



SEC Newgate Creative Services

Discover our team's exceptional work, from branding to video and animation. Find out how we make the creative process easy and effective for you.

PORTFOLIO & CREDENTIALS



We deliver **effective,** **strategic creative.**

IDEATION • CONCEPT DESIGN • VISUAL STORYTELLING • CONTENT DEVELOPMENT • GRAPHIC DESIGN • ART DIRECTION • REPORT AND PUBLICATION DESIGN • LOGO DESIGN • BRAND DEVELOPMENT • VISUAL IDENTITY • INFOGRAPHICS AND DATA VISUALISATION • VIDEO PRODUCTION • MOTION GRAPHICS AND ANIMATION • MARKETING AND PROMOTION • CONTENT PRODUCTION • DIGITAL ASSET CREATION • WEBSITE AND MICROSITE DESIGN AND DEVELOPMENT

Creative Solutions



Our multidisciplinary team are a trusted pair of hands; we have the knowledge and experience to effectively connect creativity with strategic insight. With expertise across various industries, we craft tailored solutions that will resonate with your audiences.



Working with us means gaining a creative partner that's committed to delivering exceptional results.

Why our clients choose us:



Creative That Delivers Where It Matters

Our team has crafted impactful creative for national campaigns, public policy advocacy, crisis communication and brand reputation projects. Our creative excels on the projects that matter.



Extensive Industry Expertise

With strong experience across corporate and government sectors, we know how to work with you and how to closely align creative with your business and brand.



Diverse and Adaptable Skillset

Our creative capabilities span branding, video, and data visualisation, catering to all your creative needs.



Tailored Solutions

We deliver customised creative solutions, tackling any brief with best practices and scaling services to meet specific needs.



Seamless Integration and Collaboration

We seamlessly integrate into your workflow, valuing client input and ensuring responsive, collaborative engagement.



Speed and Efficiency

We provide rapid, high-quality project delivery, maintaining budget and timeline commitments.

Our Clients

We partner with clients across a diverse range of sectors. Our adaptable portfolio showcases excellence across various collaborations and briefs.



Our Services

01



Corporate Communications and Reporting

02



Positioning and Campaign

03



Branding and Visual Identity

04



Video, Motion Graphics and Animation

05



Digital Applications

06



Infographics and Data Visualisation

01 Corporate Communications and Reporting

In today's corporate landscape, clear and impactful communication is crucial for maintaining transparency and trust.

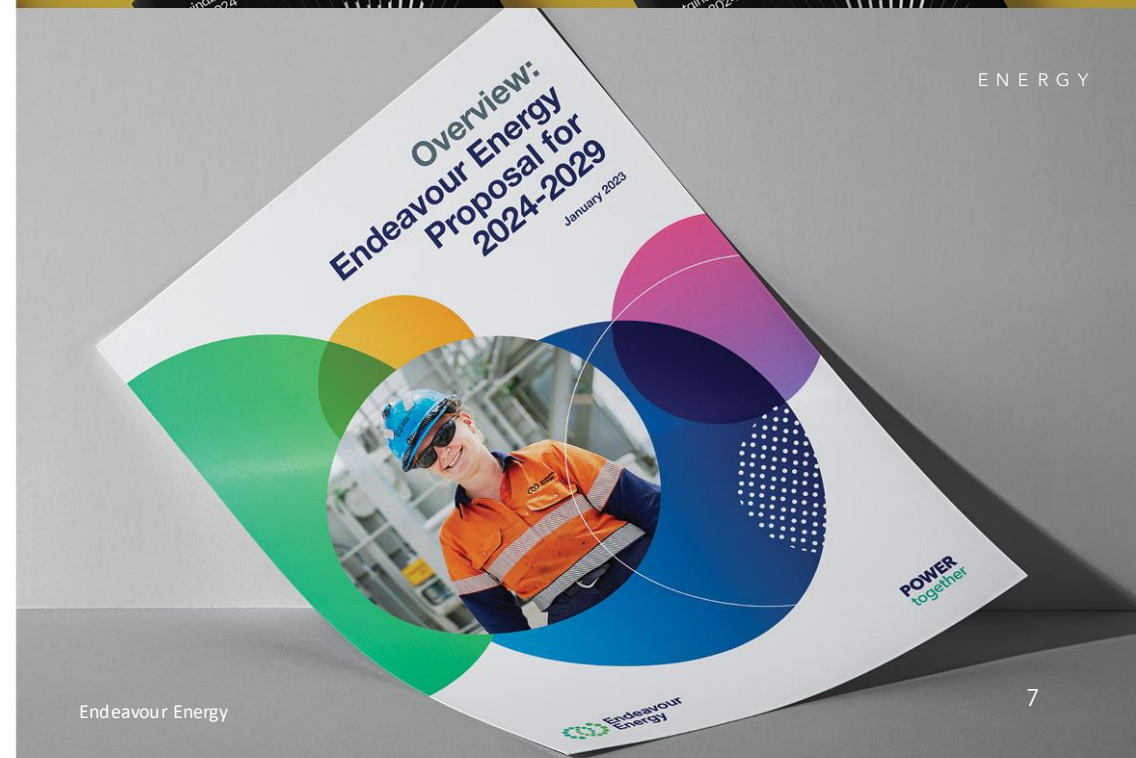
Our team specialises in corporate communications and reporting, providing tailored solutions such as captivating annual reports and comprehensive market research reports. Through visual storytelling and strategic design, we effectively articulate your message, developing narratives that transform strategic communications into engaging marketing pieces.

We Deliver

- Investor relations materials (annual reports)
- Financial reports
- Sustainability strategies and reports
- Market research reports
- Compliance and regulatory (policy manuals, disclosures)
- Crisis communication plans and materials
- Prospectus documents
- High-end proposals and presentations
- Internal materials (employee newsletters, videos)
- External materials (press releases, media pitches)



CDC Data Centres



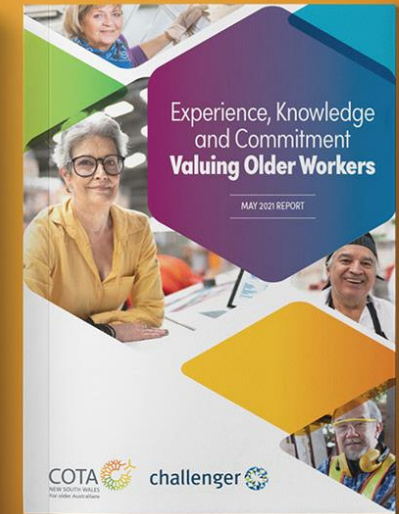
Endeavour Energy



Port of Brisbane - Master Plans



Council on the Ageing (COTA)



Animal Medicines Australia



Sydney Business Chamber



au Domain Administration Limited (auDA)



Bowdens Silver Project



BHP



Council on the Ageing (COTA)

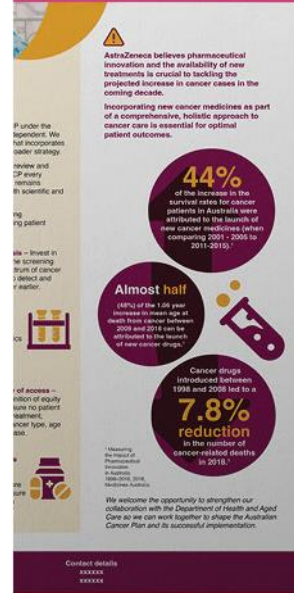
02 Positioning and Campaign

Crafting a strong brand presence and launching successful marketing campaigns are essential for staying competitive.

