



# GRAPHIC DESIGN PORTFOLIO

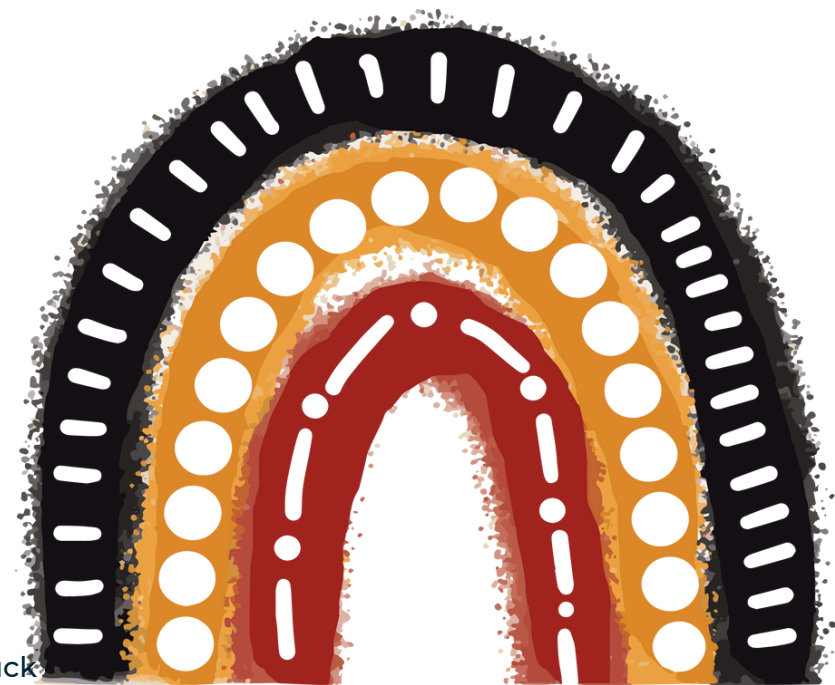
 [hello@thelkagency.com.au](mailto:hello@thelkagency.com.au)

 [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-02 Passenger Side Exterior



E-06 Passenger Side Internal Wall



E-07 Driver Side Internal Wall



E-03 Front Exterior



E-04 Rear Exterior





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.

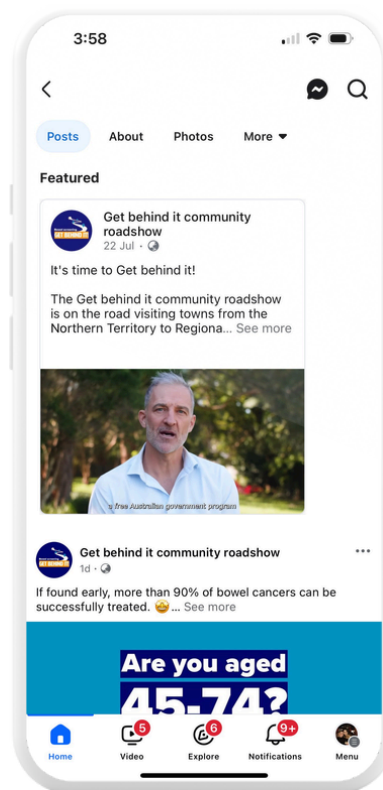
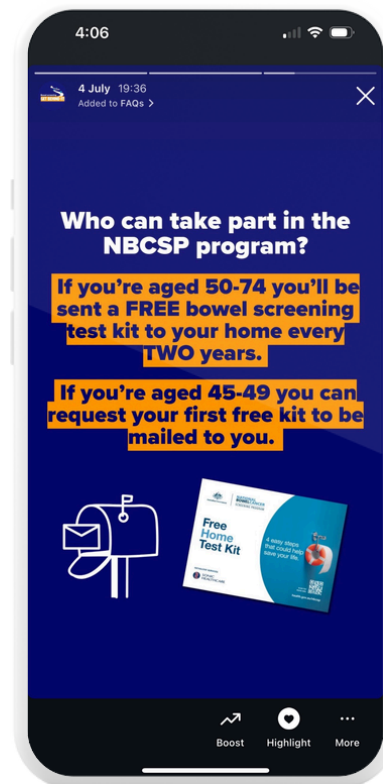
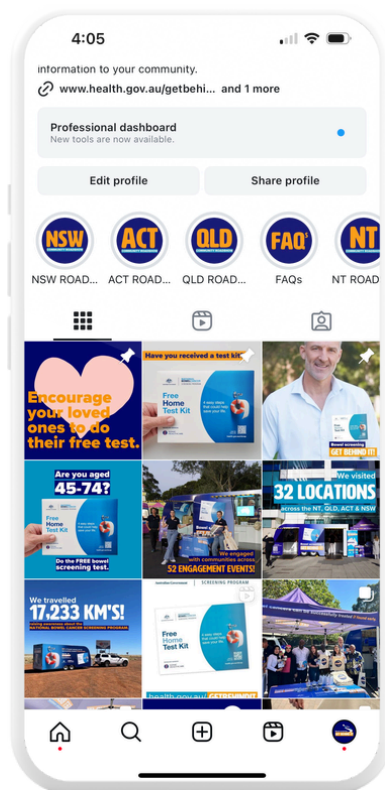
## PARTNERSHIP TOOLKITS



