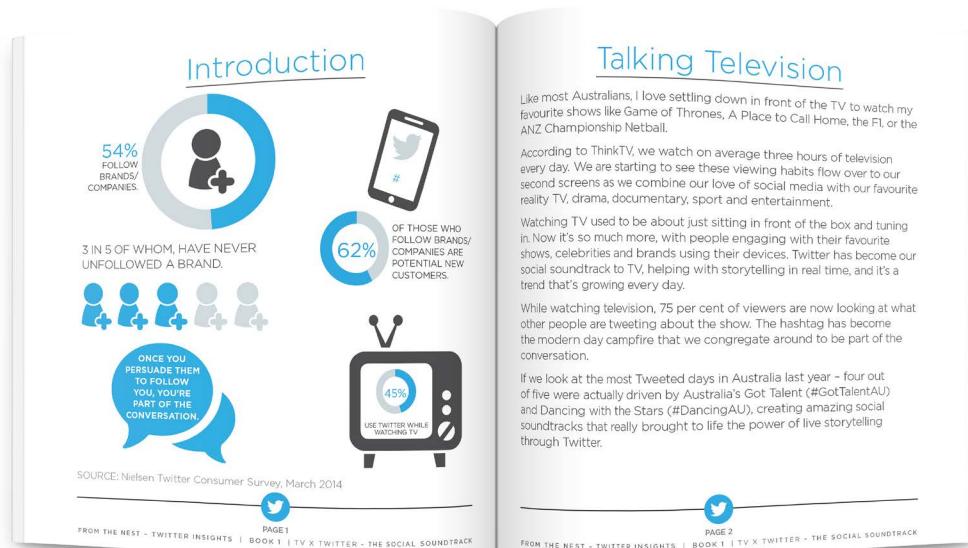
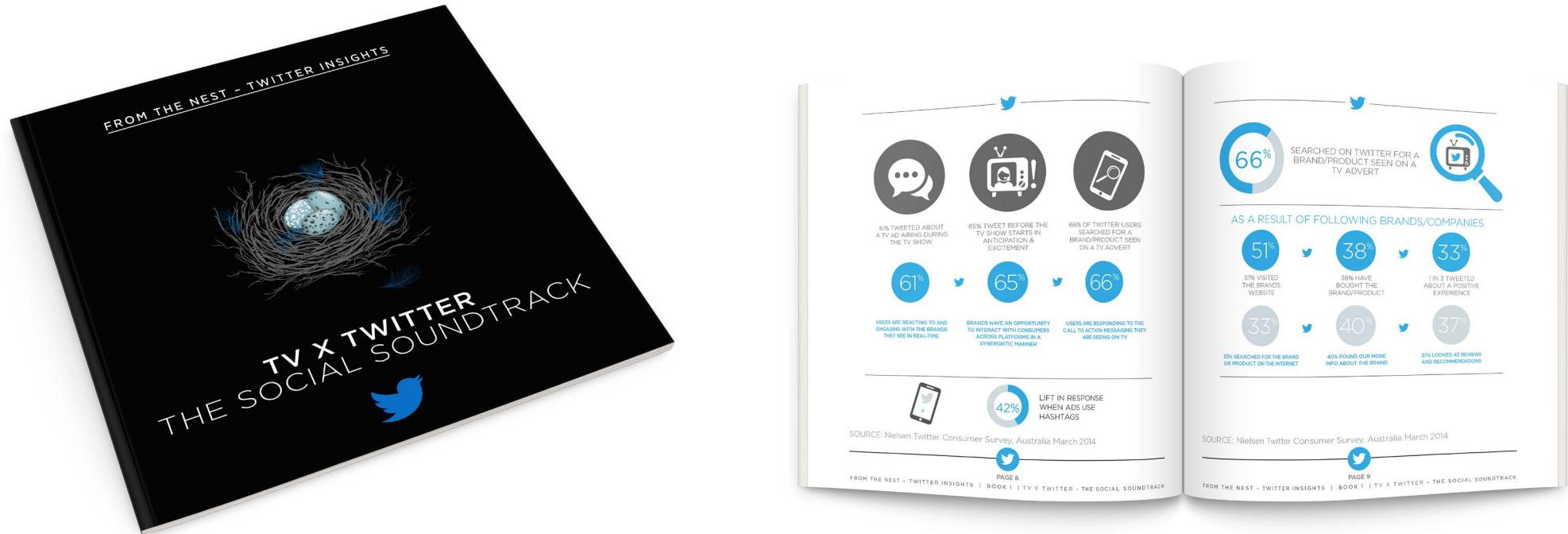


# AZELIA WAYNARD

# PORTFOLIO





TWITTER E-BOOK - TV X TWITTER

## Design, layout, infographics

Client: Twitter

Role: Twitter wanted a collection of ebooks that were highly visual to share some of their findings. The ebook was full of crisp clear infographics that brought their data to life. Concurrently they held a series of events targeting senior creatives. I took the initiative for these events and got approval to commission a series of 3D resin moulded twitter birds and televisions. These beautiful pieces added an element of creativity and detail to the events - so much so that all the birds were taken by the guests!

# AZELIA WAYWARD

Together these were mapped against median house price data at the SA2s level.

The positive finding for all concerned was that, holding all the other above factors constant, every small business in an SA2 is associated with an average increase of \$164 to the median house price. To put this into context: if we take two non-beachfront SA2s, both situated an average distance from a CBD and with average population density, but one has the average number of small businesses (375) and the other has twice this number, the estimated median house price in the latter would be 10 per cent higher than the former (an absolute increase of an estimated \$61,400).

**THE RELATIONSHIP BETWEEN SMALL BUSINESSES AND MEDIAN HOUSE PRICES**

Take two geographically SA2s both situated an average distance from a CBD and with average population density

- One has an average number of small businesses
- One has double the average number of small businesses

MEDIAN HOUSE PRICE would be 10% higher

The message is clear. Small businesses and their presence in the local community have a positive relationship with median house prices.

While the data above tells one side of the story, consumers back up this notion. One fifth of Australians would pay a premium to rent or purchase a home situated near a local shopping village. This figure jumps to 47 per cent among the 17 per cent of Australians who are currently in the market for a new home.

2. This is based off the additional field work from a subgroup of those who would pay a premium to live near a shopping village. For more information, refer to the Methodology.

AMERICAN EXPRESS - THE ECONOMY OF SHOPPING SMALL - PAGE 19

AMERICAN EXPRESS - THE ECONOMY OF SHOPPING SMALL - PAGE 20



## THE ECONOMY OF SHOPPING SMALL

CONCEPT DEVELOPMENT, OVERALL DESIGN AND LAYOUT OF 50PP WHITE PAPER INCLUDING 40+ INFOGRAPHICS

Client: American Express through Ogilvy Public Relations

Role: American Express had commissioned some research into Australian economics and the notion of shopping small. To bring this research to life I was asked to design a white paper filled with graphics depicting the research findings. The paper was released in three stages with a social media calendar created to achieve greater cut through.