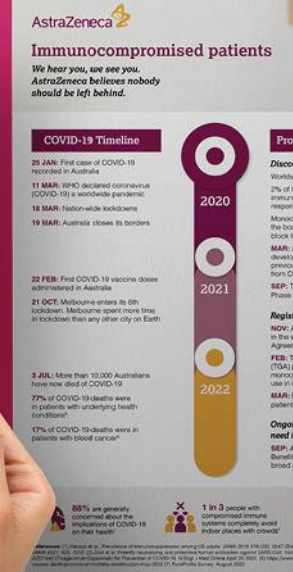
Our team excels in positioning and campaign development, delivering print and digital assets like eye-catching print collateral and compelling video content. Leveraging innovative design and compelling storytelling, we engage your target audiences effectively, bringing your brand or campaign to life with dynamic animated digital ads that vividly communicate the value of your proposition.

We Deliver

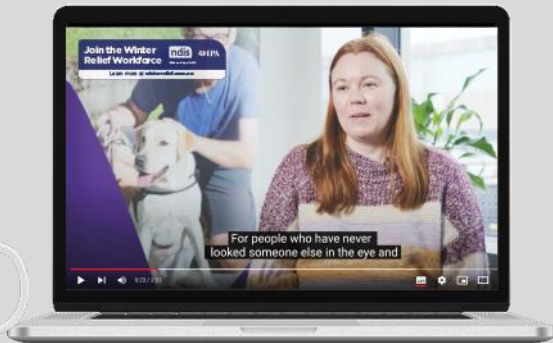
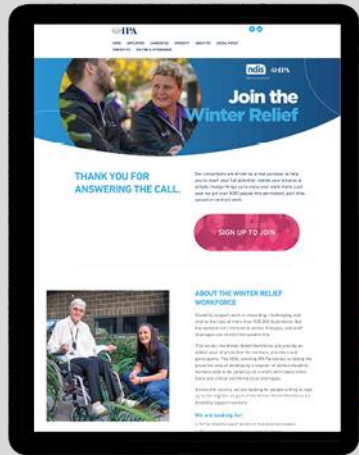
- Print collateral (flyers, leave-behinds, brochures, posters)
- Digital advertisements (banners, social media ads)
- Email marketing campaigns (design and copywriting)
- Video content creation (animated videos, infographics)
- Social media content curation and post templates
- Public relations materials (press releases, media kits)
- Event marketing materials (invitations, signage)
- Merchandise and promotional items (t-shirts, stickers)

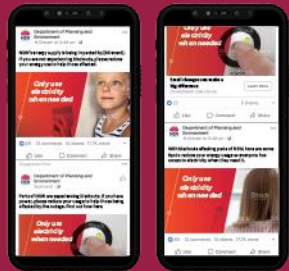


Astrazeneca



American Express





Easy steps to save big on power

During a heat wave, everyone needs to do their bit to reduce the load on the State's electricity system to make sure everyone can access power when they need it.

There is no need to turn off big A/C altogether. If everyone makes some small changes to their electricity consumption, particularly in peak hours, it makes a big difference to the availability and stability of the network.

It will also help you save money on your power bill!

- 1 If you have A/C set it between 23 - 26 degrees**
 - Make sure you lower your blinds and windows instead of your aircon.
 - Heating and cooling loads do more than 70% of the energy demand on electricity consumption, so you can make great changes by air conditioning and your air conditioning unit, ensuring the stability of the network.
- 2 Use high energy consumption appliances outside of peak hours**
 - Dry washers that contain clothes, clothes dryers and dishwashers use a lot of power so you can save money by using them during off-peak hours.
 - Energy efficient appliances are essential when you have high energy consumption, so you can save money by using them during off-peak hours.
- 3 Turn off appliances at the wall when you're not using them**
 - Appliances that are plugged in to an outlet will use power, even when they aren't in use. Turn your appliances off at the wall when you are not using them to save money and make sure there is enough power for everyone when they need it.
- 4 Limit hot water use**
 - Hot water makes up about a third of the annual electricity consumption!
 - Limiting your hot water usage can give you big savings. Switching to a cold cycle on your washing machine, or taking shorter showers can give you big savings.

REMEMBER THE BIG 4 SAVERS

For more information visit environment.nsw.gov.au

NSW Office of Environment & Heritage

The grid is under extreme pressure, causing blackouts in some parts of NSW.

We need you to reduce your energy use.

What can I do to help?

Where can I find out more?

Turn off your pool pump

Turn off your pool pump

The grid is under extreme pressure, causing blackouts in some parts of NSW.

We need you to reduce your energy use.

What is happening?

What is the Government doing?

NSW

REMEMBER THE BIG 4 SAVERS

Savers save big on Power

Check your air-con settings

Turn off non-essential appliances

Turn off the Big 4 now!

Daily Telegraph BUSH SUMMIT

Friday, 28 August 2020
Cooma Multifunction Centre
Cooma, New South Wales

This event is proudly sponsored by:

Daily Telegraph

W TransGrid newswatch Santos red energy TAFEI

Daily Telegraph BUSH SUMMIT

#bushsummit2020

Welcome and Agenda

Local Cafes, Restaurants and Pubs

Daily Telegraph BUSH SUMMIT

At the Bush Summit we will hear from community leaders, industry farmers, policy makers and politicians. These groups will come together to discuss the threats to regional industry, agriculture, business and community leaders and propose practical solutions to give the bush a future chance of survival.

Thursday Dubbo Regional Key Findings

Community Survey

Community will discuss the threats and propose practical solutions to give the bush a future chance of survival.

Community will include parents and future of jobs in the future and land management importance of water to the bush and regional industry.

Your Invitation

Daily Telegraph BUSH SUMMIT

Live Stream Event

Friday 28 August 2020 11:30am to 3:30pm

This year, the Bush Summit will be live streamed and free on The Daily Telegraph website and Facebook page.

