

Bring your brand to life

**Gösh
CreativeTM**

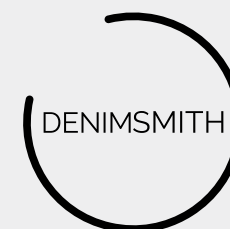
Working with great organisations

We're very fortunate to work with a wide range of great organisations.



We create brands too





A snapshot of our work



Denimsmith #NorthSideStory

Denimsmith are a collaboration of skilled makers with over two decades of denim-craft. Very proudly located in Brunswick East, they came to us with a brand vision that encapsulated quality Australian made denim and Melbourne's vibrant northern suburbs. We designed their visual identity and the complete look and feel for their brand in all its expressions from product labelling and press advertisements to website design and outdoor poster campaigns. This vision further evolved to include a video series called 'North Side Story' featuring like-minded local business.

What we did

- Brand Visual Identity
- TVC Strategy & Art Direction
- Brand Identity Development
- Website Content, Design & Development
- Marketing Collateral Content, Design & Artwork
- Outdoor advertising



Rogue Wave Brewing Co.

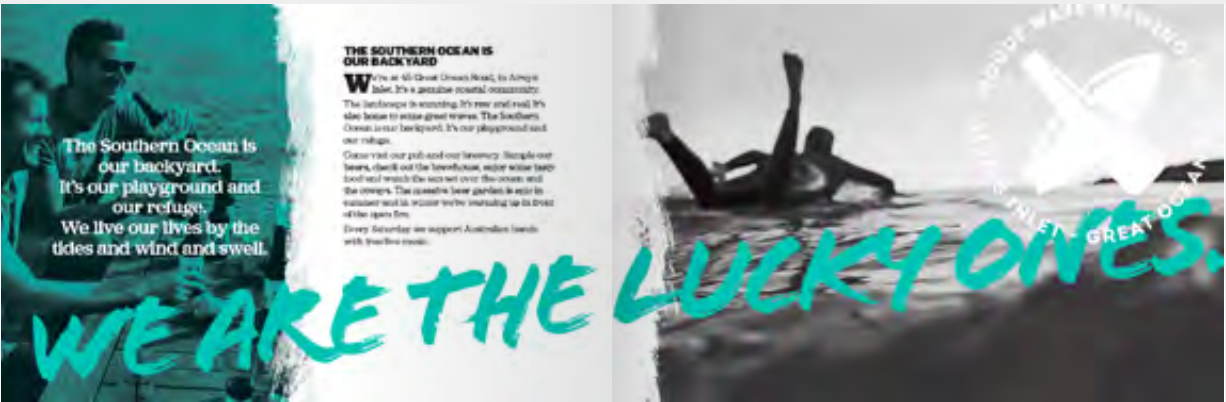
A well established, widely acclaimed pub in Airey's Inlet on the Great Ocean Road commenced brewing its own beer in 2015. The product is outstanding and we were lucky enough to be given the opportunity to develop the overall brand for Rogue Wave Brewing Co. as well as the identities for each of their locally brewed beers (after a small tasting of course).

What we did

- Brand Visual Identity
- Packaging Design
- Point of Sale
- Signage
- Marketing Strategy & Planning



**ROGUE
WAVE**
— BREWING CO. —



Rogue Wave Brewing Co.



Rogue Wave Brewing Co.



Fitted For Work

Since 2005, Fitted for Work has transformed the lives of more than 20,000 women. As a not-for-profit organisation and the first of its kind in Australia, it's mission is to assist women experiencing disadvantage to get work and keep it. Our role was to refresh the brand identity and assist the organisation in communicating it's mission to target audiences and key stakeholders.

What we did

- Annual Reports
- Direct Marketing Campaigns
- Postcards
- Digital media assets



FITTED
FOR
WORK.ORG



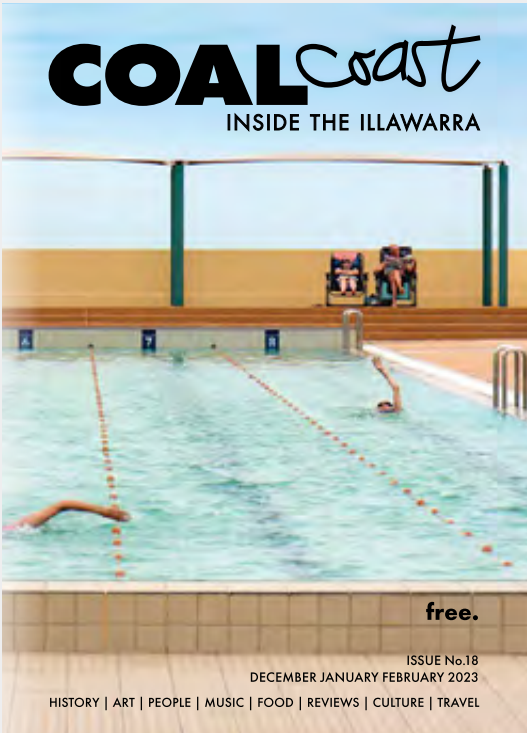
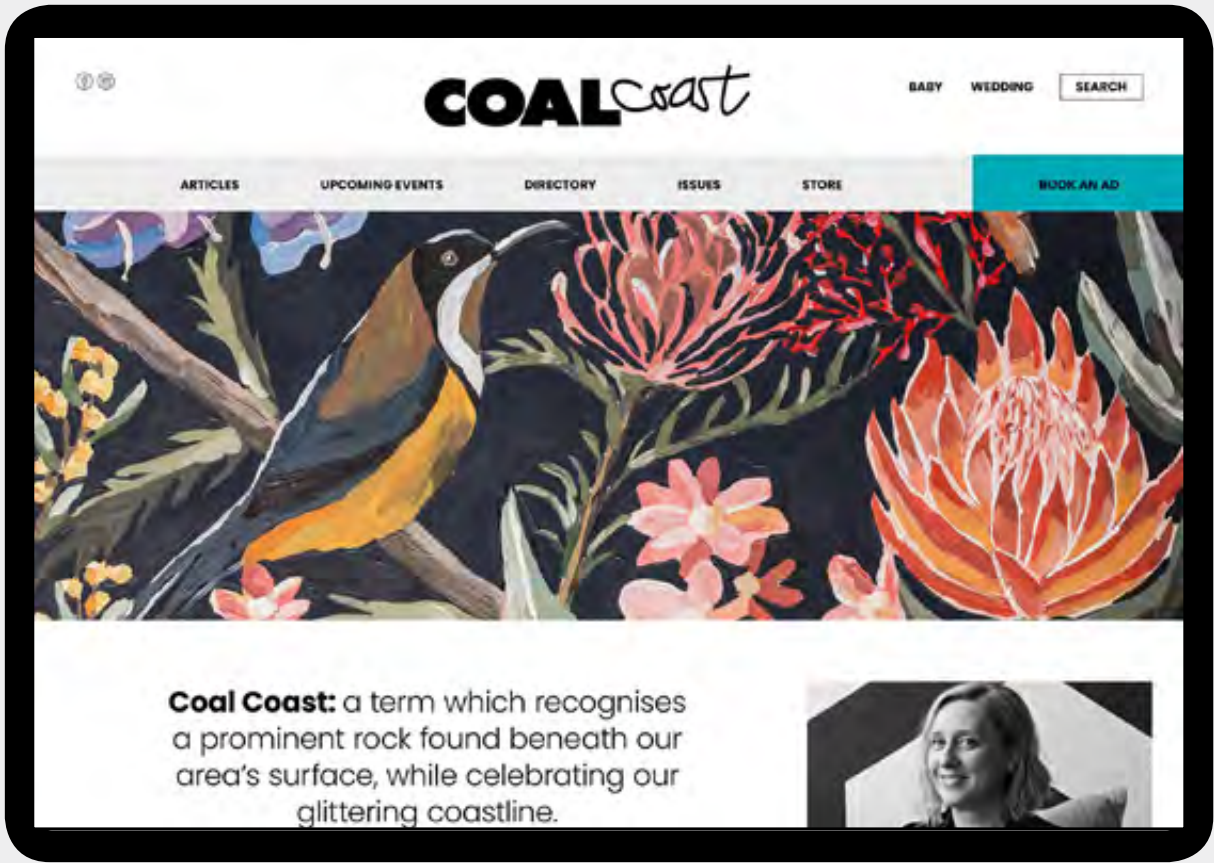
Coal Coast Magazine

Coal Coast Magazine is a printed and online guide for exploring the vibrant life and culture in the Illawarra, including Wollongong, Kiama and Shellharbour.

Gosh Creative produce the A5 printed issues and developed the website where articles are posted by the client.

What we did

- Magazine design
- Website design and build



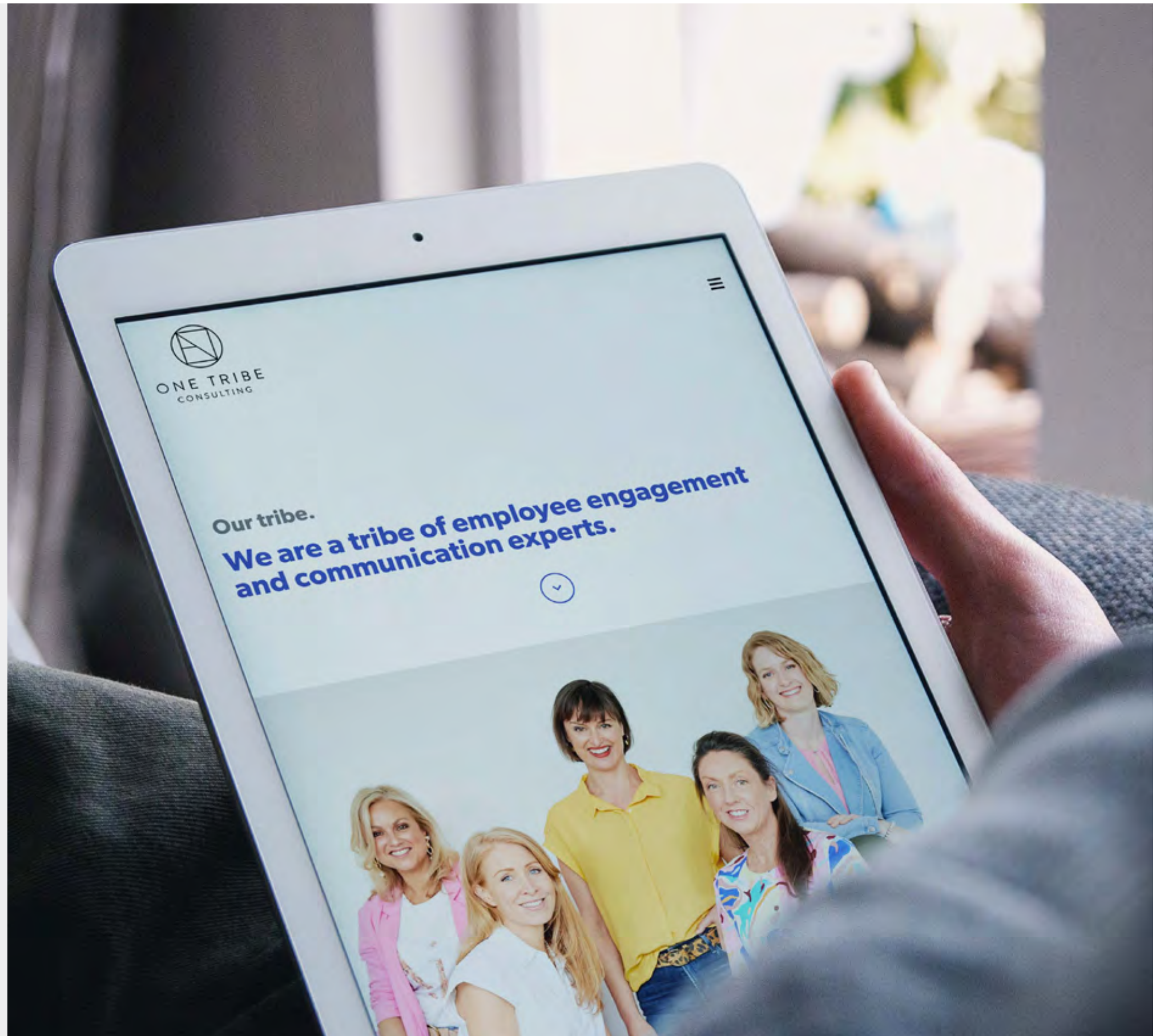
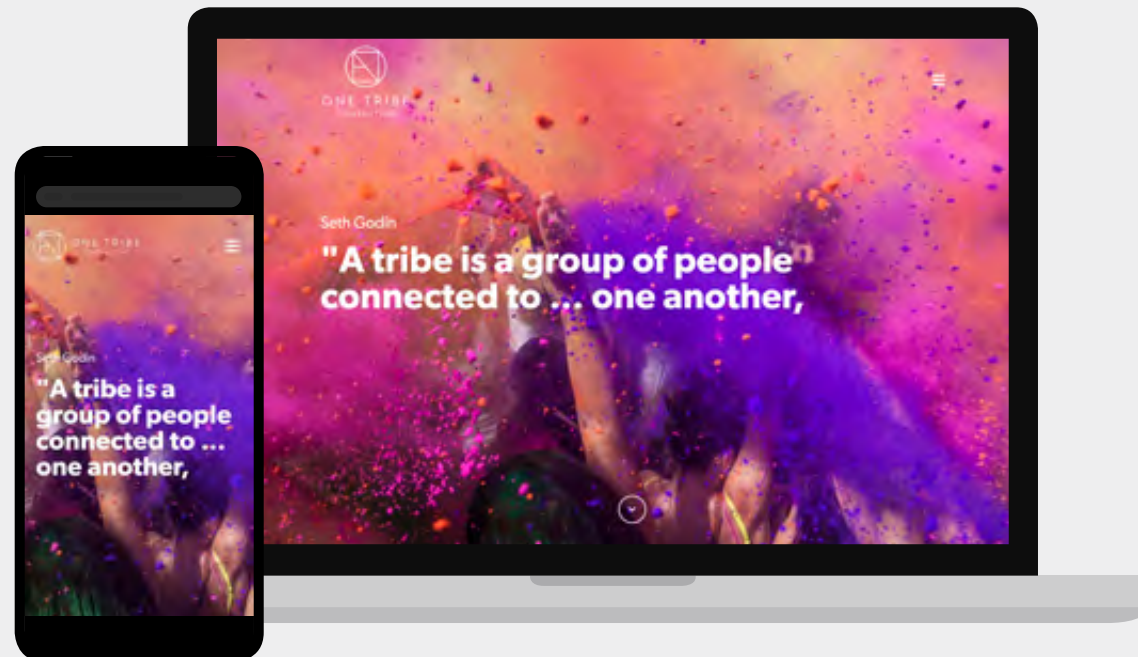
One Tribe Consulting