### RESOURCES

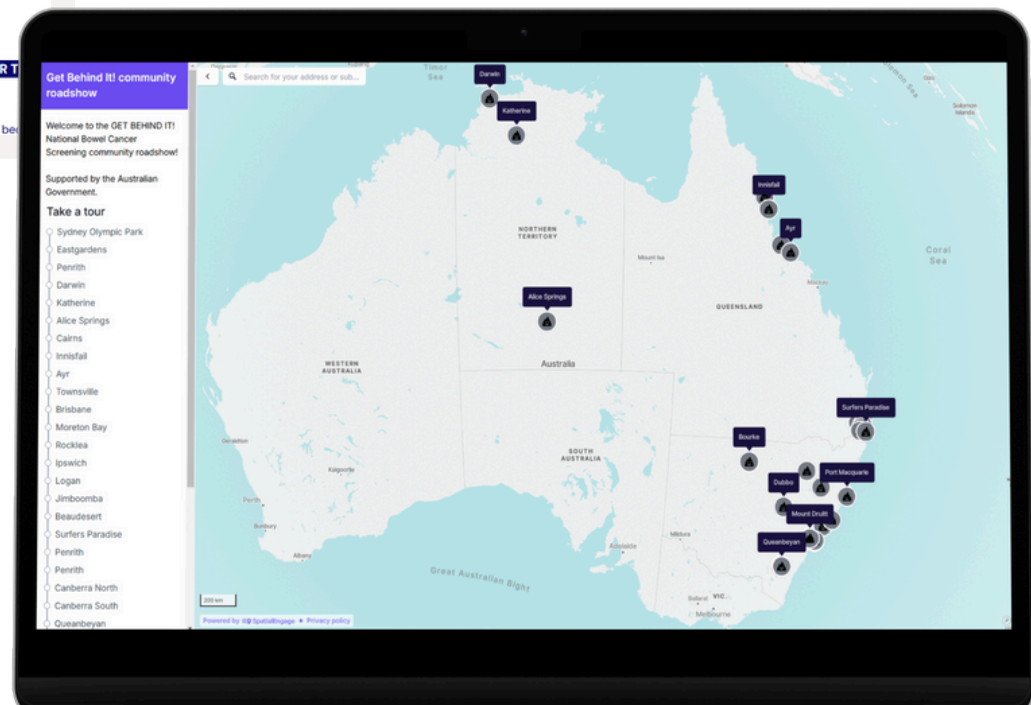
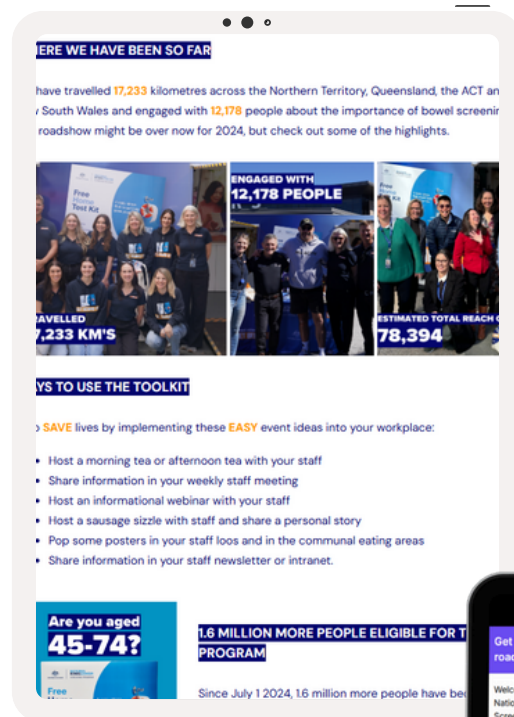
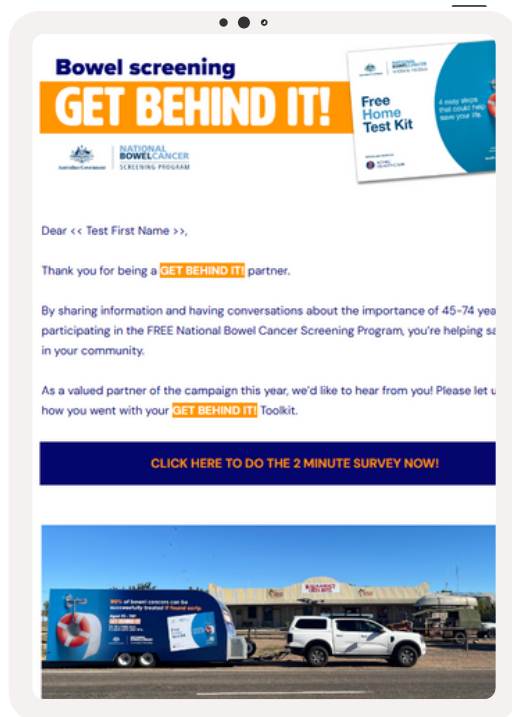
- [Promotional campaign video](#)
- [Frequently asked questions](#)
- [Digital fact sheet](#)
- [Instructional video](#)
- [Social media assets and suggested copy](#)
- [Poster and flyer](#)

