



**Mark Anderson** Portfolio with notes

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**2004 to Present**



## NSW Business Chamber



The New South Wales Business Chamber was the very first long-term client for Mandos Design, the graphic design business I launched in late 2004, shortly after resigning from KPMG Australia. I was contacted by Ms. Paula Martin, who was the Marketing Manager at KPMG, and had recently taken the position of Marketing Director at the Chamber.

Ms. Martin had recommended me to be part of the KPMG Global Rebranding campaign (2002/04), and knew from the experience I gained on an international level, I would be a valuable person to contract with the Chamber assisting to direct their Rebranding campaign.

The campaign was deemed very successful as it proved to be strong and relevant for the next 5 years. During this time, I was contracted full-time to manage the brand. I also employed designers to train and project manage, assisting with executing the brand over many different types of mediums and media.

Unfortunately I don't have a large selection of examples to present from my archives, but the following page show a few pieces that evolved.

## NSW Business Chamber *Cont'd*

In 2009 I was re-invited to direct a refresh of the brand. One of the areas we wanted to experiment with, was with stock photos.

We found marketing collateral dated quickly when similar photos were used over a range of marketing collateral. We also needed to follow a budget so we decided to try a new style.

Purchased photos were outlined in Illustrator, creating a vector image, that could be applied in different colours and backgrounds.

This style produced a sense of longevity – and positive feedback received from the marketing staff backed it.

We also decided to place a holding panel behind the logo, to reduce legibility issues when the logo was placed over imagery. Overall the refresh was well received and lasted for another 5 years.

**NSW Business Chamber**

# Brand re-fresh Launch

Free cup of coffee for  
NSW Business Chamber staff

## Our new look

Call 13 26 96

Invigorating business

nswbusinesschamber.com.au

Invitation flyer to attend the launch of the NSW Business Chamber brand re-fresh

## NSW Business Chamber Cont'd




### I need to make sure I'm meeting my HR and IR obligations

**We can help you:**

- ✓ Connect directly to specialists who can answer your HR, IR and workplace questions
- ✓ Ensure your critical employee documents are legally compliant and up to date with changing laws
- ✓ Ensure your termination and dismissal processes comply with the law
- ✓ Understand the rates of pay and minimum conditions that apply to your business

**NSW Business Chamber provides members with access to a wealth of HR and IR information, advice and support tools to ensure you manage your workforce and meet your obligations as an employer.**

Call **13 26 96** to find out more about how NSW Business Chamber can help you manage your workplace obligations.

**Invigorating business**

Call 13 26 96 nswbusinesschamber.com.au

### I need to make sure I'm meeting my HR and IR obligations

**Workplace advice**  
The Workplace Advice Line connects you to an experienced professional who can answer your questions about:

- Wage rates
- Modern awards
- Transitional wage provisions
- National employment standards (NES)
- Workplace policies
- Superannuation
- Creating a more flexible workforce
- Redundancy and termination
- Leave provisions
- Workers compensation
- OHS

They can also save you costly legal bills. Make workplace decisions with the confidence of a specialist by your side.

**Modern awards**  
Access copies of the modern awards that affect your business, as well alerts and updates to keep you informed if things change. Access the expertise of industrial relations experts who understand the intricacies of your awards, who can help you interpret the meaning of each area of your award or answer specific questions you might have relating to your award.

**Legal advice**  
NSW Business Chamber members receive exclusive discounts on services provided by Australian Business Lawyers and Advisors, one of Australia's most respected employment and commercial law specialists.  
**Visit [ablawyers.com.au](http://ablawyers.com.au)**

**Compliant HR contracts, policies and correspondence**  
HR Advance is a simple to use online HR document library that allows you to create legally accurate contracts, policies, checklists and correspondence simply and easily - and all updated as laws change.  
**Visit [hradvance.com.au](http://hradvance.com.au)**

**Recruitment**  
Australian Business Talent is a recruitment agency with a difference. Many recruitment firms charge a large fee based on a percentage of salary and super. We offer you a pricing schedule based on a flat fee per placement, together with a customised and collaborative approach to your recruitment.

**HR and IR news and updates**  
Businesses need to be sure that their practices and policies are compliant, and that they are meeting the benchmarks set by businesses who engage in best practice performance. With daily alerts, in-depth analysis and specialists on hand to answer your specific questions, Workplaceinfo is the complete workplace resource for HR, IR or payroll professionals.  
**Visit [workplaceinfo.com.au](http://workplaceinfo.com.au)**

**'How to' information, resources and tools**  
Ask Us How is a huge online library of practical and instructional articles, documents, check lists and resources, giving you access to a wealth of easy to navigate information at your fingertips.  
**Visit [askushow.com.au](http://askushow.com.au)**

**Representation**  
NSW Business Chamber, through our industrial arm Australian Business Industrial, lobbies state and federal government departments, regulatory authorities, ministers and opposition representatives about workplace and industrial relations issues. We also represent members' interests in test cases, award matters and inquiries before Fair Work Australia and the New South Wales Industrial Relations Commission.

**HR events, workshops and seminars**  
NSW Business Chamber run dedicated IR and HR education events throughout the year, helping businesses better understand their IR obligations and the HR function in the their business.

**Apprenticeships and traineeships**  
Australian Business Limited Apprenticeships Centre (ABLAC) is a specialist provider of Australian Apprenticeships services. Funded under an Australian Government contract services are provided at no cost to your business. Over 25 offices throughout NSW.

Call 13 26 96

**knowledge service tools events**

**Invigorating business**

Call 13 26 96 nswbusinesschamber.com.au

A double-sided A4 marketing flyer designed for the NSW Business Chamber



## OHS Advance CD

Call > 1800 505 529 ohsadvance.com.au

**Solutions** Marketing OHS People Business Growth International Trade

**Australian Business Consulting and Solutions**

© Australian Business 2010

AB 293\_OHS Advance CD\_Label v2.indd 1 25/11/10 9:50 AM

ABC and Solutions OHS Advance Promotional CD




## Manufacturing futures

A paper by the Australian Business Foundation for the NSW Business Chamber

April 2011



**Invigorating business**

Call 13 26 96 nswbusinesschamber.com.au

A joint flyer with the NSW Business Chamber and the Australian Business foundation



## NRMA Motoring & Services

A colleague who I had worked with closely at KPMG and who had become the editor-in-charge of the NRMA Motoring & Services monthly membership magazine, contacted me requesting my graphic design services.



NRMA Open Road Bi-monthly magazine front cover

I was contracted to design and format sections of the bi-monthly Open Road magazine for NRMA Members.

I would attend and direct photoshoots for the magazine as per the example cover to the left.

Outside of the magazine responsibilities, I would respond to many day to day business design requests from the NRMA Marketing team. Please see various examples below and overleaf.

I contracted at NRMA for approximately 8 years.

To redeem your Gift Card please visit an NRMA office or call 13 11 22. Card expired 6 months after date of issue.

Magnetic Stripe

Signature Panel

**Terms & Conditions:** The recipient of this Gift Card must be between 18 and 75 years of age. The recipient is not a Member until the Gift Card is redeemed via an NRMA office. This Gift Card must be redeemed within 6 months of issue and cannot be used in conjunction with any other offer. Subject to Membership Terms & Conditions.



NRMA Free2Go Gift Card

# DATA drives DOLLARS

## The Grand Finale Quiz

**WIN a \$500 prize of your choice!**  
**A Dyson vacuum cleaner, or**  
**A Night Escape at the**  
**Shangri-La hotel, Sydney, or**  
**A Westfield Shopping Spree!**

Simply circle your answers below. First correct entry drawn WINS!

**Q1: To enter a mobile or home phone number for a new Membership in Bonus it must be how many digits in length?**

a) Eight    b) Nine    c) Ten    d) It doesn't matter, Bonus will accept any length for new Memberships

**Q2: If NRMA M&S could double the number of lapsed Members we could call, how many extra Memberships are we likely to retain each year?**

a) 20,000    b) 2M    c) 40%    d) 60,000    e) 135,000

**Q3: To help improve the number of accurate Member phone numbers we hold the Membership team has:**

a) Upgraded Bonus to include an additional phone number field  
 b) Made it mandatory to capture a phone number in Bonus for all new Memberships  
 c) Cancelled all Membership that do not have a valid phone number  
 d) Both a and b above  
 e) a, b, and c above

**Q4: Why has Membership added in 'dynamic messages' to Bonus?**

a) It sounded like a funky way to communicate with frontline staff  
 b) To make BONUS look better  
 c) It is a good way to inform Call Centre Reps that a calling Member has incorrect or missing contact details  
 d) It can prompt Call Centre Reps of which contact details need to be updated while a Member is on the phone  
 e) Both c and d above

**Q5: Why does NRMA M&S want to record which Members have had their postal mail returned?**

a) To stop future Member mailings being sent to the incorrect address  
 b) To enable NRMA M&S to try a different channel to contact the Member regarding important information e.g. their Membership renewal  
 c) To reduce wastage associated with producing mail that is not received by a Member due to incorrect mailing address  
 d) Only a and b above  
 e) a, b, and c above

**Q6: Does providing Members with an SMS alert when the Patrol is approaching their vehicle generally improve the Member experience?**

a) Yes    b) No

**Q7: Why does NRMA M&S wish to collect current email addresses from Members?**

a) In order to SPAM Members  
 b) To contact the Member via email when appropriate  
 c) In the near future, to be able to provide the Member with their Membership renewal via email should their posted renewal be 'returned to sender'  
 d) b and c above  
 e) a and c above

**Q8: What is Membership doing to improve the number of correct Member mobile phone numbers records it holds?**

a) Making improvements to Bonus  
 b) Regularly washing records against Sensis data  
 c) Nothing, a Member should let us know when they change their contact details  
 d) a and b above

Now complete your details below and place your entry form in the Entry Box in Gosford or North Stratfield level 1 lunch room. Good luck!

Name: \_\_\_\_\_  
 Contact no: \_\_\_\_\_  
 For Terms & Conditions email [andrew.graham@mynrma.com.au](mailto:andrew.graham@mynrma.com.au)

Prize worth \$500!  
 Take your pick!

NRMA Data Drives Dollars advertisement to appear in the Open Road

### NRMA Motoring & Services *Cont'd*

**Join & Go Championship**

Earn tickets for **ALL Join & Go sales!**

- ✓ Under 30's
- ✓ Free2go
- ✓ Premium Care
- ✓ Classic Care

**WIN** Nintendo DS Lite's & Sony Cameras  
Myer Vouchers & Fuel Cards

**Grand finale prize**  
**APPLE**  
**MACBOOK!**

Advertisement to appear in the Open Road and local papers



**OUR JOURNEY**  
*from a Good to Great  
Member experience*

Creating more opportunities to help

*helping people*

Cover page to the A5 information booklet

**Working Together To  
Grow Under 30's Members**

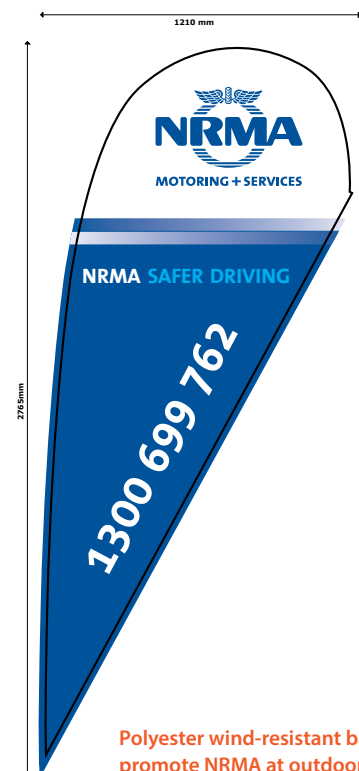
It's time to **Blow Out**  
your sales targets!

Earn **Blow Out** tickets to  
**WIN** amazing weekly prizes.  
Every sale is an opportunity!