One Tribe is an employee engagement and communication agency based in Melbourne.

They asked the Gosh Creative team for a website that captured their experience and approach. The site we designed is a clean, full screen experience highlighting thier key objectives and goals. It included a workshop post and blog post custom functionality.

What we did

- Visual Identity
- Stationery and templates
- Website Design & Development
- Development of a Workshop and Blog post feature that links to their social accounts.

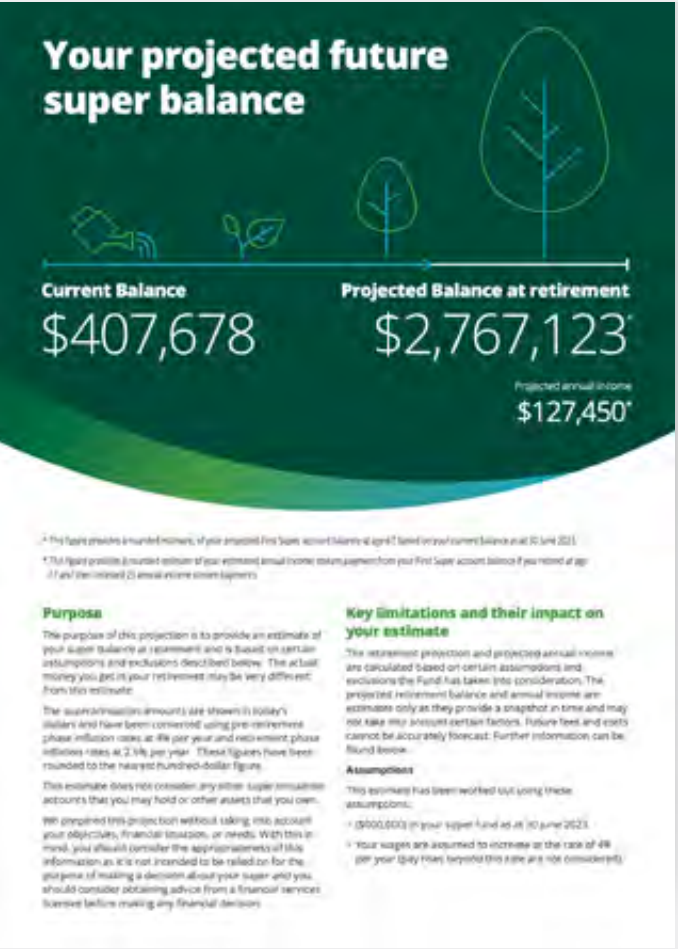
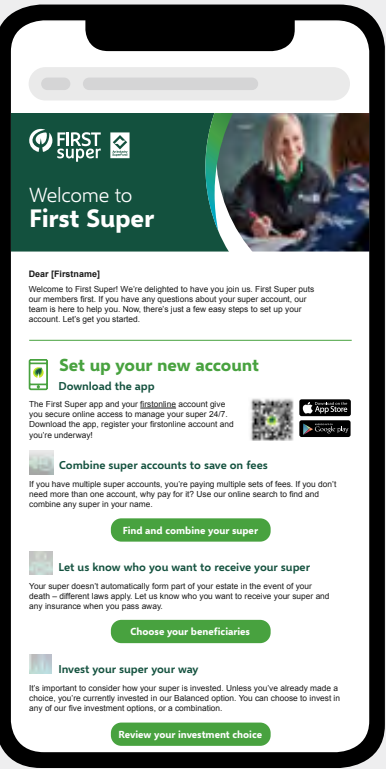


First Super

First Super was founded when three industry super funds merged in July 2008. Their members work in the furniture, joinery, pulp, paper and timber industries. Gosh has been working closely with the internal marketing and membership team to produce a variety of comm's to members and re-designed the member statements and produce the EDM templates.

What we did

- A4 Inserts showing members super projections
- Annual statement design templates
- EDM HTML templates
- DL Inserts
- Digital marketing campaign designs



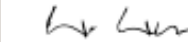
Dear {First name}

Welcome to your 2022/23 annual statement

We recommend that you take some time to read your statement. Please check 'Your Transaction Summary' to ensure payments made within this period are correct. Also ensure that your personal details are correct, particularly your address and phone number(s), and that we have up-to-date nominated beneficiary details for you.

If you have any questions or need to update your details, contact the Member Services Team on 1300 360 988 or mail@firstsuper.com.au.

Thank you for being a First Super member.


Bill Watson

Member Number	12345678
Account Number	57895247880
Tax File Number	Supplied

{Firstname}
your pension balance
as of 30 June 2023 is:

\$632,123.59

Your account overview

Opening Balance	\$598,030.00
Net Investment Return	\$860.00
Other Transactions	\$0,000,000.00
Direct Fees and Costs	\$0,000,000.00
Government Taxes	\$0,000,000.00
Closing Balance	\$0,000,000.00



Make sure your super is working hard for you with a Retirement Health Check.

In just 30 minutes a Retirement Health Check with one of our Financial Planners* can:

- Tell you how long your super and other savings are likely to last
- Consider any planned expenses
- Discuss ways to boost your super

Participating members say:

"This is exactly what I needed to know."

There's no extra cost – it's covered as part of your Fund membership.

To book, visit
firstsuper.com.au/advice/retirement-health-check/

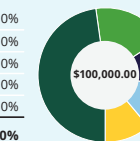
*First Super Financial Planners are authorised representatives of Industry Fund Services Limited (ABN 54 007 016 195, AFSL 232514).

We're here to help. 1300 360 988 firstsuper.com.au mail@firstsuper.com.au Page 1 of 6

Your Investments

As at 30 June 2023 your account balance was comprised of these investment components.

Balanced (Default)	0.00%
Shares Plus	0.00%
Growth	0.00%
Conservative Balanced	0.00%
Cash	0.00%
Total	0.00%



Investment Switches

You can make an investment switch by completing an **Investment Choice Application Form**.

If you made any investment switches during the year to 30 June 2023, they are shown in this table.

Your starting investment allocation as at 1 July 2022 was as indicated below:

DATE	BALANCED	SHARES PLUS	GROWTH	CONSERVATIVE BALANCED	CASH
01/07/2022	000%	000%	000%	000%	000%

If you made investment switches, they are detailed below:

DATE	BALANCED	SHARES PLUS	GROWTH	CONSERVATIVE BALANCED	CASH
00/00/0000	000%	000%	000%	000%	000%
00/00/0000	000%	000%	000%	000%	000%
00/00/0000	000%	000%	000%	000%	000%

Crediting Rates

First Super Crediting Rates 2022/23 and Prior Periods

INVESTMENT OPTION	1 YEAR	2 YEARS	3 YEARS	5 YEARS	10 YEARS	SINCE INCEPTION	INCEPTION DATE
Balanced (Default)	10.14%	5.54%	8.99%	6.51%	8.37%	7.46%	18/3/2005
Shares Plus	14.36%	6.83%	12.52%	8.53%	10.87%	8.56%	1/7/2005
Cash	3.23%	1.78%	1.37%	1.59%	2.24%	3.31%	1/7/2005
Conservative Balanced	7.50%	3.92%	6.25%	4.95%	6.68%	6.16%	1/7/2008
Growth	12.72%	6.40%	11.03%	7.77%	N/A	9.60%	10/8/2013

Investment Returns for 2022/23

The investment performances shown above are the compound average effective rate of net earnings for each of our investment options for 1, 2, 3, 5 and 10 years to 30 June 2023. Our investment returns are net of indirect fees and costs and tax but are gross of direct fees and costs.

These performance figures are not the investment return of your own personal account with us. Your personal return may be different depending on when you joined the Fund, transactions, fees charged and investment switches.

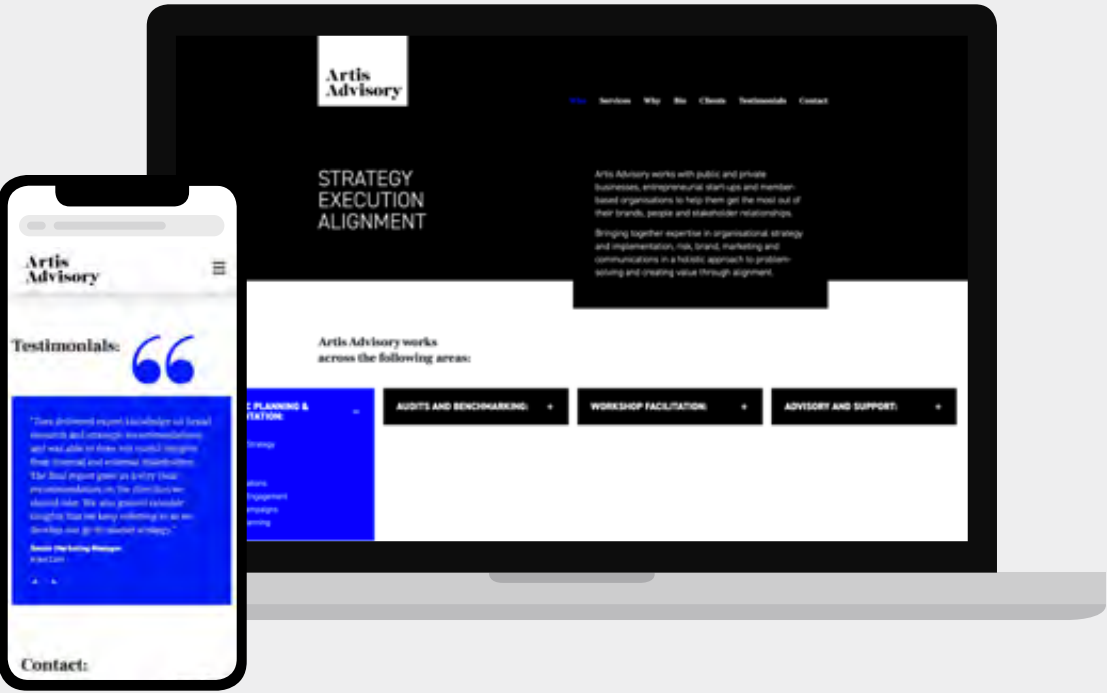
Past investment returns are not a reliable indication of future returns.

