



IB.CREATIVE PROPOSAL FOR THE PROVISION OF GRAPHIC DESIGN AND PRINT SERVICES

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IB. Creative
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1 | ABOUT US

Executive summary:

IB.Creative advises government, corporate and NFP clients on policy, program development, marketing, communications and brand strategy, supported by a full range of content creation services, including copy writing, editing, graphic design, animation, video production, and print production services.

IB.Creative is 100% Indigenous owned and controlled with a strong background in developing and delivering project materials for disparate Australian audiences, ranging from Aboriginal and Torres Strait Islander peoples living in metropolitan, regional and remote communities, to newly arrived migrants.

Our team includes specialists in Indigenous: community broadcasting, policy and grant writing, stakeholder engagement, health, community development and education. As creatives, we have produced and directed hundreds of hours of live radio for Indigenous community radio and television programs aired on the ABC, NITV and SBS, along with video and printed materials for numerous government departments and agencies.

Although we are relatively new as an agency, our staff have been advising government, corporate and NFP clients on culturally appropriate communications for more than 30 years. Our parent company Impression Bay Holdings was established in 2010, IB.Creative is its creative arm based in Canberra, with a presence in Hobart, Melbourne, Sydney, Los Angeles - USA and Nanning - China.

We are 100% Indigenous owned and controlled, and registered with Supply Nation. We have extensive networks within the Indigenous media community and seek to staff all our projects with Indigenous media and communication practitioners. Our current team range in age from their 20's to their 60's and include Indigenous Australians and people with disabilities, so we understand, represent and support diversity from a creative, ideological and practical perspective.

What We Do Well:

We advise government, corporate and NFP clients on culturally appropriate marketing, communications and brand development strategy, supported by a full range of content creation services, including copy writing and editing, graphic design, video production, and print/signage management services.

IB.Creative's senior personnel have also been engaged in high-level event management and marketing here and in the USA and spent many years in Indigenous broadcasting and stakeholder engagement, as far back as the seventies. We have researched, produced and directed hundreds of hours of live radio on Indigenous community radio networks across Australia, and Indigenous television programming for the ABC, NITV and SBS. We also supplement our permanent staff with specialists from a network of Indigenous associates nationwide.

But, most importantly, people relate to our work, our watch-till-the-end completion rates on social media are off the charts. On average, more than 75% watched the entire videos we created for jobactive, the Federal Department of Jobs and Small Business' successful job creation initiative. The department had never seen anything like the responses to our videos.

We have the knack of making a deep, human connection with our subjects and the fly-on-the-wall quality of the narratives keeps viewers glued to the screen. Our subjects were authentic and inspiring and, because viewers relate to them, they responded to the department's message.

2 | OUR STAFF & CAPABILITY

Experience and Structure of Staff:

IB.Creative CEO, Conan Fulton, serves as senior project manager and first point of contact for all clients. Conan is a Pakana Aboriginal man who has worked extensively in Indigenous policy and program development and Indigenous communications for the Federal Government. He is an Indigenous stakeholder engagement specialist with extensive networks within the Indigenous media sector and access to Indigenous translation services nationwide.

Lead writier and Elder, Cheryl Mundy, a Pakana Aboriginal women, managed three Aboriginal Health Service organisations and spent more than 25 years working in Aboriginal community organisations. She also served on the board of the National Aboriginal Community Health Organisation (NACHO) and as a policy advisor. She has authored or co-authored, numerous papers and documents on Aboriginal Health Strategy and Emotional and Social Wellbeing.

Lead project writer, Angela Triffitt, has extensive subject matter expertise across the psychology of the effects of substance abuse and addiction as we as the promotion and management of programs and services to treat and prevent addiction in the Indigenous community.

Our in-house design, print and production specialists have worked together and separately on numerous projects designed for Indigenous communities. These projects have required extensive project management, as well as content creation skills ranging from copywriting, scriptwriting, graphic design, videography and animation, to printing and signage.

Capability:

We are “Indigenous engagement and communication specialists” our staff are well practised in respectful communications, having extensive experience in Indigenous and community engagement, consultation and communications. Our staff have decades of experience working both in Indigenous Community Organisations and Commonwealth Government. Agencies.