**WIN** Myer Vouchers, Fuel Cards  
Nintendo DS Lite's &  
Sony Cameras

**Grand finale prize**  
**APPLE**  
**MACBOOK!**

Advertisement to appear in the Open Road

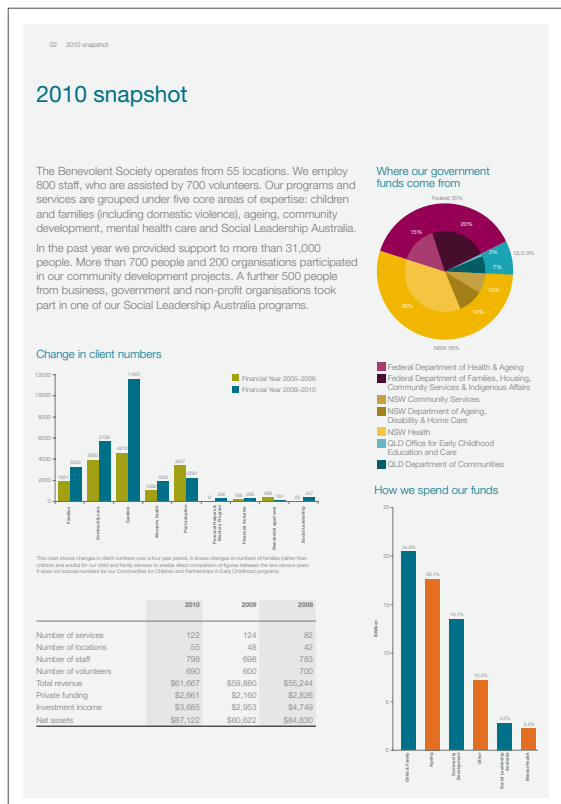


Polyester wind-resistant banner to promote NRMA at outdoor events

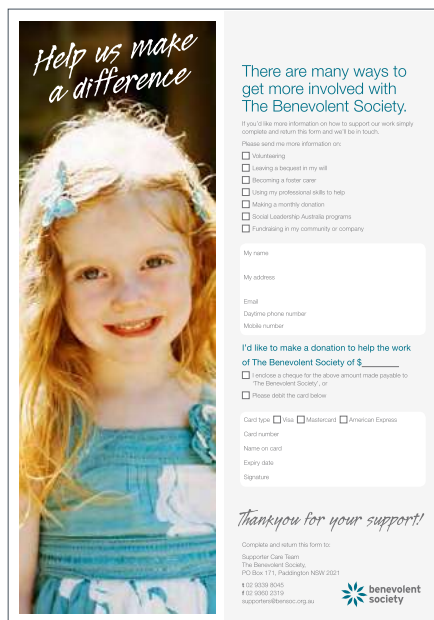


## The Benevolent Society

I contracted with The Benevolent Society of NSW for approximately 12 years. During this time, I was involved in many projects – from simple internal logo design to extensive advertising campaigns to annual reports. I really enjoyed working within this brand, as it had a playfulness about it that didn't present many limitations. Overall a very flexible brand.



Covers and introductory pages to The Benevolent Society 2010 Annual Report



# The Benevolent Society Cont'd

A few examples of The Benevolent Society marketing collateral

**Transformation**  
Annual Report 2017

**Playing naturally**  
The benefits of learning with nature

[www.benevolent.org.au](http://www.benevolent.org.au)

**We are The Benevolent Society**  
We help families, older people and people with disability live their best life, and we speak out for a just society.  
We're Australia's first charity. We're a not-for-profit and non-religious organisation and we've helped people, families and communities achieve positive change since 1813.  
Visit [www.benevolent.org.au](http://www.benevolent.org.au) to find out more or connect with us at

North Gold Coast Early Years Centres  
Nerang – 40 Martin Street T 07 5644 9100  
Labrador – 57B Billington Street T 07 5656 6300  
Upper Coomera – Old Coach Road T 07 5644 9400  
[www.facebook.com/northgoldcoasteyc](http://www.facebook.com/northgoldcoasteyc)  
[eycenquiry@benevolent.org.au](mailto:eycenquiry@benevolent.org.au)  
[www.earlyyearscentre.org.au](http://www.earlyyearscentre.org.au)

**North Gold Coast Early Years Centres**  
Nerang, Labrador and Coomera Springs  
Community Connection, Education, Development, Child Health, Parental Support & Advice

[www.benevolent.org.au](http://www.benevolent.org.au)

2015 Better Practice Award Winner  
Australian Aged Care Quality Agency

**We are The Benevolent Society**  
We help families, older people and people with disability live their best life, and we speak out for a just society.  
We're Australia's first charity. We're a not-for-profit and non-religious organisation and we've helped people, families and communities achieve positive change since 1813.  
Visit our website to find out more or connect with us at

Please call your local office to discuss your needs and preferences.  
Eastern Sydney 02 8314 9400  
Western and Northern Sydney 02 8422 2300  
South East Sydney 1800 917 139  
South West Sydney and Southern Highlands 02 4633 3777  
Nepean, Hawkesbury and Blue Mountains 02 4720 1000  
New England – Tamworth 02 6762 9700  
[www.benevolent.org.au](http://www.benevolent.org.au)

**Your life, your choices**  
Client Handbook – Private Services

Please call your local office to discuss your needs. Our contact details are on the back.

[www.benevolent.org.au](http://www.benevolent.org.au)



## The Benevolent Society Cont'd



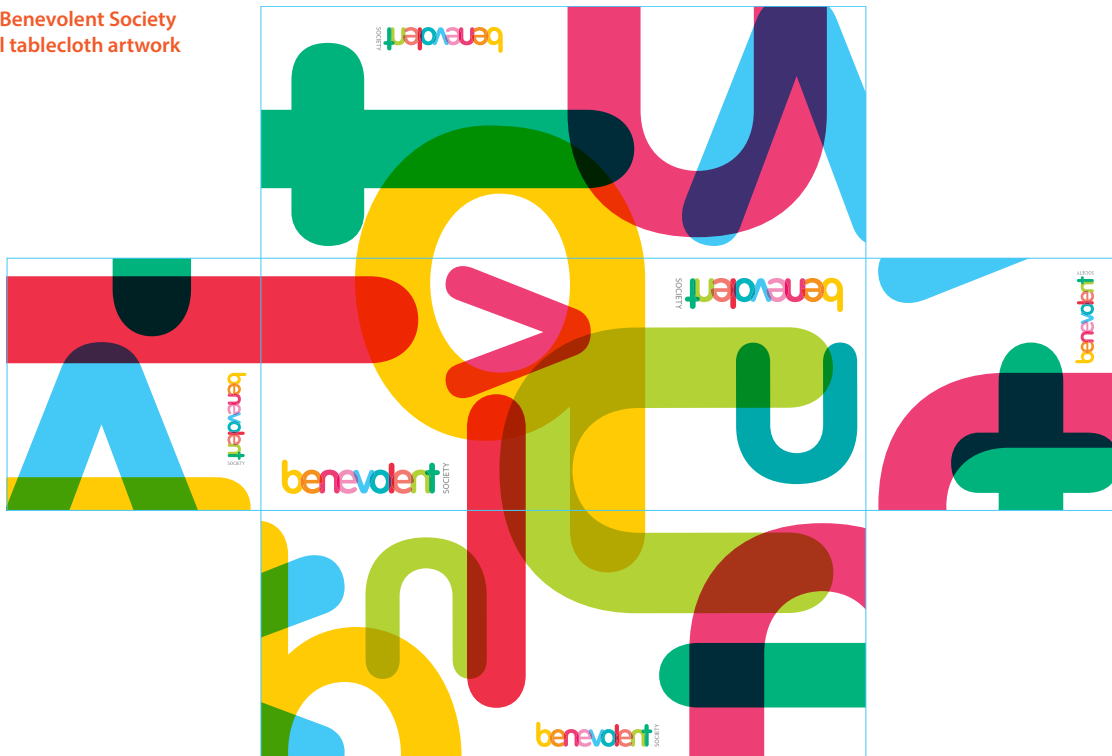
Every effort has been made to represent the range of the vehicle accurately, however exact measurements of panels and graphics before are not guaranteed for this design purpose.

©COPYRIGHT This image is protected under international COPYRIGHT laws. All copyright details see www.benevolent.org.au

For Full Size, Rescale to 10 meters wide.

The Benevolent Society Community Bus vehicle wrap

The Benevolent Society vinyl tablecloth artwork



## The Benevolent Society *Cont'd*

The Benevolent Society  
2016 calendar



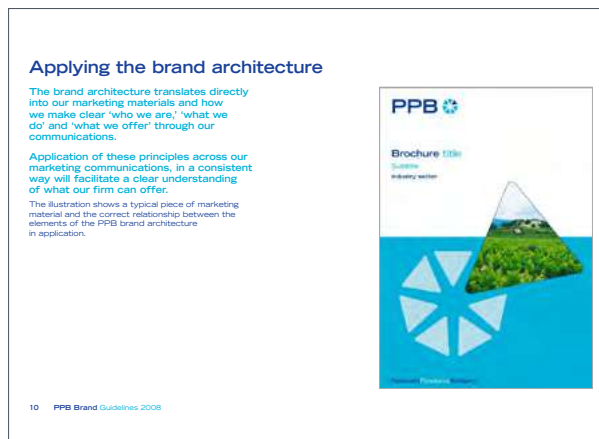
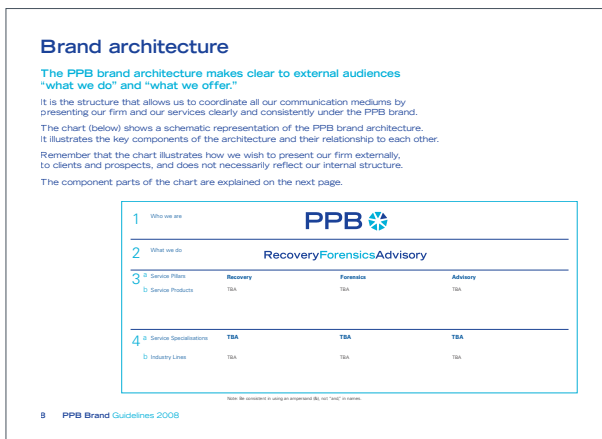
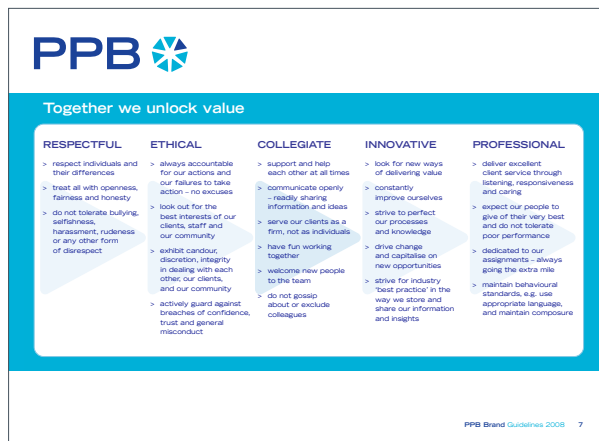
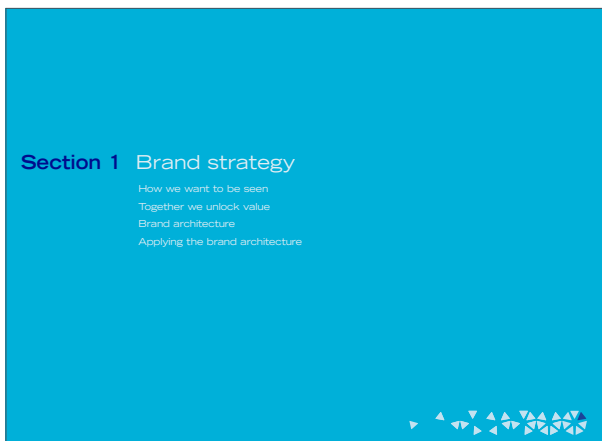
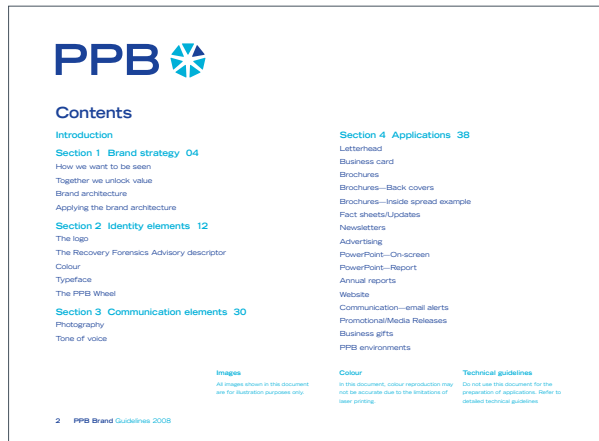
The Benevolent Society  
window signage concepts





## PPB Advisory Firm

I initially contracted with PPB Advisory to head their Rebranding campaign, which involved everything from redesigning their logo to ensuring (on a long-term basis) the Brand was being applied correctly to general business collateral. I contracted with PPB for approximately 6 years. Below are extracts from the Branding Guidelines that I solely directed, designed and assisted with the launch.