The Live Stream will include:

- A panel of experts to discuss the challenges facing the bush.
- A live Q&A session with the panel.
- A live auction of bush products.
- A live performance by a local band.
- A live drawing of a bush product.

How to Join

Set a reminder

On the day

NSW Office of Environment & Heritage

03 Branding and Visual Identity

Establishing a distinct brand identity is essential for standing out in a crowded marketplace.

Our focus on branding and visual identity offers practical and comprehensive solutions to logo design and brand identity needs. From business cards to email signatures, we develop cohesive brand elements that convey your unique personality and values, ensuring a lasting impression on your audience.

We Deliver

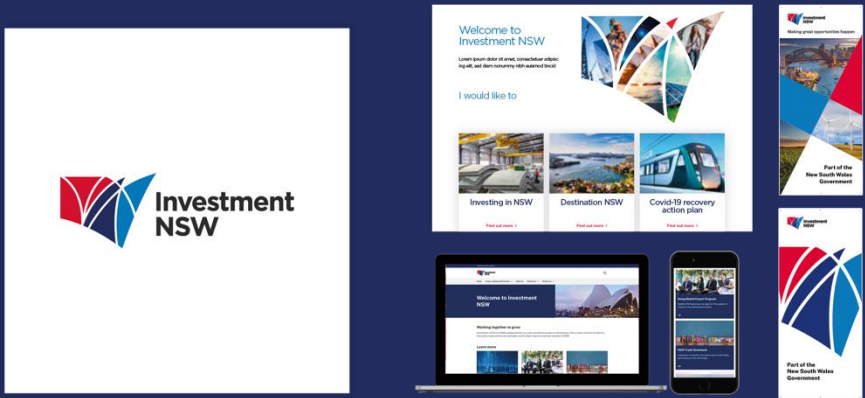
- Logo design and refinement
- Brand style guide / guidelines
- Brand personality and tone of voice guidelines
- Business cards
- Email signatures
- Stationery sets
- Word and PowerPoint templates
- Email templates



Wollongong Resources



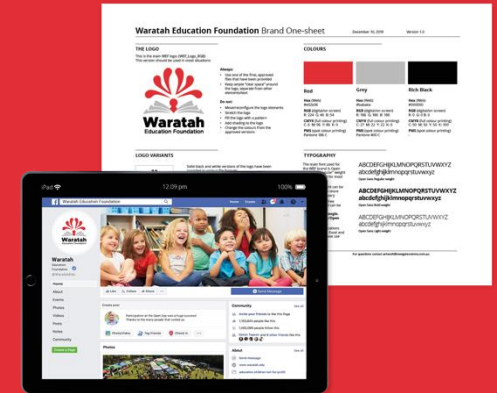
Australian Professional Government Relations Association (APGRA)



Investment NSW



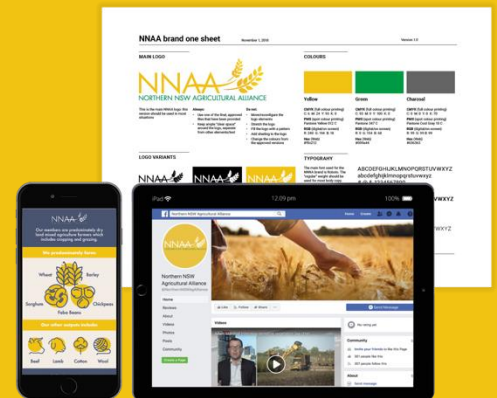
Waratah Education Foundation



Endeavour Energy – Your Power, Your Future, Your Say



Northern NSW Agriculture Alliance (NNAA)



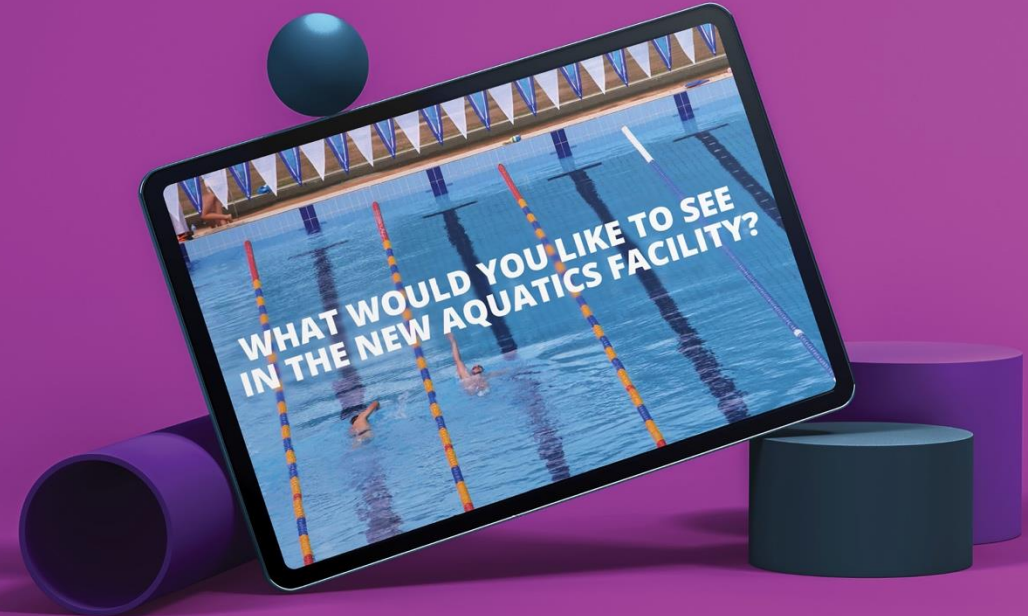
04 Video, Motion Graphics and Animation

In the digital age, compelling video content is paramount for engaging audiences.

Our team specialises in video post-production and animation, delivering visually stunning content such as animated infographics and motion graphic social media ads. By leveraging the latest innovative and efficient techniques and platforms, we create dynamic videos that capture the energy of your business or project, fostering engaging connections with your audiences.