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



## SOCIAL MEDIA





## DIGITAL ASSETS

**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.



NATIONAL BOWELCANCER SCREENING PROGRAM

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

**FIND OUT MORE** [health.gov.au/nbcsp](http://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!**

NATIONAL BOWELCANCER SCREENING PROGRAM

**GET BEHIND IT!**

ROADSHOW

**GET BEHIND IT!**

**GET BEHIND IT!**



**This test could SAVE YOUR LIFE.**

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 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:

- g) Think - what do I want my team to think in this situation?
- g) Feel - what do I want them to feel?
- g) Do - what do I need them to do?
- g) 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.

#### 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

Confirming the solution or deciding the next steps

The background, the story of the discussion

Getting into the conversation to work through the details and seek solutions

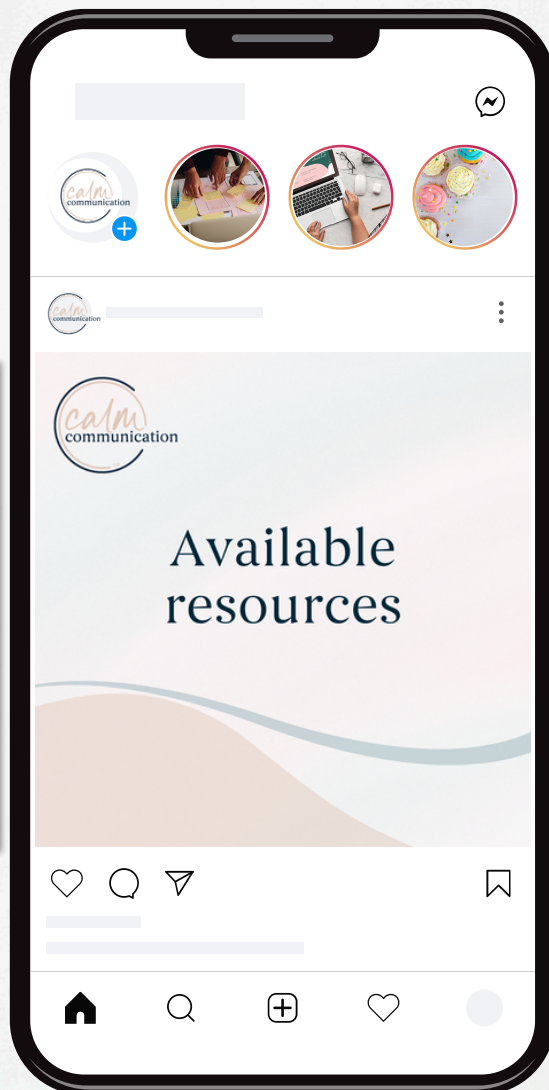
National finalist  
2020-2021 award year leader  
Agency of the Year finalist