**INNOVATION AND THE FUTURE**

The previous five sections of 'The Economy of Shopping Small' Report have discussed in-depth the vast emotional and physical needs that consumers have when it comes to proximity to local businesses. This section will look at what's important for men and women when it comes to proximity to businesses.

**WHAT'S IMPORTANT FOR MEN AND WOMEN IS DIFFERENT WHEN IT COMES TO PROXIMITY TO BUSINESSES**

WHAT'S IMPORTANT FOR MEN AND WOMEN

FOR MEN	FOR WOMEN
Proximity to a vibrant strip of local shops (62%)	Proximity to a vibrant strip of local shops (60%)
Proximity to a local bottle shop (36%)	Proximity to a local bottle shop (31%)
Proximity to a local service station (36%)	Proximity to a local service station (31%)
Proximity to a local supermarket (36%)	Proximity to a local supermarket (31%)

Lowest on the priority list for both men and women, was professional services firms – accountants and lawyers. Interestingly, 38 per cent of males agreed it was a priority to live near a bottle shop, compared to females (31 per cent).

Women were also more likely to want to live near a deli or convenience store (69 vs. 59 per cent); closer to schools and libraries (65 vs. 54 per cent) and cafes (57 vs. 50 per cent).

**WHAT'S PHYSICAL SUCCESS FOR THE BUSINESS OWNER?**

Small business owners may not be aware they positively impact mean house prices to such an extent; however, there is agreement at a broad level as to the physical benefits they bring, both to their own business and the wider community.

When asked whether or not they felt their business boosts property prices in their local community, nearly a third (30 per cent) believed they did.

What is evident, is an increasing number of small businesses are looking to sell, relocate or close their business, then the impact to the local community in which it operates is going to be significant.

Up until now, small business closures would have an impact on local employment opportunities and the local economy. However, recent figures show 50 per cent of small business closures would bring property prices down.

But is it a role small businesses are happy to continue to play in the future?

Financial pressures are a clear challenge, not just when you start a business, but also as you seek to maintain it – especially when you're trying to grow. In fact, 50 per cent of small business closures are losing money.

Small business owners in Australia said one of their leading priorities right now is selling their business, although 40 per cent said they are worried about the financial worries they encounter on a day-to-day basis. What does this mean for everyone?

"By selling their business, they are losing the value of the business will disappear and it will impact the community."

Brain Walker, Small Business Doctor

Supporting Brain's comment, the report also found 29 per cent of small businesses said arranging to sell their business externally was a priority for their future business strategy. In addition, 40 per cent of small business owners said they would most likely sell outside of the family – losing much of the emotional value established over the years.

**THE IMPACT OF SMALL BUSINESS CLOSURE ON THE LOCAL COMMUNITY**

Small business has got it pretty tough. They don't get a lot of support and it's quite difficult to start your own small business to stay afloat, when talking to the guy about large companies, he says "they're not here to stay". Meantime, as a lower proportion said their frequency of shopping at small local businesses had declined over the last year (38 vs. 40 per cent respectively).

The decline for Australian small businesses is how to grow their business by the business, yet remain small and retain their core values.

The answer is not necessarily to go and leave. There are many ways to keep the character of local business, that is to be innovative. Of course, there are many ways to do this, but before we look at some ways small businesses can do this, let's take a look at the challenges small businesses, who believe they're running a successful business, face.

However, there is a large number of small businesses who believe they're running a successful business, and it's not always the case. In fact, 50 per cent of small business owners agree customers received a unique product or service from them.

AMERICAN EXPRESS - THE ECONOMY OF SHOPPING SMALL - PAGE 25

AMERICAN EXPRESS - THE ECONOMY OF SHOPPING SMALL - PAGE 26

# AZELIA WAYWARD



## AUSTRALIAN DIGITAL EXPERIENCE GAP

CONCEPT DEVELOPMENT, OVERALL DESIGN AND LAYOUT OF 40PP WHITE PAPER AND POWERPOINT DECKS TAILORED TO MORE THAN 10 CLIENTS, INCLUDING 50+ INFOGRAPHICS

Client: SAP through Howorth

Role: SAP had undertaken some research into the Australian Digital Experience. To bring this research to life I was asked to design a white paper filled with graphics depicting the research findings. As well as create a collection of PowerPoint decks tailored to specific business findings. The piece was so well received by the client that it was taken up by the Asia Pacific Region.