We Deliver

- Corporate communications (internal and external)
- Corporate interviews
- Vox pops - interviews, focus groups, testimonials and events
- Video executive summaries
- Corporate event videos
- Explainer videos
- Product demos and promotional videos
- Training and educational videos
- Media training
- Animated social media ads
- Motion graphics infographics and data visualisations
- Animated social media banners and graphics
- Animated logos and brand intros
- Motion graphics for title sequences and end credits



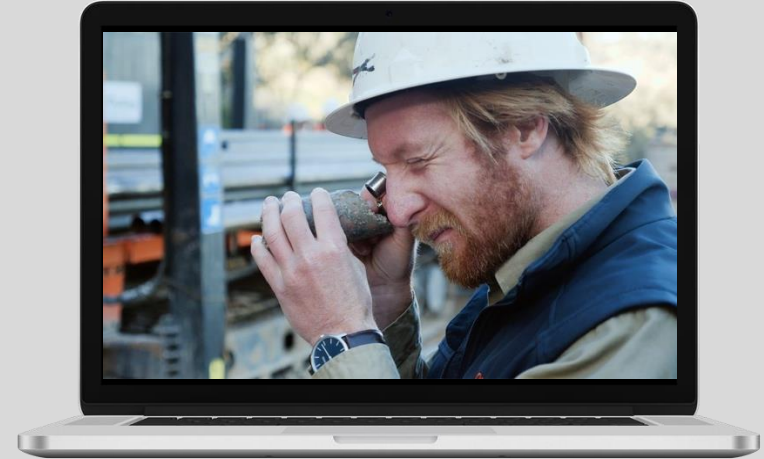
NSW Government - Parramatta Aquatic Centre Vox Pops





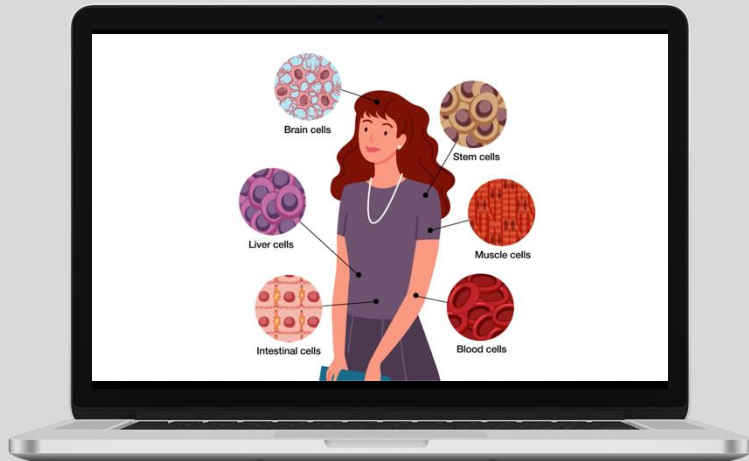
Snowy Hydro - "One Team" campaign

Scan to view



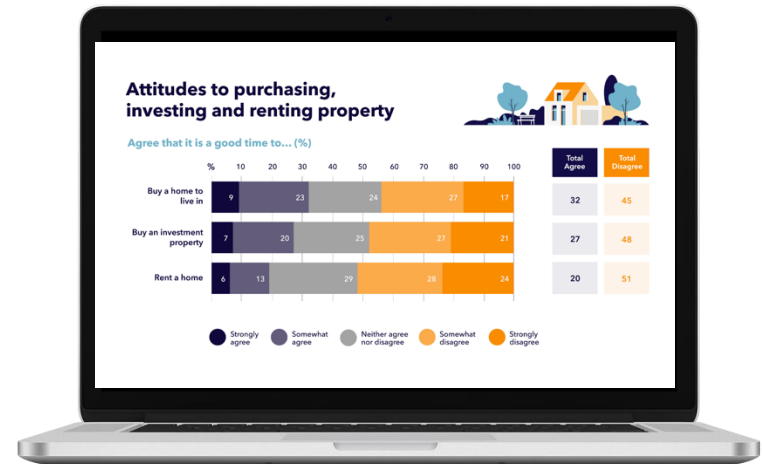
Bowdens Silver - Promotional Video

Scan to view



Bayer - Clinical Trials Explainer Animation

Scan to view



SEC Newgate – Mood of the Nation Animations

Scan to view



05 Digital Applications

A strong online presence is crucial for reaching and captivating your target audiences.

We excel in digital strategy and content creation, offering services like social media campaign design and website development. With tailored solutions aligned with your brand or campaign, such as visually striking digital advertisements or informative campaign microsites, we help you engage and activate your audiences in today's digital world.

We Deliver

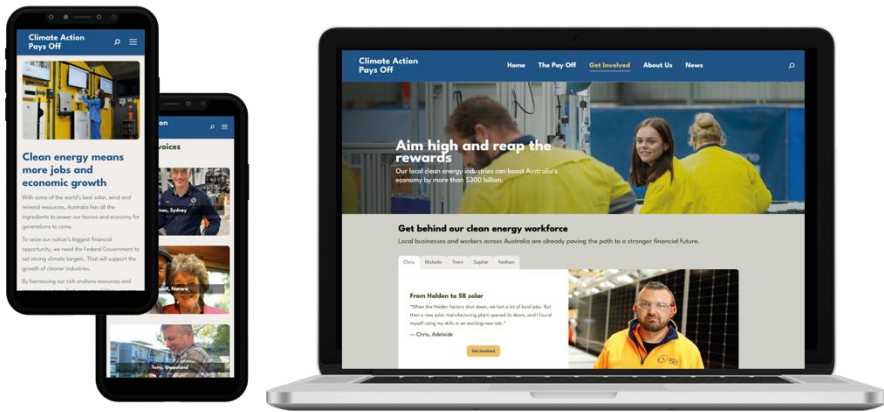
- Social media graphics and banners
- Website design and development
- Campaign microsites (marketing, education, awareness purposes)
- Interactive summaries (annual reports, year in review websites)
- Email marketing templates
- Digital advertisements (banners, display ads, etc.)
- Infographics for online distribution
- Digital newsletters and e-brochures