Artis Advisory

Artis Advisory is a credential website built for Zora Artis. The site was developed on one page and the design uses a simple, clean colour scheme. Hiding text within toggles and accordion boxes showcases that you can create in-depth text pages, while keeping the overall design clean and creative.

What we did

- Brand Visual Identity
- Website design and development



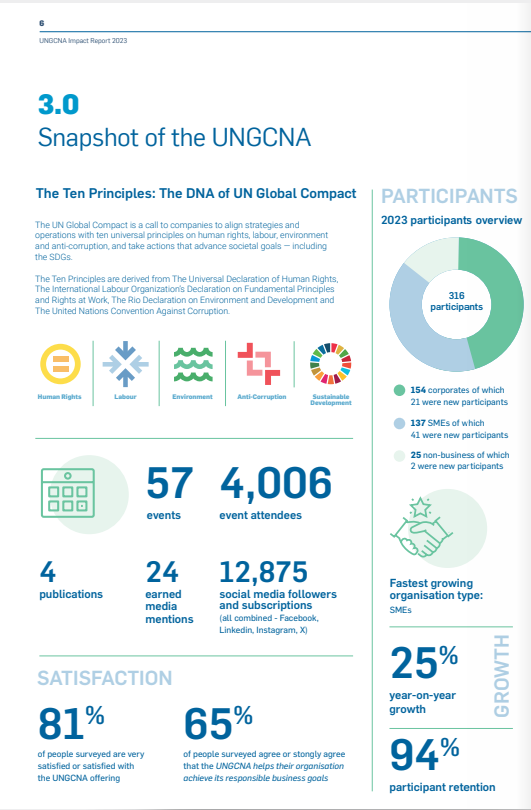
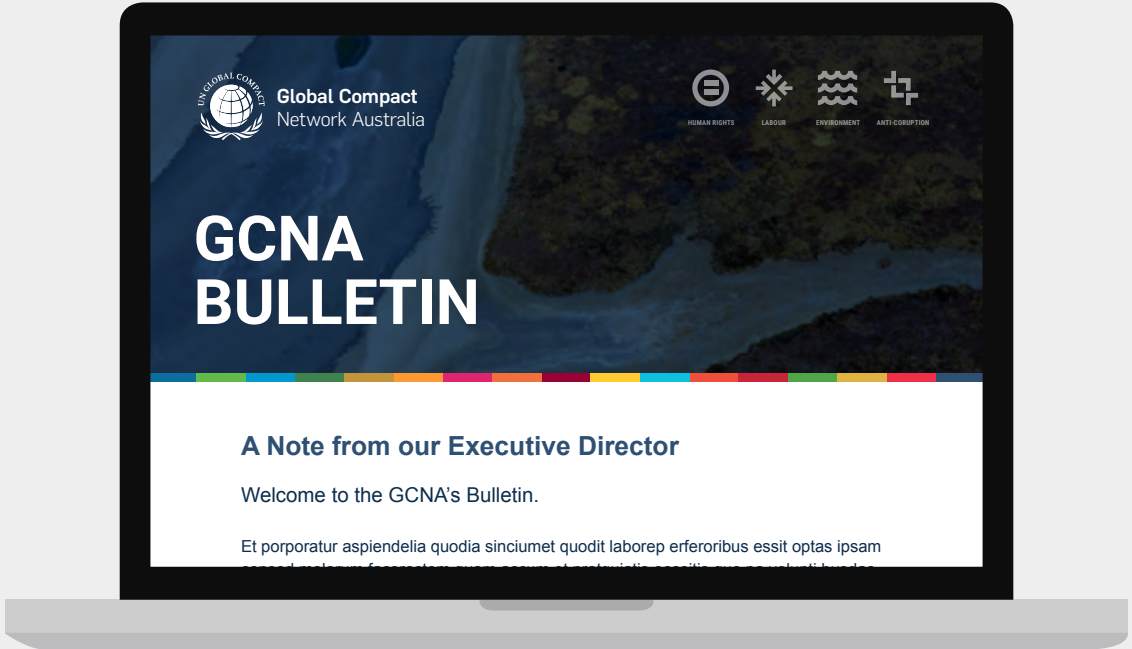
UN Global Compact

As a special initiative of the United Nations Secretary-General, the UN Global Compact is the world's largest corporate sustainability initiative, based in over 160 countries and more than 60 Local Networks. Endorsed by chief executives globally, the UN Global Compact supports companies to:

- Do business responsibly by aligning their strategies and operations with Ten Principles on human rights, labour, environment and anti-corruption.
- Take strategic actions to advance societal goals — such as the Sustainable Development Goals — with an emphasis on collaboration and innovation.

What we did

- Annual Reports
- Business Guides / Reports
- EDM Design & Development
- Digital media assets



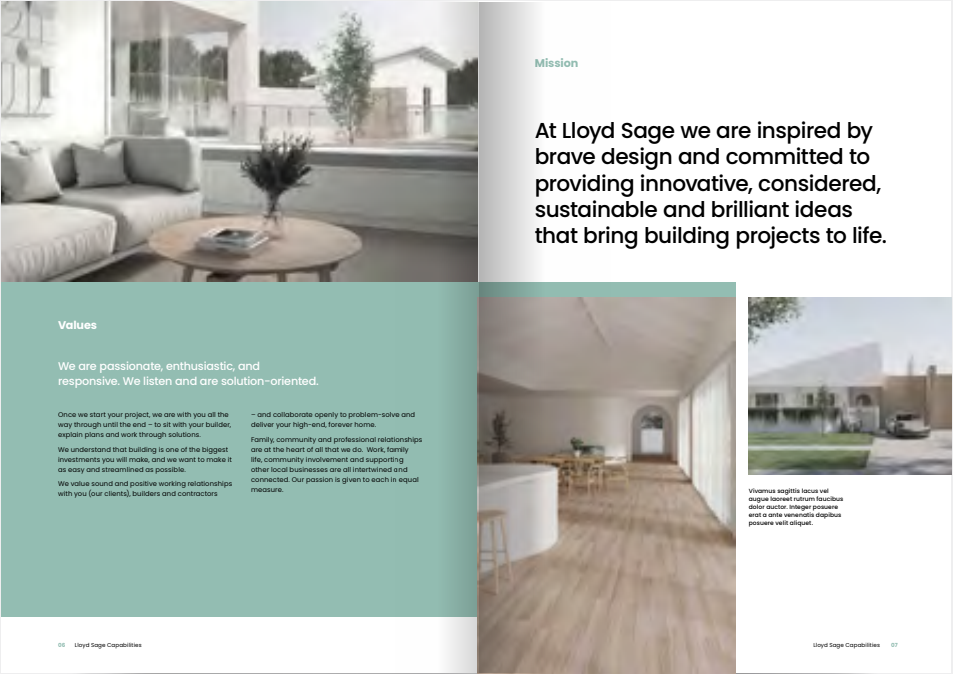
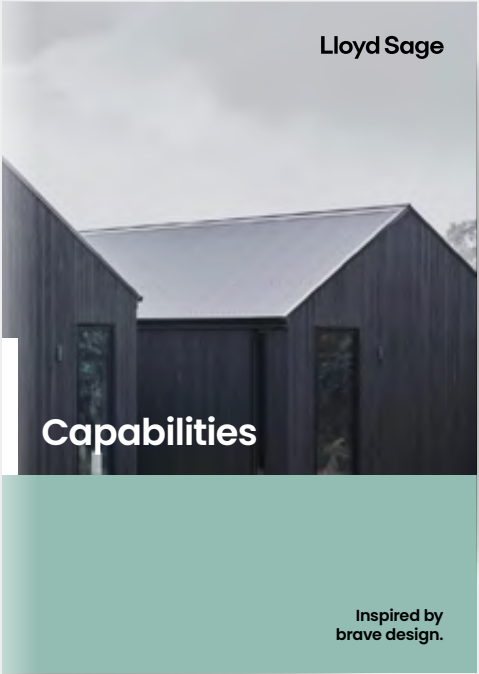
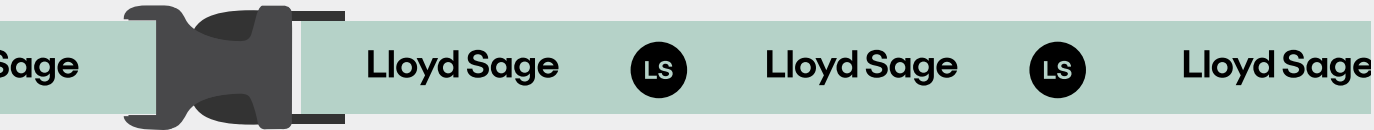


Lloyd Sage

Lloyd Sage are a boutique design studio located in Echuca Moama. They came to Gosh Creative requesting a full redesign of their existing collateral. We felt the current brand mark could do with a revamp, so went ahead with a full top-to-bottom re-brand, including logo, proposal and quote documents, folders and the website.

What we did

- Brand Identity Development
- Full Collateral design
- Website Design & Development





Target Learning and Development

Develop brand assets and video content for online learning platform sum total to engage employees via online training.

What we did

- Brand guidelines for Target Learning
- HTML Course notification design and development
- Email and course certfiate templates
- Animation
- Video Filming & Editing



Meat Industry Employees' Superannuation Fund

MIESF is a superannuation funds with over 17,000 members and \$1,050 million in net assets as at 30 June 2024. The Fund's members are primarily part of Australia's meat industry.

Gosh Creative have been working with the MIESF team since 2020 and have been rolling out the existing brand materials, annual reports and forms.

What we did

- Annual PDS and Annual Reports
- DL Inserts and flyers
- Marketing materials, posters and forms





Meat Industry Employees' Superannuation Fund

ANNUAL SNAPSHOT

30 JUNE 2024

YOUR PERFORMING SUPER FUND

Issued by Meat Industry Employees' Superannuation Fund Pty Ltd
ABN 58 005 793 199 AFSL 233955
As trustee of the Meat Industry Employees' Superannuation Fund ABN 17 337 520 544

The past financial year has been another challenging year for all of us. We're pleased to report that we've delivered a year of investment performance consistent with strong long-term returns. **Here are some of the highlights for the year to 30 June 2024.**

If you would like to find out more, then please take a look at our Annual Report on our website miesf.com.au, or get a **FREE** copy by calling us on **1800 252 099**.

1. NET PERFORMANCE*

1-YEAR RETURNS

6.0% p.a. MySuper
6.4% p.a. Pensions*
12.9% p.a. High Growth

6.6% p.a. MySuper
7.3% p.a. Pensions*
8.0% p.a. High Growth

10-YEAR RETURNS

7.3% p.a. MySuper
8.1% p.a. Pensions*
8.7% p.a. High Growth

Returns are net of investment related fees, costs & taxes but exclude administration related fees & costs.
*Excluding returns for Transition to Retirement (TTR) Pensions which are the same as returns for MIESF MySuper, after adjustments to address different tax treatment of TTR Pensions prior to 1 July 2017.