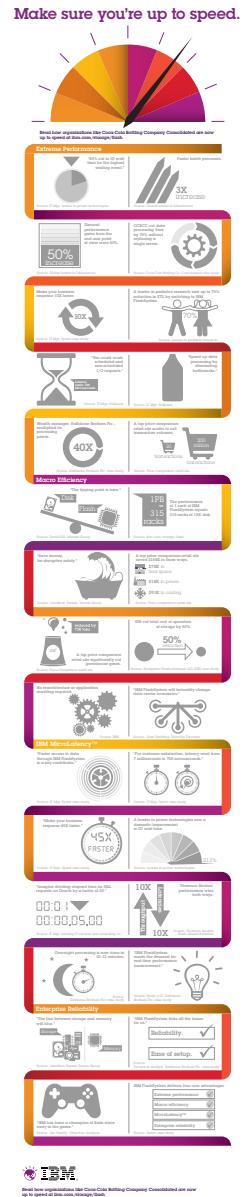
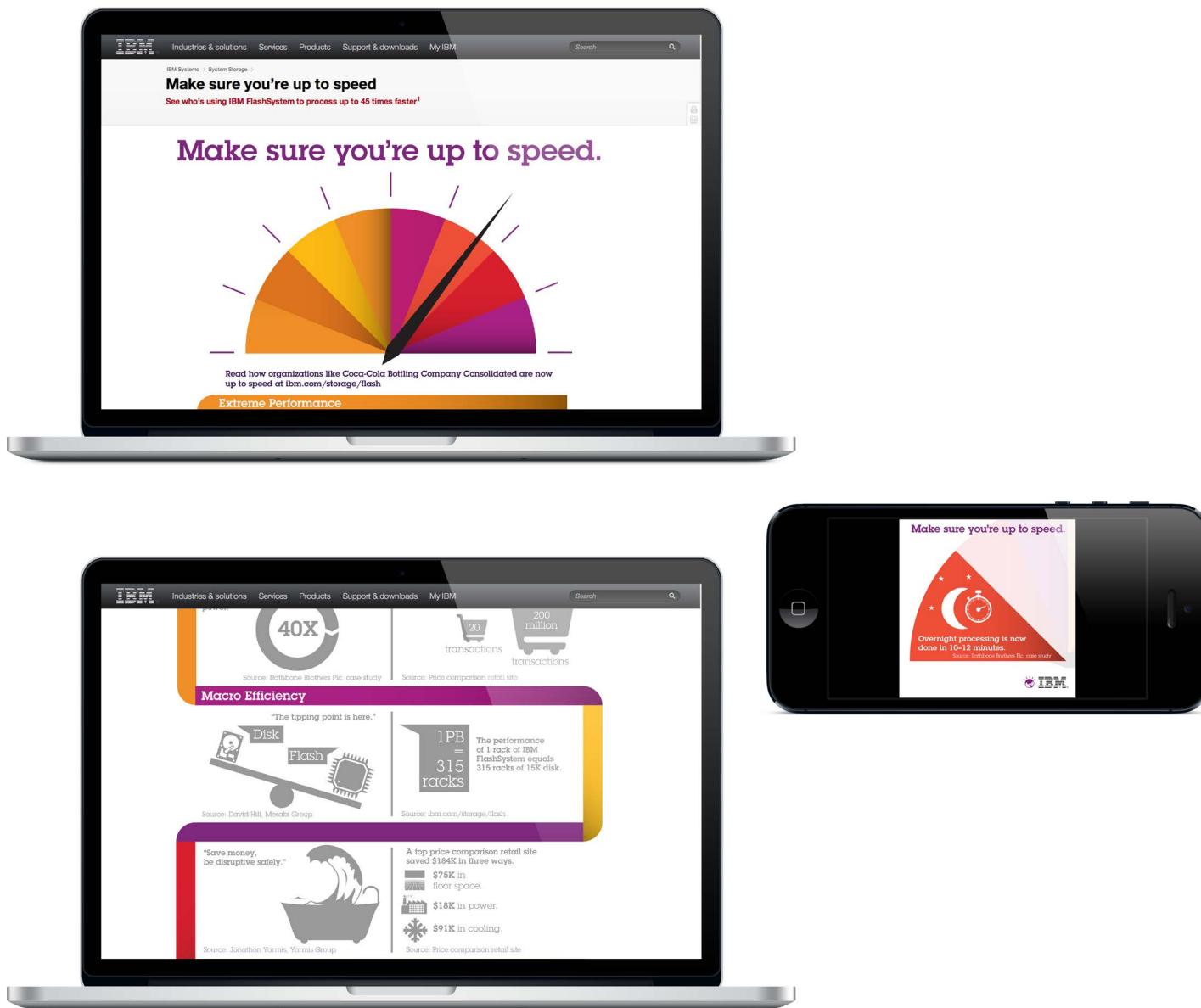
# AZELIA WAYNWARD

## IBM INFOGRAPHICS

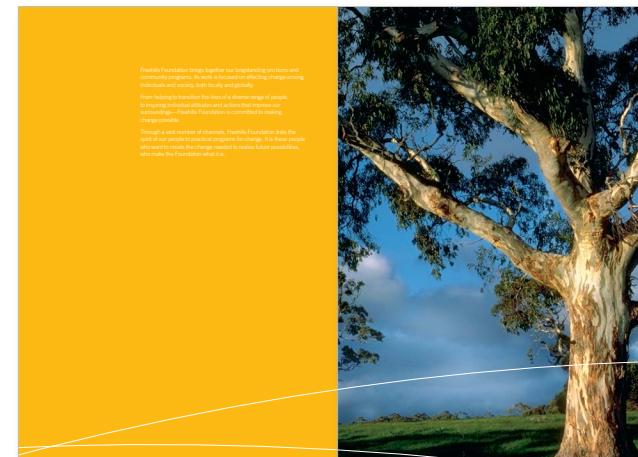
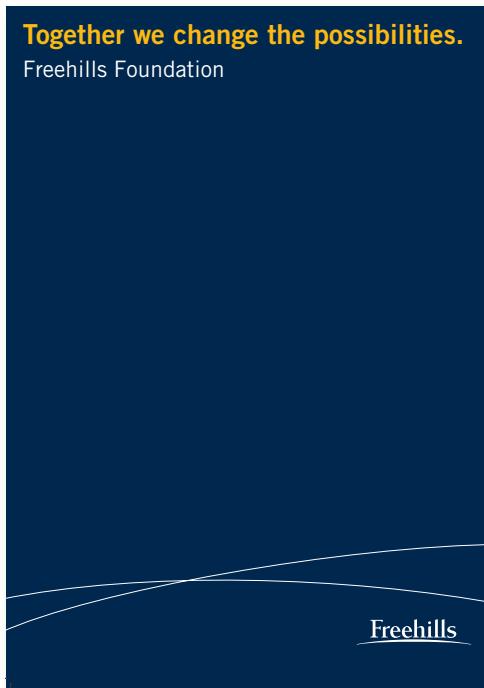
Design of graphics for IBM Global website and social media

Client: IBM

Role: Working for Ogilvy Social I developed this series of infographics for IBM. These became known as micrographics which were used across social media to drive people to their website. The long 'whole' infographic can be seen on the IBM website. The client was very happy with the results.



# AZELIA WAYNWARD



**FREEHILLS FOUNDATION BROCHURE**  
 Brochure concept development, overall design and layout, client management, print management  
 Client: Freehills Foundation  
 Role: I project managed this job from conception to press check and distribution. From meeting with the client for the initial scoping of the job, to organising and art-directing photography, I was across all elements of this project, which culminated in this 20-page brochure and a short animation, for which I oversaw all production.

AZELIA WAYWARD

# BRANDING



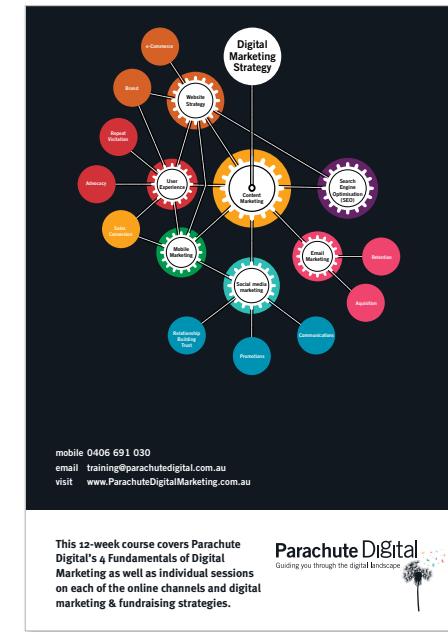
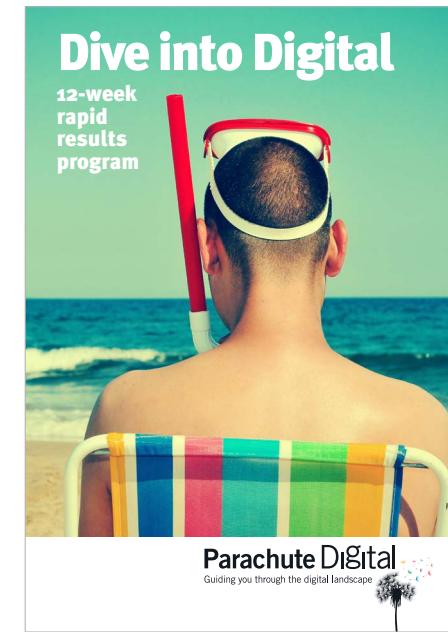
# AZELIA WAYWARD

