

# 2020 Impact report



**just.Gold**



# Hello, #WeAreJustGold

We believe that everything is about #impact

Our social purpose is to help social enterprises and not-for-profits to overcome marketing, strategy and communication barriers and to offer job opportunities to highly skilled professionals from disadvantaged groups.

When you choose to work with us, great things happen.

You get to work with an adaptive and flexible team trained to think outside the box. You become part of an ecosystem that shares a social purpose.

With your choice, you don't just extend your social impact and CSR programs; **you also support other social enterprises, NFPs, communities and individuals.**





## This is how

Every time you choose Just Gold, you enable us to offer our grants and pro bono services through our **#FindYourHashtag** 2020/21 program (previously known as **#Changemakers** program 2019/20) and selected partnerships.

#FindYourHashtag is a structured program we developed to pay it forward and support Australian organisations and social enterprises to become more productive, employ more people, improve sector/market access and increase their size, diversity and profitability. Applicants apply online, and if successful services are documented with contracts or live invoicing with discount codes.

## This is why

We developed this program to address a community need: social enterprises and not-for-profit report that marketing is one of their biggest challenges. It is a barrier to their growth.

Our consultants share their knowledge, skills and expertise in a transparent, comprehensive and measurable way that results in collaboration, innovation, systemic change, high-end marketing services, cool content, powerful advertising tools and dynamic online presence.



## This is our offer

- **Purpose & Impact, Design Thinking, or 1:1 training workshop voucher:** this is your ticket to our innovative workshop(s) that will help you build your narrative and use it to develop a dynamic long-term presence in the digital world. Our workshops are an integral part of our pro bono services, helping people, teams and organisations become more effective in their attempt to create social change. During our workshop, we will map down your vision, mission, fine-tune messages, explain the benefits of an impact strategy and coach you to work with SMART goals - valued at \$3,000.
- **Bespoke consultation services:** if you are a successful recipient, we will award you vouchers that you can use for bespoke consultation services depending on your needs. The services range from strategy, branding & marketing, digital transformation, social impact consulting, audience development & community management - valued at \$6,000.
- **Podcast or video production** focusing on the issues of each stream. If you are a successful recipient, we will do a workshop together to develop your storytelling techniques and produce your story. We will include your story in our podcast; you will also receive your segment as an independent podcast that you can use for your marketing and public relations activities or funding applications—valued at \$1,000.



## **This was our year**

During 2019/20 our **#Changemakers program** helped organisations, businesses and people working with a social purpose. Successful recipients came through four streams:

- The Just Gold Pride Program
- The Invisible Woman
- The Just Gold Neurodiversity Program
- The Just Gold Multicultural Program

Every story we came across our #Changemakers program, every team, every organisation was unique. We gained valuable knowledge after each interaction that we added to our pool of knowledge.

It was an honour to be part of these journeys.

Here is a glimpse of the amazing people and organisations we worked with (in alphabetical order).



## Anatolian Awakenings

A dance performance that brings on stage Hellenes, Armenians and Assyrians to commemorate the shared tragic histories of the Anatolian people. The project opens the way for social inclusion helping people of refugee background build connections in their new communities. The team needed guidance regarding grant opportunities to produce a documentary.

### Service offer

Grant making, social impact consulting, stakeholder mapping workshop, communications support.

We got the amazing opportunity to attend the rehearsals of the show (prior to its premiere on the Lonsdale Street Greek Festival) and experience the extraordinary formation of the cross-cultural bridges.

**Service value:** \$5,000

## Beneath the Fig Leaves, Olympia Panagiotopoulos

Beneath the Fig Leaves' is a vibrant and compelling memoir of food, family and Greece. Born in Melbourne to Greek parents, Olympia has a genuine love for folklore, myths and legends and comes from a long line of storytellers. We offered to help with the book launch, producing the book's video ad for social media.

### Service offer

Production of the social media book video presentation.

As storytellers, we love writers. We also enjoyed seeing Nat in action as a director. Nat is one of our fantastic editors. She is also Olympia's proud daughter and got the chance to direct her mum.

**Service value:** \$2,000



## Boob Club

A support group for younger women (under the age of 50) who have been diagnosed with breast cancer. The group meets once a month and offers ongoing support and resources through its online platforms.

### Service offer

Social impact consulting, social media optimisation, & content strategy.

