

It's time for a fresh approach.



Credos provide straight-talking communication strategies and deliver creative, workable solutions. We are communication consultants who don't talk like consultants. Ignoring the hype around **sustainability and stakeholder communications**, we focus on achieving your vision and getting measurable results.

What do you want to do?

- get staff, suppliers or communities involved in sustainability or corporate citizenship initiatives
- measure and report progress relating to sustainability or CSR (Corporate Social Responsibility)
- tell others about your company's policies, impacts or actions
- convey complex information in an easy to understand way
- launch a new brand, project or culture change initiative
- improve communication within your organisation or supply chain
- brainstorm the best way to engage a range of audiences/stakeholders
- influence attitudes or behaviours to help make change happen
- get practical help in implementing a communication strategy.

How can Credos help?

We are experienced communication professionals with a track record in CSR reporting, project/programme management, interactive media, print design, website/intranet production, information design and visual communication.

Need help with strategy? We'll listen to what you want to achieve, analyse audience and communication needs, identify the best media/channels to use, and come up with a practical plan to make things happen.

Keen to get results? Our approach is collaborative and hands on. We stay focused on achieving your objectives and design practical, sustainable solutions using the most appropriate media, processes and resources.

Want to know more? Please see the back of this page for a brief summary of credentials, visit our website at www.credos.com.au or send an email enquiry to info@credos.com.au.

"I can't understand why people are frightened of new ideas. I'm frightened of the old ones."

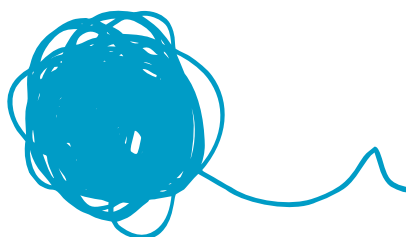
John Cage

"The mind, once stretched by a new idea, never regains its original dimensions."

Oliver Wendell
Holmes

"Don't raise your voice, improve your argument."

Archbishop
Desmond Tutu



Unravelling the jargon around sustainability communications

our creds.



Credos is focused on getting business value from sustainability and corporate communications. If you'd like to see how we can help you do just that, please email info@credos.com.au.

services

Communication strategy

- Distilling vision & values
- Auditing existing comms channels
- Researching audiences and stakeholder needs
- Developing communication plans
- Planning campaigns & change programmes.



Design & production of communication materials

- Writing & designing brochures, newsletters, reports, fact sheets
- Producing websites, intranets, social media campaigns, videos
- Designing branding, logos and promotional items
- Creating training materials and presentations.

Sustainability/CSR reporting

- Researching & writing reports following GRI/industry standards
- Identifying tools & processes for measuring performance data
- Designing & producing online and printed reports
- Data visualisation & charting
- Promoting reports to stakeholders.

"Education is the most powerful weapon you can use to change the world."

Nelson Mandela

"Lasting change happens when people see for themselves that a different way of life is more fulfilling than their present one."

Ekknath Easwara



track record

Client projects

*Benetton Group**: design of investor relations website, infographics and interactive value chain.

*Ford Motor Company**: information architecture and web design for online sustainability reports 2002-2010. Won Ceres 2006/07 "Best Sustainability Reporting" award.

Flinders Group: corporate logo and brand strategy, website design and development, marketing materials.

Lend Lease: research and planning for an innovative web portal to serve a local community of 25,000 people.

Prudential plc: e-learning application to communicate brand values, plus an employee intranet to improve take-up of a flexible benefits scheme.

Qld Dept of Employment, Training & Industrial Relations: managing consultation between Government, industry, unions and the community to deliver a range of public services.

Queensland Transport: principal contractor responsible for bringing \$3bn of vehicle registration and licensing services online.

*Wal-Mart**: design of sustainability report website structure & layouts.

* With CSR agency Flag Communication

We have also worked for...

- Agilent Technologies
- Astra Zeneca
- Aust Broadcasting Corporation
- Autodesk Software
- Computershare
- CREDIT 360
- KPMG
- Raine & Horne
- VASCO

people

Carolyn King

Designer, communicator, pragmatist

A dedicated design practitioner focused on clear thinking and visual communication, Carolyn's particular strength is in information design – making complex ideas easy to understand. She likes to ask "why?" before "how?" and sees good communication as a means to an end – to improve business performance, engage hearts and minds, influence behaviour or make change happen.



Robert Phelan

Strategist, facilitator, straight shooter

Robert has a wealth of experience in IT, project management and strategic planning roles in federal and state government departments and private sector enterprises. He is passionate about driving positive transformation in organisational culture through intelligent use of online and social media technologies. Always focused on results, Robert helps organisations engage and empower stakeholders in order to be more productive, socially responsible and sustainable.

Credos Associates

Credos operates as a network of experienced associates, building the best team for each project and working in close collaboration with our clients. We can draw on the expertise of specialists as diverse as environmental consultants, technical writers, multimedia developers, corporate storytelling experts, video producers, and many others.