## PARACHUTE DIGITAL

Visual Identity and application to stationery and templates and Business graphics, case studies, rates cards

Client: Parachute Digital

Role: This is a rebrand of an original brand I developed for this client a couple of years ago. With the growth of her business she felt it important to refresh her brand colour palette to give it some more life and vibrancy. I devised this colour palette for her, applied it to her logo and have design her stationery suite, posters, infographics, brochures, banners and a book! I have also worked in consultation with the web developer to align the new website to this new look, and designed web banners and other digital collateral. Shanelle is a great client to work with and I am really happy with the direction of this new identity.



# AZELIA WAYWARD



## THE ETHICAL GROCER BRANDING INCLUDING WEBSITE DESIGN

Branding design and implementation across materials and website.

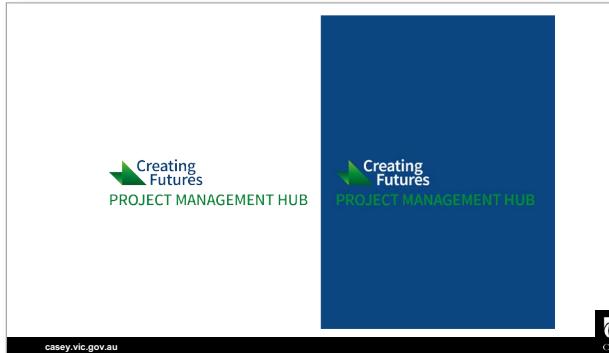
Client: Gill Bethel, the ethical grocer

Role: A friend commissioned me to assist her with her business. We brainstormed the name, I designed the identity, and we have applied across a range of packaging and merchandise. The ethical grocer has always kept bees and sells honey, so the bee symbol directly relates to that aspect of her business, as well as the more symbolic connections between bees as an integral part of our food chain. I have designed the website, working with a wordpress developer to customise a template for the clients needs. While we are still developing collateral, the shop is open and trade is growing.

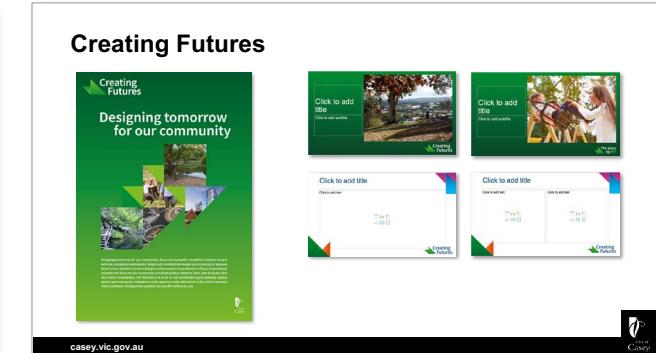
# AZELIA MAYNARD



casey.vic.gov.au



casey.vic.gov.au



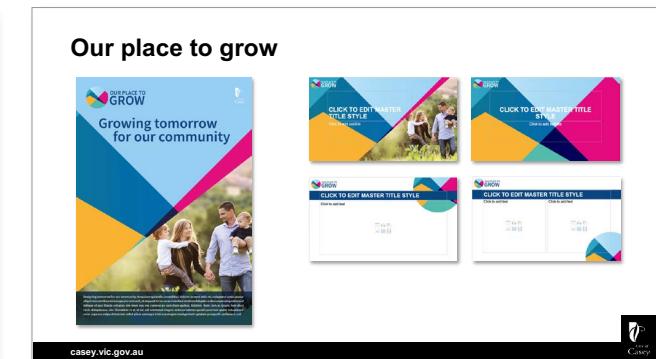
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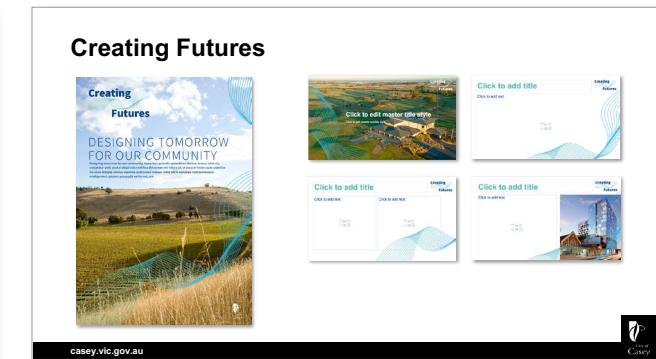
casey.vic.gov.au



casey.vic.gov.au



casey.vic.gov.au



casey.vic.gov.au

## BRANDING DESIGN - CITY OF CASEY

Branding design

Client: Ogilvy Impact

Role: City of Casey came to us for a new internal communications platform that would help engage council employees in light of the huge growth and big changes that were happening there. I developed these three visual directions to help tell the story for them.

# AZELIA WAYWARD

PASSPORT to Bunjil Place

JULY 25 2017

OgilvyImpact

Passport logo development :: icons + logo

Passport to Bunjil Place

JULY 25 2017

OgilvyImpact

Passport to Bunjil Place

JULY 25 2017

OgilvyImpact

PASSPORT to Bunjil Place

JULY 25 2017

OgilvyImpact

Planning your trip      Settling in      Settling in

Preparing for departure      Tour guides/team leaders      Tour guides

Arrival and check-in      Maps      Maps

PASSPORT to Bunjil Place

JULY 25 2017

OgilvyImpact

Passport to Bunjil Place : Banner image 250x600px

A leader in applying technology and innovation.

An inclusive, safe and connected community.

A Council whose services and facilities are driven by community needs.

The destination for arts, culture, sport and leisure that attracts visitors and brings communities together.

A city that sustainably plans and manages growth while protecting its diverse landscape.

A thriving economy with local jobs, investment, and new industries.

A city with an accessible and well-connected transport network.

An efficient and effective, customer focused Council with sufficient resources to meet priorities.