# PPB Advisory Firm Cont'd

### Applying the brand architecture (continued)

Brand architecture is also reflected in our business documentation. Business cards, stationery and other documents are directly aligned to what we do—Recovery Forensic Advisory—and how we go to market.

Business cards under the PPB name must be approved by \_\_\_\_\_

PPB Brand Guidelines 2008 11

### Our logo

The PPB logo is our most valuable visual asset and identifies 'who we are.'

The segmented wheel of the logo represents the solidarity and progressiveness of the PPB brand – a wheel constantly moving forward – a dynamic, cohesive and energised force.

The individual segments of the wheel are symbolic of the multi-faceted products, services and solutions encapsulated in our firm. The keystone in the darker blue colour completes the wheel, representing the value PPB unlocks by working together with our clients and our people.

The logo presents all PPB member firms as a unified, national firm.

The logo must be used prominently and consistently on our marketing and business materials.

There are four permitted versions of the logo.

**PPB primary logo**  
This version is preferred for the majority of applications and should be used whenever possible. It is used on white or very light backgrounds. This is the preferred version.

**PPB secondary logo**  
This version is used in specific instances where legibility of the PPB name is paramount. The secondary logo, with white letters, only appears on PANTONE Matching System® (PMS) 638 blue backgrounds, so that the wedges remain the original colour.

**PPB black & white logo**  
This version, with the segments of the logo in a 30% tint of black, is only used in applications where reproduction of the logo in colour is not possible, not cost-effective, or feasible at all.

**PPB reversed black & white logo**  
This version, with the segments of the logo in a 30% tint of white, is only used in applications where reproduction of the logo in colour is not possible, not cost-effective, or feasible at all. This version of the logo only appears on black or tonally very dark backgrounds.

PPB Brand Guidelines 2008 13

### Logo position and exclusion zone

To maximise the impact of the logo it should always appear prominently, on its own, away from other graphic elements. An area of clear space must be maintained around the logo.

Never allow text or any other graphic elements to interfere with the logo or be positioned close to it. The 'exclusion zone' defines the minimum amount of space to remain clear around the logo.

**Logo clear space exclusion zone**  
The clear space area is defined by the height and width of the first character from the PPB logo, as illustrated.

Positioning the logo  
On the majority of applications the logo is located at the top left-hand corner.

PPB Brand Guidelines 2008 17

### Logo misuse

The PPB logo is our most valuable visual asset. Using it incorrectly will undermine the visual expression.

The illustrations indicate some potential misuses of the logo.

**PPB primary logo**  
Background impairs legibility of the logo.

**PPB secondary logo**  
Background impairs legibility of the logo.

**PPB secondary logo**  
The secondary logo wedges must always appear equal on a background. Never re-colour the secondary logo.

**PPB secondary logo**  
Background is not a clear area of PMS 638.

**PPB black & white logo**  
TOO DARK Background impairs legibility of the logo.

**PPB black & white logo**  
TOO LIGHT Background impairs legibility of the logo.

20 PPB Brand Guidelines 2008

### Colour palette

Colour is a strong and powerful design element that contributes to the recognition and identification of PPB's brand. Our primary colour is blue and, in order to 'own' blue in the marketplace, we must use blue consistently and imaginatively.

The distinctive use of blue is achieved by using our primary colour, PMS 2738 and the lighter PMS 638, plus a supporting palette of tints of PMS 638. Our ownership of blue is further enhanced by the use of blue in photography (see pages 34).

The palette of secondary colours has been carefully selected to complement each colour and allow appropriate graphic expression.

The secondary colours and tints are intended as accent colours, to be used together with blue, and are for highlighting purposes only. Avoid using these colours in large areas. Use of any other colours is prohibited unless there is a specific business reason for doing so.

**Points to remember for the colour palette**

- The PPB primary colour is PMS 2738 & PMS 638.
- We use blue distinctively, creatively and imaginatively.
- Blue in photography should appear natural.
- There is a specified limited range of secondary colours to be used in small areas only.
- Secondary colours must not be used to sub-brand or identify specific offices or functions.

**PPB primary colours**

PMS 2738 PMS 638

**PPB supporting blue palette**

30% PMS 638 22% PMS 638 10% PMS 638

**PPB secondary colour palette**

PMS 1807	PMS 7413	PMS 612	PMS 520
75% PMS 1807	75% PMS 7413	75% PMS 612	75% PMS 520
50% PMS 1807	50% PMS 7413	50% PMS 612	50% PMS 520
25% PMS 1807	25% PMS 7413	25% PMS 612	25% PMS 520

**Business Gifts**

Business gifts are an application of the identity that requires careful consideration. The gift must be of good quality, encourage the recipient to retain the item and reflect well on PPB. Branding of such items must be done with care, and application of the logo must be considered in relation to the materials, surface texture and reproduction technique.

The principles for logo application apply. Ideally, the primary logo in blue should be applied if the item is white or light in colour. If the item is blue, the secondary logo should be applied in white.

It will not always be possible to choose fabrics or materials that match PMS 638, in which case the secondary logo may appear in white on other darker shades of blue.

Some premium items and materials (e.g. light metallic silver) may not suit the application of a logo in colour, in which case the black and white logo should be used.

Similarly, dark materials that are not blue should use the secondary logo in white or silver.

The logo may appear embossed on some materials. In these instances the secondary logo should be used.

24 PPB Brand Guidelines 2008

26 PPB Brand Guidelines 2008



PPB Advisory Firm Cont'd



PPB PowerPoint cover page



PPB monthly agribusiness newsletter



PPB Pull-up banner



PPB Screen-saver

# PPB Advisory Firm Cont'd



**PPB** 

**Welcome CEO – Stephen Purcell**

PPB, one of Australia's leading independent strategic and advisory practices, is delighted to announce the appointment of Stephen Purcell as CEO and a Senior Partner.

Stephen was previously the Managing Partner of a highly successful professional services firm and has a history of outstanding vision, leadership and management.

We welcome Stephen and know that he will add significant value to the strategic direction and operational management of PPB.

**Stephen Purcell**  
 t +61 2 8116 3000  
 f +61 2 8116 3111  
 e spurcell@ppb.com.au

**RecoveryForensicsAdvisory**



**PPB** 

Name Surname  
 Title (one title line for each)

t +61 2 8116 3000  
 f +61 2 8116 3000  
 m 0409 949 949  
 e name@ppb.com.au

Level 46, MLC Centre, 19 Martin Place  
 Sydney NSW 2000, Australia

**RecoveryForensicsAdvisory**

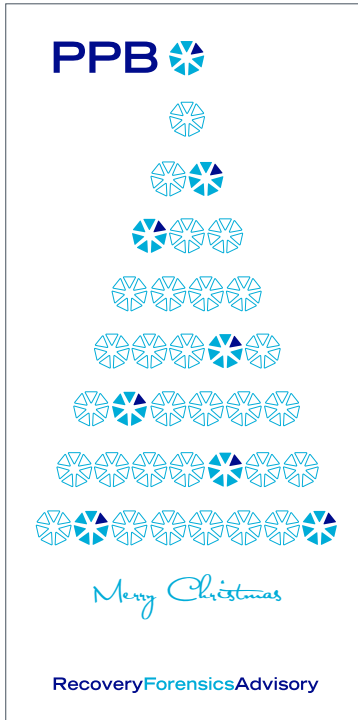
## PPB Business Card Template




**PPB** 

**Agribusiness**  
 Wishing you a merry Christmas  
 and a very productive 2010

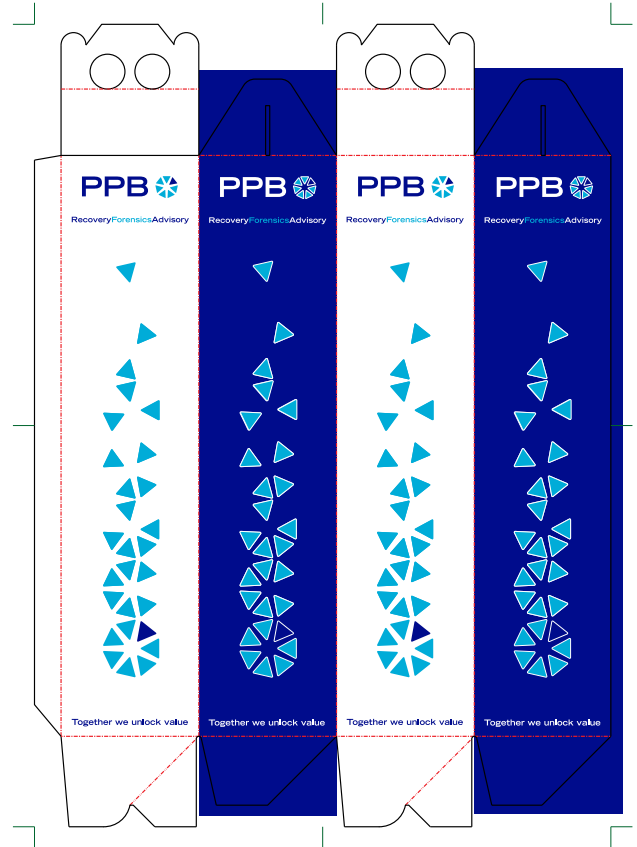
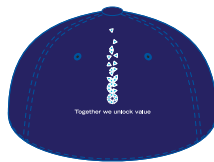
*100% Pure Australian Honey*



**PPB** 

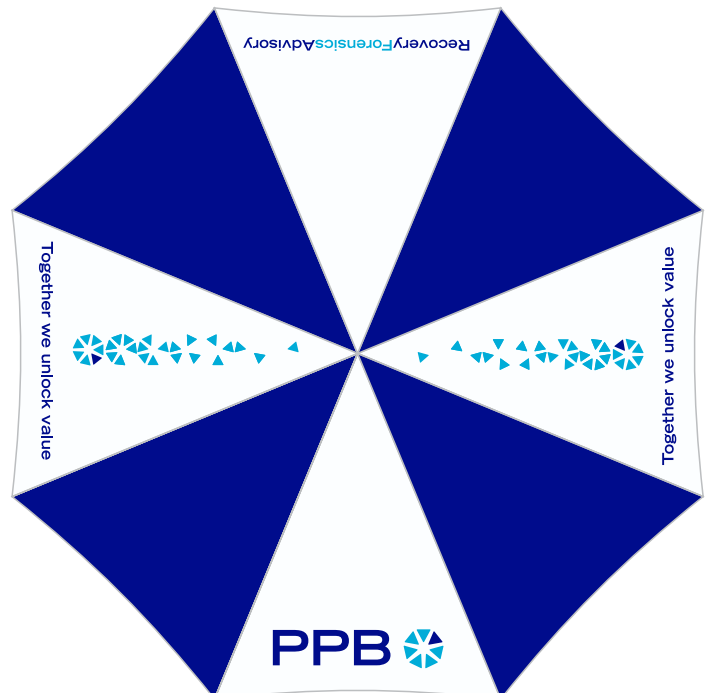
Merry Christmas

**RecoveryForensicsAdvisory**



PPB wine gift box

## PPB Christmas Card





# SNP Security Services

At the same time as I was working on the PPB Rebranding campaign, I was also endeavouring to plan, design and implement the SNP Security Services Rebranding campaign. The logo wasn't up for redesign, but the overall look & feel, photo stock library, tone of voice and graphic assets were. Below are example pages from the Branding Guidelines.