2. MIESF MYSUPER PASSES THE TEST

Once again MIESF MySuper passed the Your Future, Your Super performance test. This means that the regulator, APRA, has assessed MIESF MySuper as 'Performing' over ten years to 30 June 2024. You can find the results of the Your Future, Your Super performance test online at the ATO website www.ato.gov.au/YourSuper-Comparison-Tool. APRA data and ratings are subject to change. Your returns & fees depend on your individual circumstances.

3. COMPETITIVE FEES CONTINUE

Our goal is to deliver strong returns with competitive fees, annually and over the long term. Annual Fees for MIESF MySuper were ranked median, meaning they were in the middle of the 57 MySuper products tested by APRA in the Your Future, Your Super performance test for 30 June 2024.

4. YOUR SUPER CONTRIBUTIONS INCREASE

From 1 July 2024 the amount of super contribution that your employer is required to pay increased to 11.5% of your ordinary time earnings. This means you'll have more super for your retirement.

If you're thinking about retiring, we offer pension products that can help you with your retirement plan. **Ask us about our Pension product.**

You should consider MIESF's Pension Product Disclosure Statement & Target Benefit Determination available from miesf.com.au/publications/product-disclosure-statements before deciding whether to acquire a pension.

5. CHANGING YOUR JOB OR GOING INTO RETIREMENT?

If you're changing your job, you can keep your super money working for you with MIESF by telling your new employer that MIESF is your chosen fund. Our member services team can help you to do this.

If you're thinking about retiring, we offer pension products that can help you with your retirement plan. **Ask us about our Pension product.**

You should consider MIESF's Pension Product Disclosure Statement & Target Benefit Determination available from miesf.com.au/publications/product-disclosure-statements before deciding whether to acquire a pension.


6. HERE TO HELP

For over four decades, MIESF has been supporting workers in the meat industry across Australia and continues to deliver solid returns, competitive fees and personalised service. Speak to our member services team for general assistance with managing your super, your insurance cover, or your super pension. Call us on **1800 252 099** or **(03) 9662 3861 Monday to Friday during business hours.**

Past performance is not a reliable indicator of future performance. Please refer to your enclosed annual benefit statement for your updated account balance, details about your superannuation contributions, investment earnings and deduction of fees, costs and taxes.

8

MIESF Annual Report 2023/2024



7.3% p.a.*

MIESF MySuper net average annual return over the 10 years up to 30 June 2024

8.1% p.a.*

Retirement Pensions net average annual return over the 10 years up to 30 June 2024

8.7% p.a.*

High Growth Option* net average annual return over the 10 years up to 30 June 2024

Returns are net of investment related fees, costs and (where applicable) taxes but exclude administration fees and costs.

*Not available to spouse members or pension members.
*These note past performance is not a reliable indicator of future performance. MIESF's returns are net of investment related fees, costs and (where applicable) taxes (not all fees and costs).

9

MIESF Annual Report 2023/2024

Investment Update

The financial year ending 30 June 2024 finished on a positive note with share markets producing high double-digit returns ranging from 12.1% for Australian shares to 19.9% for international shares, whilst the US technology index, Nasdaq, was up over 50%. This helped MIESF deliver an overall net return of 6.0% for its MySuper product, however the major drawback to returns experienced by most superannuation funds was exposure to property, in particular, office buildings where property values fell by approximately -15% during the year. The high borrowing costs and office workers not returning to their offices has resulted in a second year of big falls to the value of property assets. MIESF is very pleased to advise that its High Growth product produced a net return of 12.9% for the year ending 30 June 2024.

The investment context*

The financial year continued the theme from the previous year of more volatility, interest rates remaining elevated but with added geopolitical risks in the middle east and no end in sight for the war in Ukraine. The key positive was of falling inflation around the world which gave rise to the prospect of cutting interest rates by central banks. The news and hype surrounding Artificial Intelligence (AI) continued with many technology companies share prices reaching all-time highs during the year. The stand out company was chip manufacturer, Nvidia whose AI chips were strongly in demand and commanding over \$40k per chip for their most advanced AI chip. Nvidia's share price was up over 100% and reached a market capitalisation of over \$3 trillion USD by mid-2024, making it one of the world's most valuable companies.

Whilst the war in Ukraine continues, the Israel-Palestinian crisis is creating additional volatility with the threat of a wider middle east conflict becoming very real. Despite this geopolitical risk, the share markets increased strongly as central banks were able to reduce inflation significantly over the last 12 months. US inflation is now 3.0%, down from 4.7% a year ago, and European inflation is down to 2.5% from 5.5% a year ago. In Australia, the inflation rate is 3.6% down from 6% a year ago. However, Australian inflation appears to be more 'sticky' which leaves the Reserve Bank with little room to cut rates and the possibility of increasing interest rates later in 2024. This will keep cost of living pressure up for many Australian households including higher energy costs and rising unemployment levels.

Whilst shares were the highlight for 2024, commercial property values continued their decline from the previous year with the Property Index posting a decline of -10.4% to 30 June 2024. The decline across Office buildings ranged from -10% to -20%, whilst Retail properties were marginally positive.

What did this mean for MIESF?

MIESF is pleased to advise that the 6.0% net return for the financial year ending 30 June 2024 for our MySuper product was achieved from a positive contribution from five out of the six asset classes we are invested in. This ranged from 4.9% cash, 7.2% fixed interest, 5.7% infrastructure, 11.3% Australian shares and 14.2% from international shares. Property returned -1.5%. More information is provided on page 10.

Our MySuper asset allocation is based on less risk with lower exposure to shares of 33% compared to peer MySuper products with an average exposure to shares of 52.5%.

Our MySuper asset allocation has a much higher exposure to unlisted commercial property of 20% compared to 9% for many peer MySuper products and exposure to unlisted infrastructure of over 12% compared to 10% for many peer MySuper funds*. Our positioning has delivered solid gross returns for the financial year to 30 June 2024 (as shown in the asset class return table on page 10).


Our MySuper option remains conservatively positioned with the strategic asset allocation structured for an uncertain investment future, where protecting your balance is our key objective.

Our High Growth option, with 90% exposure to shares (both Australian and international) and 10% to fixed interest (both Australian and international), produced a 12.9% net return for the financial year to 30 June 2024. This option is suitable for those of you who are prepared to take on more risk, more volatility and have a long-term investment horizon.

*Source: APRA Quarterly MySuper Statistics (30 September 2023)

4

MIESF Annual Report 2023/2024



Welcome to MIESF Secretary and Chair Message

We're very pleased to report that MIESF has delivered solid investment returns* for its MySuper, High Growth and Pension members, in a period where market volatility remained, geopolitical risks intensified and inflation fell around the world. US based AI related stocks drove the bulk of the returns in the share market whilst Office Property valuations were hit again for a second year in a row. Everyone in our team has worked hard to produce these investment results, as well as answer your queries and help you with your superannuation needs.

For the year to 30 June 2024, our MySuper option delivered a positive annual return of 6.0%, and for the 10 years, an average return of 7.3% p.a. which is above the average median return of 7.0% p.a. as measured in the SuperRatings® SRSO Balanced Index Options to 30 June 2024 survey.

Returns for our High Growth Option, which has 90% invested in shares and 10% in fixed interest, produced a net return of 12.9% for the year to 30 June 2024. The High Growth Option continues to achieve its investment objectives and has produced an average return of 8.7% p.a. over the 10-year period to 30 June 2024.

Our Pension product, which is tax-free for our retired pensioners, generated an annual return of 6.6% to 30 June 2024 and an average return of 8.1% p.a. for the 10 years to 30 June 2024, ranking it in the top 6 highest performing pension products in Australia over the 10 years based on pension products surveyed by Retirement*.

The big themes that dominated the year was falling inflation which put downwards pressure on interest rates and the development of AI technology with a handful of large US companies driving the returns significantly in 2024. One such company was Nvidia, masters of the processing chip used in AI development. Its shares were up over 100% for the one year and Nvidia reached 3 trillion USD in market capitalisation. This is more than the entire Australian superannuation savings system. Together with other stocks like Microsoft, Apple and Facebook this has resulted in global shares achieving a 19.9% return whilst Australian shares returned 11.3% for the year ending 30 June 2024. Commercial property values however, remained under pressure, in particular office buildings where declines of 10% to 20% for the financial year were common.

MIESF's one year result of 6.0% for its MySuper product, which makes up approximately 95% of all our assets, is a good achievement and reinforces our belief that MIESF has been able to deliver solid long-term returns at low cost for more than 30 years.

*Based on Retirement Retirement Default Option Index to 30 June 2024. Retirement does not review all pension products.

The Australian Government's investment performance test under Your Future, Your Super MySuper reforms require the Australian Prudential Regulation Authority (APRA) to measure the investment returns of all the MySuper products around Australia. The last performance test measured investment returns over 10 years to 30 June 2024.

We're pleased to announce that MIESF's MySuper product easily passed the performance test in 2024 and achieved the highest score against similar MySuper products across Australia (similar to 2023).

Whilst MIESF remains a small fund compared to other superannuation funds, we stay true to our aim of providing a simple, low-cost, high-performing fund that cares about its members and focuses on giving you dedicated service.

We encourage you to read about our past financial year in this report and to call our team on 1800 252 099. We also invite you to join us at our online Annual General Members' Meeting. We will notify you of the meeting date by November 2024.

On behalf of the directors, we thank our management team and staff for their hard work and dedication, and we look forward to their ongoing commitment.

Paul Conway
Secretary Meat Industry Employees' Superannuation Fund Pty Ltd and Secretary of the Victorian Branch of Australasian Meat Industry Employees' Union (AMIEU or Union).

Chris White
Independent Chairperson
Meat Industry Employees' Superannuation Fund Pty Ltd

5

MIESF Annual Report 2023/2024



CEO Message

I am proud to report on a period of resilience, growth, and commitment to excellence.

Amidst a dynamic economic landscape, we have steadfastly pursued our mission to deliver strong, sustainable returns that support the long-term financial well-being of our members.

As you can read in our Secretary and Chair Message (overpage), this past year has presented both challenges and opportunities. Global economic conditions have been marked by volatility, with inflationary pressures, geopolitical tensions, and varying rates of economic recovery from the pandemic. Despite these headwinds, our investment strategy has proven robust. Through prudent management and strategic asset allocation, we have navigated market fluctuations effectively, ensuring our members' retirement savings continue to grow.

This year has also seen significant developments in the regulatory landscape. The introduction of new compliance requirements and policy changes underscores the importance of staying abreast of regulatory frameworks to protect and enhance member benefits. Our fund has proactively adapted to these regulatory changes, striving for full compliance while optimizing our operational processes.

Key regulatory changes included updates to the Your Future, Your Super (YFS) performance test and enhanced transparency measures. We have embraced these reforms, recognising their role in strengthening the superannuation system.

Our commitment to maintaining the highest standards of governance, transparency, and accountability remains unwavering. We are dedicated to ensuring our members are well-informed and benefit from a secure and efficiently managed fund.

Our members are at the heart of everything we do. Over the past year, we have enhanced our member services to ensure you receive the best possible support and guidance. Our site visits and educational material has been well-received, reflecting our ongoing commitment

to empowering you with knowledge and confidence in your financial decisions. Looking ahead, we remain vigilant and adaptive to the evolving economic environment. Our strategic priorities include continuing to deliver competitive returns, enhancing member engagement, and reinforcing our leadership and voice in the industry.

We are also exploring innovative investment opportunities that align with our values and offer potential for significant long-term growth.

As we continue to explore ways we can better support you, please know that if you need us, we are happy to help - as we have been for over 40 years!

In closing, I would like to extend my heartfelt gratitude to our members, staff, the Australasian Meat Industry Employees' Union, our participating employers and all our partners for their unwavering support and trust. Together, we are building a brighter financial future for all. As we navigate the year ahead, we remain committed to our mission and inspired by the collective strength of our community.