IB.Creative is culturally and competitively positioned to provide these services, as an Indigenous owned and staffed business we are “naturally positioned” to communicate and engage with Aboriginal and Torres Strait Islander peoples.

We have a demonstrated “high-level capability in content creation” (plain language copywriting, graphic design, animation, and videography), extensive experience in “creative project management”, and have “master’s degrees in public health and International Public Health”.

We are a team of “Indigenous engagement and media specialists” having previously worked in mainstream Indigenous and community media and headed up the national peak body for all Indigenous media outlets and practitioners. We also have a “long history in Indigenous policy and program development”, and communication.

3 | RECENT WORK

Our recent workload attests to the versatility of our company and our ability to produce content for varying audiences. This month alone, we are currently providing the following services:

- Event Video Recording and Video production - **2020 ANZSOG Indigenous public administration conference**
- Indigenous language translation (Torres Strait Creole and Walpri) - **University of Sydney**
- Indigenous audience appropriateness audit of fact sheets, graphic design - **“Cracks in the Ice” website, University of Sydney**
- Editing, proofing, document design, typesetting, indexing, printing and distribution - **2019 Annual Report, Independent Parliamentary Expenses Authority,**
- Video production and social media strategy - **Assembly Restaurant and Bar**
- Branding refresh, graphic design and video animation - **Indigenous Procurement Policy, The National Indigenous Australians Agency (NIAA),**
- Animated explainer video - **Australian Aged Care Reforms, Department of Health,**
- Brand & logo development, key messaging, graphic design, copy writing, marketing and communication strategy – **National Education Evidence Base, Department of Education,**
- Event photography and photo printing - **Department of Environment,**
- Procured custom Aboriginal artwork, licensing and copy-write, document design, graphic design - **Partnering with Indigenous Organisations, Department of Environment,**
- Remote location videography, drone videography, registered drone pilot - **Laura Indigenous Rangers - Department of Environment,**
- Event photography - **24th Taiwan-Australia Joint Energy and Minerals, Trade and Investment Cooperation Consultations, Department of Environment,**
- Graphic design, editing, proof reading and typesetting of the 2019 Annual report - **Australian Institute of Landscape Architects,**
- Graphic Design and Printing of notebooks and folios folders for International Business and Public service forums - **Department of Prime Minister and Cabinet,**
- Development of an Induction Training e-learning package - **NSW Aboriginal Affairs, and**
- Audio and video content for social media (as we have been for several years) - **Department of Employment, Skills, Small and Family Business.**

4 | MEET THE TEAM

CEO & SENIOR PROJECT MANAGER

CONAN FULTON (MBA, Grad Cert Mngt)

Conan is an Indigenous stakeholder engagement specialist with extensive networks within the media sector and access to translation services nationwide. A proud Aboriginal man who has managed a drug and alcohol rehabilitation facility for Indigenous persons in Tasmania, and has worked extensively in Indigenous health policy, program development and Indigenous communications.

He became the CEO of the Australian Indigenous Communications Association (AICA) in 2013 and represented the interests of more than 100 Indigenous radio, print and television outlets across the country in urban, rural and remote areas.

Conan has run several start-ups and is a lateral thinker who just knows how to get things done. As the owner of a media, marketing and events company in Los Angeles, he ran promo and fund-raising events in the US for government, corporate and charitable organisations from Australia (AEI, Macquarie Group Foundation & The Steve Waugh Foundation). He developed the Hollywood Ashes event for G-Day LA (G-day USA) before returning to Australia due to family ill health.

In addition to a decade in Commonwealth policy roles across the portfolios of Employment, Health, Juvenile Justice, Social Policy, Education and Research, he has worked as a producer and presenter for the ABC, managed a national Indigenous call centre and network of 38 Indigenous liaison officers as the National manager for Indigenous Access at Medicare Australia and produced and directed live radio and TV broadcasts for the National Museum of Australia.



EDITOR & SCIENCE ADVISOR

WAYNE FULTON BSc, MSc, Grad Dip Prof Mngt

Wayne has a career spanning more than 40 years in research and management including hands-on field experience in conservation and fisheries research.