Council plan Strategic objectives icon development :: concept 1 in colour

JULY 14 2017

OgilvyImpact

C21 CASEY

JULY 14 2017

OgilvyImpact

Vision Casey C21 logo development :: concept 2

JULY 14 2017

OgilvyImpact

Connecting and supporting people      Improving transport      Protecting our environment      Attracting business and local jobs      Creating a sense of place

Council plan Strategic objectives icon development :: chosen designs

JULY 20 2017

OgilvyImpact

PROJECTS HUB

Projects Hub logo development

JULY 20 2017

OgilvyImpact

Concept	Initiate	Plan & Design	Implementation	Close

Projects Hub icon development

JULY 20 2017

OgilvyImpact

Crawl      Walk      Run

Projects Hub Crawl, Walk, Run icon development

JULY 20 2017

OgilvyImpact

## INTERNAL COMMUNICATIONS STRATEGY DESIGN - CITY OF CASEY

Branding design

Client: Ogilvy Impact

Role: As is rolled on we discovered that despite our best counsel, our client really wanted LOTS of logos and icons. So, while not the best direction from a comms perspective, it became a great design challenge to provide them with a consistent and relevant collection of logos and icons. Client was very happy with the overall design identities and iconography, which were incorporated into their internal vision, intranet and their moving offices material.

# AZELIA WAYNARD



## THE AERIE

Branding design and implementation across materials and website.

Client: Hellen Morgan-Harris

Role: I have been involved in the set up a creative co-working space, the aerie, which included landing on the name, logo creation and branding design, space layout and marketing design collateral. My client's space exists above an established artists workshop/maker space, and she wanted an identity that worked in with the established environment. The aerie refers to the crows nest of a boat - which I drew from in the design. I have also collaborated on the website design, and love being a part of this space.

# AZELIA MAYNARD



## PARVĀ SKINCARE

Logo design and application

Client: Kirsty Mootz

Role: Another friend commissioned me to assist her with her business. Her ethical, natural, products required much brainstorming and investigation before landing on Parva. I designed the logo - keeping it clean and simple - in line with her products.

# AZELIA WAYWARD



**PPR LOGO**

**ISOLATION AREA**  
Ensure the logo is used with the above minimum white space around it.

**LOGO VARIATIONS**

**IMAGERY**  
Imagery is used across the PPR brand to demonstrate the geographical locations and kinds of communities we connect with. When applying imagery use images provided as part of the brand pack. Our imagery reflects our business and our 'because we live there' positioning.

**AUSTRALIA.**  
We live there.

**NEW ZEALAND.**  
We live there.

**ADELAIDE.**  
We live there.

**FOOD.**  
We live there.

**FASHION.**  
We live there.

**PET LOVERS.**  
We live there.

**GAMERS.**  
We live there.

#welivethere

**COLOUR PALETTE**

PMS 269 R 84 / G 44 / B 109	Cool Grey 10 R 100 / G 101 / B 105	PMS 3282 R 0 / G 131 / B 123
		PMS 3005 R 0 / G 131 / B 123
		PMS 3252 R 75 / G 187 / B 189
		PMS 1365 R 238 / G 186 / B 74
		PMS 1645 R 237 / G 106 / B 61
		PMS 702 R 219 / G 92 / B 114

Above is the PPR colour palette. When using colour in PPR material please keep in mind the balance of the colours as shown above. When working in powerpoint, you will find these colours already built into the PPR creds template.

**TYPOGRAPHY**

The main font - to be used for all supporting text - is Proxima Nova. This font has a great range of weights and its geometric simplicity complements the overall branding.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**1234567890**

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**1234567890**

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**1234567890**

Arial - for use in Microsoft applications

**PPR BRANDING HOW TO WORK WITH THE BRAND**

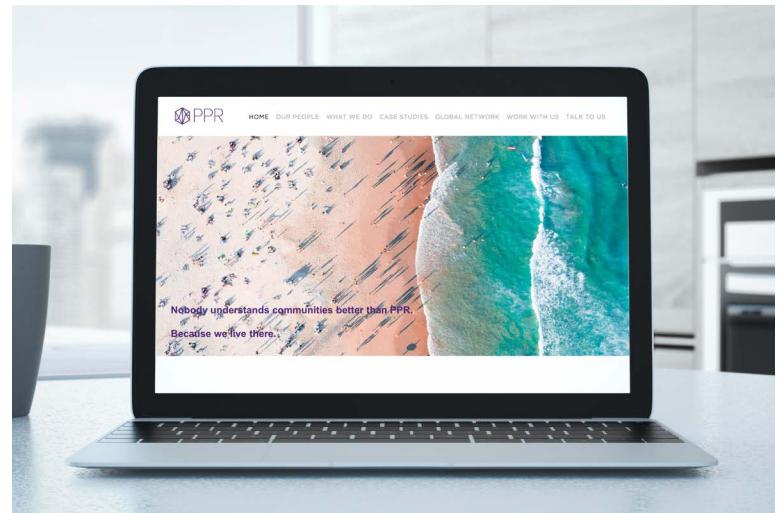
**PPR**

**Shaun Scanlan**  
Social Media Manager

**T** +61 3 8643 1515  
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**A** Level 3, 162 Collins Street,  
Melbourne 3000

**E** shaun.scanlan@ppr.com.au  
**W** www.ppr.com.au



## PPR

Logo design and application

Client: PPR Michael Pooley, Katrina Brangwin

Role: This branding piece came through WPPAUNZ channels. Working with key stakeholders to completely revamp the PPR brand. We worked with Bohemia on brand vision and then designed the logo and brand vision/voice inline with messaging. Clients super happy and I am currently project managing/lead designing the rebuild of their website.

# AZELIA WAYWARD

## THE BOND & ASSOCIATES

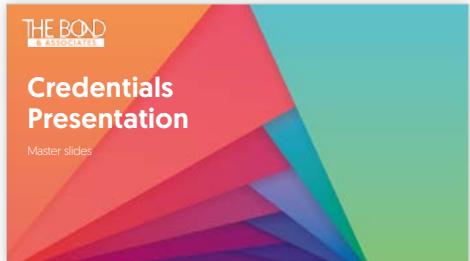
Logo design and application

Client: Kieran Moore, Katrina Brangwin

Role: I was asked to design a brand identity for "The Bond and Associates" a new WPPAUNZ business. They wanted something that spoke of connection and community, while fitting into corporate and government areas. I have designed all collateral for them - from business cards and letterhead to powerpoint template and website.