Thank you for your ongoing confidence. It is a great honour to serve you.

Katherine Kaspar
CEO,
Meat Industry Employees' Superannuation Fund

ANNUAL REPORT

For the year ending 30 June 2024



Umar Shadiq,
MC Hards



Meat Industry Employees' Superannuation Fund

Biosis

Biosis (formerly Biosis Research) is a specialist cultural and natural heritage consultancy. Two senior managers bought the business from their predecessor with a desire to modernise and re-launch the brand in order to increase and diversify the client base, increase the breadth of projects and win more tenders.

What we did

- Strategic Marketing Workshop
- Brand Positioning, Visual Identity & Key Messaging
- Marketing Collateral Content, Design & Artwork
- Proposal & Report Design & Template Creation
- Website Content, Design & Development
- Office Signage & Interior Branding
- Vehicle Livery
- Staff Uniforms
- Advertising Design & Artwork
- Public Relations



biosis



Biosis ...continued



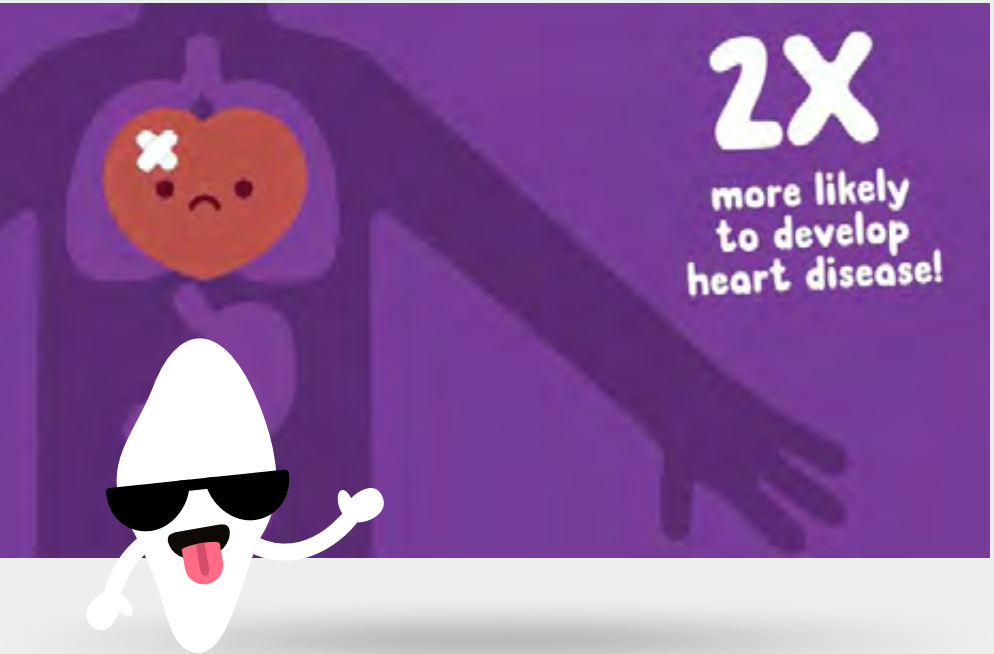
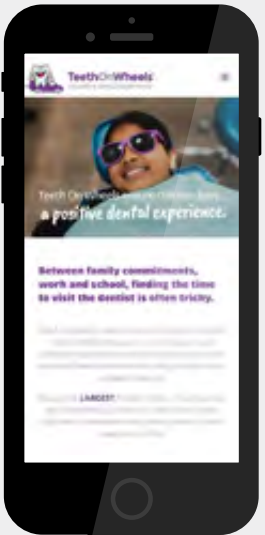
Teeth On Wheels

Teeth on Wheels provide an on-site dentistry service to schools and childcare facilities within the greater Melbourne and NSW area.

We’ve done some really fun work with Teeth On Wheels and have partnered with them from inception over 12 years ago, helping them with brand rollout, video production, website build and design and complex patient e-forms.

What we did

- Brand Visual Refresh
- Educational Video Production
- Photography Shoots
- Website Content, Design & Development
- Online Patient Forms and Admin Area
- Brochure Design & Artwork



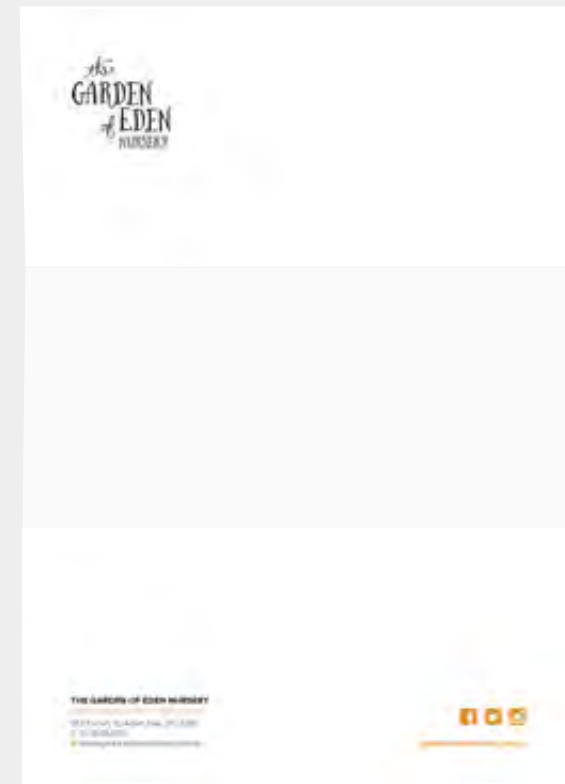
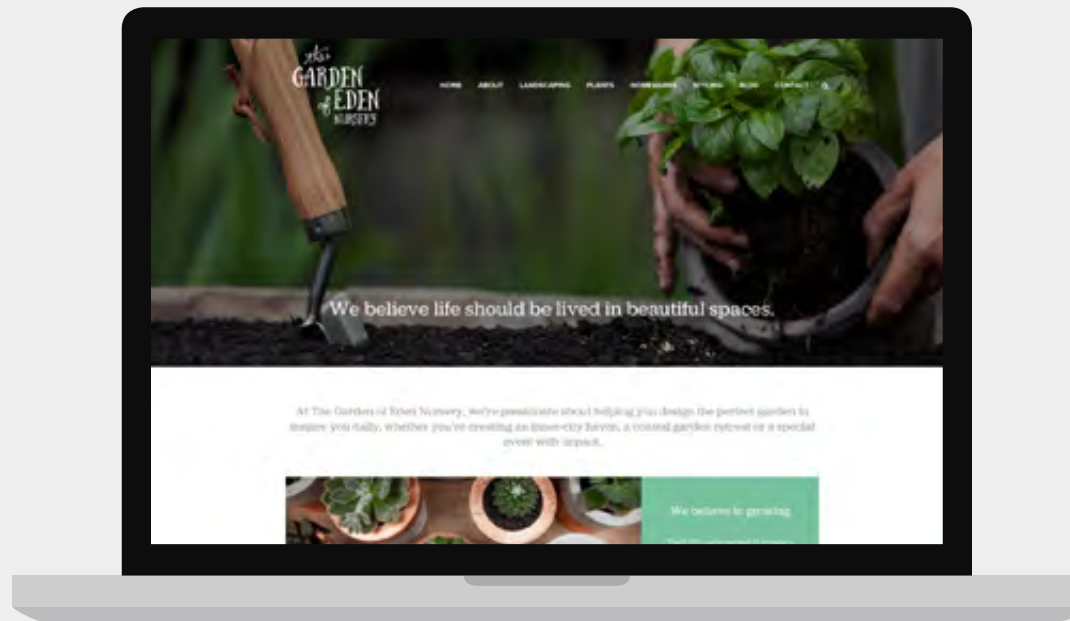
Garden Of Eden Nursery

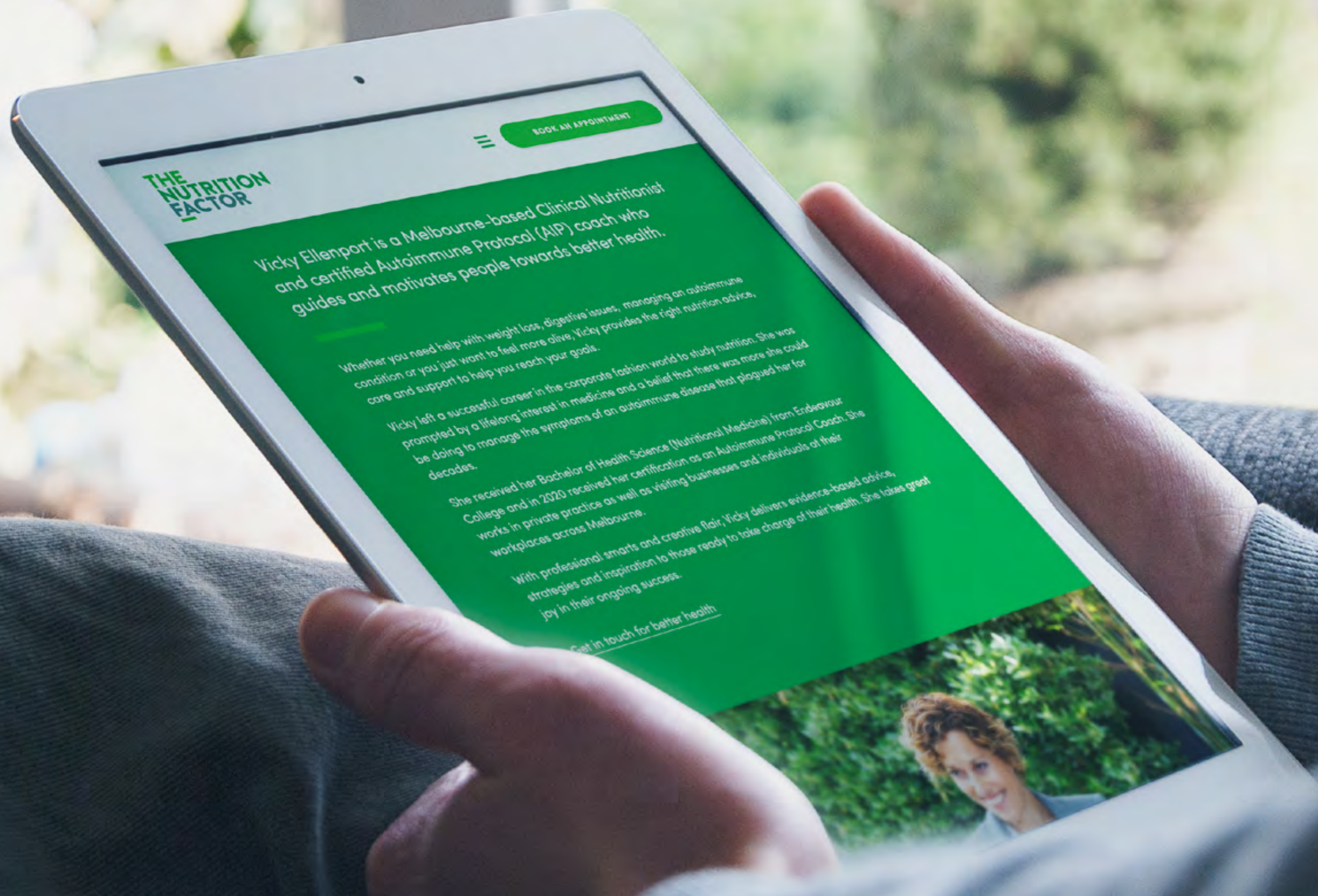
Located in the old Albert Park Railway Station, The Garden of Eden Nursery has been a part of the Albert Park community for over twenty years. They wanted a brand that reflects the nature of their current-day business and a suite of marketing tools that accurately positions their offering in the minds of their diverse target audiences.