**Logo**  
 The logo of SNP Security has a strong and proud heritage. The modern form of the logo is directly derived from the original logos used over 85 years ago, representing that the 'sun never sets on a premises secured by SNP'.

**Full Colour**  
 The SNP company logo and its colours are the fundamental and important components of our visual identity. The logo has been specifically formed and must never be used in any form other than the ones shown in this manual. The SNP logo is to be used on white only unless specified to the contrary in the manual.

**Tonal Single Colour**  
 This version of the logo should be used whenever it is not possible to print more than one colour.

**Solid Single Colour**  
 This version of the logo should be used whenever it is not possible to print more than one colour and not possible to use tone.

**Colour on Black Background**  
 This version of the logo can only be used on uniforms with a black background. In all other instances use colour logo above.

**Logotype**  
 Logotype is to be used only when there is no space to fit the icon, eg. narrow sign panels. Never use the icon without the logotype.

**Integrated Service Circuit**

The 'service circuit' is a modern device to graphically represent the different solutions SNP can deliver, and the integrated nature of our service.

Represented of several common icons within security, such as the interlocking key mechanism, complex electrical circuitry or process maps, the 'Service Circuit' is a flexible tool reflecting the modern, integrated brand values.

Whenever possible, the service circuit should be used to accompany the logo. Depending on the purpose, a variety of circuits are available.

**Full Colour - simple text version**

- GUARDS
- MONITORING
- ELECTRONIC SECURITY
- MOBILE PATROLS
- AVIATION

**Full Colour - photographic version**

- GUARDS
- MONITORING
- ELECTRONIC SECURITY
- MOBILE PATROLS
- AVIATION

**Integrated Service Circuit - continued**

**Colour on Black Background**  
 This version of the Service Circuit is used only with a black only panel to highlight the services within the particular Line of Business.

- GUARDS
- MONITORING
- ELECTRONIC SECURITY
- MOBILE PATROLS
- AVIATION SECURITY
- National Response Centre |
  - Alarm response and tracking |
  - Site inspection |
  - Staff Escorts |
  - Opening/ Closing of premises |
  - Data recording |
  - Cash In Transit |
  - Plant and Equipment checks |
  - 24/7 Ad Hoc Guard services |

**Photography**

Photography is a key element in communication of the SNP brand. Balancing the technological 'Service Circuit', photographs convey the importance of the relationships and human interaction in SNP's services. SNP Security uses photographs that represent friendly, positive interactions with our customers and 'their customers' - for example visitors and the general public. SNP Security personnel should have a friendly expression and relaxed body stance. SNP Security personnel should be in correct uniform, neat and tidy appearance.

Situations in which SNP security personnel are engaging should appear natural, active and normal. They should represent typical interactions or activities, and be not overly posed.

Photographs should not include:

- Frowning, overbearing expressions.
- Right body posture, including hunched shoulders or crossed arms.
- Non-standard uniform elements.
- Unkempt or haphazard preps.

**Correct imagery**

**Incorrect imagery**

**Logo**  
 The logo of SNP Security has a strong and proud heritage. The modern form of the logo is directly derived from the original logos used over 85 years ago, representing that the 'sun never sets on a premises secured by SNP'.

**Full Colour**  
 The SNP company logo and its colours are the fundamental and important components of our visual identity. The logo has been specifically formed and must never be used in any form other than the ones shown in this manual. The SNP logo is to be used on white only unless specified to the contrary in the manual.

**Tonal Single Colour**  
 This version of the logo should be used whenever it is not possible to print more than one colour.

**Solid Single Colour**  
 This version of the logo should be used whenever it is not possible to print more than one colour and not possible to use tone.

**Colour on Black Background**  
 This version of the logo can only be used on uniforms with a black background. In all other instances use colour logo above.

**Logotype**  
 Logotype is to be used only when there is no space to fit the icon, eg. narrow sign panels. Never use the icon without the logotype.

# SNP Security Services Cont'd

## Colours

**Core Colours**  
 The combination of SNP gold, red and black is the foundation of SNP's identity. It is essential that these core colours are correctly specified. This is to make sure that consistency of colour is achieved across all media.  
 Tints of the core colours must never be used as this diminishes the impact of SNP's identity.

**Core palette**

Pantone Solid (Spot)	CMYK	RGB
PMS 485 C	C 0 M 100 Y 91 K 0	R 220 G 36 B 81
PMS 617 C	C 89 M 0 Y 7 K 0	R 0 G 175 B 216
PMS Black C	C 89 M 0 Y 7 K 0	R 0 G 175 B 216

**Single colour option**  
 The following values are used in substitution of core colours when a single colour is only available.

PMS Black C 50X
PMS Black C 25X
PMS Black C 100X

## Colours - continued

**Accent colour palette**  
 A palette of accent colours has been created to support the core colours. They are to be used when additional colours to the primary colours are needed, eg. graphics, diagrams and colour coding.  
 The accent colours have two primary roles:  
 1. To project a broader, more varied SNP brand.  
 2. To add clarity to information such as colour coding.  
 No matter what method is used to carry the accent colour it must not over power the core colours or dominate the designed area. It is an accent only and should occupy no more than 33% of the layout.

PMS 2727 C	C 75 M 50 Y 0 K 0	R 58 G 125 B 218
PMS 369 C	C 71 M 4 Y 100 K 0	R 95 G 85 B 28
PMS 116 C	C 0 M 21 Y 97 K 0	R 255 G 203 B 0
PMS 716 C	C 0 M 62 Y 98 K 0	R 240 G 123 B 5
PMS 8180 C (Metallic)	C 58 M 43 Y 30 K 2	R 123 G 135 B 151

**Please Do Not**  
 To maintain consistency of our brand, the colour balance and relationship should not be altered.

- Do not reproduce the logo in % tints of the core colours.
- Do not use drop shadows or outlines.
- Do not transpose the colours of the logo.
- Do not reproduce the logo in any other colour combinations other than previously specified.
- Do not reproduce the colour in a single colour other than black.
- Do not use vignettes or patterns in the background or through elements.

## Typography

**Primary Typefaces**  
 The SNP typefaces are essential to our distinctive identity. Do not use any typefaces other than those shown on this briefing two pages.  
 The primary typefaces are the main faces that appear on SNP designs.  
 The primary type face is to be used on all short text. The only time the primary type face is substituted for a secondary type face is in long text documents, eg. brochures, company publications such as Snapshot, etc.  
 The primary typeface is to be used strictly in all communication material created by external suppliers.

**Bentwood Bold**  
 Read me! I'm bold and confident.

**Bentwood Regular**  
 Read me! I'm strong and confident.

**Helvetica Neue Light**  
 I'm human and approachable.  
 I talk intelligently.

**ONLY** internal documents created by SNP staff can use Arial as a substitute.  
 Headline text:  
 To get direction on font sizes see "layout guidelines".  
**ONLY** internal documents created by SNP staff can round type size to the closest whole point value due to the restrictive nature of internal software.

**Arial Regular**  
 I'm human and approachable.  
 I talk intelligently.

## Typography - continued

**Typographic Principles**  
 To create a distinct typographic style for SNP the key typography on any application will feature a combination of our primary typeface Primary typeface for heading and short type areas and secondary typeface Secondary typeface for long type areas.  
 SNP's typography is strong, confident and clear.  
 Headings, text, captions, etc. should always be range left. The heading and heading should not be too close together it is a view that is most legible, not too loose and not too tight. Always use the combination of initial capitals and lower case. Never set type in all capitals and create balanced line lengths with similar number of words.  
 Messages can be made clearer simply by changing the type weight.  
 Using contrasting type weights helps to maximise the delivery of the message and create emphasis.  
 The typographic style for headings is clear and confident by adjusting point size. This will add dynamism and impact.

## Stationery - examples

Letterhead  
 Follower  
 Subsidiary Letterheads

**24 Hour Tel: 1300 30 31 32**  
 Email enquiries@snpsecurity.com.au  
 www.snpsecurity.com.au

**Sydney (Head Office)**  
 827-881 Victoria Road  
 West Pyrmont NSW 2144 Australia  
 Tel: 61 2 8742 5555  
 Fax: 61 2 8742 1980

**Brisbane**  
 Building 6 Sunnybank Office Park,  
 18 Torrey St  
 Brisbane QLD 4109  
 Tel: 61 7 3255 1188  
 Fax: 61 7 3253 3333

**Canberra**  
 Unit 3, 4, 4/45-51 Grimwade Street  
 Mitchell ACT 2911  
 Tel: 61 6 5251 1220  
 Fax: 61 2 6242 9481

**Melbourne**  
 Unit 3, 2/17 Ripley Street  
 Port Melbourne VIC 3207  
 Tel: 61 3 9647 9280  
 Fax: 61 3 9647 9299

**Newcastle**  
 14 Harbour Street  
 Hamilton NSW 2305  
 Tel: 61 2 4940 7777  
 Fax: 61 2 4940 7541

**Aviation Security**  
 Sydney Airport  
 Level 1, 1/42 House  
 Cnr Keith Smith Ave & Sawtooth St  
 Mascot NSW 2020  
 Tel: 61 2 8997 5300  
 Fax: 61 2 8997 5308

Master Control Room (MCR) 24/7  
 Mission Control Room (MCR) 24/7  
 Security Operations Centre (SOC) 24/7  
 Security Operations Centre (SOC) 24/7



## SNP Security Services Cont'd




*Invitation*  
ACT Client Luncheon  
Tuesday 23 March 2010



### Finding kids. Fighting fires.

Increase efficiency by leveraging your existing workforce, with a Security Team that covers diverse FM roles.

Beyond traditional guard duties, SNP Security Officers deliver customer service, mailroom, AV maintenance, transport services, emergency medical and fire response.

Underpinning SNP's service delivery is a high supervisor ratio, rigorous recruitment and training. SNP's clients enjoy personal account management and local billing team.

**Working in with your needs; SNP Security focuses on long-term, cost reduction partnerships.**



- GUARDS
- MONITORING
- ELECTRONIC SECURITY
- MOBILE PATROLS
- AVIATION SECURITY

Tel: 1300 30 31 32      www.snpsecurity.com.au



### Electronic Security for LPO - Special Offer

**SNP Security is different.**  
Enjoy the best of both worlds – with personal attention and responsive service, backed with the expertise of Australia's largest privately-owned security company.



SNP Security are specialists in tailor-making solutions for customers on all aspects of security... Without doubt the proven leader in the security industry in Australia.