Winner bronze  
2020-2021 award year leader  
Agency of the Year finalist

National finalist  
2020-2021 award year leader  
Agency of the Year finalist

National finalist  
2020-2021 award year leader  
Agency of the Year finalist





## SOCIAL MEDIA ASSETS



# COMMUNICATIONS COLLATERAL

## COMMUNICATIONS AND GRAPHIC DESIGN SUPPORT

RAIL INDUSTRY SAFETY STANDARDS BOARD (RISSB)

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

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



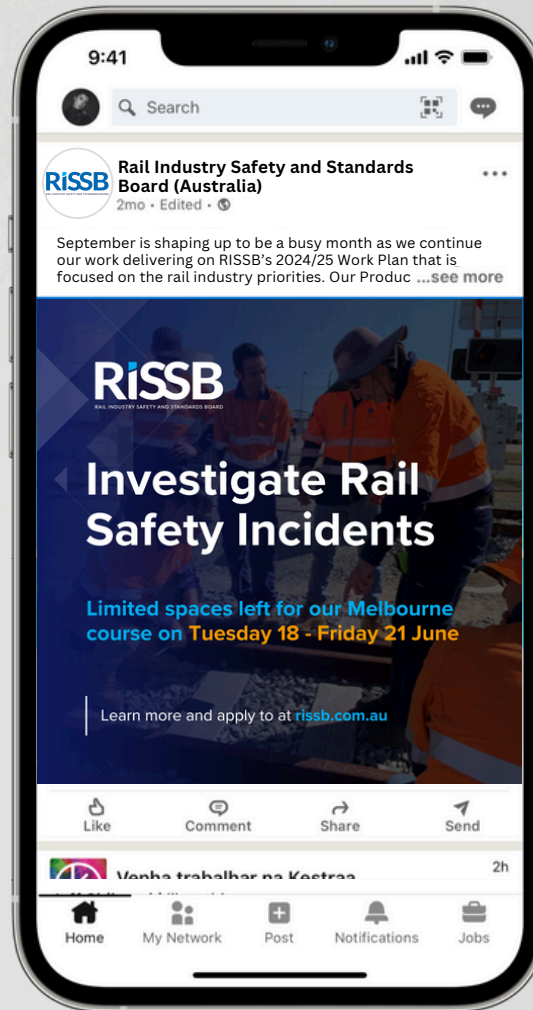
## PUBLICATION DESIGN



## 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 great work 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

