

THE
LKB.
AGENCY

COMPLEXITY IS OUR SPECIALITY.

LKB UNDERSTANDS THE HEALTH SECTOR.

We know that even the most evidence based health message will fail if it doesn't reach the right audience, in the right way, at the right time.

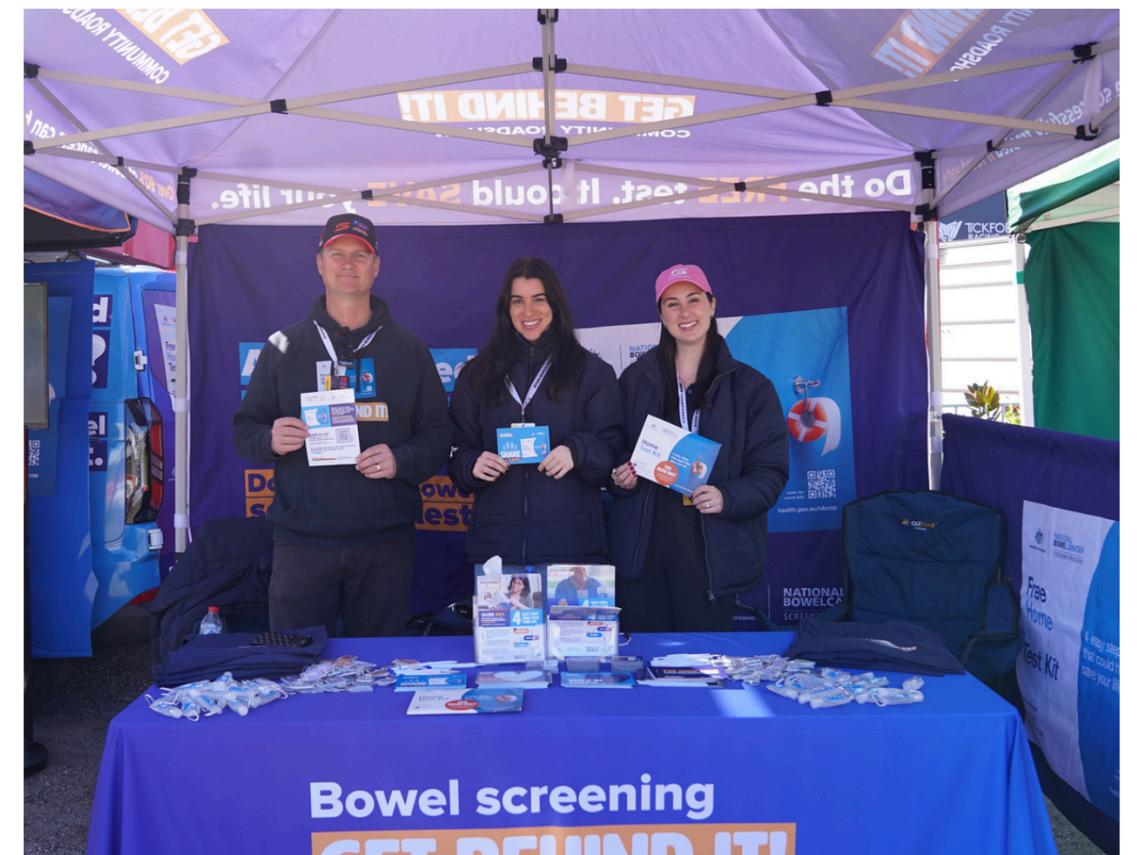
With deep experience across the health sector, we help organisations cut through complexity and communicate what truly matters.



THE CHALLENGE

THE HEALTH SECTOR FACES UNIQUE COMMUNICATION BARRIERS.
IN OUR EXPERIENCE THESE INCLUDE:

- Reaching regional, remote and diverse communities with timely, accessible and relevant information.
- Low community awareness of available programs and services.
- Generic messaging that is not tailored to the needs of diverse communities. A one size fits all approach to health messaging does not work for communities like First Nations or CALD groups.
- Misinformation and mixed messaging online erodes trust and creates confusion.
- Fragmented stakeholder alignment across one of Australia's largest sectors.
- Many individuals and communities also experience shame, uncertainty or disinterest when managing their health which means tone and approach is just as critical as content.





THE OPPORTUNITY

When communication and engagement are strategic, fit for purpose and community led, it's a powerful enabler of better health outcomes.

Our experience shows that effective health engagement needs:



FACE TO FACE COMMUNICATION WHEREVER POSSIBLE

Community roadshows and local engagement create safe spaces for meaningful conversations, particularly in remote or regional locations.



PLAIN ENGLISH, EVIDENCE BASED KEY MESSAGES

Clear, fact-driven content removes confusion and builds confidence.