BUSINESS CARD



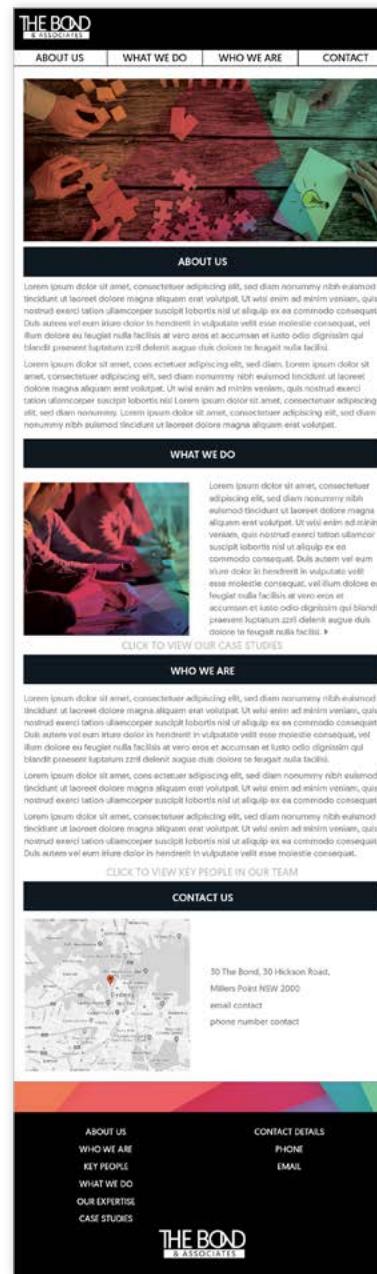
Master slides



LETTERHEAD



CREDENTIALS PRESENTATION



WEBSITE MOCKUP



AZELIA WAYNARD

# PRESENTATION DESIGN

# AZELIA WAYWARD

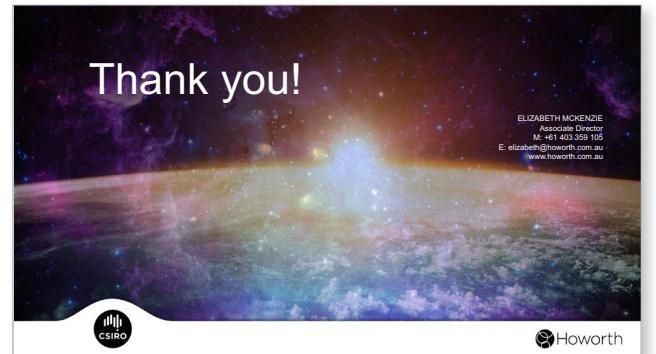
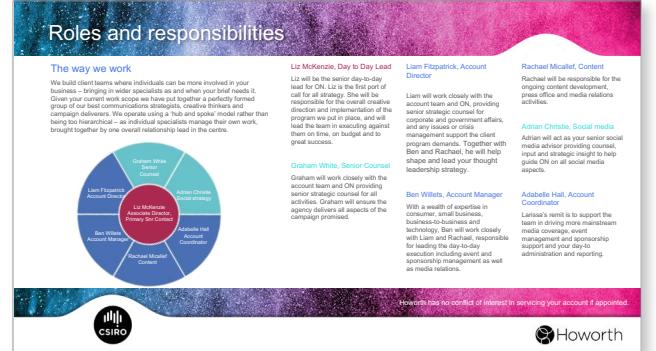


## NEW BIZ DECK DESIGN - CSIRO ON

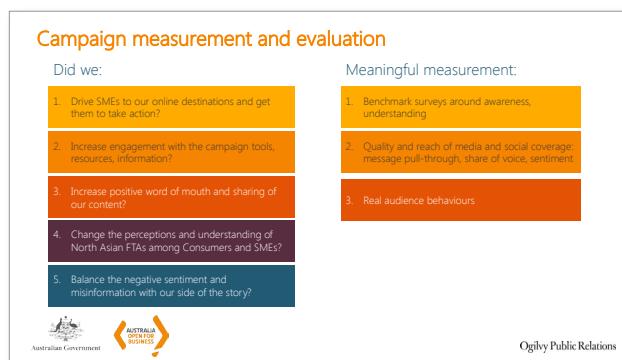
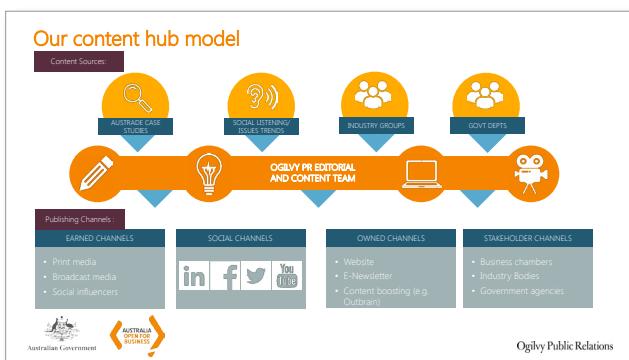
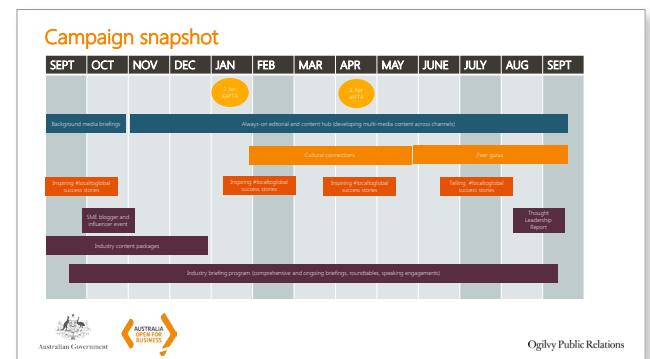
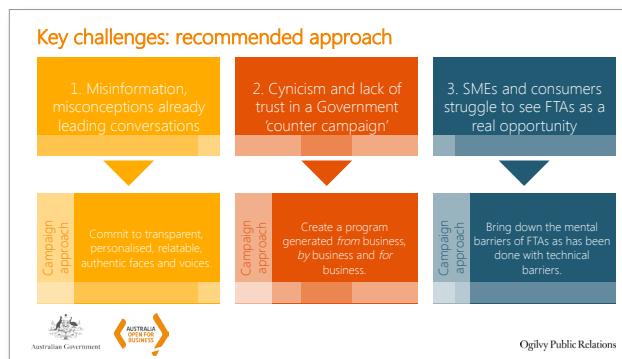
Presentation deck design

Client: Howorth

Role: Working on new business powerpoint presentations is something I have fallen into over the last 5 years. I have become the go to designer across the Ogilvy Public Relations businesses. This deck was for CSIRO ON innovation division.