MACS - Melbourne Archdiocese Catholic Schools



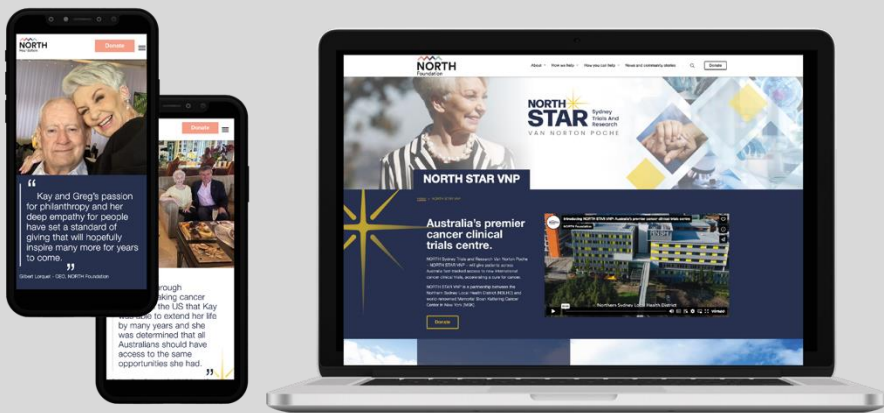
Bayer ANZ



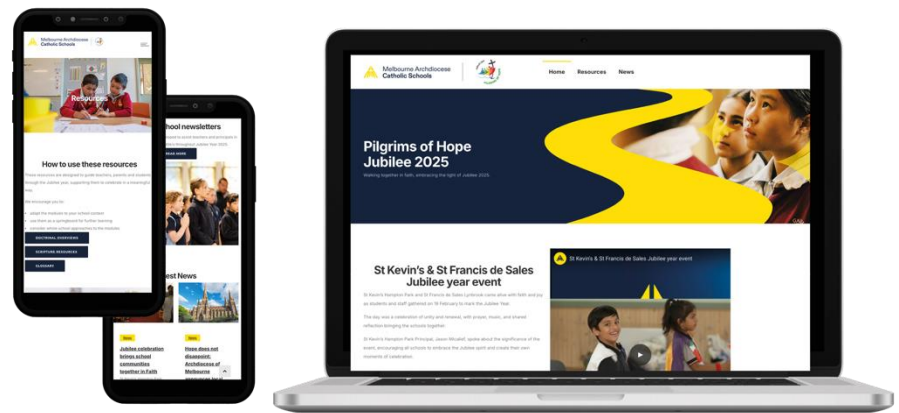
The Investor Group on Climate Change (IGCC) - "Climate Action Pays Off" campaign



NSW Pharmacy Guild of Australia – Scope of Practice campaign



North Sydney Local Health District (NSLHD) - NORTH STAR VNP



MACS - Melbourne Archdiocese Catholic Schools - Pilgrims of Hope Jubilee 2025

06 Infographics and Data Visualisation

Effectively communicating complex information is vital for engaging your audience.

Our focus on infographic and data visualisation development offers custom solutions such as data-driven animations and illustrative charts and diagrams. We can distill complex data sets into understandable graphics and help you communicate key insights and trends in a visually compelling way, ensuring more impactful engagement with your audiences.

We Deliver

- Tailored infographics (e.g., marketing, education)
- Storytelling via illustrations, icons, graphics
- Simplified data visualisation
- Chart and graph design (e.g., bars, pies, lines)
- Animated data insights
- Infographics with stats and analysis
- Industry-specific data solutions
- Heatmaps, geographic mapping
- Real-time data dashboards
- Customer journey maps
- Step-by-step instructional guides



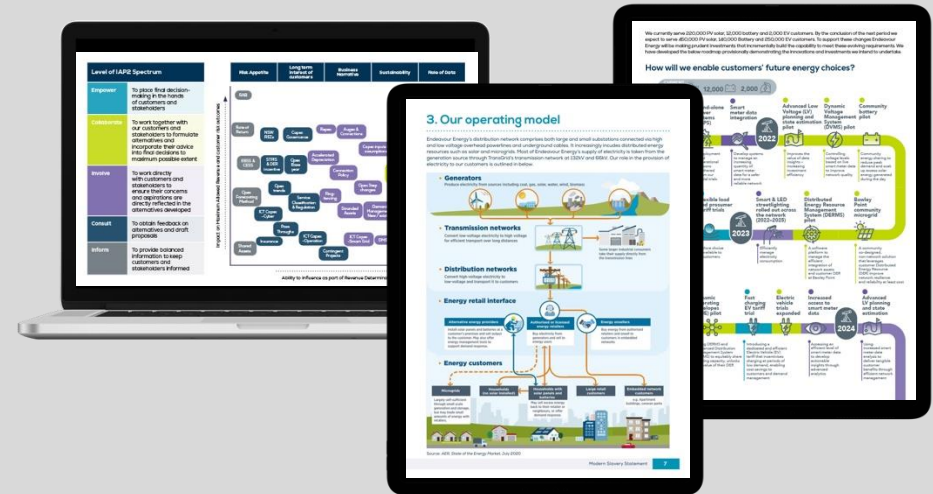
ASIC (Australian Securities and Investments Commission)



Mondelez Australia



eBay



Endeavour Energy

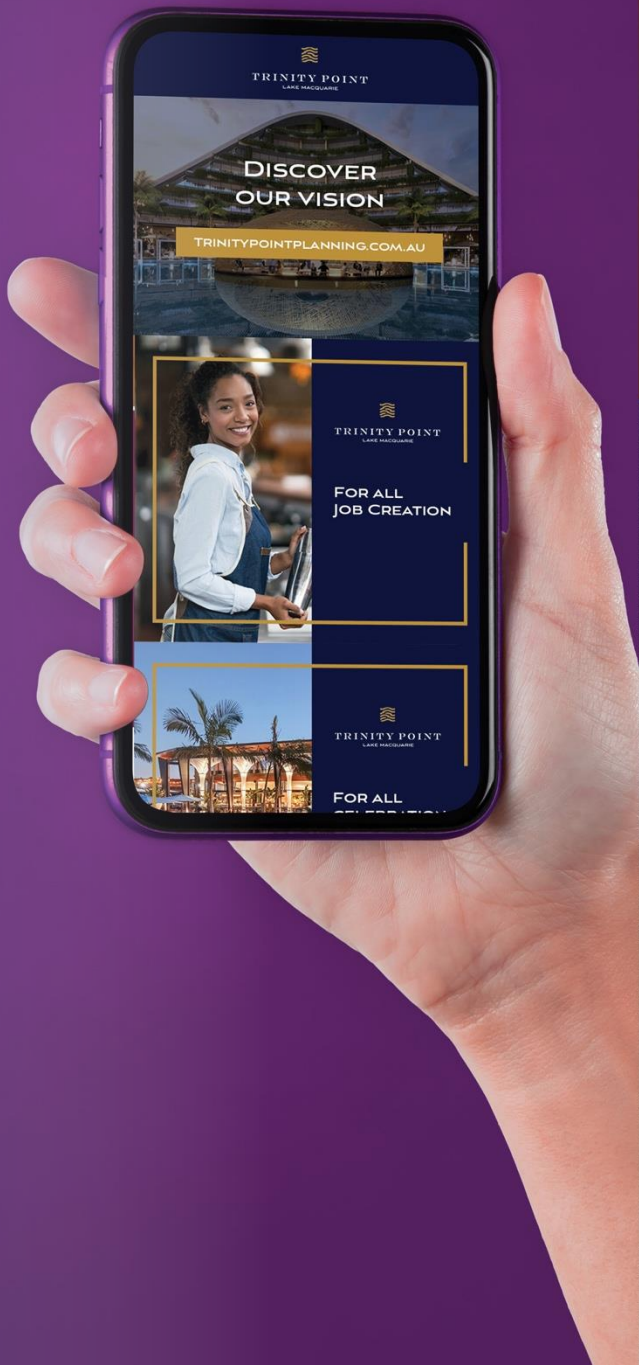


Mitsubishi Corporation



NSW Government – Roads and Maritime Services

Key Case Studies



Case Study: Financial Services

Positioning and Communication Materials



American Express (AMEX) Shop Small campaigns for Government

Objectives: American Express Australia sought to localise and amplify its global "Shop Small" campaign, encouraging consumers to support small businesses. The goal was to create impactful, engaging marketing collateral that would resonate with the local market and position AMEX as a champion of small business communities.