What we did

- Brand Positioning & Visual Identity
- Integrated Marketing Planning (print, online, social media, in-store)
- Marketing Collateral Design & Production
- Photography Planning, Shoot & Post-production
- Building Signage Design, Production & Installation
- Website Content, Design & Development
- eDM Content, Design & Development

the GARDEN of EDEN NURSERY





THE
NUTRITION
FACTOR

BOOK AN APPOINTMENT

Vicky Ellenport is a Melbourne-based Clinical Nutritionist and certified Autoimmune Protocol (AIP) coach who guides and motivates people towards better health.

Whether you need help with weight loss, digestive issues, managing an autoimmune condition or you just want to feel more alive, Vicky provides the right nutrition advice, care and support to help you reach your goals.

Vicky left a successful career in the corporate fashion world to study nutrition. She was prompted by a lifelong interest in medicine and a belief that there was more she could be doing to manage the symptoms of an autoimmune disease that plagued her for decades.

She received her Bachelor of Health Science (Nutritional Medicine) from Endeavour College and in 2020 received her certification as an Autoimmune Protocol Coach. She works in private practice as well as visiting businesses and individuals at their workplaces across Melbourne.

With professional smarts and creative flair, Vicky delivers evidence-based advice, strategies and inspiration to those ready to take charge of their health. She takes great joy in their ongoing success.

[Get in touch for better health](#)

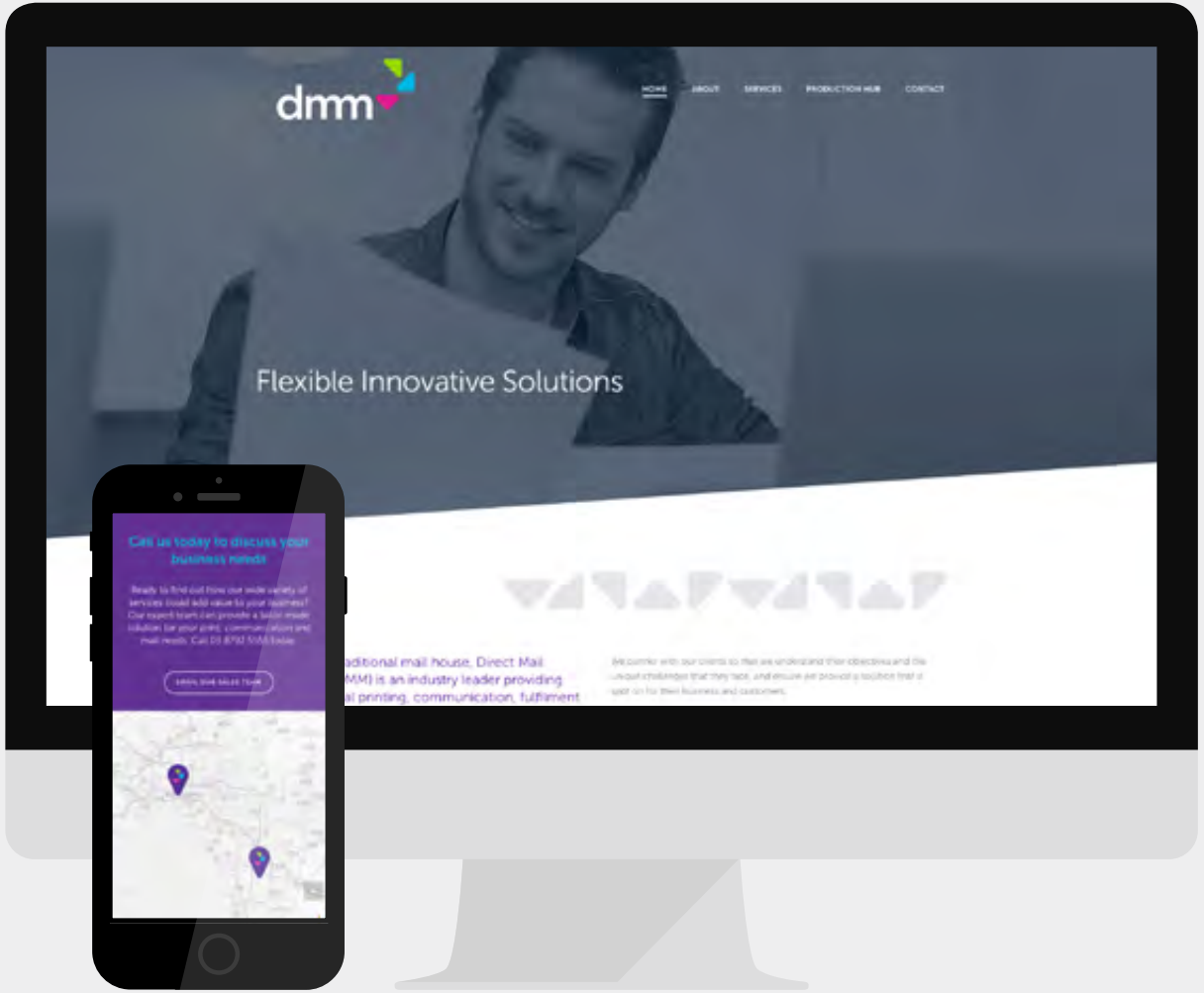


Direct Mail Marketing

Not ‘just’ a traditional mail house, Direct Mail Marketing (DMM) is an industry leader providing mailing solutions tailored to the needs of individual businesses across Australia. They came to us needing a brand refresh that better reflected the changes in technology and thier new offering – mail re-invented.

What we did

- Brand Visual Identity
- Website Content, Design & Development
- Marketing Collateral Content, Design & Artwork
- Proposal & Report Design & Template Creation
- Outdoor signage



Morrisonsof Glenrowan

“I loved how well Renae and Damien understood our brief and how quickly they were able to develop a user friendly website that we could easily update ourselves, along with a suite of associated collateral.

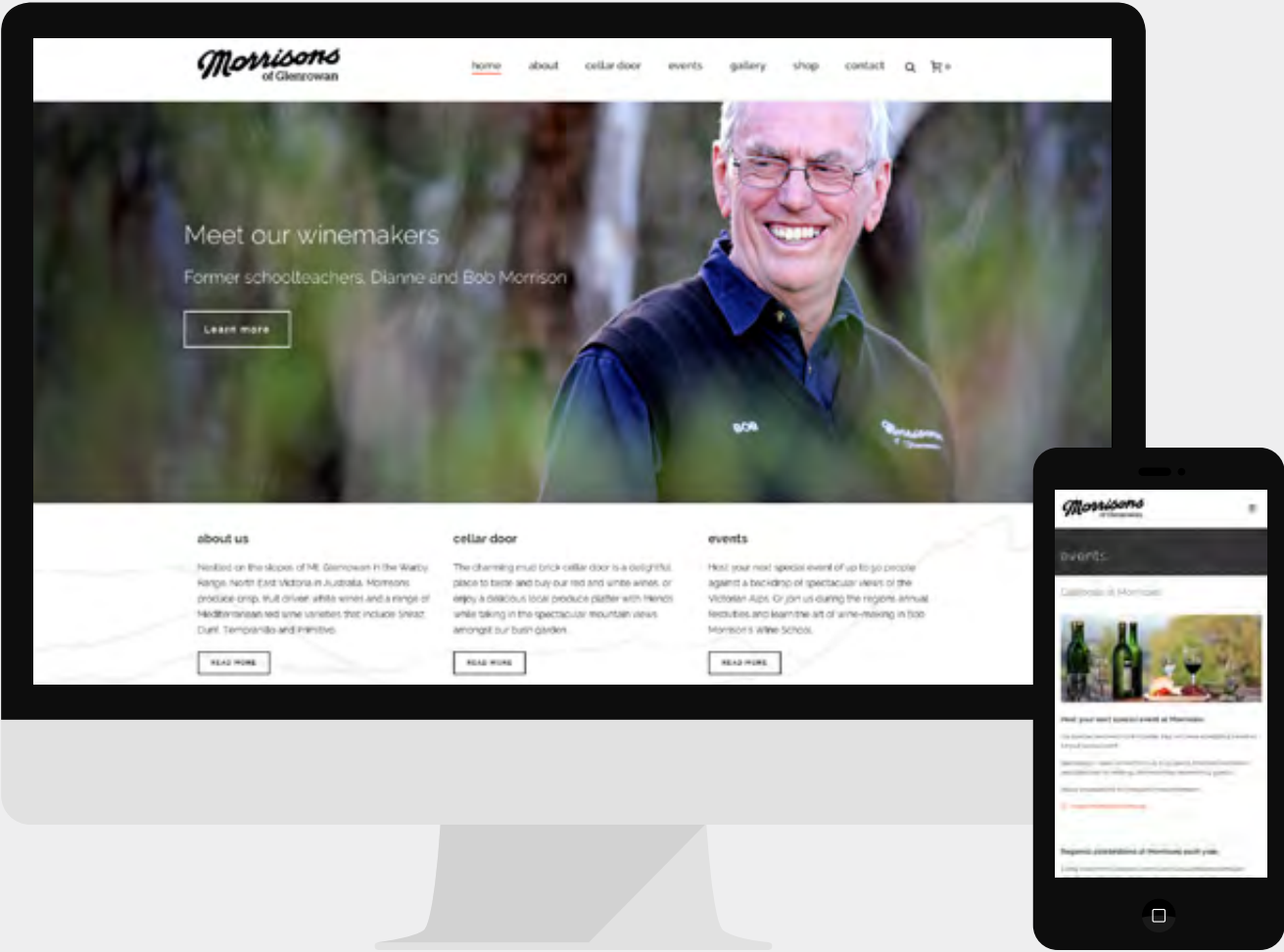
Following this positive experience I briefed in what I thought would be a really difficult piece of work – refreshing the brand for my family’s winery business. This included sensitively handling an existing logo and moving away from a long standing and outdated label design.

I told GOSH the story of our family business and they interpreted this beautifully. They were able to deliver a well thought out package including a sharpened up logo, beautiful photography and a stunning website – and mum and dad are absolutely thrilled with their new brand.”

Maxine Morrison
maxine@morrisonswinery.com.au

What we did

- Brand Identity Development
- Packaging design
- Photography
- Website Design & Development



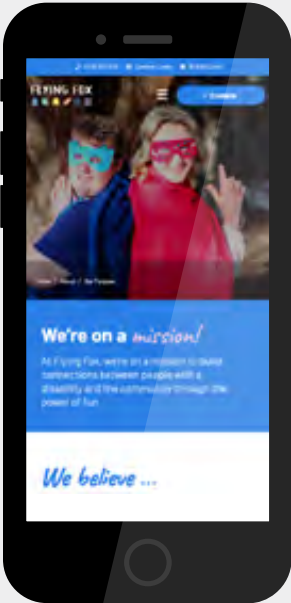
Flying Fox

Flying Fox programs offer Campers and Buddies a range of fun-filled experiences and connection in a warm, safe and supportive environment .

While the logo itself was to remain, our challenge was to bring this to life in print and digital applications.

What we did

- Capability Statement
- Website design and UX
- Digital media assets
- Flying Fox Fun -A-Thon fundraising event
- eDM templates



Providing social opportunities for young people with a disability.

SUPER FUN
LIFE CHANGING

FLYING FOX
Flying Fox 2019 Impact Report

2019 Impact Report

We are as motivated as ever to expand our programs to provide opportunities to those on our waiting list and beyond.

1. The Need

Why Flying Fox?

HERE'S WHY

Everyone deserves to have plenty of opportunity to make friends and have fun.

Flying Fox is a great place to be right now! Our buddies, staff, board and everyone in between have been working hard over the past year to provide incredible opportunities for young people with a disability to have fun and make friends. We've been readying ourselves for further growth and have been exploring all sorts of exciting opportunities. We're excited to share so much of the good stuff that's been going on within this report.