Alan Barwick, State Manager NSW/ACT  
Corporate Security Group, Australia Post

To order, or for more information:  
Tel: 1300 30 31 32  
Email [iposales@snpsecurity.com.au](mailto:iposales@snpsecurity.com.au)  
[www.snpsecurity.com.au](http://www.snpsecurity.com.au)




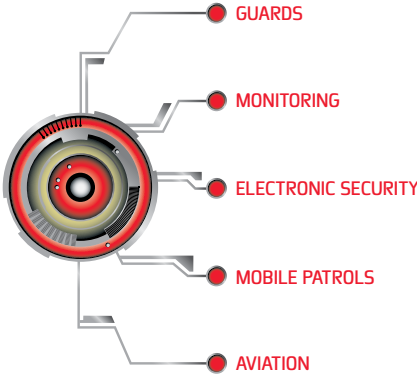


### Guarding services





SNP Website Home page

# SNP Security Services Cont'd

- GUARDS
- MONITORING
- ELECTRONIC SECURITY
- MOBILE PATROLS
- AVIATION



- **GUARDS**  
Concierge | Customer service | Building maintenance | Systems management | Special events | Gate duties | Security Officers | Security awareness training | Dog support services | Corporate services | Cash in transit | Security Awareness training
- **MONITORING**  
Grade A1 Alarm monitoring centres | CCTV verification | Open/close times and user identification | Alarm Response
- **ELECTRONIC SECURITY**  
System design and installation CCTV - Access control - Security systems | Emergency response and repairs | Maintenance contracts | Enhancements and upgrades
- **MOBILE PATROLS**  
Site inspection | Data recording | Alarm response | Cash handling
- **AVIATION SECURITY**  
Access Control | Aircraft guarding | Aviation Security Management and Improvements | Capability Development & Training | Cargo Screening | Checked Baggage Screening | Consultancy & Advice | Control Room Operations | Vehicle & Foot Patrols

**Adare Scouse**  
 Manager  
 National Monitoring Centre



Tel 61 2 8762 6628  
 Fax 61 2 8762 9141  
 Mob 0410 542 941  
 email [ascouse@snpsecurity.com.au](mailto:ascouse@snpsecurity.com.au)

**SNP Security**  
 937-941 Victoria Road  
 West Ryde NSW 2114 Australia





## SNP Security Services Cont'd



### Re-educate your Security Services

Increase efficiency by aligning your security and administrative functions. SNP Security works in with your needs, focusing on long term, cost reduction partnerships.

At the University of New England, SNP Security Officers are responsible for audio-visual maintenance, mail services, student support, and the Night Rider Service. SNP Officers also deliver emergency medical and fire response in addition to the traditional guard duties.



**SNPSECURITY**

**Tel: 1300 30 31 32**

**www.snpsecurity.com.au**

### SNP Local paper advertisements

## SNP delivers state-of-the-art security for a 21st Century airport

**Announcing a new role for SNP Security in Canberra.**

At SNP, we're leaders in aviation security with over 40 years experience at Australia's largest airport. Now we've been appointed to supply integrated security services to the new Canberra Airport terminal.

Our role at Canberra Airport includes the supply and installation of the sophisticated Cardex Access Control and the Avigilon CCTV systems, both state-of-the-art technologies. We're also providing passenger screening services to the new airport terminal, so our strength in manpower based security will complement the advanced technology inherent in our electronic security solutions.

- Grade A1 Monitoring
- Electronic Security
- Security Officers
- Aviation Security
- Mobile Patrols

At SNP Security, we provide security solutions to businesses of all sizes as well as an impressive portfolio of government clients.

To find out how SNP Security can help your business visit [www.snpsecurity.com.au](http://www.snpsecurity.com.au) and click on case studies or call us on 1300 30 31 32





Master Licence ACT 1750/200

### TechTalk

#### Understanding Australian Standards: Alarm Transmission Systems

A new Australian standard exists in relation to alarm transmission systems, and selection of a transmission system is dependent upon the level of risk for your premises. The standards are not based on the technology used, but rather on different aspects of transmission – including the frequency of connection checks, and annual network availability.

"It's important to business owners and security managers to check with their insurance providers and assess their current monitoring against the standards, to ensure appropriate coverage," said John Pflieger, General Manager of Electronic Systems. "In general, we recommend that businesses should utilise Class 3 or higher to safeguard their premises."

For more information on the new standards, contact your SNP representative or go to our website.

Class	Frequency of Connection Checks:	Alarm to Device	Annual Availability
Class 1	Every 8 days	None	97%
Class 2	Every 25 hours	None	98%
Class 3	Every 120 seconds	120 second supervision	99%
Class 4	Every 60 seconds	60 second polling	99.7%
Class 5	Every 20 seconds	20 second polling	99.95%

#### Automated Monitoring Technology

In a world first, SNP has implemented Automated Monitoring technology – the first in the world to be integrated into the MAS (Mastermind) monitoring platform. MAS monitors 73% of the world's alarms.

The system allows automated late-to-close alarm notifications via an automated voice/telephone system, making it easier for clients to attend their working hours and delay alarm activation – but also freeing up the Monitoring Centre operators to respond to customer calls and actual alarm events.

#### Integrated Monitoring and Alarm Response Tracking


SNP Security has developed a new software solution, Automated Response Tracking System (ART), which links the mobile patrol officers back to our Monitoring Centre. Patrol responses are tracked seamlessly within the monitoring centre, with regular checks until a report is provided.

ART was developed by our in-house IT team and is linked to our MAS monitoring software which allows a more complete picture of an alarm incident and patrol follow up. ART is also capable of being a stand-alone system for "response only clients" – meaning SNP can provide a professional response service to business with their own monitoring software.

This improves the safety of officers, as well as increases the reliability of service for Australia Post and other infrastructure being protected by SNP. Each response is guaranteed to be completed, with no room for error.

The ART solution was designed for Australia Post, to create a single platform for alarm response and patrol information.

Managing the mobile patrol response to alarms for Australia Post is further streamlined through our National Response Centre. This innovative solution supports Australia Post's large geographical reach, with one single point of contact for national mobile patrol coordination.



### Stirling Mortlock – Brand Ambassador


Stirling Mortlock, Captain of the Australian Wallabies Rugby Team, has signed on as SNP's Brand Ambassador. Renowned for his reliability, leadership and teamwork – Stirling's values reflect those of SNP Security.

Stirling will appear on SNP advertising and at several upcoming SNP events. Video footage can be seen on the new SNP website ([www.snpsecurity.com.au](http://www.snpsecurity.com.au)).

### SNP Security welcomes new clients

During the last few months, SNP Security has welcomed several new clients – we look forward to working with them to protect their business!

- ACT Chief Ministers Department
- ACT Health
- Actew AGL (ACT)
- Action Buses (ACT)
- Arway Brisbane
- Australian Bureau of Statistics
- Australian National Library
- Australian Red Cross Blood Service
- Boeing Corporation Brisbane
- Compuer
- Connet Hatch
- Department of Climate & Change
- Department of Commerce (NSW)
- Department of Community Services (NSW)
- Department of Human Services
- Department of Prime Minister & Cabinet
- Embassy of the Peoples Republic of China
- Fujitsu
- Hunter Economic Zone
- Medicare Australia
- Mildura Airport
- National Portals Airport
- Port Macquarie Airport – Hastings Council
- Powerhouse Museum
- Sydney Observatory
- Venture Australia
- Virgin Atlantic
- Wollongong University
- Wyong Council



24 Hour Tel: 1300 30 31 32  
[www.snpsecurity.com.au](http://www.snpsecurity.com.au)



## snapshot

Spring 2008

- GUARDS
- MONITORING
- ELECTRONIC SECURITY
- MOBILE PATROLS
- AVIATION



### Australia's latest Grade A1 Monitoring centre opens

NSW Police Minister, David Campbell MP, officiated the opening of SNP Security's new hi-tech headquarters in West Ryde, on Thursday 21st August.



Minister David Campbell crosses the banner to officially open the Monitoring Centre

Housing the latest Grade A1 monitoring system, the new Monitoring Centre exceeds the grading requirements for the highest possible Australian standard. Construction required over 80 kilometres of Ethernet cabling, 50 kilometres of electrical cabling and its own electrical substation to meet power needs.

With a client list exceeding 30,000, including many well-known Australian companies and landmarks, it is critical that SNP Security's new Centre keeps functioning under any circumstances. Over 20 million alarm events are logged each year, with 129,000 alarm events requiring further action.

Therefore the Centre has been designed as a self-contained bunker underground, with dual UPS systems (un-interruptible power supply), redundant and self-contained air conditioning, standby emergency generator housed inside the building and special telecommunication paths to ensure that data files cannot be severed. The site has been fitted with the latest technology in CCTV monitoring equipment ensuring that any sign of an issue is detected and recorded.



Kerrie and Peter Roche explain the old technologies in the new SNP Museum, to Assistant Commissioner Gene Clifford and Assistant Inspector Kelly Fryer.

Within the centre, external seismic alarms detect any possible attack, triggering full emergency alerts and diverting all alarm events to a second Grade A1 Monitoring Centre, located in Newcastle. This ability to deliver full disaster recovery and redundancy is completed through dual 1 & 2mb telecommunication pipes.

SNP Security Managing Director, Tom Roche says every possible scenario and plan had been considered in developing this new site.

"We wanted to get everything right: for our staff, for our clients and for the industry," said Tom.



Brian Foster with Michael Nicholson (Pflieger Australia)

"This is an exciting time for us, as SNP Security is now in the enviable position of being able to provide superior support to our clients and the general community."

The new office has been nominated for architectural awards, and provides a high quality open plan environment for all SNP staff members to encourage collaboration and communication between teams. Large training facilities have been included, indicative of SNP's ongoing commitment to training.

An interesting feature of the office is a small museum area – featuring original photos of SNP's beginnings and antiquated security equipment dating back to the 1950's, including the original 'Watchmans Carry Clocks', alarms, detectors, a switchboard and original CCTV cameras.



Kerrie Pflieger with Murray Hall (Insurance Australia Group)

"SNP Security is very proud of our 85 years of history, and this collection is a true demonstration of how SNP has pioneered leading edge technology – throughout all time," said Tom. "The museum includes pieces that reflect the history of the company and developments of the security industry, including daily relics rescued from clients sites, old warehouses and sheds".



24 Hour Tel: 1300 30 31 32  
[www.snpsecurity.com.au](http://www.snpsecurity.com.au)

## SNP Security Services Cont'd



**Integrated Monitoring and Alarm Response Tracking**

Australia Post benefits from our single, integrated platform with speedier response and tailored reporting. Developed by SNP, the Automated Response Tracking (ART) solution integrates with MAS monitoring software, tracking every patrol response at every stage through our Grade A1 Monitoring Centre.

- GUARDS
- MONITORING
- ELECTRONIC SECURITY
- MOBILE PATROLS
- AVIATION SECURITY



For more information on this case study: [www.snpsecurity.com.au](http://www.snpsecurity.com.au)



- GUARDS
- MONITORING
- ELECTRONIC SECURITY
- MOBILE PATROLS
- AVIATION SECURITY



*Invitation*  
**Official Opening Ceremony**  
 by the Minister for Police -  
 The Hon. David Campbell, MP.

### SNP Local paper advertisements







**Looking for Job Security?  
 Worried your current job won't last?**

Working as an Aviation Screening Officer at Sydney Airport, you will enjoy great benefits as well as increased job security – some SNP team members have been with us for over 30 years!

Working in security isn't just standing outside pubs and clubs – we can offer a safe, indoor working environment focused on customer service and teamwork.

Both male and female applicants of all ages are encouraged to apply.

For information on the long-term benefits of working at SNP, how to gain your security license and an invitation to a group assessment, call our Recruitment Team on 02 6762 6668 or go to [www.snpsecurity.com.au](http://www.snpsecurity.com.au)

On behalf of the SNP Security team in the ACT, I would like to invite you to attend our VIP Client Luncheon, with special guest and SNP Brand Ambassador Stirling Mortlock.

The luncheon will be a great opportunity to meet other SNP clients, reconnect with old friends and make new ones.

I look forward to seeing you there.

Peter Georgiou  
 ACT Branch Manager

**Location** > Ottoman Restaurant  
 Corner of Broughton & Blackall Sts., Barton

**Date** > Tuesday, 23 March 2010

**Time** > 12.30pm

**RSVP** > Friday, 12 March.  
 Call Peter Georgiou on 02 6201 1234 or email PGeorgiou@snpsecurity.com.au

\* Invitations are not transferable. Thank you.