He has senior level management responsibility for recreational and commercial fisheries and aquaculture in Tasmania and Victoria. He has held the positions of Commissioner of Inland Fisheries in Tasmania and Deputy Director of the Marine and Freshwater Research Institute in Victoria.

As Program Leader; Freshwater Products and Strategies in Australia's Invasive Animals Cooperative Research Centre he had responsibility for the direction of a multi-million dollar national and international portfolio of research projects on invasive freshwater fish.



5 | INDIGENOUS POLICY & WRITING



INDIGENOUS HEALTH POLICY ADVISOR & PAKANA ELDER

CHERYL MUNDY (M.Public Health)

Aunty Cheryl is IB Creative's, Indigenous health policy advisor and resident Elder. She is a pioneer of Aboriginal community controlled health services and Aboriginal community radio. Graduating in nursing at Austin Hospital, she also trained as Indigenous Risk Impact Assessment (IRIS) counsellor and completed a Masters of Public Health at Deakin University.

Cheryl was the first-ever Policy Officer in the Aboriginal Health Unit (DHHS), worked on wellbeing, mental health and Workforce Policy for NACCHO, lectured in Aboriginal Health policy at the University of Tasmania (UTAS), and managed three Aboriginal Health Services in Tasmania (Hobart, Launceston and Burnie) for more than 10 years.

She was a board member and policy advisor with Australia's peak Aboriginal health body, the National Aboriginal Community Health Organisation (NACHO). She has authored and co-authored numerous papers and documents on Aboriginal Health Strategy, Forensic and Secure Physicality, and Emotional and Social Wellbeing. In addition, Cheryl launched and presented one of the first and longest-running community radio programs, Wayee Radio, designed specifically for Aboriginal and Torres Strait Islander communities.

WRITER & INDIGENOUS POLICY ADVISOR

ANGELA TRIFFITT (B.A.Phyc., M.Int.Health)

Angela is a Luna Palawa (Aboriginal woman) with traceable ancestral lineage to the northwest of Tasmania through Grandfather Nicermenic and the northeast of Tasmania through Grandmother Tangunutara. She has Bachelor of Arts, Psychology and Aboriginal Studies, degree from the University of Tasmania and a Master of International Public Health (Research) from Curtin University.

Angela brings to the project extensive subject matter expertise in the psychology of substance abuse and addiction. An experienced journalist, she writes on Indigenous and other First Nation affairs.

She also has many years of experience in public policy relating to Indigenous affairs, having held Senior Policy Advisor and Analyst roles in the Departments of Premier and Cabinet in both Tasmania and Victoria. A mother of two, she enjoys spending time on country and continuing cultural practices, with particular interests in language, weaving and shelling.

She has presented at numerous work shops at international conferences and meetings engaging with a varied list of stakeholder and government parties. Angela is also an experienced cross cultural trainer, and developer of training packages and has tutored both undergraduate and post-graduate students at various Australian universities. Angela was appointed by Her Excellency Professor The Honourable Kate Warner AM as a member of the Tasmanian Statutory Aboriginal Heritage Council.



6 | GRAPHIC & DOCUMENT DESIGN

GRAPHIC DESIGNER



HILLARY LANG (BA GRAPHIC DESIGN)

Hillary is a graphic designer with inherent creativity resulting from years of experience in fine art. She attended Indiana University and graduated with a Bachelor's degree in Graphic Design minoring in Marketing from the Kelley School of Business.

While at University, Hillary's professors instilled a basic understanding of her profession that she still believes today: "Graphic design is about finding solutions."

Following her internship at Advanced Turf Solutions in Indianapolis, Indiana, Hillary migrated to Australia and began working at contentgroup in 2016.

TYPESETTER

TONY KELLY

Tony has been doing graphic design and typesetting work for years, his work is professional and meticulous. Tony has over 44 year's experience as a typesetter/designer/finished artist and has worked for ZOO Group, News Limited, the Australian Sports Commission, The Canberra Times and Multi Media Typesetting and Graphic Design.

He has freelanced as a typesetter for the last 13 years, producing reports for some of the biggest design studios in Canberra.

He is always in high demand during annual report season producing artwork for approximately 7–12 annual reports each year for a variety of government and private sector clients such as National Archives Australia, Department of Foreign Affairs and Trade, Attorney General's Department, Defence Housing Authority, National Blood Authority and Cancer Council ACT amongst others. Tony has earned a reputation in the industry for his accuracy and ability to work within short time frames.