In amongst the good, we recognise that there remains an overwhelming need for programs like ours. Loneliness and social isolation are prevalent within the lives of so many young people with a disability. We receive feedback every day encouraging Flying Fox to grow to provide more regular social opportunities and to support our campers to get out and about, especially during difficult times like school holidays.

We have an extensive waiting list for two main reasons:

1. Flying Fox camps offer a unique and special experience. They're run by young people, peers and equals of our campers, who are relentless in their passion for inclusion as well as for fun.
2. Flying Fox has the drive and ability to provide an inclusive environment for campers with a wide-range of support needs, including those with multiple and complex disabilities who are regularly excluded from other programs.

We are as motivated as ever to expand our programs to provide opportunities to those on our waiting list and beyond.

In the meantime, we have done so much over the past year that is worthy of celebration. The many successful camps, our growing relationships with special schools and other partner organisations and, of course, our incredible 5th birthday party stand out as highlights. But what stands out most for me are the friendships that have developed between buddies and campers. Every day, Instagram is filled with photos of campers and buddies hanging out outside of camps, demonstrating that Flying Fox is playing an important role in creating those connections and breaking down barriers between people with a disability and mainstream society.

The past year has seen us grow in sophistication as an organisation, as well as in our reach and impact. We are incredibly grateful to our generous supporters, partners, staff, board, buddies and campers who are all so passionate about Flying Fox and who all play such important roles in making our organisation what it is today.

Thanks so much and have fun!

Dean Cohen
CEO, Flying Fox

3. Manifesto

We're on a mission

At Flying Fox, we're on a mission to positively impact lives through the power of fun-filled, youth-led, social interaction and support, and everything we do is based on these core beliefs

WE BELIEVE

- that everyone deserves to have fun.
- that life is richer when differences are celebrated.
- that through education and shared experience we can break down barriers and encourage social inclusion throughout our community.
- that society has a long way to go. And we are creating a place where all people are able to hang out and make friends.
- that as energetic, passionate, driven young people, we are the most equipped to provide cool opportunities and a world that includes everyone.
- in living the good that we hope to see in our world. If not now, when? If not you, then who?

In a nutshell, we run the most fun activities you could think of for a group of people who so often miss out!

FUN + YOUTH LED + SOCIAL CONNECTION + INSPIRING INCLUSION = FLYING FOX

4. Our Programs

Programs that enhance lives

Flying Fox programs offer campers and buddies a range of fun-filled experiences and connection in a warm, safe and supportive environment.

CAMP SABABA CAMP WINGS

- Sleep-away camps for young people with a disability.
- Campers are supported by Flying Fox trained volunteer buddies as well as professional support staff.
- Junior and Senior camps run in summer and winter.
- Around 25 campers attend each camp.

SHORTZ

- Weekend getaways for small groups of young people with a disability.
- Currently located in the holiday homes of generous supporters.
- Looking forward, our new Tova House (see p.x) will give Shortz a permanent new home and allows us to grow the program to accommodate those on our waiting list and more.

SOCs

- Camps and weekends away for the siblings of young people with a disability.
- SOCs provides time away and an opportunity to connect with others who share a similar life experience in a supportive, friendly, fun-filled environment.

SPRING EDUCATION

- A range of fun and engaging programs with students and educators in schools and in youth groups, where we explore themes related to disability and inclusion.
- Comprehensive training and leadership opportunities are provided to all of our volunteer buddies, and a range of professional development programs are available to our team.
- Flying Fox Education programs upskill hundreds of participants each year whilst simultaneously changing attitudes and perspectives on disability in our community and beyond.

"EVERY MOMENT ON CAMP WAS A SUCCESS FOR MY SON. HE WAS GIVEN CARING BUDDIES WHO MADE HIM FEEL CONFIDENT TO TRY NEW THINGS – AND EVERYTHING HE TRIES WAS GREETED WITH CHEERS."

Parent Testimonial

Frontier Economics

Frontier Economics helps companies with their biggest challenges – market strategies, regulatory reviews, and competition inquiries. And help governments design innovative policies and regulatory systems.

What we did

- Logo / brand refresh
- Website design and UX
- EDM design
- Internal report templates



SEEKING TALENTED ECONOMISTS



About Frontier Economics

Frontier Economics is an economics consulting firm. We apply economics to markets, organisations, regulation and policies. Our advice helps clients in sectors and disciplines including water, energy, climate change, telecommunications, transport, competition and corporate finance. Over more than 16 years, we have built a reputation for independence and fierce adherence to economic principles. Our clients include regulators, government departments and the private sector across the Asia-Pacific.

"I can rely on the quality of work from Frontier and know that it will stand up to scrutiny"

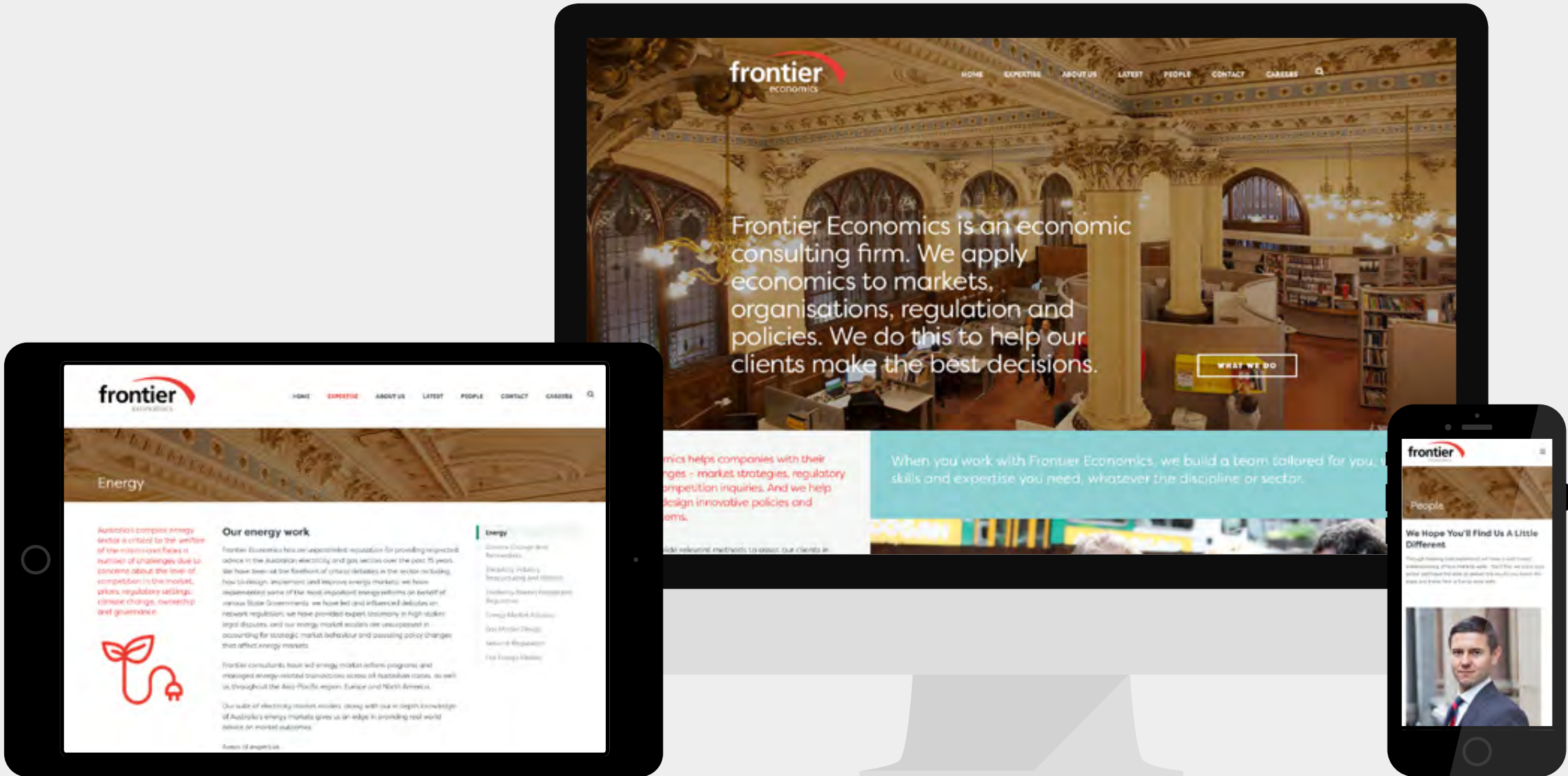
El Graco Webb, Manager Regulatory analysis and Strategy, JEMENA

Frontier Economics is a unique place to work, with an inclusive, collegiate culture. Headquartered in Melbourne, we have offices in Sydney, Brisbane and Singapore. We have a sister company that operates from offices across Europe.

What is economic consulting?

At Frontier Economics, we use microeconomic techniques and empirical models to analyse economic questions about market behavior or to inform business strategies or public policy. Our clients are typically key decision makers in large companies, regulators or government agencies. Our work varies across economic issues and industries. Recent projects include:

- estimation of damages due to fixing prices in the packaging industry
- examining the possible impact on energy prices of a merger of energy businesses
- designing and implementing greenhouse policy
- undertaking a cost/benefit analysis such as valuing the net benefits of a water pipeline or other infrastructure
- advising on the right regulatory framework for new economy industries like ride-sharing.



The Beatt

Recently launched, The Beatt defines an evolved rhythm in health and wellbeing, combining a sleek yet welcoming ambience with a genuinely holistic approach to nutrition, health and wellness.