Approach: To elevate the "Shop Small" campaign's visibility, we focused on developing visually compelling communication materials that aligned with AMEX's brand identity and strategic goals. Our creative team employed bold art direction to craft a suite of brochures, posters, and digital assets that blended striking visuals with concise messaging. The designs were built around vibrant imagery of local businesses and neighbourhoods, combined with clear, engaging typography that enhanced readability and impact. Our approach centered on creating a cohesive visual language that balanced AMEX's premium brand feel with the grassroots spirit of small business support. By integrating key messaging seamlessly into the design, the collateral conveyed both the benefits of the campaign and the emotional appeal of supporting local communities. Close collaboration with American Express Australia ensured that all materials met stringent brand standards and marketing objectives.

Outcomes: The creative assets were successfully rolled out across various channels, from local storefronts to digital platforms, drawing significant consumer engagement and increasing campaign participation. The visually distinct materials helped reinforce AMEX's positioning as a key supporter of small businesses—a message that continues to drive the campaign's ongoing success.



Case Study: Health

Brand Development and Advocacy and Issues Campaign



Northern Sydney
Local Health District

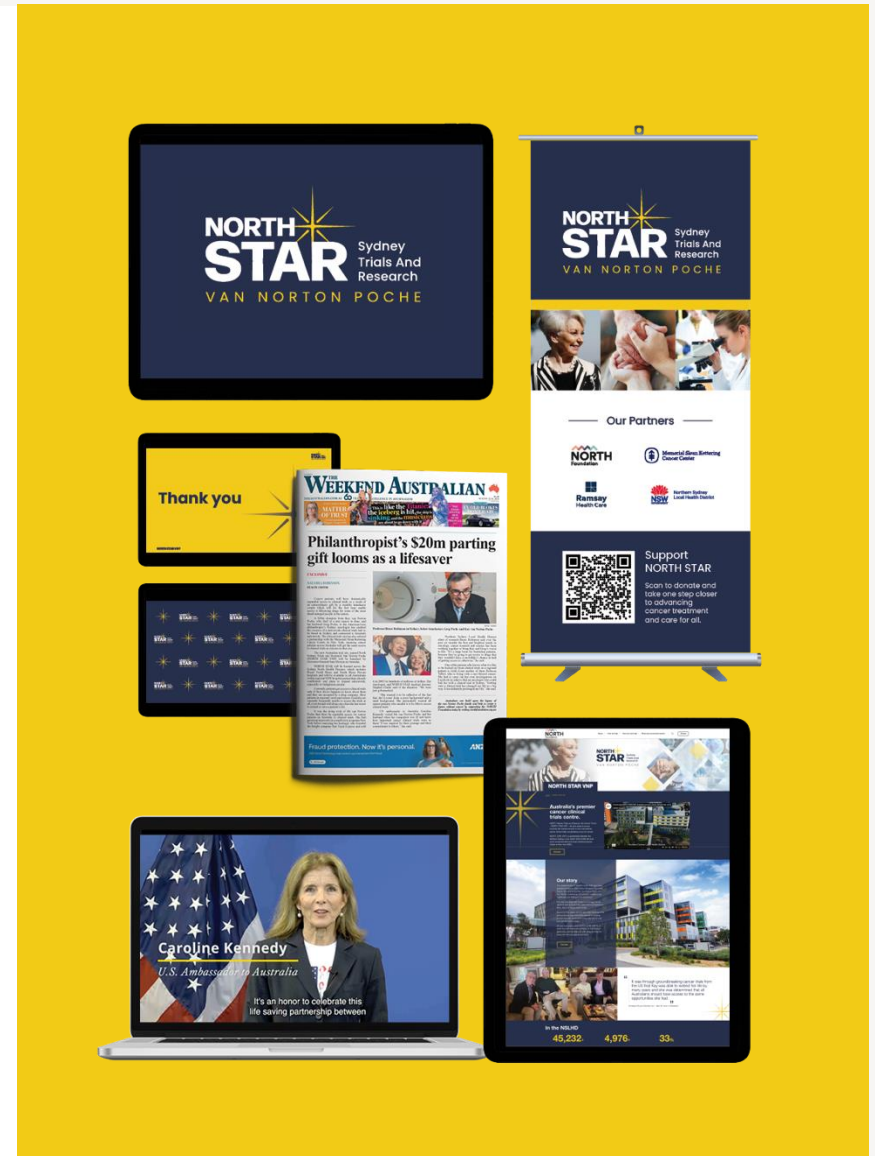
North Sydney Local Health District (NSLHD) Launching Australia's premier cancer care clinical trials centre

Objectives: NSLHD, home to six leading hospitals, sought end-to-end communications support to launch a new cancer clinical trials centre. Backed by a \$20 million donation and a partnership with Memorial Sloan Kettering Cancer Center (MSK) in New York, the goal was to ensure all Australians—regardless of socioeconomic status or location—could access the latest cancer clinical trials. The launch aimed to position NSLHD's Cancer Trials Centre as a vital partner for government, industry, stakeholders, and, most importantly, patients and families impacted by cancer.

Approach: SEC Newgate developed and executed a comprehensive communications strategy, including:

- **Brand & Identity Creation** - Developing the name and brand NORTH STAR (NORTH Sydney Trials and Research) to encapsulate the centre's mission.
- **High-Profile Event Coordination** - Securing Sam Mostyn AC, Governor-General of Australia, as the official event host.
- **VIP Engagement** - Obtaining personal video messages from The Hon. Kevin Rudd AC, Australia's Ambassador to the U.S., and Caroline Kennedy, U.S. Ambassador to Australia.
- **Government Involvement** - Securing speeches from NSW Health Ministers and Parliamentary Secretaries.
- **Compelling Storytelling** - Producing a launch video and collateral showcasing the centre's vision and impact.

Outcome: The event drew 300+ global attendees, including key dignitaries and politicians, and secured national media coverage from The Australian, ABC, and ABC News Breakfast, reaching millions and driving donations.