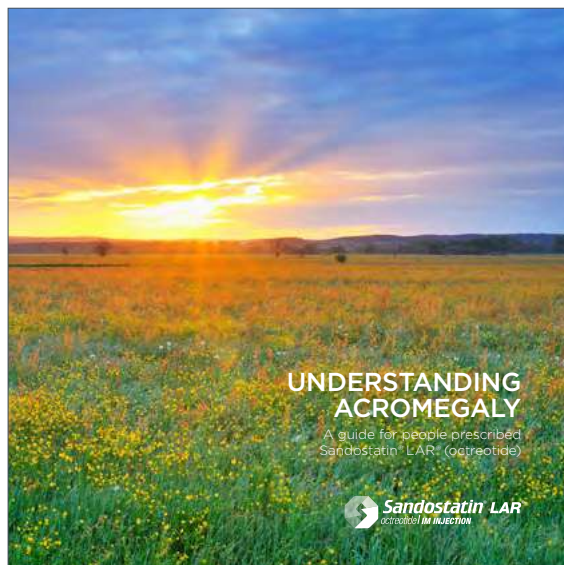
SNP branded vehicle wrap concept



**Vivacity Health**

Vivacity Health is an agency that assists Pharmaceutical companies to build and create documents that convey information about their products. I worked with Vivacity Health for over 3 years, mainly on their marketing collateral and presentations.

As their products are content sensitive, I could only select one example that I designed. A majority of the work focussed on major health issues – and are probably not ideal for displaying on a general basis. With that said, I did enjoy working with Vivacity Health as the projects were challenging and varied.



**ABOUT THIS BOOKLET**

Whether you have just been diagnosed with acromegaly or were diagnosed some time ago, you may be wondering how it will affect your life.

People feel more involved in the decisions that need to be made about their condition if they have a better understanding of the disease and the treatments available to them. That's why this guide has been developed, as part of the SHINE program, for people who have been prescribed Sandostatin® LAR® (octreotide) intramuscular injection.

Sandostatin LAR is a medication for people with acromegaly. As with any prescription medication, there are certain things that you should know about your treatment. While this booklet aims to answer common questions people may have about acromegaly and its treatment with Sandostatin, it should not take the place of speaking with your doctor about your condition or its treatment.

You should also read the Sandostatin LAR Consumer Medicine Information leaflet, which you can download from [www.novartis.com.au](http://www.novartis.com.au).

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Understanding acromegaly 1

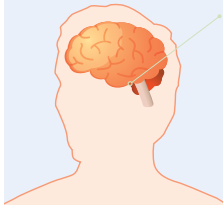
**What is acromegaly?**

Acromegaly is a hormonal disorder that develops when your pituitary gland produces too much growth hormone during adulthood. Excessive amounts of growth hormone then stimulate the growth of all body tissues, including bone and skin.

In around 99% of cases, acromegaly is due to a non-cancerous (benign) tumour on the pituitary gland (known as pituitary adenoma). In the remaining 1% of cases, the cause is a growth hormone-secreting tumour somewhere else in the body.

**The pituitary gland**

Located in the brain, the pituitary gland produces a number of hormones including growth hormone. Growth hormone promotes growth in childhood and controls metabolism, muscle and bone mass in adults.



Understanding acromegaly 3

## BDO Australia

In 2016, I submitted a proposal to BDO Australia applying to provide in-house graphic design services for the Sydney office (800+ Partners & Staff) and was successful with my bid. The contract was for 2 years. In this time, I created templates for BDO branded proposals to ensure quick turnarounds, implemented a new archiving system and created a design services guide for staff to refer to prior to submitting design requests (highlighted overleaf). I also worked closely with the designers in the BDO offices located in Brisbane and Melbourne.



Other responsibilities involved weekly new staff photo-shoots (with a green screen background) and manipulating the photos to have a consistent look. This practice was also adopted in the other State offices.



MANDOS DESIGN | Proposal for BDO

# OUR VISION IS TO HELP TO BRING YOUR PROJECTS INTO THE MARKET WITH QUALITY AND QUIET CONFIDENCE.

Mandos Design works with clients big and small across a range of sectors and we utilise all forms of media to get your company name out there in a way that's right for the company.

We believe that analysis of your company and your customers is key in responding effectively to your promotional and proposal needs and we will work with you to fully understand your business to achieve the greatest amount of publicity possible so that you can see a return from design services.

The team is up-to-date with the latest technologies, media trends and are keen to prove themselves and that is what you need to be successful.

Whatever the level of support you require, we are sure that we will have a package that meets your needs. We will assess the current production process and offer a better way, that is competitive and sustainable for the company.

Mandos Design has accumulated valuable experience working with two of the Big 4 (KPMG, PwC) over the past 20 years, and we are ready to pass this experience over to you.

MANDOS DESIGN | Proposal for BDO

## ABOUT US

**MARK ANDERSON**  
COMPANY DIRECTOR

Having over 20 years of design, studio and team management I understand how graphic design works within the corporate environment. Find out what is the different between us and our competitors.

**WHO WE ARE**

We are a small but very flexible design studio that designs for print and web. We work around the clock to meet the needs of the client, to fulfil their design requests. Whether you need a new brand created, marketing materials or a responsive and functional website, we are confident you will be pleased with the results.

Receive modern professional results for your company. Corporate Design is one of the parts which can be a reason why potential customers will become your customers. Take this chance and go your with us to create a strong brand that will confident in the market. We will assist you as a friend and a smart business partner.

**WHAT WE DO**

**We strive to be the best and offer:**

- > corporate graphic design
- > brand development and visual identity
- > assessment of current processes
- > implementation of process management
- > team placement and co-ordination
- > hardware and software maintenance
- > a service not confined to office hours.



BDO Australia cont'd

CLIENTS & MARKETS  
**DESIGN SERVICES**  
 Procedure Guide 2017

**information**

**BDO**

158 COUNTRIES & TERRITORIES  
 GLOBAL REVENUES INCREASED BY **8%**  
 TOTAL REVENUES **US\$7.6 BILLION**

REVENUE GROWTH AT CONSTANT RATE  
 9.0% AMERICAS  
 5.8% EMEA  
 9.8% ASIA PACIFIC

OVER **30** MERGERS NETWORK-WIDE

GLOBAL HEADCOUNT **67,731**  
 5.33% INCREASE YEAR ON YEAR

NUMBER OF OFFICES **1,401**

GLOBAL AVERAGE PROFESSIONAL STAFF TO **PARTNER** RATIO OF **9 TO 1**

**BDO**

Statistics as of 30 September 2016

**TECHNOLOGY, MEDIA & TELECOMMUNICATIONS SERVICES**  
 CAPABILITY STATEMENT

OUR BUSINESS MODEL    PRODUCT DEVELOPMENT    INNOVATION OPPORTUNITY    BOLD NEW IDEAS    OVER THE CLOUDS    OUR SERVICES    INNOVATION PROGRAMS    DIGITAL TRANSFORMATION

**BDO**

BDO Interactive Capability Statements

2017  
**WINNING WORK**  
 A BID OPPORTUNITY GUIDE

**BDO**



## JJ O'Toole Packaging

In 2018, I immigrated from Australia to Ireland, with my (Irish) wife and son to be closer to family. Prior to leaving, I applied for a position as Creative Lead (Designer) with JJ O'Toole Packaging based in Limerick, Ireland.

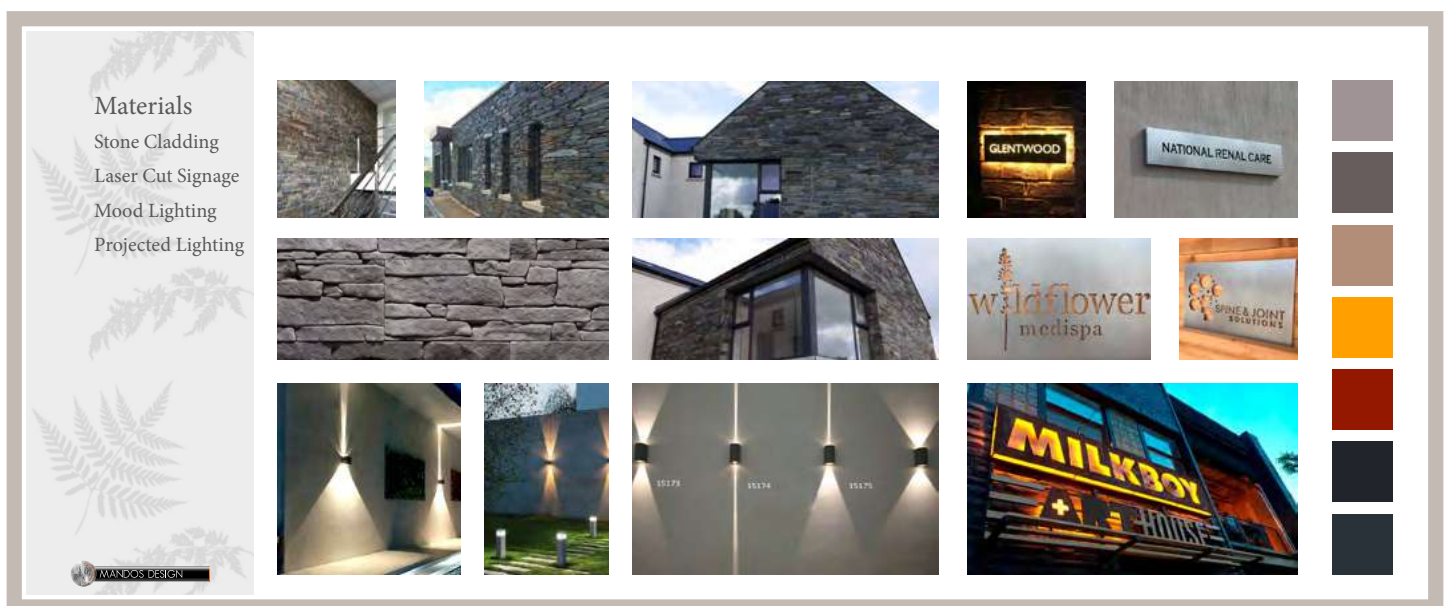
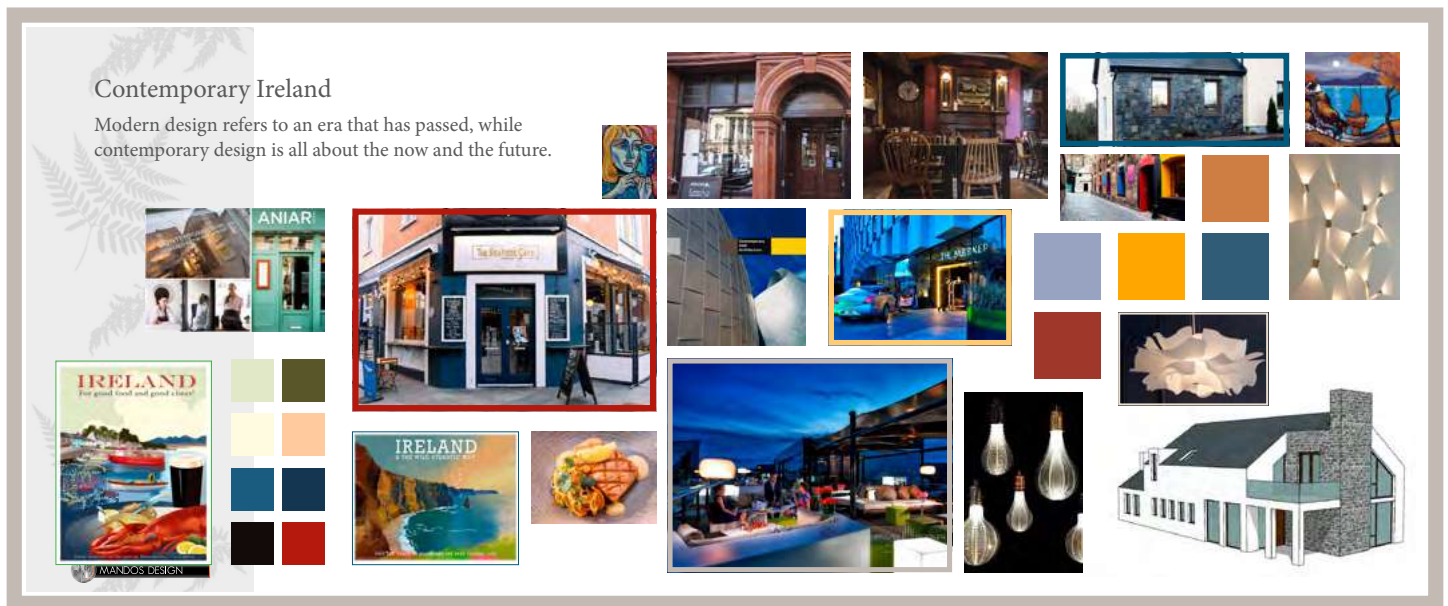
When I arrived to start at JJ O'Toole, I found the studio to be what could be basically described as in disarray and the team were using an archaic job tracking method. In the first 2 months, I turned all of this around by implementing online project management tools and re-organising the studio. I provided intensive training for the mid-weight and junior designers.