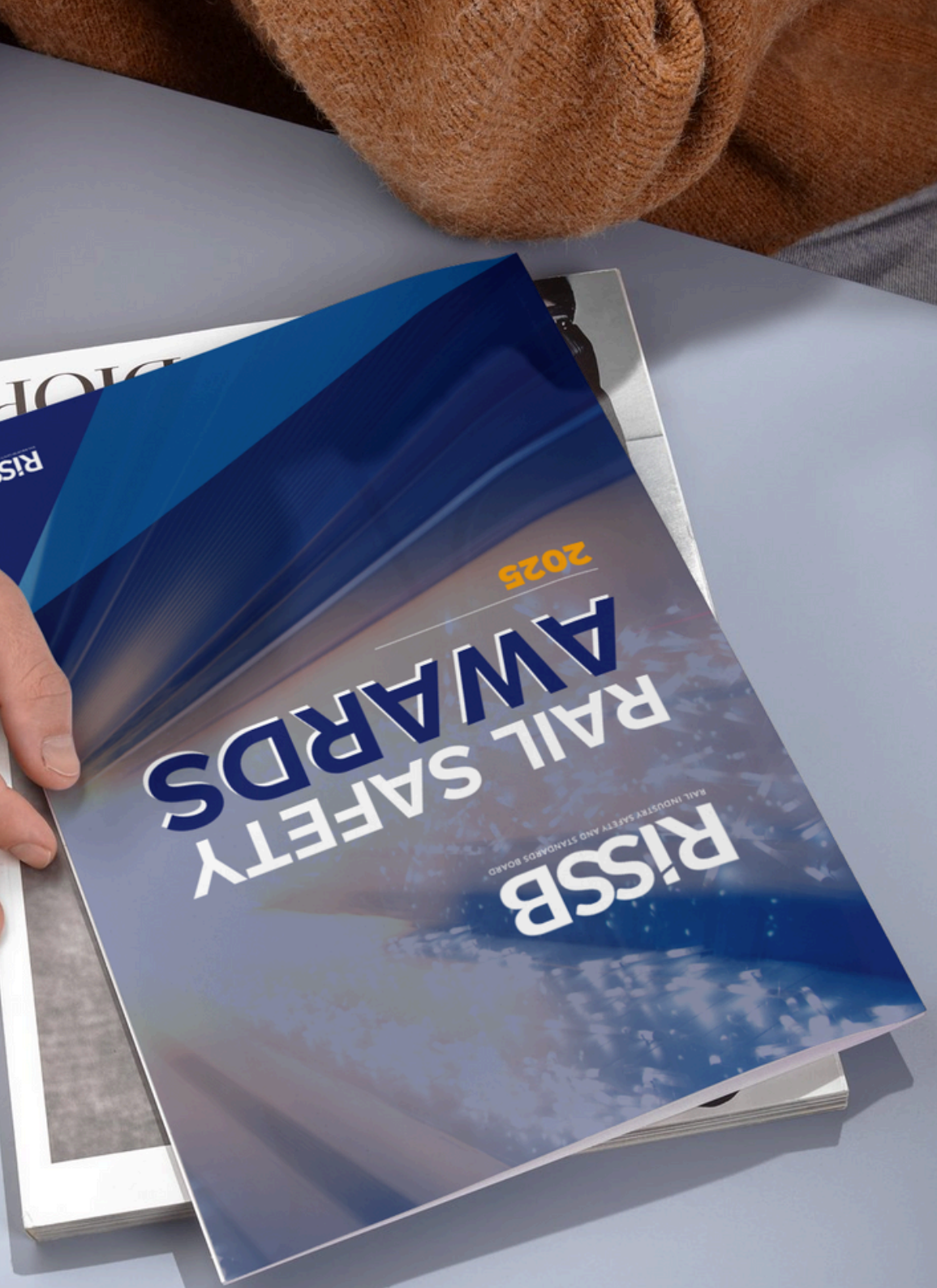
Closing date: **Friday 13 September 2024**

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](#)









## CONTENTS

- 1 About RISSB
- 2 An introduction to Horizons
- 3 Become a sponsor
- 4 Audience & engagement
- 5 Horizons Program Overview
- 6 Sponsorship opportunities
- 7 Terms & conditions
- 8 Booking form

## 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 Regulator (ONRR) 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 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

## 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 upskilling 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 logistics operators, heavy haulers and key government stakeholders like ONRR, 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:

- **Caroline Webb** (NTC Chair)
- **Dr Michelle Zeleke** (Transport Medallion, University of Technology Sydney)
- **Dr Christian Christodoulou** (Director Engineering - TRNSW)
- **Jim Medendorp** (Chief Investigator & CEO of OFS)
- **Sally Stannard** (Director General - Department of Transport & Main Roads)
- **Steve Sammartino** (Jubilee, author and technology)
- **Matt Longland** (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 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, Metro Trains Melbourne

## PUBLICATION DESIGN

## 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 [mattgamble@riissb.com.au](mailto:mattgamble@riissb.com.au).

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

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

1. 150% 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 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**  
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 pitch 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 pitch 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." (Speaker: Transport Manager, NTC)

## TERMS & CONDITIONS

### 1. DEFINITIONS & INTERPRETATION

In this agreement, **RISSB** means the Rail Industry Safety and Standards Board (ABN 18 105 001 465) 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 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 5.5.5.6 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 (its winding up, dissolution, liquidation, or reorganisation, other than to reconstitute, merge or amalgamate while solvent, or (in the appointment of a controller, receiver, administrator, official manager, trustee, or other similar officer, of 6 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.