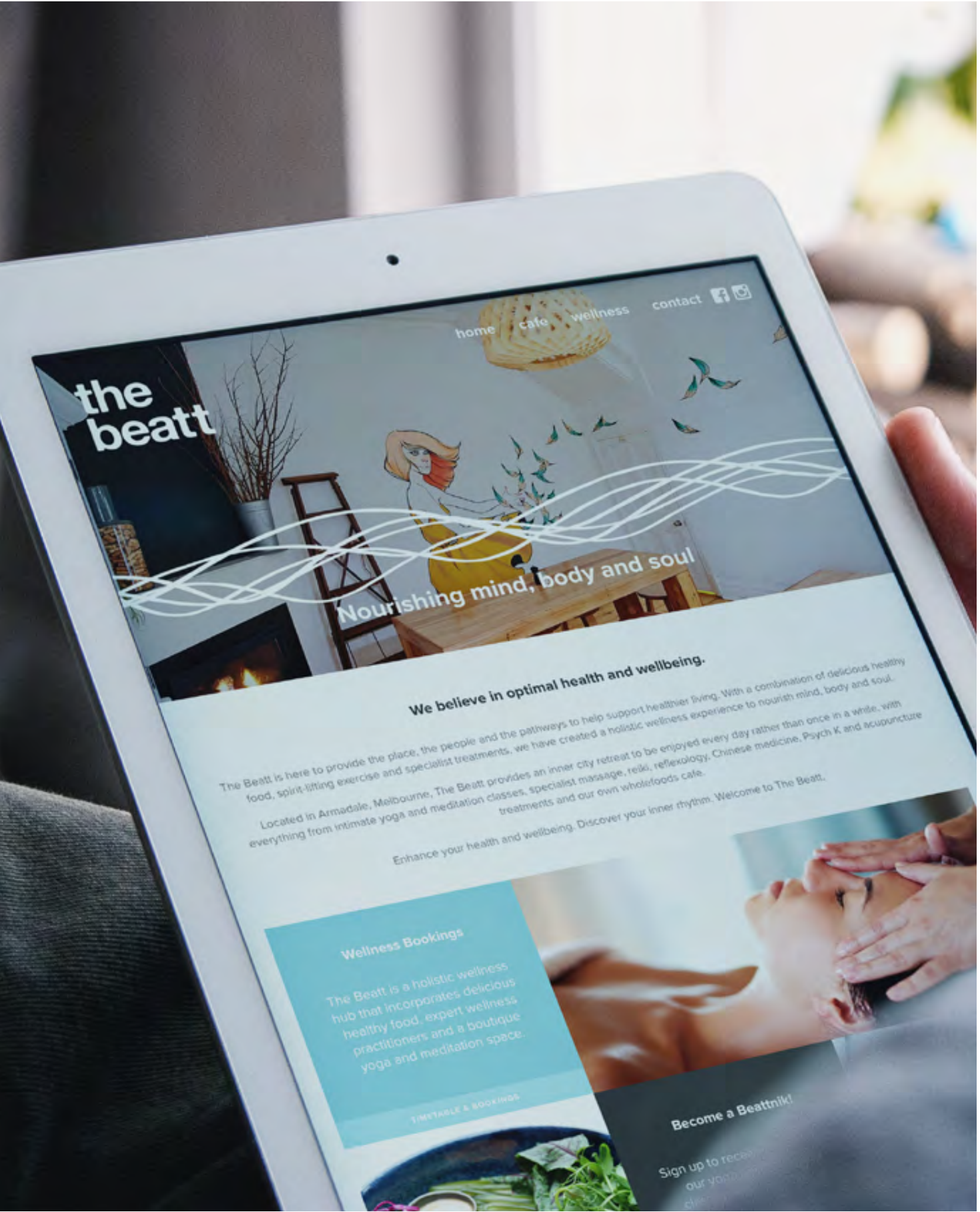
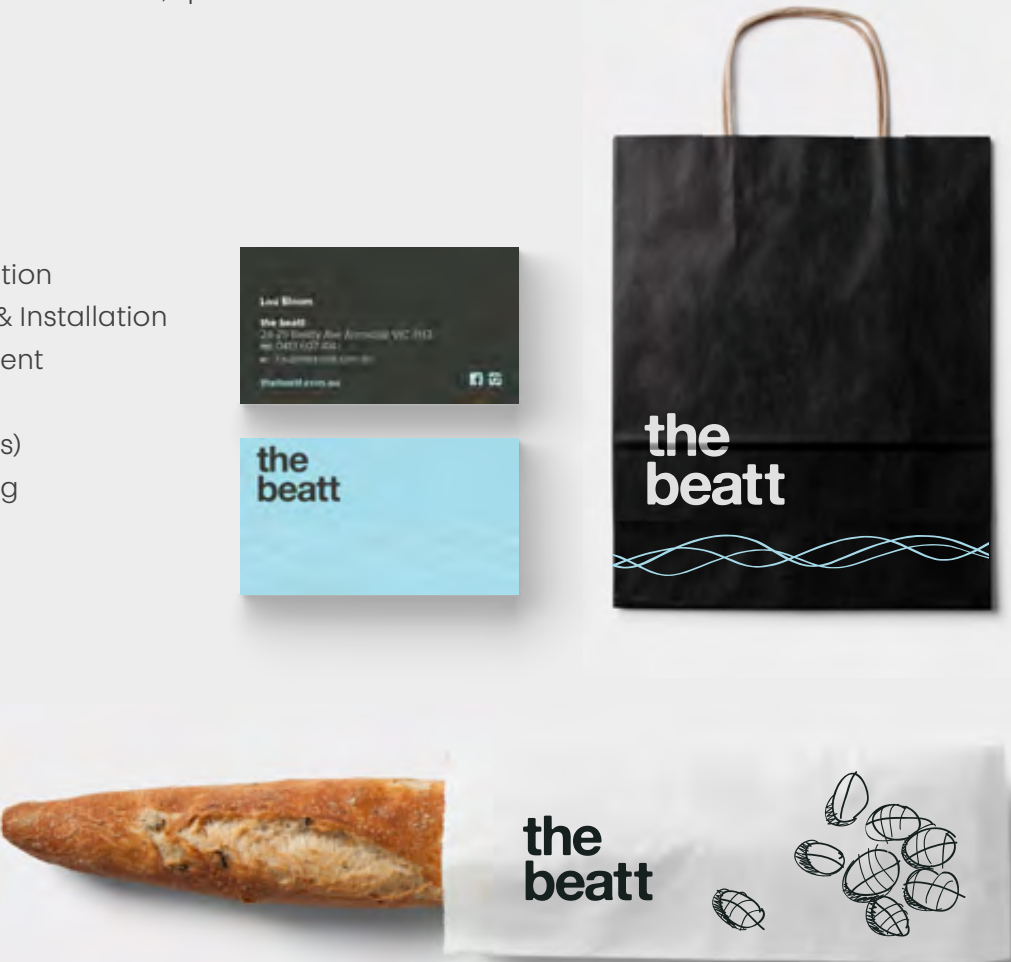
Gosh Creative has worked with the owners and managers to determine key messaging that reflects the brand values, direction and personality of The Beatt – for both their cafe and wellness hub. We subsequently designed the visual identities for both the wellness and cafe brands and developed a suite of brand and marketing solutions to assist with the growth of the business.

We continue to support them with initiatives both offline and online, through their blog, eNewsletters, social media, special events, PR and affiliate relationships.

What we did

- Strategic Messaging Workshop
- Brand Positioning & Visual Identity
- Marketing Collateral Design & Production
- Building Signage Design, Production & Installation
- Website Content, Design & Development
- eDM Content, Design & Development
- Content Planning (Blog & eNewsletters)
- Marketing Strategy & Tactical Planning

the beatt



i-Sanitize

i-Sanitize is a small Australian owned business looking to keep the public clean of germs and nasties. iSanitize focuses on delivering quality products with great service at affordable prices.

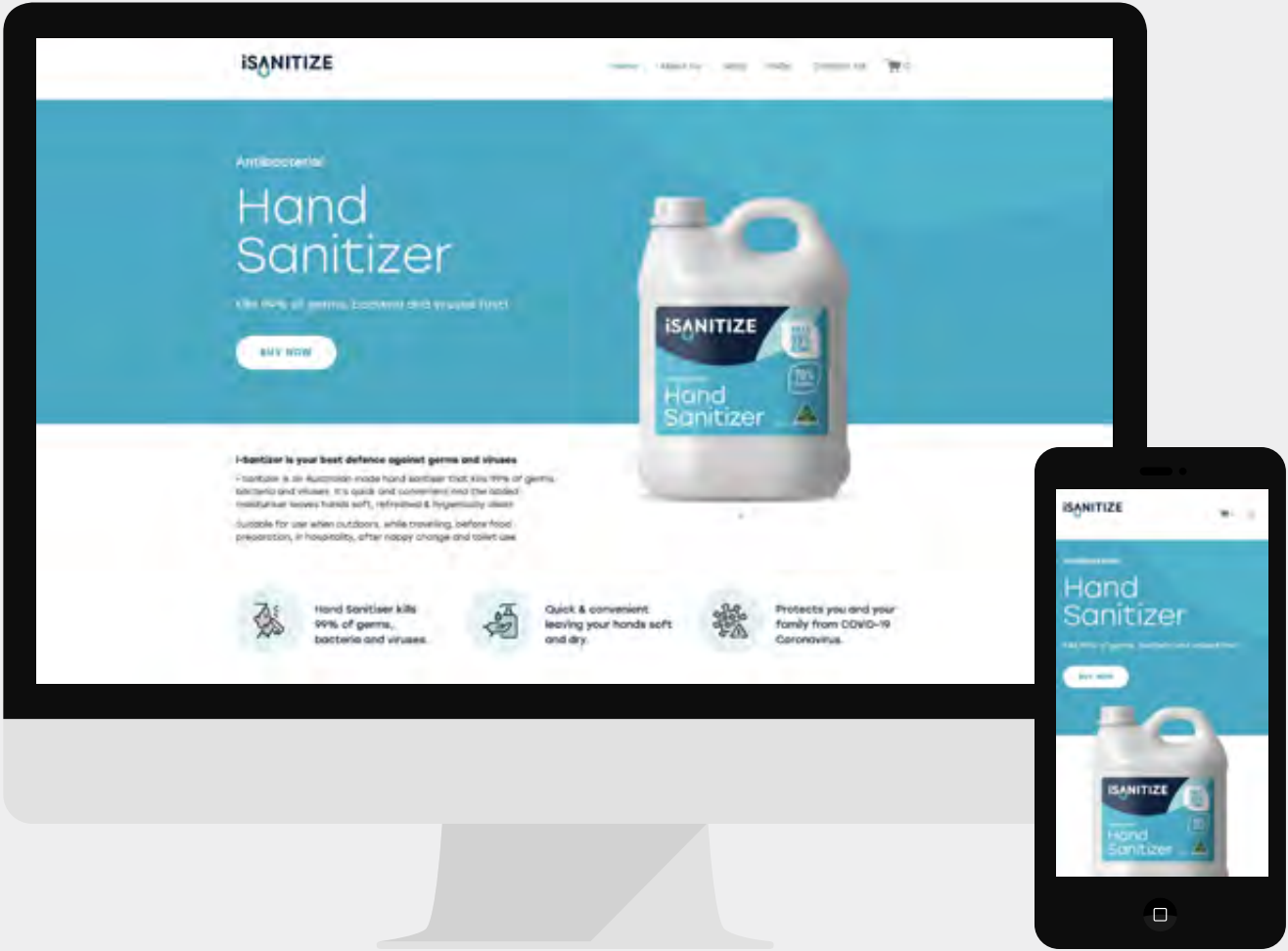
The came to use with a business idea, and we helped them a logo, brand collatoral and website to turn their idea into a reality.

What we did

- Brand Identity Development
- Packaging design
- Website Design & Development



iSANITIZE



Our clients spill the beans.



Happy clients

www.denimsmith.com.au

"I approached Gosh creative because we needed a Website/on-line store that would elevate our brand. Gosh Creative helped us by designing a on-trend Website/on-line store which has proven to be a positive shopping experience for our customers.

The result was outstanding and has really showcased our Denim Jeans. One thing I liked was their ability work under strict timelines but always with a positive attitude 'What can I do to help'. I would recommend Gosh Creative to people who need fresh ideas and a modern on-line store. "

LEONIE RUTHERFORD
Creative Director Denimsmith



www.connectr.com.au

"Info Partners provides consulting and is building a subscription product client set. We struggled with our existing design agency to take this step or even make our requirements understood.

Since engaging Gosh, we really haven't looked back.

We initially needed help bringing our tech offering to life visually, and Gosh gave the best feedback and concepts during quotation. They then delivered a wonderful suite of visual tools, modifying, adjusting and adding along the way according to our varying requirements. We were very happy with both the result and the understanding they showed for our us and our service. So Gosh were then the natural choice to create our Connectr web page. We had limited content and time but Gosh were able to get us up and running with a professional WP site, which is modifiable by us but still has a professional visual "stamp".

Beyond our promotional and web work, we have also started to use Gosh for our client work, which they handle very well, and within time and budget constraints.

They have been a fantastic find for our endeavours."

SCOTT GRINTER
scott.grinter@infopartners.com.au

www.sirovilla.com.au

"We have really appreciated your patience and commitment to seeing this project through and most importantly we are really impressed with the result.

From the outset we considered Gosh as a good fit for our organisation. We looked for value for money and a small team with considerable experience in the two important aspects of a webpage namely the design and secondly the technology expertise and capacity to deliver. The advantage of the small team meant that we had contact with the people actually doing the job and that questions and feedback were responded to quickly.

Through the process of developing a website Gosh highlighted other possibilities that we hadn't considered. This value adding demonstrated the depth of experience in advertising and marketing at Gosh. As a small not for profit organisation we had few resources to allocate to marketing and advertising and some stakeholders took some convincing that this was a good investment. Gosh was able to articulate and present a logical rationale as to why Sirovilla should invest in this work.

I would have no hesitation in working with Gosh for future work and indeed we plan to work with Gosh again in the near future. I am more than happy to be contacted to provide further information on tim. liston@sirovilla.org.au."

TIM LISTON
Executive Officer, tim.liston@sirovilla.org.au

If you have any question please contact us:

Damo | 0416780697 | damo@goshcreative.com.au

Ren | 0405 252 623 | renae@goshcreative.com.au

www.goshcreative.com.au



Thx!