We were offered stories of resilience of women who learn to live, love and dream for the future despite having to fight cancer in a young age.

**Service value:** \$2,000

[www.boobclubmelbourne.com](http://www.boobclubmelbourne.com)

## Cleo and the Kweens

A collective of LGBTIQ+ comedians headlined by AJ Lamarque. A unique comedy show celebrates all types of comedians and all forms of comedy.

### Service offer

Purpose & Impact workshop: mission, vision, values, narratives, brand positioning.

Consultation: strategy, stakeholder strategy, content strategy, audience development, podcasting

We learned the notion of 'otherness', challenges in the creative industry and the therapeutic effect of comedy that bridges the gaps and creates small miracles.

**Service value:** Changemakers recipient, value recieved so far \$6,000.

[www.thekweens.com.au](http://www.thekweens.com.au)



## Fruit2Work

A certified NFP social enterprise that offers job opportunities for those impacted by the justice system. Fruit2Work needed help in marketing and social media strategy.

### Service offer

Purpose & Impact workshop: mission, vision, values, new narratives, messaging. Stakeholder mapping. Business opportunities, new products, sales offer to potential clients.

Consultation sessions: website & social media audit, guidelines for content creation, sales strategy.

We got a better understanding of social entrepreneurship and the challenges it comes with.

**Service value:** \$6,000.

[www.fruit2work.com.au](http://www.fruit2work.com.au)

## Multicultural & Faith Project

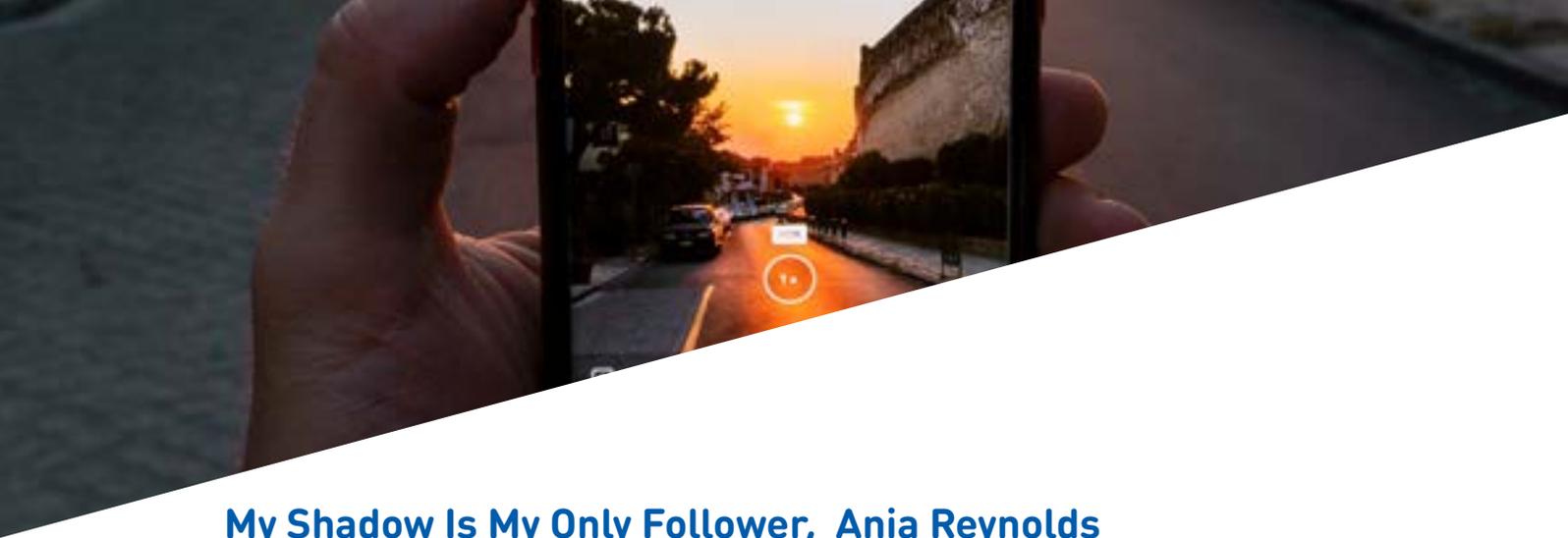
The Multicultural Affairs and Social Cohesion Division of the Victorian Government was planning a public campaign around LGBTIQ+ acceptance and affirmation in multicultural and faith communities. We worked with the agency that was assigned the project for the Chinese and Greek Communities.

