that included co-design with key stakeholders to develop community workshops in an engaging way that considers the LGA's diverse CALD communities and demographics.

Our strategy included:

- Pre-consultation via a short quantitative survey with current users and the wider community to seek wider input on the principles which will inform the development of the policy. The online survey platform used is visually led and allowed LKB to develop multilingual surveys to maximise participation and comprehension.
- A series of one-to-one meetings with key impacted community organisations and stakeholders.
- A co-design workshop with key stakeholders to refine the communication and engagement approach collaboratively with key members of community organisations, self-nominations from the pre-consultation survey and key council staff.
- A series of facilitated face-to-face workshops and virtual workshops across the city of Canterbury Bankstown using a world cafe structure using visual materials and translators (as needed) to cater to diverse groups and stakeholders.

**RESULTS**  
LKB will deliver 25 community workshops in early 2025. This project is currently ongoing, and will conclude in April 2025.

www.thelkbagency.com.au

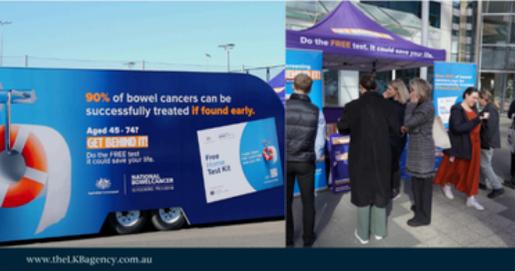
**Our experience** Delivering a major national community roadshow, campaign launch event and communication and marketing outreach.

**Australian Government Department of Health and Aged Care**  
National Bowel Cancer Screening Program community roadshow

**STRATEGY CONTINUED**  
Community roadshow  
To further target and engage with the three priority groups, LKB coordinated, executed and delivered a national community roadshow. Between May and October we visited 32 locations where testing rates fall below the national average of 40.0% in NSW, QLD, Northern Territory and the ACT, raising awareness about the screening program and encouraging eligible Australians to do the test.  
As well as low participation rates, the roadshow targeted specific locations with large First Nations and CALD communities. The roadshow was an opportunity to directly influence and engage with local communities and individuals, encouraging participation in the program.

**RESULTS**  
To date, the Get behind it! Community roadshow campaign has achieved:

- 65 people in attendance at the national launch event, with media coverage of the event featuring on Channel 10 News as well as local publications.
- Between May and October, the LKB team has engaged with over 12000 people throughout NT, QLD, ACT, Sydney Metro and Regional NSW locations with an estimated total reach of 80,948 people.
- Multiple articles featured in local NT, QLD, ACT and NSW publications.
- Partner pitch packs and toolkits distributed to over 1700 potential partners and workplaces and 646 Government bodies.
- 34 confirmed partners generated from the partnership campaign.
- 52 community engagement events organised across NT, QLD, ACT and NSW with the trailer covering 17,233 kilometres.



www.thelkbagency.com.au

**Our experience** Fostering conversations about safety between Local Government and Transport for NSW.

**Regional Safety Summits and Executive Safety Leadership Summit**  
Organisation: Transport for NSW  
Period of time: 2023

**OBJECTIVES**  
The LKB Agency (LKB) was engaged by Transport for NSW (Transport) to deliver a series of one Regional Safety Summits (Summits) across NSW to explore how they can work together with councils to achieve a common understanding of Work Health and Safety (WHS) obligations through training, education and discussion.  
Following the Summits, LKB was engaged to support Transport in their engagement with council on a Common Commitment to safety and deliver a two-day Executive Safety Leadership Summit (Executive Summit) for council and Transport executives in October 2023.  
The Executive Summit was aimed at council executives including Mayors, General Managers, and Directors. The purpose of the Executive Summit was to host the 53 regional NSW councils and come together with Transport to finalise the Common Commitment to safety, a policy initiative for Councils and Transport to work together to promote WHS. The Summits and Executive Summit were delivered to meet the requirements of an Enforceable Undertaking (EU) that Transport had entered into with SafeWork NSW following a road maintenance fatality in 2018.

**STRATEGY**  
LKB's strategy included working with Transport to develop a series of surveys at key stages leading into the Summits and Executive Summit to engage councils on WHS and the development of the Common Commitment. The surveys provided councils with the opportunity to give their thoughts and feedback on WHS management and the Common Commitment back to Transport ahead of seeking their endorsement during the Executive Summit.  
LKB worked with Transport to develop an interactive format for the Summits to engage councils and share knowledge about WHS best practice. The one-day Summits informed operational council leaders of the systems and processes that can be applied throughout their organisations to embed a solid safety culture. The Summits provided an environment where they could speak freely and share constructive feedback to improve work practices on road projects.  
LKB then delivered a two-day Executive Summit that facilitated engagement between council and Transport leaders. The Executive Summit needed to enable a rich strategic safety discussion between attendees that has not been held before at this level and needed to provide a space for executive leaders to design and endorse a Common Commitment to safety together.  
Speakers and content included a mix of WHS leaders, motivational speakers, case studies, information on risk management, WHS Act 2011, prosecutions and real-life stories to drive home the messages about the importance of safety leadership. LKB managed all promotion and registrations, developed event collateral and content including presentations and speaking notes; management of speakers, venues and suppliers; on the day delivery of the Summits and Executive Summit; and evaluation.



www.thelkbagency.com.au



### **Amelia Breen** | Communication & Engagement Consultant & Graphic designer

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

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

1300 321 082