GRAPHIC DESIGNER



CHRIS ROPER (B.Media Arts & Prod)

A proud Aboriginal man, Chris Roper is a multi-skilled Indigenous content maker specialising in production coordination, cinematography and post-production, as well as in graphic design.

With more than 10 years' experience in print, design and communications, Chris has produced collateral and digital content for the ABC, NITV, SBS and Federal Government departments.

7 | COMMS STRATEGY & GRANT WRITING

COMMUNICATIONS STRATEGIST

TARA BALLARD

Tara is a communications professional with over eight years of industry experience driving solutions for a suite of high profile brands, including Toll Group, Microsoft, NAB, Intel, Motorola, Moulda, Canon, Telstra, Tourism Australia and Mercer. She builds and maintains strong, trusted advisory relationships with clients, external and internal stakeholders, and team members. Is passionate about driving results, achieving shared business goals with a diverse group of stakeholders and experienced across a broad range of brands and industries including business strategy focus, with a particular emphasis on achievement of client strategic business imperatives.



She has strong project-management skills and a strong, results-oriented client focus. Tara excels in driving thought leadership campaigns and is experienced in driving social media campaigns. She is a strong writer, spanning bylines, intranet copy, speeches, blogs, communication plans and new business proposals at the whole of enterprise level, a supportive mentor and team builder she develops strong communication strategies that drive meaningful outcomes. She also has experience driving internal communications and transformation programs.

SENIOR GRANT WRITER

JUDY NICHOLS (MSc, MHA, B Agr Sc, PGrad Diet Nutr, PGrad Diab Ed)

Is a professional grant writer, who works face-to-face and remotely with clients across Australia and New Zealand and has written grants for a small community projects for \$5,000 to whole of nation or state-wide tenders and large infrastructure valued in the millions.

Judy transitioned from Senior Policy Advisor in Primary Health for the Victorian government to freelancer for family flexibility and rural living. She says *“finding money for causes with a health & well-being, social or economic development outcome is what drives me.”*

She has sourced over 40 million dollars for health services, not-for-profits, health charity foundations, local government, for-profit companies, and start up's, from trusts and foundations, government, and the corporate sector. She is flexible and works with clients in different ways, from idea, to project development, partnership facilitation, grant spotting, funder liaison and advocacy, grant writing, editing, proof reading and managing acquittals.

Her success rate is very high - at around 80-85% and we believe this is because she understands that *“even though I am often not a technical expert, my expertise lies in understanding the Response to Tender, Specifications or Grant Guidelines, writing the grant and often coordinating the team of “in-house” experts.”*. And as an experienced grant writer, *“I look at the grant through the eyes of the funder rather than the organisation seeking funds.”*

With five university degrees in health, Judy's research, writing and analytical capacity has been developed during her work and extensive study experience. Judy holds; a Master of Science from the Flinders University School of Medicine (Chronic Disease etiology), a Masters in Health Administration from UNSW (Health Planning), a Bachelor of Agricultural Science (Animal Nutrition), a Graduate Diploma in Nutrition in Dietetics and a Graduate Diploma in Diabetes Education.



8 | VIDEO PRODUCTION & ANIMATION

EXECUTIVE PRODUCER

CONAN FULTON (MBA, Grad Cert Mngt)

Conan has run several start-ups and is a lateral thinker who just knows how to get things done.

He became the CEO of the Australian Indigenous Communications Association (AICA) in 2013 and represented the interests of more than 100 Indigenous radio, print and television outlets across the country in urban, rural and remote areas.

In addition to a decade in Commonwealth policy roles across the portfolios of Employment, Health, Juvenile Justice, Social Policy, Education and Research, he has worked as a producer and presenter for the ABC, managed a national Indigenous call centre and network of 38 Indigenous liaison officers as the National manager for Indigenous Access at Medicare Australia and produced and directed live radio and TV broadcasts for the National Museum of Australia.



SENIOR PRODUCER

CHRIS ROPER (B.Media Arts & Prod)

A proud Aboriginal man, Chris Roper is a multi-skilled Indigenous content maker specialising in production coordination, cinematography and post-production, as well as in graphic design.