I gained substantial knowledge about packaging, stock, printing and finishing methods by dealing closely with producers in China and Europe. The example below is one of the concepts I submitted to secure the position.



# Byrnes Restaurant

The proprietor of a prominent restaurant in the village of Ennistymon on the West coast of County Clare, Ireland contacted me requesting for design concepts. He needed assistance to revive the ageing restaurant facade. Below are the mood boards I presented to the owner. Unfortunately, with the advent of the CoVid-19 lock down this project was put on indefinite hold.





# Byrnes Restaurant *cont'd*

Additional boards.





## Henry's Bistro & Wine Bar

I met Dermot, the proprietor of Henry's Bistro & Wine Bar in Ennis, County Clare, Ireland, when calling on businesses and handing out my business card. While handing out my card I would start-up a discussion to enquire if there was a need of graphic design services, which Dermot agreed to. Initially we had a few meetings discussing where areas could be strengthened to bring a professional light to the business. We started with the exterior branding, window decals and the exterior menu board. Menu formats and advertising in local newspapers were next. With these new designs in place, assisting with the website SEO settings plus highlighting the restaurant in prominent tourism websites eg. Wild Atlantic Way, the restaurant received an increase in popularity based on Trip Advisor ratings. Again, the positive momentum of this campaign was put on hold by the CoVid-19 lock down.

#Great Food #Great Service  
@tripadvisor

**Fancy fish & chips before the cinema?**

**OPEN for Lunch & Dinner Wednesday to Sunday**  
**065 6899393**

**Henry's Bistro & Wine Bar**  
Market St. Ennis, Co. Clare  
info@henrysrestoandwinebar.ie  
www.henrysrestoandwinebar.ie

**HENRY'S Bistro & Wine Bar**  
To book call 065 6899393

**Lunch**

Today's Special ..... 7.00  
Henry's Chicken Caesar Salad ..... 5.50 (20) 9.50 (30)  
Today's Sandwich (Served with Cup of Soup or Fries) ..... 7.00  
Chicken Wrap & Fries ..... 8.00  
Fish & Chips, Served with Tartar Sauce ..... 10.00  
Fugate's Chicken ..... 10.00  
Steamed, Fries & Salad ..... 10.00  
Chicken & Bacon Burger with Fresh Salad on crisp bread (H&M) ..... 12.00  
Crispy & Battered Burger with Fresh Salad on crisp bread ..... 12.00  
Hot Wings, Fries, Salad with Popover Sauce ..... 17.00  
Fries from 100g Price for a Green Salad or Steamed Vegetables ..... 10.00

Henry Bread & Butter Pulling ..... 2.99 / 4.00  
Flourless Chocolate Cake with Fresh Cream ..... 2.99 / 4.00  
Henry's Stone Meat ..... 2.99 / 4.00  
Glenasmole Farm Luscious ..... 5.00

**Wine Bar Snacks & Boxes**  
Wednesday to Saturday  
5:30pm to 9pm

Tiger Prawns & Chorizo Pileo ..... 6.00  
Gratin Cheese & Carroted Onion Tart ..... 8.00  
Steamed Mushrooms & Sprouts, Broccoli ..... 7.00  
Irish Farmhouse Cheese Board ..... 10.00  
Henry's Cheesecake & Fries ..... 10.00  
Finger Chicken Burger & Fries ..... 10.00  
Crispy B' Fries with Teriyaki Sauce ..... 10.00  
Savoury Fish Cakes & Fries ..... 10.00  
Chicken & Spiced Bread ..... 10.00

**Dinner**

Henry's Pakodas, Lentil & Smoked Bacon Pudding ..... 8.00  
Steamed Mushroom & Spinach, Broche with Potatoes au Gratin ..... 7.00  
Crispy Salad with Steamed Broccoli ..... 7.00  
Slow Roast Pork Belly, Kale with Wine Jus ..... 10.00  
Gratin Cheese & Carroted Onion Tart ..... 8.00  
Softshell Chicken ..... 8.00  
Today's Home-made Soup ..... 6.00

Three Healed Ribeye, Steamed Mushrooms & Shalots, Fries, with Pepper Sauce or Red Wine Sauce or Garlic Butter ..... 28.00  
Roasted Duck of Henl, Potato Fries with Red Wine Sauce ..... 18.00  
Lamb Shank, Mash, Green Beans with Rosemary Jus ..... 21.00  
Duck Leg Confit, Lentil & Vegetable Ragout ..... 18.00  
Chicken Breast Burger with French Fries ..... 10.00  
Crispy Green Salad with Fries ..... 10.00  
Roasted Salmon Filet & Mashed Potatoes ..... 18.00  
Fry-breaded Cod, Cauliflower & Steamed Broccoli ..... 21.00

Henry's Chocolate Cake, Fresh Cream & Berry Compote ..... 7.00  
Henry Bread & Butter Pulling with Anglaise Sauce ..... 7.00  
Henry's Classic Apple 'Pie', Fresh Cream & Icecream ..... 7.00  
Glenasmole Farm Luscious Selection ..... 4.50  
Henry's Stone Meat ..... 7.00  
Irish Farmhouse Cheese Selection ..... 10.00

**Sundays at Henry's**  
To Start  
Today's Home-made Soup  
Softshell Chicken  
Crispy Salad with Steamed Broccoli  
Crispy Mushrooms & Spinach on Broccoli  
Henry's Steamed Fish Cakes, Salad with Herb Jus

To Follow  
Hot Wings, Fries, Salad with Popover Sauce (When in Season)  
Roast Herb-roasted Sirloin with All of the "Trimings"  
Grilled Chicken Breast with Mushroom Sauce  
Fish & Chips (Fresh Haddock) with Mashed Potatoes  
Savoury Salmon & Lemon Mousse

To Finish  
Berry Bread & Butter Pulling  
Flourless Chocolate Cake with Fresh Cream  
Henry's Stone Meat  
Glenasmole Farm Luscious  
Profiterole Sundae

3 Course €21.00  
3 Course €25.00

**Dinner Service**  
Wednesday to Friday 5:30pm to 9pm  
Saturday 4pm to 9pm

**LUNCH SERVICE**  
Wednesday to Friday 12:30pm to 2:30pm  
Saturday 12:30pm to 6:30pm

**Dinner Service**  
Wednesday to Friday 5:30pm to 9pm  
Saturday 4pm to 9pm

\* Dinners Early Bird Menu - 3 Course €21.00 3 Course €25.00  
Special All Evening on Wednesday, Thursday, Friday, and last 9pm on Saturday.  
We focus on using the finest produce available so occasionally some items listed may not be available. Vegetarian menu available.

#Great Food #Great Service  
@tripadvisor

**Wine Bar bites. Wednesday to Sunday.**

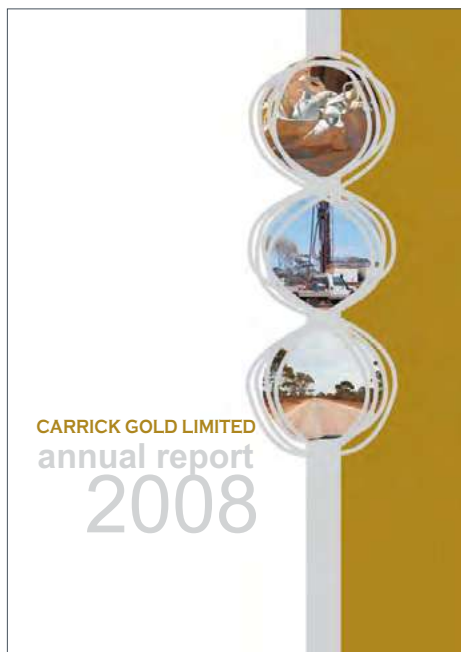
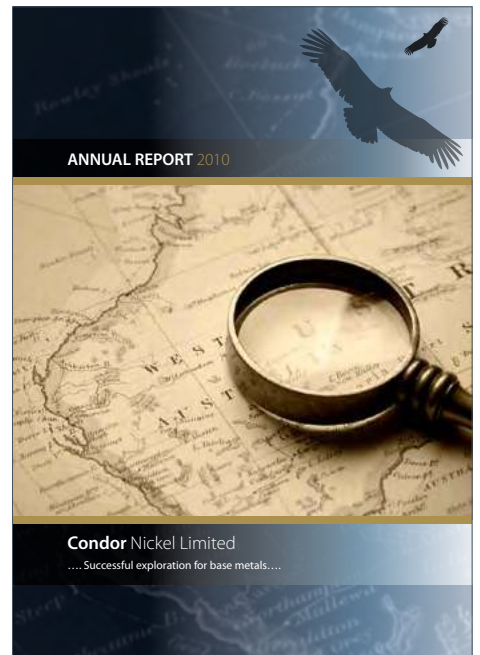
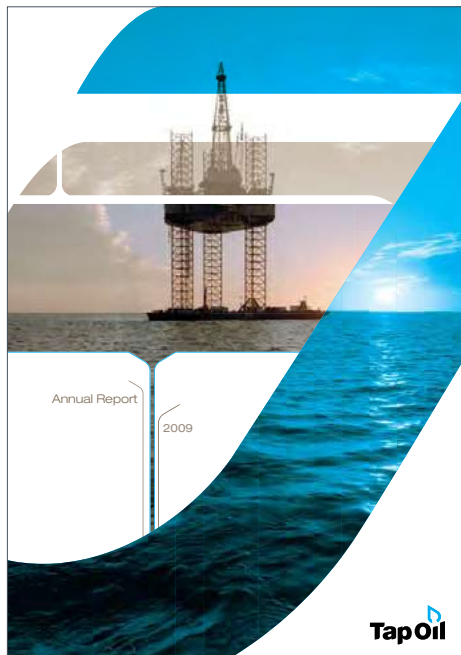
**OPEN for Lunch & Dinner Wednesday to Sunday**  
**065 6899393**

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## Annual Reports

A large contingent of my work involved designing and formatting Annual Reports before the end of the financial year. As I'm sure you can appreciate, it was a very time-sensitive process with delivering the reports to share-holders on an exact date, with the exact and latest figures. Below are a few cover examples. Please be aware, that these covers represent on average, 120 page documents with multiple edits received and implemented in a very short space of time. Generally the reports were off-set printed.

