

THE  
**LKB.**  
AGENCY

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COMPLEXITY IS OUR SPECIALITY.



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AGENCY

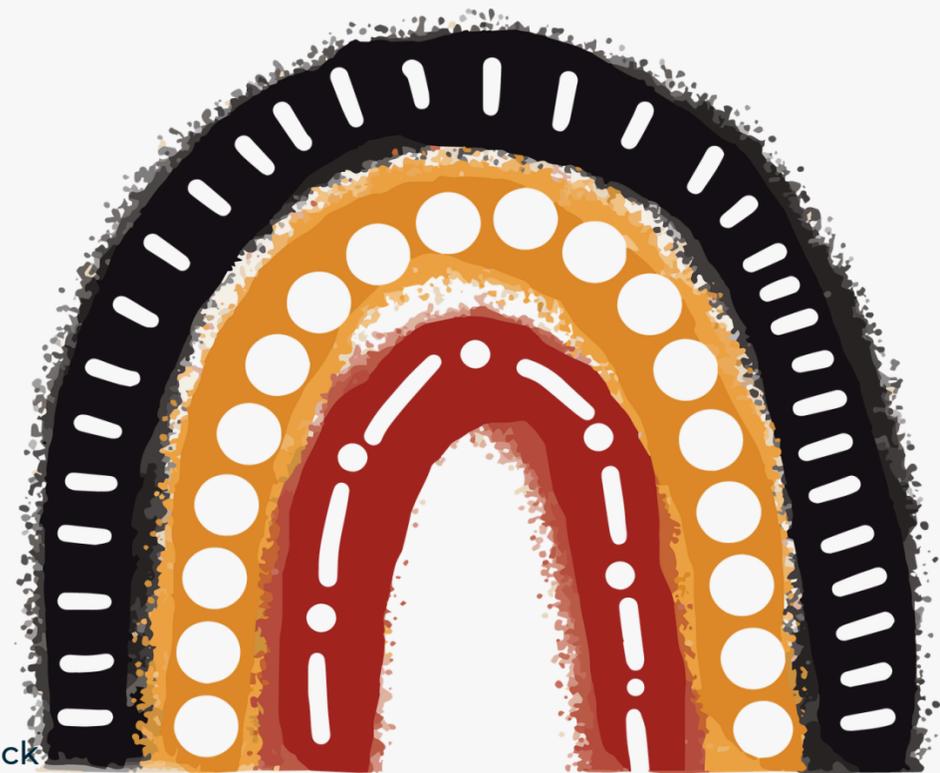
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COMPLEXITY IS OUR SPECIALTY.

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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.