# AZELIA WAYWARD



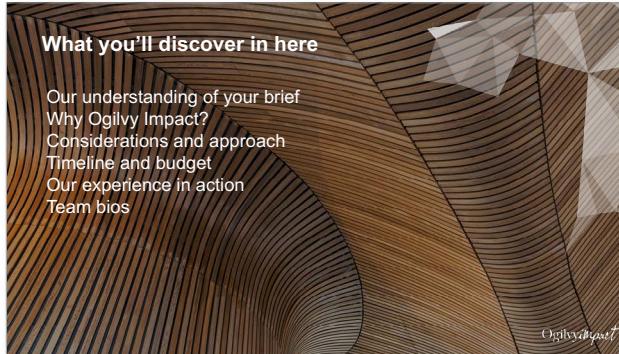
## NEW BIZ DECK DESIGN - AUSTRADE

Presentation deck design

Client: OPR

Role: Working on new business powerpoint presentations is something I have fallen into over the last 5 years. I have become the go to designer across the Ogilvy Public Relations businesses. This deck was for Austrade and was pulled together in hours!

# AZELIA WAYWARD



## NEW BIZ DECK DESIGN - CITY OF CASEY

Presentation deck design

Client: Ogilvy Impact

Role: Working on new business powerpoint presentations is something I have fallen into over the last 5 years. I have become the go to designer across the Ogilvy Public Relations businesses. This deck was for City of Casey. We won the work and as you will see - I was also responsible for the design of a wide range of internal branding collateral for them.

## Your brief in brief

The City of Casey has a range of projects and plans in place to realise its vision to create Australia's most liveable city. You're one of the fastest growing regions in Australia, with approximately 300,000 residents and an expected population of 514,041 by 2041. Such growth relies on the effective delivery of supporting services and infrastructure. So it's critical you have an engaged team with a 'continuous improvement' mindset and a commitment to put customers at the centre of everything they do.

Over the last three years your team of approximately 1,400 people has experienced a culture shift, moving from a top-down, hierarchical organisation to an agile and effective program, a shift to flexible working as well as upskilling under Diarmuid Casey. And there's more change to come, with the move to Bunjil Place and the need to deliver on your Council Plan 2017-2021.

A key challenge is reinvigorating your people who are feeling fatigued with the amount of change. It's an incredibly exciting time to be a part of Casey and you need to enable your people to reflect on what's been achieved to date, see how they fit within the bigger picture and work together to help deliver Casey's future vision.

To achieve this, you're seeking the services of an experienced agency like Ogilvy Impact to:

- better understand the internal communications, change and employee engagement environment of the City of Casey, and
- develop a comprehensive communication strategy to ensure the organisation's success upon the launch of the new term of the four year Council Plan



# AZELIA WAYWARD

**CREDENTIALS**

CHADSTONE  
THE FASHION CAPITAL

CHADSTONE CREDENTIALS FROM OGILVY PUBLIC RELATIONS

JULY 2017

Ogilvy Public Relations

**WHAT WE DO**

Traditional and Social Media Management	Influencer Marketing	Events and Experiential
Corporate and Brand Building	Insight Development and Strategic Planning	Social Media, Content and Digital
Third Party Endorsement	Media Training and Coaching	Issue and Crisis Preparedness and Management

Ogilvy Public Relations

**2. BRAVE IDEAS**

**A NEW APPROACH TO CREATIVITY**

Brave creativity is Ogilvy Public Relations' proprietary approach to developing ideas. It is a set of values, techniques, tools and assets brought together in a book called the Brave Manual and through the Brave Manual.

Brave sits at the heart of the agency and we foster a culture where everyone has a voice to suggest an idea and where every idea is valued.

Brave ideas are those that are bold, different, rare, use new technology, are share-able, based on insight and are strategic.

Ogilvy Public Relations

**3. BRILLIANT IMPACT: IMPACT4**

The predictions we'll agree together to define success. We'll capture these in measurement matrix with both outputs and outcomes.

The product of our work. We'll analyse the results of our work. E.g. Volume among target audience, media coverage, message pull through, Fan acquisition / engagement, share of voice, media coverage gained.

The communication effect of our work e.g. Awareness around campaigns, issues, offers and messaging, understanding of your consumers, shoppers, Intention and frequency of shopping, engagement levels and nature with social assets and website.

End business results – Awareness around campaigns, issues, offers and messaging, understanding of your consumers, shoppers, Intention and frequency of shopping, engagement levels and nature with social assets and website.

Ogilvy Public Relations

**WHY CHOOSE US?**

- Unrivalled technology, B2B and consumer tech experience
- Outstanding media relationships
- Big agency resources, small agency connections
- Marriage of strategic thinking with creativity
- Integrated social & traditional media
- Experts in Australia, with access to the full global network
- Experts in outcome based measurement
- We are Australia's most awarded specialist agency

Ogilvy Public Relations

**LUXURY**

Ogilvy Public Relations

**MORO :: EAT LIFE UP!**

**BOLD INSIGHT**

Olive oil is a staple item in many Australian pantries, yet with a large number of brands, types and nationalities of oil on the market consumers are overwhelmed by choice. Together we developed a strategy to educate consumers about Olive Oil and the way it can be used to drive competitive advantage. The campaign was led by Moro's philosophy of 'Eat Life Up': celebrating and sharing good food in good company.

**BRAVE IDEA**

We created a series of pop up events to surprise and delight consumers across Australia. The events were hosted by celebrity chef, Miguel Maestre who was brought on as a brand ambassador. Miguel showcased the Moro range at the events with cooking demonstrations. Each event generated through media and social opportunities. Capitalising on the food blogger trend, we hosted several influencer events prior to the consumer events to drive social coverage and engagement. Media were engaged through profiling opportunities with Miguel Maestre, event listings and event mentions.

**BRILLIANT IMPACT**

The campaign delivered a wide range of coverage – spanning from TV and radio, through to online websites, print and blog coverage. To date, the campaign has achieved more than 135 pieces of PR & social coverage, with over 21,488,684 opportunities to see. Coverage highlights included a Studio 10 piece with Miguel Maestre and a cover story & feature with Miguel Maestre in Today, Herald Sun.

Ogilvy Public Relations

**WHY WORK WITH US?**

**OUR PHILOSOPHY IS DRIVEN BY:**

- BOLD INSIGHT**
- BRAVE IDEAS**
- BRILLIANT IMPACT**

Fresh, smart consumer insight that is driven by the best data and platforms from around the world. We have developed our unique planning tools, including Fusion, Shapers and Brands in Motion, together with a dedicated planning team.

Ideas that are brave ones that have never been seen before, are innovative, have value and are shareable. We use the latest social tools and are the only agency in Australia to partner with Metcal to power independent analysis.

We are focused on delivering business value to our clients via our proprietary measurement system, Impact4. We use the latest social tools and are the only agency in Australia to partner with Metcal to power independent analysis.