FAMILY FOCUSED MESSAGING

Some topics benefit from family focused messaging in helping access hard to reach audiences or audiences where English is not the first language.



CULTURALLY SENSITIVE AND TARGETED APPROACH

For First Nations and CALD groups, messaging must reflect local language and understanding, not simply be translated.



VISUAL AND ACCESSIBLE MATERIALS

Graphic led content and translated resources improve comprehension and inclusion.



STRONGER STAKEHOLDER ALIGNMENT

Government and community organisations working together strengthens implementation and builds trust.

OUR EXPERIENCE

AUSTRALIAN GOVERNMENT DEPARTMENT OF HEALTH, DISABILITY AND AGEING NATIONAL BOWEL CANCER SCREENING PROGRAM GET BEHIND IT! COMMUNITY ROADSHOW

THE CHALLENGE

LKB was engaged by the Australian Department of Health, Disability and Ageing to coordinate and execute a national campaign aimed at increasing participation and awareness of the National Bowel Cancer Screening Program amongst the three priority groups: Aboriginal and Torres Strait Islander communities, Culturally and Linguistically Diverse communities and individuals aged between 45 - 74. LKB was engaged to deliver the scope of work for two consecutive years.

STRATEGY

The project was delivered through various community engagement methods and planned activities, including the Get behind it! community roadshow and mobile community engagement hub, a national launch event, a workplace partnership program, marketing, communication and social media activities (including ambassador collaboration), campaign brand and collateral development, tailored First Nations engagement, and multiple partnerships with sporting organisations.

CAMPAIGN RESULTS

CAMPAIGN REACH OF 4,210,915 ACROSS DIRECT ENGAGEMENT AND SOCIAL MEDIA.



An increase in awareness of the roadshow - from **3% in 2024** to **5% in 2025**.



9 in 10 believe they are **very (23%)** or **extremely likely (63%)** to encourage a friend or family member to complete a bowel screening test after visiting the event.



Seven in ten (69%) reported that they were more or much more likely to complete a test kit after attending a roadshow event.



9 in 10 rated their experience talking to the team at the event as a **9 (10%)** or **10 (80%)** out of 10 (with 10 being excellent).



At or after attending the roadshow, almost **half (46%)** of attendees ordered a kit or replacement kit. This includes **27%** who ordered it for the **first time**.



86 community engagement events and **19** workplace events delivered across **all Australian states and territories**.

Campaign results captured via WhereToResearch.



[SEE FULL CASE STUDY HERE.](#)

OUR EXPERIENCE



HEALTH INFRASTRUCTURE LAUNCH OF A WEEKEND FOR EVERY WORKER

Driving cultural change – an important industry briefing to launch the Project 5 research report to inform and engage key industry professionals from across government, construction and higher education.

RESULTS

- 71% attendance rate.
- Live panel with 44 questions.
- Over 50% of attendees joined the online engagement platform used for panel and Q&A.



PRIMARY HEALTH NETWORK COVID-19 SHOWCASE

Creating a platform to share insights, success stories and innovations achieved during COVID-19 to help support the primary health sector's recovery.

RESULTS

- 100 attendees, 12 presentations across both days, with 15 presenters.
- 69% of attendees said they would consider adopting the innovations and ways of working into their workplace.



SAN FOUNDATION ANNUAL SUPPORTER SURVEY

Understanding supporter behaviours and sentiments via an annual survey.

RESULTS

- Three surveys developed and built on digital platform.
- Five audience groups identified.
- 372 survey responses.

OUR EXPERIENCE



PRIMARY HEALTH NETWORK

PRIMARY CARE QUALITY AND INNOVATION AWARDS 2021, 2022 AND 2023

Delivering an annual awards event to celebrate, recognise and acknowledge quality primary care and innovation.

RESULTS

LKB created a design and blueprint of an awards event format that could be scaled and delivered for years to come.



TRANSPORT FOR NSW

HEALTH AND SAFETY STRATEGY RELEASE

An internal engagement strategy to seek feedback across five business units on a new Health & Safety strategy.

RESULTS

- Five unique workshop sessions with tailored content.
- Five divisions provided detailed input into the Strategy.
- Roll out of the Strategy in July 2022.



A NSW UNIVERSITY

A MENTAL HEALTH PLATFORM

Communication and engagement support for an Australian school-based mental health platform.

RESULTS

The Communication and Engagement Strategy was adopted and endorsed by the platform's Director and business stream leads.