### Service offer

Research, conducted a number of 1:1 interview and participated in workshops.

We had the opportunity to engage with community members and understand in depth the status of LGBTIQ+ acceptance in Victoria.

**Service value:** Pro bono component valued at \$1,200.



## My Shadow Is My Only Follower, Ania Reynolds

A Melbourne based award-winning composer, producer, multi-instrumentalist and installation artist, Ania received a grant from the City of Melbourne to do a digital launch of her debut piano album 'My shadow is my only follower'.

### Service offer

Design of the six-week social media campaign leading to the event, including the production of six video ads. Audience development, social media optimisation for the digital project and social media training for the artist. Advertising services, including publicity pack and assistance with the production of the digital event.

Being part of an art project, especially in the challenging period of the lockdown, was truly rewarding. It also gave us a better understanding of the digital needs of the Melburnian artistic community.

**Service value:** \$5,000

[www.aniareynolds.com](http://www.aniareynolds.com)

## Refugee Talent

Refugee Talent is a social enterprise that connects refugees and migrants with employers looking for their skills. It is an employment platform where companies can hire diverse talent across Australia and internationally.

### Service offer

Branding consultation for the platform's next exciting project and designed their logo (with a minimum payment for production costs).

We got introduced to an inspiring team and we were connected to some amazing people; one of them joined our photography/videography team.

**Services value:** \$2,000.

[www.refugeetalent.com](http://www.refugeetalent.com)



## Semaphore Greek Festival

Semaphore Greek Festival is one of the premier Greek cultural festivals in Australia and one of the largest of its kind in Australia. It is a volunteer driven event, that showcases and celebrates Greek culture and heritage within South Australia's broader multicultural context. As part of our on-going relationship and our annual marketing services we offered the full suite of our services.

In exchange, we got to spend time with a community that we admire for its commitment, dedication and resilience. The team knows how to appreciate and celebrate life and makes sure that everyone is welcome in their event. Also. We can never have enough loukoumathes.

**Service value:** \$10,000.

[www.semaphoregreekfestival.com.au](http://www.semaphoregreekfestival.com.au)

## Shira's Journey

A unique multi-faceted project focuses on the Jews of Greece. Based on extensive research, the team has produced a documentary, a full-length movie screenplay, curated exhibitions accompanied and educational workshops.

### Service offer

Purpose & Impact workshop: mission, vision, values, narratives, rebrand consultation.

Consultation: strategy, stakeholder strategy, new business opportunities - the team is seeking effective ways to communicate work, attract funds for filming and develop further. We learned about the competitive market of film festivals, the challenges of film production and the strength of women producers.

**Service value:** Changemaker's recipient, value recieved so far \$3,000.

[www.shirasjourney.com](http://www.shirasjourney.com)



## Studio Open Days

Our open days bring together the amazing humans we come across in a studio environment. During the day the curious minds of the social sector get a chance to interact, collaborate and tell their story on camera!

We provide the studio, the lights, the cameras, the photographers, the videographers, the know-how and above all the love.

Our guests share with us their vision, their mission and the activities that -step by step -are changing the world!

The first Studio Open Days took place in Melbourne and Sydney in June 2019, and we have committed to quarterly open days in both locations for 2020/2021.

**Service value:** 10,000 (ongoing)

[bit.ly/StudioOpenDays](https://bit.ly/StudioOpenDays)

## The Invisible Woman

An online conversation starter and research tool produced by our agency to create awareness on an urgent global syndrome affecting women over 50 years old. Our work included research, interviews, production design, filming, recording, post-production, social media strategy. We delivered the first webisode of the docuseries and its first podcast with 11 video interviews.

This is a project that taught that invisibility comes in many types and forms. It made us question ourselves, seek our unconscious biases. It taught us that wicked problems are overwhelming and need teams that work with determination. It made us think about our mothers. And our daughters.

**Project value:** 20,000 (ongoing)

[www.justgold.net/the-invisible-woman](http://www.justgold.net/the-invisible-woman)



## The Glass Window Social Movement

A new initiative working on social inclusion that offers specific fitness and personal development programs for vulnerable and at-risk people (with a focus to single mothers and youth).