Ogilvy Public Relations

**FOR MORE INFORMATION**

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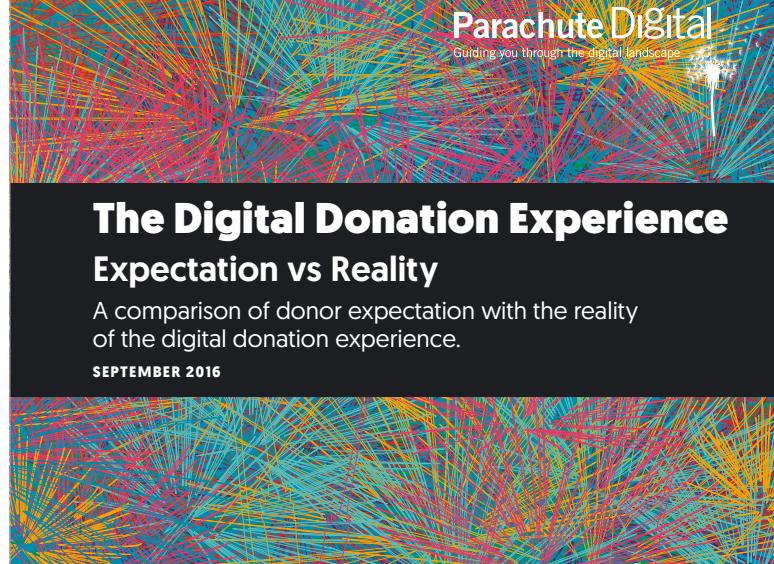
Ogilvy Public Relations

## NEW BIZ DECK DESIGN - CREDENTIALS FOR CHADSTONE

Presentation design

Client: Ogilvy PR Melbourne

Role: Working on new business powerpoint presentations is something I have fallen into over the last 5 years. I have become the go to designer across the Ogilvy Public Relations businesses.



**Why Research Digital Donation Pages?**

The team at Parachute Digital are often asked what makes a good digital donation experience and our answers have been guided by 15+ years of experience. We know that a great digital donation experience alone is not enough to convince the decision makers to make a donation, however, especially when online donations are still relatively new.

So we began investigating what research was currently available and quickly realised there was very limited Australian research exploring the digital donation experience. So we decided to conduct our own donation page testing, however a study spanning a wide range of charities.

This study not only benchmarks organisations against a set of criteria that we have developed through our extensive digital experience, but also provides insights straight from donors themselves through both quantitative and qualitative methods to understand what they are doing, how they are doing it and if the charities themselves are providing the experience that the donor themselves say they want. We have done this to understand the best practices that charities can implement that enable to raise funds through their online presence.

Organisations were benchmarked against fifty-nine points of criteria. We looked at the overall design of the website donation page including content and imagery, layout, number and type of form fields and required information, the use of mobile devices, the use of payment options and processing, use of do not honour, the mobile experience; validation and security; and finally the ongoing donor journeys, looking specifically at the experience of first time donors and previous donors over a three to six-month period.

**Stage 1: Triggers to donate**

"I mostly respond to email as it's in the moment; unlike a letter which I can put aside for weeks before doing anything with it if at all" **Donor interviewee**

"I don't want phone calls every day" **Donor interviewee**

"Win ok with an email or letter; I can ignore them if I don't want to go further" **Donor interviewee**

Charity	Large Health and Happiness Organisations	Small Health and Happiness Organisations	Large Animal Welfare	Small Animal Welfare	Large Environment	Small Environment	Large Social Justice	Small Social Justice	Large Religious	Small Religious	Large Other	Small Other
Cancer Council	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Fred Hollows Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
National Breast Cancer Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Leukaemia Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Chris O'Brien's Lifeline	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Make-A-Wish Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mental Health Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Australian Red Cross	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Canberra Police Alliance	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Royal Victorian Eye and Ear Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Royal Institute for Deaf and Blind Children	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Surf Life Saving Australia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Camp Quality	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Macmillan Cancer Support	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Australian Cancer Research Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CFM	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Climate Research Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Leukaemia Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Variety	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Doherty Children's Hospital Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

**Our Benchmarked Charities**

Category	Charity Type	Percentage
Australian-based	Small (under \$1M)	28%
	Medium/Large (\$1M-\$10M revenue annual)	72%
International	Small (under \$1M)	28%
	Medium/Large (\$1M-\$10M revenue annual)	72%
Small (under \$1M)	Health	43%
	Homelessness	36%
Medium/Large (\$1M-\$10M revenue annual)	Health	54%
	Homelessness	20%
Environmental	Health	19%
	Homelessness	19%
Human Rights/Social Justice	Health	7%
	Homelessness	7%

**1. To Relate to the Cause**

"I choose to donate to the National Breast Cancer Foundation because I have a history of breast cancer in my family" **Donor interviewee**

"Health (22%), environment (21%) and Social Justice (19%) are the most popular causes our donors support. There are also some age differences in the causes people prefer to support. For example, health and social justice (22%) causes compared to 14% of those aged under 40 and 16% of those aged 40+ prefer environmental causes (21%) compared to 13% of those aged under 40. Women prefer social justice causes (23%) whilst men preferred health causes (22%). This is likely due to the fact that women tend to have a strong desire to support charities in which they can relate to or sympathise with."

"I like to support my family and friends with what they are involved in" **Donor interviewee**

Under 40 years old	Over 40 years old	Over 40 years old	Under 40 years old	Regardless of age
most popular causes	Health (22%), environment (21%) and Social Justice (19%)	Health (22%), environment (21%) and Social Justice (19%)	Health (22%), environment (21%) and Social Justice (19%)	Health (22%), environment (21%) and Social Justice (19%)
preferences by gender	Women prefer social justice causes (23%) whilst men preferred health causes (22%)	Women prefer social justice causes (23%) whilst men preferred health causes (22%)	Women prefer social justice causes (23%) whilst men preferred health causes (22%)	Women prefer social justice causes (23%) whilst men preferred health causes (22%)

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Fred Hollows Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
National Breast Cancer Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Leukaemia Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Chris O'Brien's Lifeline	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Make-A-Wish Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mental Health Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Australian Red Cross	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Canberra Police Alliance	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Royal Victorian Eye and Ear Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Royal Institute for Deaf and Blind Children	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Surf Life Saving Australia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Camp Quality	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
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CFM	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Climate Research Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Leukaemia Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Variety	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Doherty Children's Hospital Foundation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

**PARACHUTE DIGITAL**  
Research paper design - The Digital Donation Experience  
Client: Parachute Digital  
Role: The design of this 'campaign' for Parachute Digital draws from their established brand but needed to be differentiated. I used bright bold colours but developing a signature look for this piece, working the angles and textures to bring the research to life. I designed a 30pp e-booklet, presentation, invitations and web banners.

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