ABOUT US

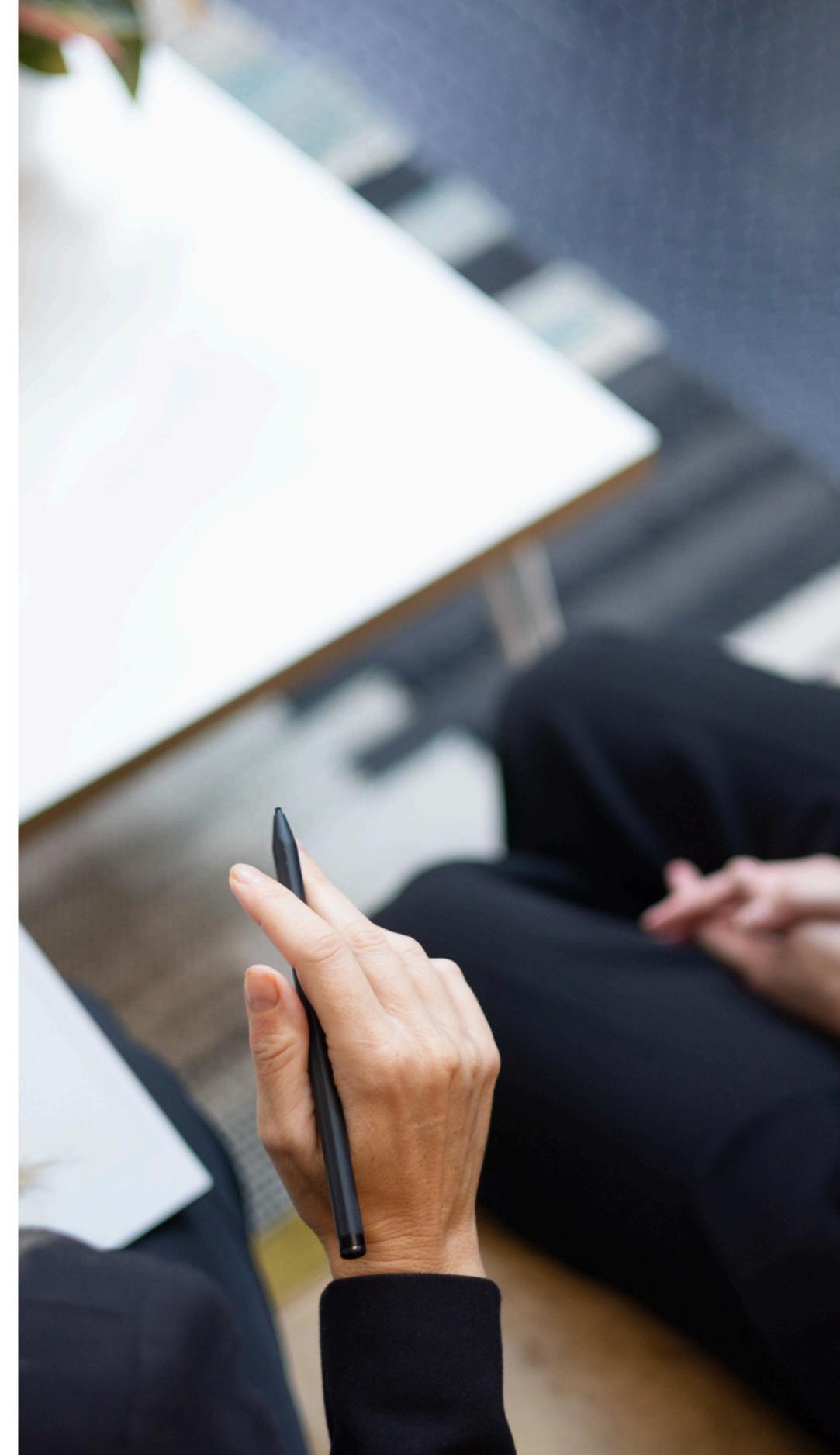
At The LKB Agency (LKB) we offer calm and considered communication, engagement, and events to help you navigate complex projects.

We specialise in communicating complex and technical information, delivering projects in challenging operating environments and building trust with your stakeholders and communities.

Our approach delivers problem solving that goes beyond the surface to understand your challenges and opportunities. 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.

LKB is an award winning company with offices in Sydney and Brisbane.



OUR VALUES



LOYALTY

Being **loyal** to yourself - knowing your strengths and weaknesses and being loyal to the team and to 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 trustworthy relationships with our clients.



CARE

We have an attitude of **care** in all that we do - towards ourselves, the team, our clients and the people we meet.



CREATIVITY

We are **creative** people and we bring creativity to all that we do.

OUR SERVICES



COMMUNICATION



ENGAGEMENT



EVENTS



FACILITATION



GRAPHIC DESIGN

THE LKB. AGENCY

WHO WE ARE

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