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## 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** 481 037 3124 0000 PO Box 518 Spring Hill, QLD 4004, Australia [riissb.com.au](http://riissb.com.au)

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

**RISSB**  
www.riissb.com.au



# 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:

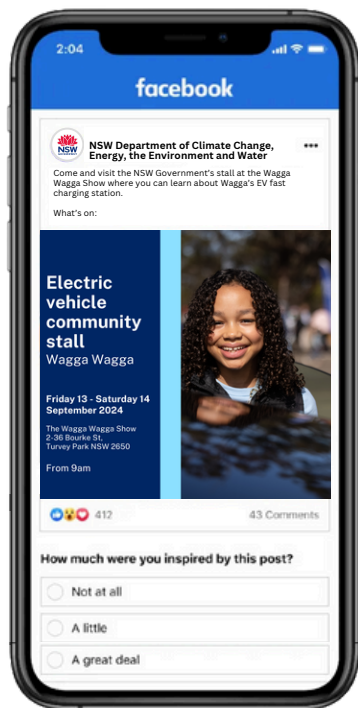
- ⚡ see how EV chargers work
- ⚡ get up close with EVs and various industry experts
- ⚡ understand the growing EV fast charging network in NSW
- ⚡ learn how EV charging can seamlessly fit into your lifestyle.

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



Institute for  
Sensible Transport

**Come along to learn more!**



# MARKETING MATERIALS

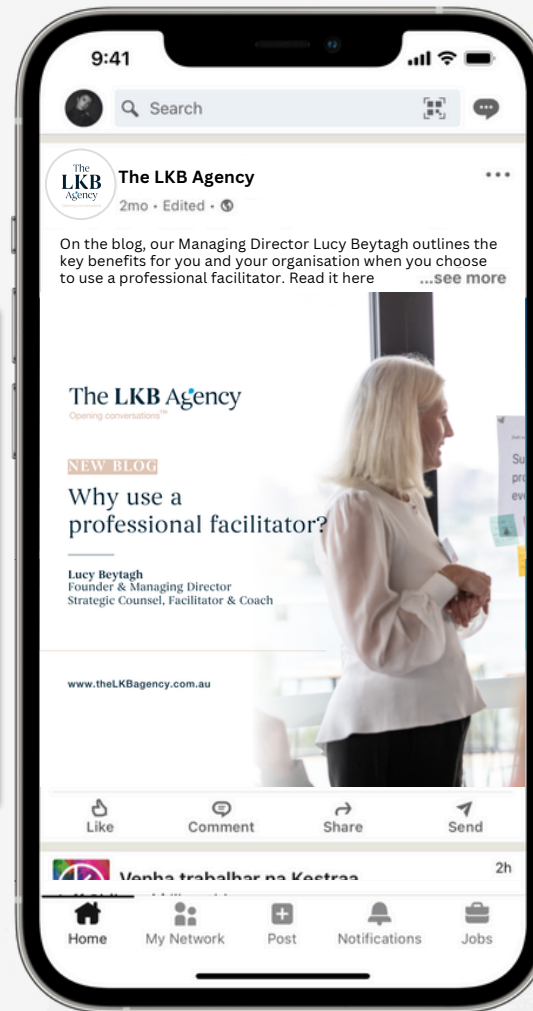
## THE LKB AGENCY

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

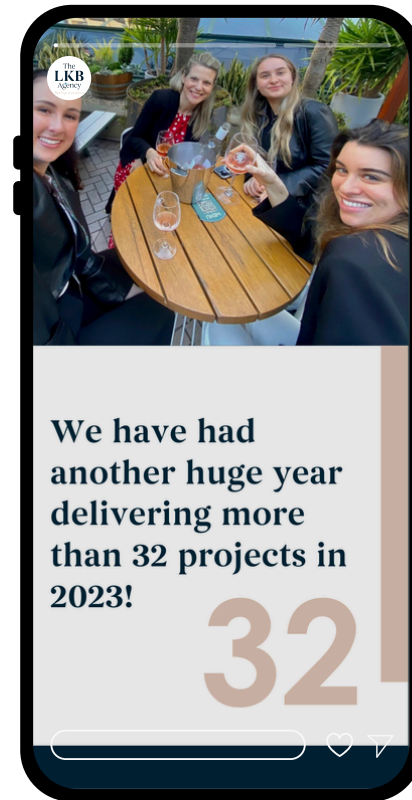
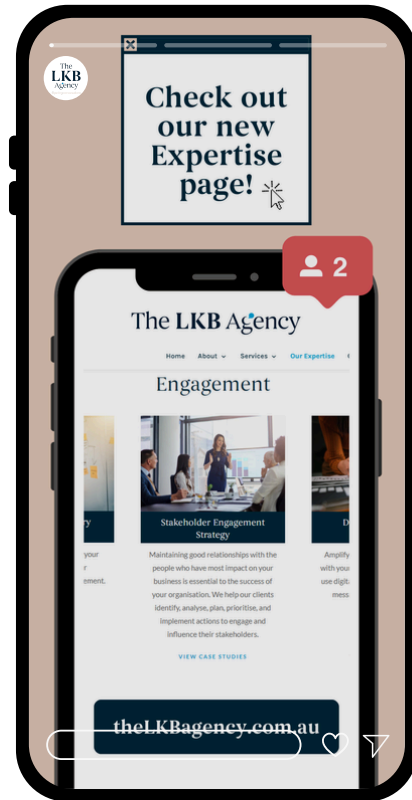
- Social media assets
- Branded templates
- Website design
- Brand guidelines
- Capability statement
- Project case studies.