# 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.



**WINNER**  
2025 CPRA GOLDEN TARGET AWARDS  
LEADER OF THE YEAR



**WINNER BRONZE**  
2021 CPRA GOLDEN TARGET AWARDS  
AGENCY OF THE YEAR SMALL/BOUTIQUE



**NATIONAL FINALIST**  
2025 CPRA GOLDEN TARGET AWARDS  
HEALTH CAMPAIGN - CONSUMER



**NATIONAL FINALIST**  
2023 CPRA GOLDEN TARGET AWARDS  
AGENCY OF THE YEAR SMALL/BOUTIQUE



**NATIONAL FINALIST**  
2021 CPRA GOLDEN TARGET AWARDS  
LEADER OF THE YEAR



**NATIONAL FINALIST**  
2020 CPRA GOLDEN TARGET AWARDS  
AGENCY OF THE YEAR SMALL/BOUTIQUE

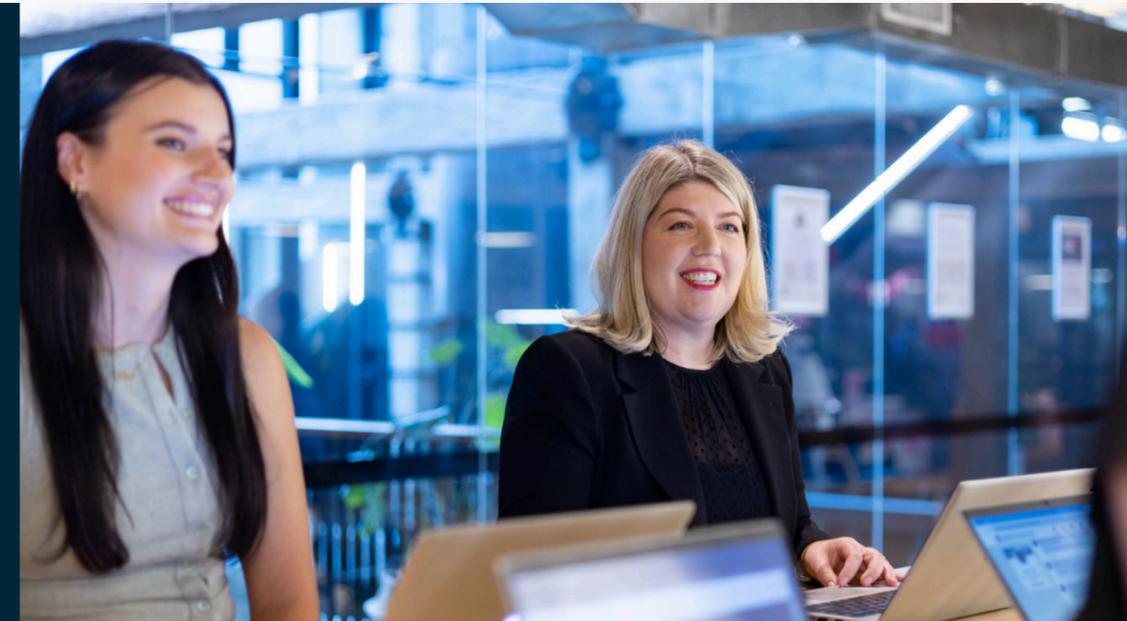


# OUR CREDENTIALS

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WE HAVE FULL PRE-QUALIFICATION ON THE NSW GOVERNMENT PROFESSIONAL SERVICES SCHEME AND ARE A SERVICE PROVIDER ON THE QUEENSLAND GOVERNMENT PREFERRED SUPPLIER PANEL (STRATEGIC COMMUNICATIONS AND ENGAGEMENT AND CO-DESIGN).

WE ARE MEMBERS OF COMMUNICATION AND PUBLIC RELATIONS AUSTRALIA (CPRA) AND THE ENGAGEMENT INSTITUTE (FORMERLY IAP2 AUSTRALASIA).



# OUR VALUES



LOYALTY

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



SERVICE

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We are in **service** - giving and sharing knowledge, creativity and skills with each other and with our clients.



TRUST

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We **trust** each other and we build and maintain trustworthy relationships with our clients.



CARE

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



CREATIVITY

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



## OUR PURPOSE

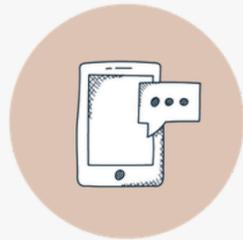
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We make complex projects and relationships simple and effective.

COMPLEXITY IS OUR SPECIALITY.



COMMUNICATION



ENGAGEMENT



EVENTS



FACILITATION



GRAPHIC DESIGN

# OUR SERVICES

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## WHAT WE DO

We understand the impact effective communication can have on your project, team, stakeholders, and community. We immerse ourselves in your world to achieve long term results that align to your strategic goals and engage and influence your audience.

- Communication, strategic advisory, planning and implementation.
- Project communication.
- Campaign development and delivery.
- Issues management, media, and crisis communication.

## EXAMPLES OF WORK

- ARISO Communication audit and strategy development.
- Seabirds to Seascapes Communication and Engagement Plan.
- Federation University Australia Launch of International Sport Management degree.
- Marine Estate Management Strategy (MEMS) Engagement & Communication Review.

All case studies available on request.





## WHAT WE DO

We help you build and manage effective stakeholder relationships and engage with your audience in a meaningful way. We engage and connect with communities, helping you tell your story, inform your stakeholders, and deliver your project seamlessly.