Case Study: Consumer Goods & Food / Beverage Products

Industry Blueprint and Promotional Collateral



DISTILLERS
SOUTH
AUSTRALIA

Distillers South Australia

(formerly known as the South Australian Spirit Producers Association (SASPA))

South Australia's Spirits Boom

Objectives: The SASPA Industry Blueprint aimed to chart a strategic course for South Australia's burgeoning spirits industry. The primary objective was to develop a comprehensive blueprint that would guide the growth and sustainability of the sector, fostering innovation, collaboration, and economic development within the region.

Approach: We began by thoroughly understanding South Australia's spirits industry, working closely with SASPA to blend their current branding with fresh ideas for the Industry Blueprint. Our team crafted a vibrant and bold creative concept, incorporating visual storytelling through case studies, and authentic photography to bring the Blueprint to life. We kept authenticity at the forefront, ensuring each image captured the essence of South Australia's distilling heritage with craftsmanship and innovation.

Outcomes: The Industry Blueprint achieved notable success, marked by a successful launch event and widespread industry awareness. Its engaging narrative and visually appealing presentation captivated stakeholders, fostering a deeper understanding of the industry's potential. The Blueprint continues to influence strategies within the spirits industry. Our partnership with SASPA underscores the effectiveness of our creative approach in delivering impactful solutions aligned with our client's objectives. For more information:

<https://distillerssa.org.au/south-australias-spirits-boom-industry-blueprint/>



Case Study: Infrastructure / Government

Brand Development, Positioning and Communication Materials



CULTURE IN
CONSTRUCTION

Construction Industry Culture Taskforce (CICT) CICT Brand, Communications Strategy and Campaign Development / Execution

Objective: With Australia's infrastructure boom creating an urgent need for skilled workers, the Construction Industry Culture Taskforce (CICT)—a coalition of the NSW and Victorian Governments and the Australian Constructors' Association—sought to redefine the industry's image. The challenge was to craft a compelling brand and campaign to elevate the sector's appeal by promoting cultural diversity and inclusivity.

Approach: To achieve this, we built a dynamic brand identity that positioned the CICT as a leader in cultural transformation within the construction sector. The visual identity combined bold typography and a contemporary color palette to convey strength and progressiveness, while the logo symbolised unity and forward movement. The creative narrative centered on "Building a New Culture," highlighting the industry's commitment to evolving its values. A multi-layered campaign was developed, blending traditional and digital strategies. We launched an immersive digital experience, including a responsive website and a virtual consultation hub, to educate and engage stakeholders. A series of animated social media assets and email campaigns were crafted to drive interest and interaction, while compelling video content and infographics illustrated the benefits of the new Culture Standard.

Outcome: The creative strategy resonated, driving significant digital engagement and fostering widespread support. The innovative brand identity and campaign narrative helped position the CICT as a catalyst for change, enabling the successful piloting of the Culture Standard on six major projects in NSW and Victoria in 2022, setting the stage for a transformative shift in the construction industry's cultural landscape.



Case Study: Energy

Proposals, Reporting and Communication Materials



Endeavour Energy Regulatory Proposal (2024-2029)

Objectives: Endeavour Energy engaged our team to develop a visually engaging set of documentation and collateral for their Regulatory Proposal for 2024-2029. The goal was to communicate complex regulatory information clearly and effectively to regulatory audiences, stakeholders and the public, fostering transparency and engagement.

Approach: Diving deep into Endeavour Energy's regulatory goals and messaging, we leveraged our expertise in art direction and visual storytelling to craft compelling creative directions to improve communication of the rich content. We conceptualised vibrant and colourful themes to visually articulate each segment of their strategy, ensuring clarity and impact. Authenticity was infused through candid imagery sourced from focus groups, vividly showcasing the depth and breadth of engagement while detailed infographics were meticulously tailored to distil complex regulatory data into easily understandable visuals. Clear and concise typography, coupled with intuitive layouts for graphs, charts, and data, ensured seamless communication across all collateral materials, including presentation decks and digital assets.

Outcomes: The art direction of the proposal documentation, presentation and promotional collateral played a pivotal role in facilitating stakeholder engagement, leading to a cultural shift in Endeavour's approach to engagement. Positive feedback from key stakeholders, including regulatory groups, affirmed the effectiveness of the visual communication. Endeavour's selection for the AER's Early Signal Pathway process underscores the impact of the proposal's design in conveying priorities. Customer panel members lauded the design's clarity, with 90% endorsing its consumer-centric approach and alignment with their preferences. For more information:

<https://yoursay.endeavourenergy.com.au/your-power-your-say-your-future>



Case Study: Technology, Media & Telecommunications

Reports and Promotional Collateral

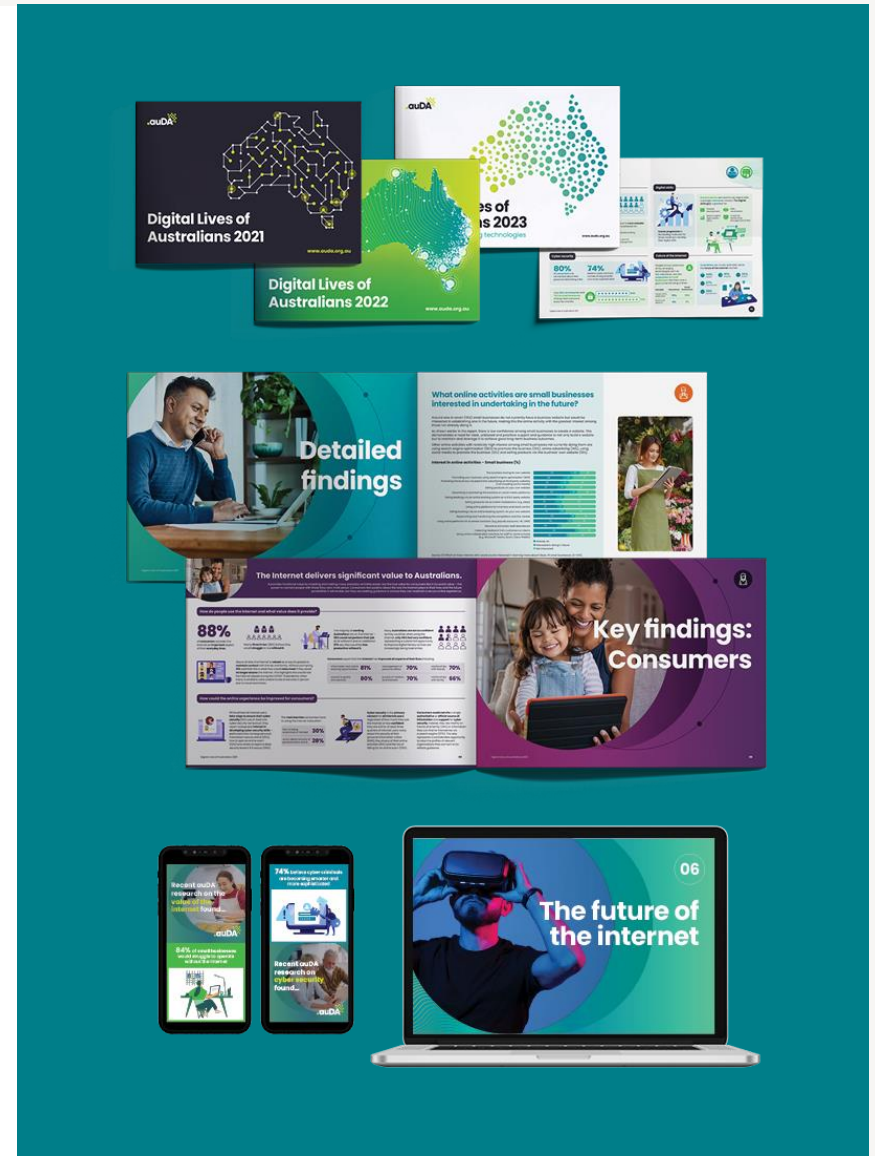


auDA Digital Lives of Australians (On-going)

Objectives: auDA approached our research team with the brief of delve into the Digital Lives of Australians. Our research team conducted extensive studies, gathering valuable insights into digital behaviours and trends. Leveraging these insights, we've meticulously designed these sets of research reports annually since 2021, engaging audiences effectively while providing actionable data-driven insights.

Approach: Our creative process began by crafting vibrant colour-curated themes tailored to the two distinct segments of small business and consumers, enriching the narrative of the reports. We incorporated lively and captivating creative accents inspired by the motion of data that harmonised seamlessly with auDA's brand guidelines for a more polished and professional execution that speaks to industry. Employing a range of data visualisation techniques, we transformed static graphs and charts into more visually compelling and easily understandable formats, heightening audience engagement. Additionally, we developed a dynamic digital campaign to amplify the reports' reach across auDA's social media platforms. Through a series of animated posts, we effectively conveyed key data points in an accessible and immersive manner, fostering deeper engagement and heightened awareness.

Outcomes: The reports have consistently achieved success in effectively communicating insights and fostering engagement. Praised for their clarity, visual appeal, and actionable insights, they have become a valuable resource for stakeholders across various sectors. The follow-up digital campaign has amplified the reach and impact of the reports, further solidifying auDA's position as a leader in digital research. Our ongoing partnership with auDA underscores the success of our collaboration and the enduring value of our creative services in delivering impactful research communications year after year.



A vibrant, stylized illustration of a diverse crowd of human heads in profile, facing right. The heads are rendered in various colors including blue, orange, yellow, and purple, set against a background of soft, blurred colors. The overall composition is dense and layered, creating a sense of a large, multi-cultural group.

Our Team

About Us

We are SEC Newgate Creative Services, a dynamic team within our award-winning strategic communications group. Specialising in corporate design and visual storytelling, our multidisciplinary graphic designers collaborate with digital experts to elevate your communications.

Passionate about crafting effective, tailored solutions, we deliver positive business outcomes through purpose-driven design and strategic thinking. Our comprehensive capabilities cover brand development, printed and digital media, and post-production services for videos and animations.

Led by an experienced art director with 15+ years' expertise, we ensure creativity and professionalism across diverse sectors. With over 200 successful projects spanning industries like Government, finance, and health, we're committed to excellence and quick turnaround times. **Let's partner on your next project.**



Our Creatives



Simon Tapson
Art Director

Simon is a multidisciplinary art director and brand specialist with over 15 years of experience crafting strategic, high-impact creative solutions across industries. He combines sharp creative instincts with deep brand expertise, ensuring every project is not just visually compelling but also meaningful, effective, and aligned with business goals.

As a creative leader, Simon has spearheaded brand identities, advertising campaigns, and digital experiences for clients ranging from global corporations to emerging businesses. He thrives on refining messages, elevating visual communication, and crafting brand narratives that resonate. Whether shaping a brand from the ground up or evolving an existing identity, he approaches every challenge with precision, strategic clarity, and a passion for storytelling.



Lena Todorovski
Senior Graphic Designer

Lena is a dynamic senior designer with a sharp eye for detail and an intuitive understanding of how to translate ideas into engaging visuals. With expertise spanning motion graphics, video, digital design, and interactive media, she delivers work that is not just visually striking but also strategically aligned with business objectives.

A technical perfectionist with a practical mindset, Lena excels at distilling complex information into clear, effective designs. She thrives under pressure, tackling challenges head-on and delivering polished, high-quality results with efficiency. Her ability to seamlessly blend creativity with problem-solving makes her a go-to designer for corporate, government, and commercial clients alike.



Rebecca Chong
Graphic Designer

Rebecca is a passionate and highly adaptable graphic designer with a talent for crafting visually compelling and socially conscious design solutions. With a strong background in advertising, non-profit campaigns, and illustration, she is committed to creating work that not only looks great but also resonates deeply with audiences.

As a natural collaborator and empathetic communicator, Rebecca excels at understanding clients' needs and translating them into meaningful creative outcomes. She is particularly skilled in inclusive and accessible design, ensuring that her work speaks to diverse audiences across various platforms. Whether working on brand identities, editorial projects, or campaign materials, she approaches each challenge with fresh creativity and strategic insight.

Full-service offering.

Financial Communications

- Financial reporting
- Government financial transaction
- IPO (initial public offerings)
- Investor relations
- M&A (mergers and acquisitions)
- Shareholder engagement

Corporate Affairs

- Corporate and policy positioning
- ESG and social licence advisory
- Internal communications
- Media training

Public Affairs

- Advocacy and issues campaigning
- Government relations
- Message and narrative development
- Stakeholder mapping and engagement

Crisis and Issues Management

- Crisis preparation and management
- Cybersecurity communications
- Litigation support
- Media and issues management

Digital Insights

- Social media analysis and training
- Strategic digital positioning
- Infographics and data visualisation
- Video production and web design

Market & Social Research

- Behavioural insights for effective strategies
- Campaign development and evaluation expertise
- Testing communications for impact
- Assessing community opinion
- Utilising data science analytics
- Conducting deliberative and crisis research
- Understanding stakeholder and employee perceptions

Community & Stakeholder Engagement

- Community workshop facilitation
- Deliberative engagement
- Directly impacted communities
- Engagement training
- Regional issues and communities
- Tendering support
- Vulnerable and niche audiences

Let's partner on your next project.

secnewgate.com.au/creative

Want to see more?
Scan here to check
out our Showreel