With a communications degree from University of Canberra and more than 10 years' experience in film, television, corporate video and visual content production, Chris has produced digital content for the ABC, NITV, SBS and Federal Government departments.

To see some of Chris's work, click on or copy the link. <https://www.impressionbay.com/chris-roper>



SENIOR ANIMATOR

SHIR MANOR

Acknowledged as one of Australia's leading Motion Designer/Animators, Shir is constantly pushing the limits of the medium to create dazzling animation.

He has created animated products for leading multi-national companies, including Coca-cola, Cadbury, Boost Juice, Nestle, and Bega Cheese Group.

To see some of Shir's work, click on or copy the link. <https://www.impressionbay.com/shir-manor>.



9 | VIDEO, FILM & TELEVISION

DIRECTOR OF PHOTOGRAPHY

JIMMY LOGUE

James has worked end to end in media production for over a decade. His experience includes operating as lead cinematographer and editor for an award winning production house, video producer for a top Canberra marketing agency and freelance media operative for a Parliamentary Press Gallery based television network.

During his career, James has filmed and interviewed Prime Ministers, CEO's, celebrities, sporting greats, war heroes, doctors and Nobel prize laureates. He has had key roles in over 30 local and national broadcast television commercials, and has conceived, captured and edited online video case studies for government departments and organisations such as the National Disability Insurance Scheme, the Department of Veteran Affairs, Austrade, Visit Canberra and Access Canberra. He has expert level proficiency with multiple media editing programs, and is adept at using nearly all digital cameras and sound recording equipment. He has demonstrated ability to envision an idea, develop, budget and manage a team of media professionals, and oversee a whole video project from start to finish.

He currently manages a YouTube channel which has over 60,000 subscribers, with YouTube personality, Adam Ciaccia. Built from the ground up, this channel is sponsored by Matrix, a subsidiary of L'Oreal. Recent clients include transport ACT, Radford College, ACT Fire and Rescue, Belle Property, the Independent Property Group, BAE Systems, Concierge Mobile App, Kokomos, Akiba and the Canberra Outlet Centre. As of May, 2017, his trackable online content has collectively garnered over 5 million views.

To see some of Jimmy's work, click on the camera emoji next to his name or copy the the link. <https://www.impressionbay.com/jimmy-logue>



SENIOR CINEMATAGRAPHER

BRENDAN BLACKLOCK (CASA ARN: 1044515)

Brendan is a filmmaker from NSW and a Ngarabal and Biripi man. He works as a senior camera operator on music videos, corporate videos, short films and documentaries. He has shot several award winning drama short films such as 'Angelfish', 'The Wave' and 'Gone'; several documentaries for NITV including 'Stand Up - Karen Edwards' and 'Sani's Choir'.

He has worked in the camera department for various film productions ('Felony' with Joel Edgerton and 'The Darkside' with Warwick Thornton), including television productions 'Redfern Now' Series 2, Redfern Now Telemovie 'Promise Me', 'Cleverman' Season 1, 'Servant or Slave' documentary, 'Deep Water' Documentary, 'Colour Theory' arts documentary.

Recent shoots include; Bangarra Dance Theatre, Sydney Living Museums, The Australian Museum, Department of Health NSW, Wentworth Health Care, Blue Mountains Council, Campbelltown Council, AIME and Environmental Protection Authority NSW.

Brendan is a CASA registered Drone Pilot and has hours of experience shooting with a Mavic Pro drone. CASA ARN: 1044515

To see some of Brendan's work, click on the camera emoji next to his name or copy the the link. <https://www.impressionbay.com/brendan-blacklock>



10 | VALUE FOR MONEY

VALUE FOR MONEY:

We are a bespoke agency, this means we are able to provide you with an additional level of support and attentiveness that you would not get from a large agency. We don't send in the big hitters to win your business and then have the 'B Team' show up to actually do the work.

An example of this is our CEO Conan Fulton will personally act as the lead contact for your project, available 24/7, for the life of your project, to assist you in any way he can.

WE ARE THE PEOPLE THE INDUSTRY CALL, TO GET THE JOB DONE RIGHT!