## SOCIAL MEDIA ASSETS



## SOCIAL MEDIA ASSETS



## BRANDED TEMPLATES & GUIDELINES

**COLOUR PALETTE**

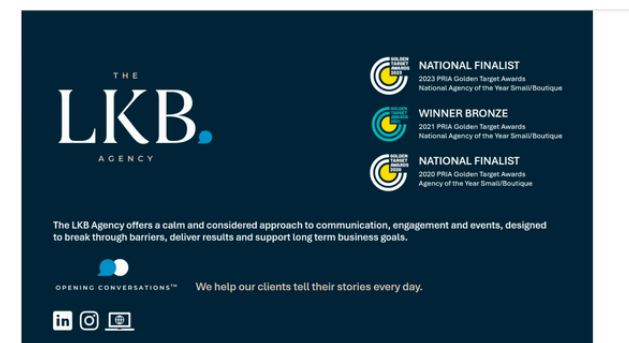
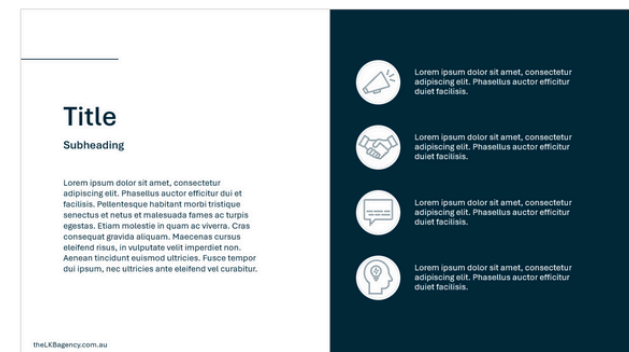
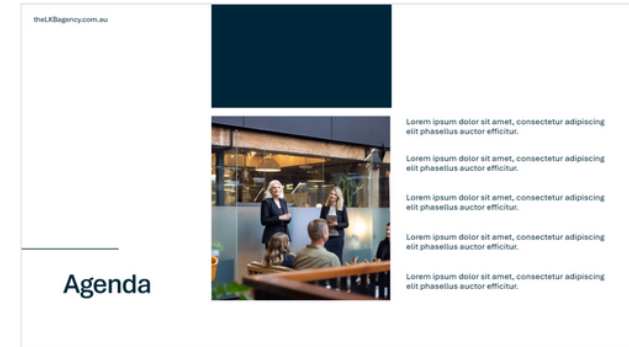
The following colour breakdowns can be used to communicate The LKB Agency brand. Please note WHITE (FFFFFF) is also a primary LKB colour.

PRIMARY		SECONDARY		TERTIARY	
HEX CODE #007777	RGB 00 77 77	HEX CODE #00A0A0	RGB 00 162 206	HEX CODE #D9C7A7	RGB 212 197 167
CMYK 100 47 22 82		CMYK 58 47 56 65		CMYK 33 36 25 49	

10



01





## 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

COMMUNICATION  
 ENGAGEMENT  
 EVENTS  
 GRAPHIC DESIGN

OUR SERVICES

07

### OUR VALUES

05

**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, the clients and the people we meet.

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

### 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 tiles 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](http://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 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](http://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.
- 94 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](http://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 nine 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 93 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 Summits 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.

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### **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**

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OPEN A CONVERSATION TODAY.

**GET IN TOUCH.**

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