- Stakeholder research and engagement.
- Community engagement and facilitation.
- Government relations, industry and B2B engagement.
- Digital and social media engagement.

## EXAMPLES OF WORK

- Department of Health, Disability and Ageing National Bowel Cancer Screening Program.
- NSW Department of Climate Change, Energy, the Environment and Water Electric Vehicle Fast Charging Community Events.
- NSW Department of Planning & Environment Stakeholder engagement review.
- London 2012 Olympic Games.
- Sydney Water Bondi Resource Recovery Facility.

All case studies available on request.



STAKEHOLDER & INDUSTRY RESEARCH



STAKEHOLDER ENGAGEMENT STRATEGY



COMMUNITY ENGAGEMENT



B2B ENGAGEMENT

## 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.



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### AWARD EVENTS

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### GOVERNMENT EVENTS

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### PRESENTER & SPEAKER COACHING

# GRAPHIC DESIGN

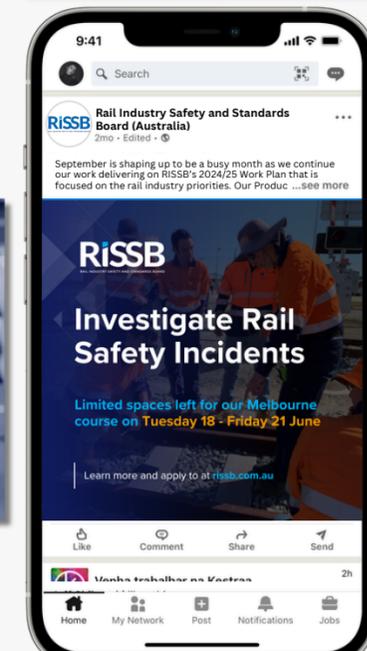


## WHAT WE DO

We specialise in graphic design services that help our clients plan, create and implement effective content that shapes their brand identity.

We are experienced in content development, digital channel planning and publication design to give a voice to your campaign and visually tell your story.

- Campaign branding.
- Digital collateral.
- Publication design.



**OUR TEAM**

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**LUCY BEYTAGH**  
Founder &  
Managing Director



**ARAN BEYTAGH**  
Director, Finance &  
Operations Manager



**KIRSTY BENNETT**  
National Director,  
People & Projects



**EMILY ELDRIDGE**  
Regional Director, NSW



**NIKKI EDWARDS**  
Regional Director,  
Queensland



**TAYLAH POBJIE**  
Communication &  
Engagement Manager



**KYRA STANLEY**  
Communication &  
Engagement Manager



**ELIZABETH FERGUSON**  
Communication &  
Engagement Manager



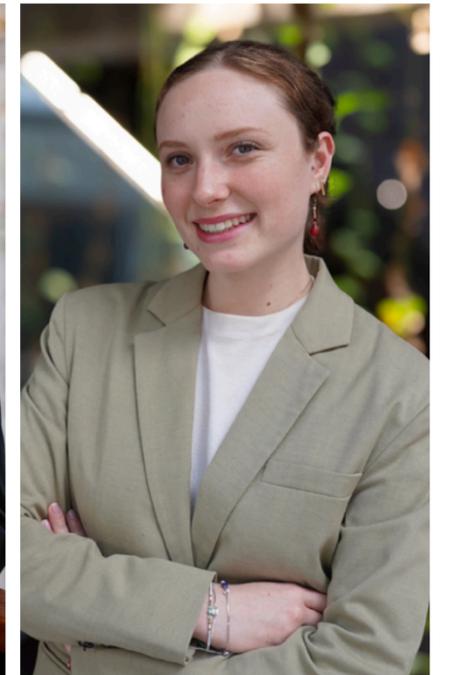
**AMELIA BREEN**  
Brand & Business  
Manager



**ELLEN PILKINGTON**  
Communication &  
Engagement Consultant



**CHLOE BEYTAGH**  
Communication &  
Engagement Consultant



**INDIANA O'NEILL**  
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GET IN TOUCH.

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[ABOUT](#)

[SERVICES](#)

[OUR PROJECTS](#)

OPEN A CONVERSATION TODAY.