Much of our work over the past 5 years has come directly from large marketing agencies. They know they can't produce, in house, what we produce for them, so they entrust us to make their vision come to life.

A testament to this fact is that our company have never advertised ourselves, outside of putting up a website, yet we have a constant flow of work.

Over the last 3 years members of the IB.Creative collective have created more than 100 video pieces ranging from the current light rail television ads for transport ACT to most of the social media video content for jobactive and several large corporate clients like Canberra Centre, DFO, Geocon and animation for coca-cola, Cadbury, vegemite and boost juice to name drop a few.

Examples of some of our work can be viewed on our website www.impressionbay.com

As a collective of digital creative freelancers we don't waste your money on redundant office and reception staff or fancy office fitouts and conference rooms. This means we are able to pass those cost savings on to our clients in their projects.

To see some of our creative director & Producer Chris's work, use the link below:

<https://www.impressionbay.com/chris-roper>

To see some of our cinematographer & DOP Jimmy's work, use the link below:

<https://www.impressionbay.com/jimmy-logue>

To see some of our senior animator Shir's work, use the link below:

<https://www.impressionbay.com/shir-manor>

12 | PREVIOUS WORK



14 | WE HAVE THE GEAR

IB.Creative have an office space in Canberra with a sound proof edit suite and on site server room. We also use a range of external professional production and post production facilities and equipment in Canberra and across the country. The facility we will use is determined by the needs of the project, whether they be size, geographical or specific attributes.

We also have the ability to make use of the human and technical resources from a network of over 100 Indigenous media outlets across the country, many of these being in remote and very remote locations. This is possible due to relationships formed by our senior staff in previous roles.

Our in house production equipment and software includes:

HARDWARE

Video cameras

- Blackmagic URSA mini pro (4.6K) (Solid state drives)
- Blackmagic URSA (4k)

Drone cameras

- DJI Mavic 2 Pro
- AirDog

Stills cameras

- Nikon D5 DSLR Camera with Dual XQD Slots
- Canon 5D Mark III
- GoPro Hero 3, 4, 5
- Panasonic GH5
- Sony FS7

Lenses

- Nikon AF-S NIKKOR 70-200mm f/2.8E FL ED VR
- Nikon AF-S NIKKOR 24-70mm f/2.8E ED VR
- Canon EF 70-200mm f/2.8L IS III USM
- Canon EF 16-35mm f/2.8L III USM

Production

- Wally Dolly
- DJI Gimbal
- LED, Halogen and Fluro Lighting
- 6m x 3m Black, White, Blue and Green screens

Audio

- Sennhiser ew100 belt pack transmitter/reciever
- Rode belt pack transmitter/reciever
- 2 x Countryman Associates Isomax Lavalier
- 2 x Rode Shotgun Booms (Blimp, Hairy Wombat)
- Zoom H5 recorders

Lighting

- Elichrom Modeling Lifghts
- Cyber Commander Flash Unit
- LED, Hologen and Flourecent Portable lights
- Zoom H5 recorders

Post Production

- Custom editing suite with;
 - Adobe Premiere Pro
 - After Effects
 - Character Animator
 - Audition
 - Da Vinci Resolve
 - Animate
- Power Mac
- 3 x 27' 5k iMacs
- 3 x Mac Book Pro Laptops

SOFTWARE

Cloud storage & file sharing

- Google Drive
- One Drive
- Drop Box
- Dedicated SharePoint site for clients
- We can also use Microsoft SharePoint or Teams with connectivity to Yammer, Vimeo and other software.

Adobe Creative Cloud

- | | |
|-----------------|----------------------|
| • Photoshop | • Acrobat Pro |
| • Lightroom | • Dreamweaver |
| • Illustrator | • Animate |
| • InDesign | • Audition |
| • Adobe XD | • Lightroom Classic |
| • Premiere Rush | • Character Animator |
| • Premiere Pro | • Spark |
| • After Effects | • Bridge |
| • Media Encoder | • InCopy |
| • Fuse (Beta) | • Prelude |

An aerial photograph of a beach with turquoise waves crashing onto the shore, creating white foam. The text "WE TELL YOUR STORY" is centered in the middle of the image.

WE TELL YOUR STORY

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