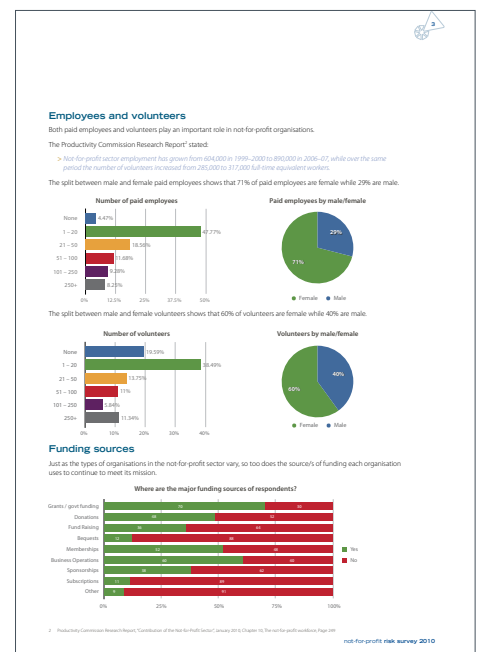
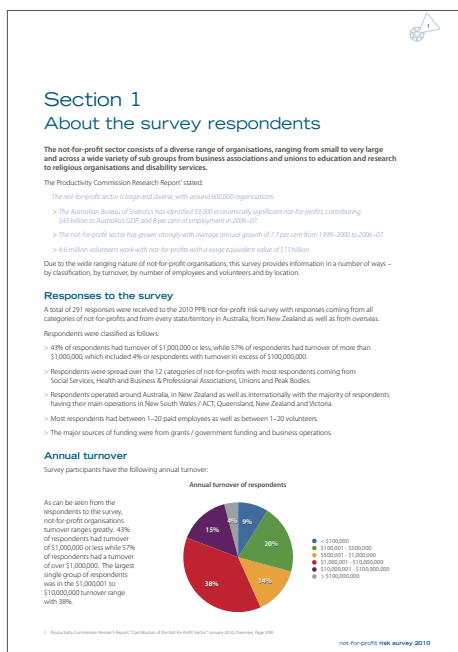
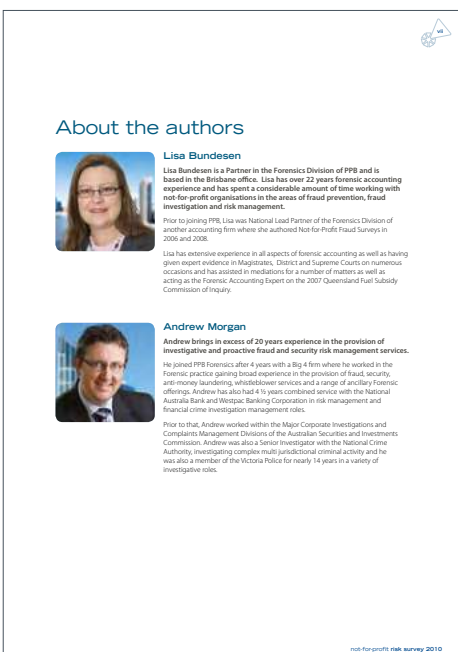
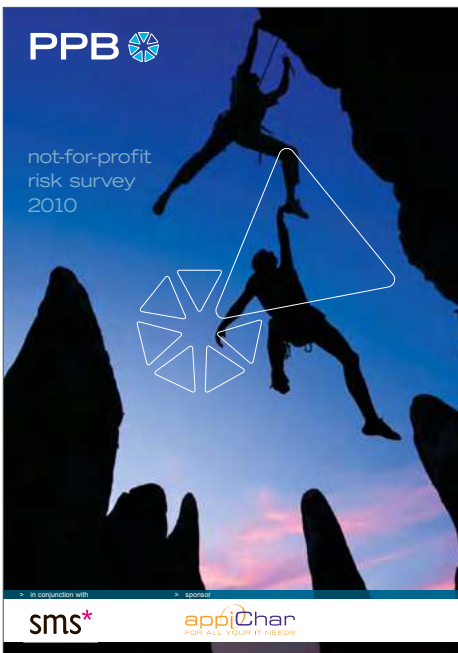




## Multi-page documents

Similar to annual reports I would design and format multi-page documents (surveys and reports). I would be supplied with a brief and copy, usually in a Word document and an agreed deadline to deliver by. Below is a favourite example.

### PPB not-for-profit risk survey 2010 – 88 pages – 3 weeks turnaround





# Multiple page documents cont'd

## PPB not-for-profit risk survey 2010 cont'd



### How important is risk management?

With the ever increasing scrutiny organisations (both for profit and not for profit) are now finding themselves under as a result of the global economic conditions, stakeholders are paying more attention to risk management. Most importantly, however, is for an organisation to be able to show that it has taken its strategic risk management planning and integrated the plan into achieving its mission / objectives.

Respondents were asked to consider how important effective risk management was to achieving the organisation's objectives. It is encouraging to note the relative importance placed on effective risk management techniques by respondents. 77% of the respondents rated the importance of effective risk management to the achievement of their mission / objectives as being either very high or high with another 22% of respondents rating the importance as fair. Very few organisations (7%) did not consider effective risk management was important to the achievement of organisational objectives.

#### How important is effective risk management to the achievement of your organisation's objectives?

By percentage

By turnover (%)

not-for-profit risk survey 2010



### Risk management and the improvement in performance

Respondents were asked, to what degree risk management has improved performance and / or outcomes in a number of areas.

#### In your organisation, there is

By percentage

Area	Very High	High	Fair	Low	Very Low
More robust corporate planning	18	21	54	11	5
Achievement of objectives	13	31	31	18	7
Quality of service delivery	26	32	24	16	4
Resource allocation and utilisation	13	27	33	12	15
Information systems	16	27	34	14	11
Management reporting	26	26	24	16	8
Communication in the organisation	11	31	28	13	17
Development of a learning culture in the organisation	11	22	33	16	18
Management of stakeholders and service recipients / customers / clients	12	24	27	14	19
Organisational change	14	25	33	14	14
Reputation management	22	22	30	18	8
Public perception	17	28	34	17	6
Increased recognition and uptake of opportunities	13	24	34	15	14
Physical asset management	13	22	34	12	19
Revenue budget management	19	24	32	17	8
Project management	26	27	24	12	11
Accountability requirements	24	24	26	7	19

Overall, respondents were positive in their opinions that risk management has improved performance and outcomes within their organisation.

not-for-profit risk survey 2010



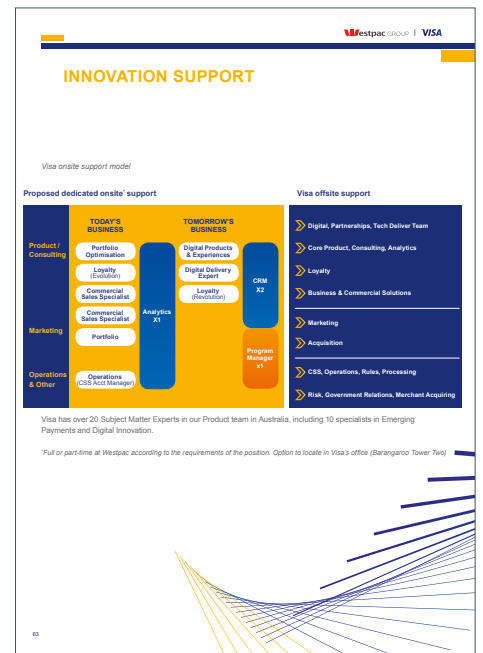
**Offices**

<b>Sydney</b> Level 4/5, MTC Centre 120-24 Martin Place Sydney NSW 2000 T +61 2 8116 3000 F +61 2 8116 3111	<b>Brisbane</b> Level 3 167 Eagle Street Brisbane QLD 4000 T +61 7 3222 8800 F +61 7 3222 8899	<b>Perth</b> Level 21 160 St Georges Terrace Perth WA 6000 T +61 8 9216 7600 F +61 8 9216 7699
<b>Melbourne</b> Level 21 181 William Street Melbourne VIC 3000 T +61 3 9208 4000 F +61 3 9209 4099	<b>Adelaide</b> Level 10 25 Pirrama Street Adelaide SA 5000 T +61 8 8211 2800 F +61 8 8211 9222	

> In conjunction with > sponsor

## Multiple page documents cont'd

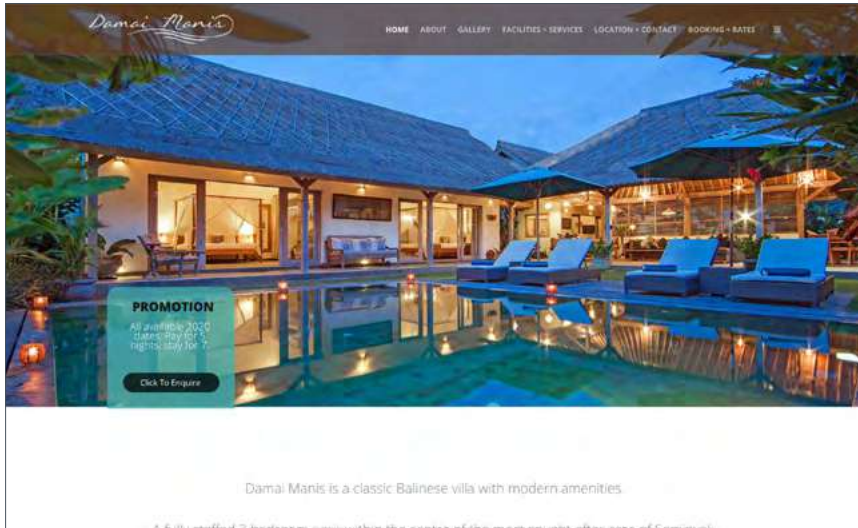
### VISA – Proposal response to Westpac Group – 128 pages – 3 months turnaround





## Websites

Below are a few of the websites I recently designed, built and maintain.



**Damai Manis Villas**  
– based in Semiyak, Bali, Indonesia

Designed 2017

Created within WordPress

Logo design



**Reload Tools**  
– based in Adelaide, S.A., Australia

Designed 2018

Created within Shopify



**The MatchMakers Daughter**  
– based in Lisdoonvarna, County Clare, Ireland

Designed 2019

Created within WIX

Logo design

Websites cont'd



**Sweet'n'Green Cafe**  
– based in Ennis, County Clare, Ireland

Designed 2020

Created within Wix



**The Abbey Tavern**  
– based in Quin, County Clare, Ireland

Designed 2020

Created within WIX



**ScreenGrafix**  
– based in Limerick, County Limerick, Ireland

Designed 2020

Created within Wix

Logo design



## Clients and Sectors

### ADVERTISING

BWM Dentsu – Marketing/Creative Services (Australia)  
ElevenCom (Australia)

### BUSINESS DEVELOPMENT

Australian Business Consulting (Australia)  
Australian Business Foundation (Australia)  
Australian Apprenticeship Centre (Australia)  
NSW Business Chamber (Australia)

### CHARITY

The Benevolent Society (Australia)  
Secure Beginnings (Australia)  
Sydney Childrens Hospital (Australia)  
Voiceless (Australia)

### FINANCE

BDO (Australia)  
Clayton Utz (Australia)  
Commonwealth Bank of Australia (Australia)  
KPMG (Australia)  
PPB Advisory (Australia)  
PSK Performance (Australia)  
Radar Promotions (Australia)  
VISA (Australia)

### GOVERNMENT

Canada Bay Council (Australia)  
NSW Parliament House (Australia)  
Western Sydney University (Australia)  
Depart of State & Regional Development (Australia)

### HEALTH

The Royal Australian & New Zealand College of Radiologists (Australia)

### HOSPITALITY

Byrnes Restaurant (Ireland)  
Henry's Restaurant & Wine Bar (Ireland)  
MatchPoint International (Australia)  
The Abbey Tavern (Ireland)  
Sydney Cricket Ground Hospitality (Australia)  
Sweet 'n' Green Cafe (Ireland)

### PROFESSIONAL SERVICES

SNP Security (Australia)  
NRMA Motoring + Services (Australia)

### PHARMACEUTICAL

Johnson & Johnson (Australia)  
Vivacity Health (Australia)

### PACKAGING

JJ O'Toole (Ireland)

### PERSONAL SERVICES

The MatchMakers Daughter (Ireland)  
PowerStrokes Mountain Bike Tours (Ireland)

### RETAIL

BMW (Australia)  
Omorfia Day spa (Australia)  
Re-Load Power Tools (Australia)

### TOURISM

Cathay Pacific (Australia)  
EPIC Attractions (Australia)  
Sydney Convention & Visitors Bureau (Australia)  
Swiss Grand Resort & Spa (Australia)



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