### Service offer

Design Thinking workshop: social impact 101, business models in the third sector and business model options with the structure for sustainability.

Purpose & Impact workshop: social impact training, vision, mission, values, narratives, positioning to funders & donors.

1:1 coaching: stakeholder mapping, business plan, branding and communications guidelines, social media strategy consultation.

We understood more about the justice system and the importance of creating proactive programs for the social inclusion of the youth.

**Service value:** Changemakers recipient, value received so far \$9,000.

## The Greek Community of Port Adelaide

During December 2019 the iconic church of the community was burnt. Our agency was working on the community's annual January festival and had to adapt messaging, narratives and social media strategy quickly.

### Service offer

Consultation: fundraising and social impact strategy.

PR: Press releases and media management

Social media strategy

We were rewarded with lessons of resilience and leadership strategies to keep teams together in challenging times.

**Service value:** \$6,000.



## The Greek Schools of Port Adelaide

The Port Adelaide Greek school has been offering language and cultural classes since 1960 and needed assistance to incorporate digital tools in its annual marketing plan.

### Service offer

Social media workshop - consultation on social media strategy, social media platforms, training on audience development.

Video production - filming, production and post-production of the promotional video for social media platforms.

In exchange, we received valuable experience on how spaces catering both for volunteers and paid workers should look like and strategies on how to engage effectively with young people of a culturally diverse background.

**Service value:** \$5,000

**During 2019/20 our Changemakers program delivered services valued at \$92,100 nationally. Services valued at \$51,200 were delivered pro bono in Victoria, \$21,000 in South Australia and \$20,000 in NSW.**



## Our partnerships

During 2019/2020 we were digital partners of the following projects and events.

### **CQ University Sustainable Futures events**

'Real Strategies for People, Planet, Profit' – a series of workshops around Australia in sustainability, innovation and social impact with professor Jay Friedlander.

### **#Tweetups: Shared Studios & Twitter**

Combining the immersive technologies of Shared Studios, Twitter's global reach and Just Gold local network, Melbourne became the first Australian city to host a portal connecting Melburnians with audiences around the world.

### **Social Traders Annual Conference**

Social Traders link business and government to social enterprises to create jobs for the disadvantaged. The Annual Conference is the largest of its kind in Australia. It features leading social enterprise practitioners, academics, interstate and international speakers and business and government members focusing on social procurement. The #STConference2019 and the #STAwards2019 went live on social media for the first time.



### **The Hellenic Australian Chamber of Commerce and Industry**

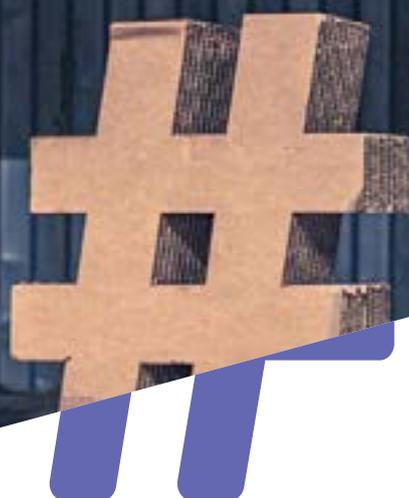
HACCI is an NFP in Victoria promoting the ties of the Hellenic Australian

businesses of the country to lead, collaborate and excel offering mentoring, discussions and networking events.

All partners as well as NFPs and people and organisations working in the social sector have a rate discount from 25% up to 50% depending on their needs.

During 2019/20 we offered our discount to the City of Melbourne, CureCar (an NFP under formation), CQ University, Family Life, The Hellenic Australian Chamber of Commerce and Industry Victoria, Leviathan Entertainment, Pammessinian Brotherhood and Social Traders.

**The value of our partnerships during 2019/2020 is estimated at \$86,000.**



## **Up next: #FindYourHashtag 2020/21**

We are excited to announce that our #FindYourHashtag program will open in September 2020 with additional services.

If you have a service you would like to offer through our program, please get in touch at [hello@justgold.net](mailto:hello@justgold.net). Our team responds within 48 hours.

If you are interested in applying, have a look at terms and conditions and fill in an application form.

We connect, we partner, we create & deliver change.

**We are looking forward to the next chapter.**



**@wearejustgold**  
**www.reconsider.biz**

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