

# Company Profile

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# Contact

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# Introduction

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Kenmore-DMP is a social marketing and communications agency based in Clayton, Victoria.

We assist our clients to develop programs that achieve objectives, and can provide a full service, from researching the needs of your audience and developing strategic action plans, right through to design and delivery of the final product and analysis of the results.

We link campaigns, messages, designs and outputs with strategy to meet your objectives and balance the triple bottom line — social, environmental and financial — for an all round sustainable result.

## **Our specialities include:**

- social marketing
- behaviour change, program development and communications
- services marketing
- ecologically sustainable design and print
- communicating with residents on behalf of local government.

## **Mission**

Reach. Communicate. Inspire. Make a difference.

- Reach your audience effectively
- Communicate the message clearly and clutter-free
- Inspire adoption of sustainable behaviours
- Make a difference — sustainability as a core competency
- Community engagement through communications

This company profile provides an overview of our core services. To learn more, explore [www.kenmore-dmp.com](http://www.kenmore-dmp.com), email [info@kenmore-dmp.com](mailto:info@kenmore-dmp.com) or contact us on 03 9540 0801.



*Reach the community  
Communicate your message  
Inspire them to act*



## Our approach

*A different style of thinking. A quality process. Our way.*

Our approach is to deliver quality projects which are sustainable and offer best value for money.

We do this by:

- talking to our clients and knowing their needs
- understanding your audience
- thinking strategically about every project – tiny or huge
- thinking of pieces as parts of a whole
- applying our knowledge
- being bold enough to challenge if we see opportunities to improve.

Kenmore-DMP projects are implemented with energy, passion and enthusiasm.

# Capability

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- Social marketing
- Behaviour change communications
- Professional writing, editing and proofreading
- Sustainable graphic design
- Project management and sustainable production management
- Tactical campaign planning
- Creative concept development
- Direct marketing (print and electronic)
- E-news editing, design and distribution
- Marketing communications planning
- Public relations and media liaison
- Website design and programming
- Online database development and response management
- Community consultation, survey response management and analysis
- Waste management program development and implementation

Whether your brief is to develop a tactical campaign, implement an action plan or design a single piece, your needs will be met by a professional, knowledgeable team who will bring your vision to life with energy, passion and enthusiasm.

We have more than 18 years experience dealing with public sector and not for profit organisations, so process, sign off, approval, budget and dealing with politics are second nature to us — as are best value, sustainability and the triple bottom line.



*Social change  
Proven results  
Objectives exceeded*



## Marketing communications

*D is for difference. We develop communications that inspire sustainable habits.*

We aim to be consultative and work in partnership with our clients to create, design and implement programs which achieve strategic objectives. Kenmore-DMP has a particular strength in communicating messages which:

- inspire sustainable behaviour
- reach a wide and varied audience
- explain changes to services
- encourage correct use of services
- encourage take up of services
- nurture behaviour change.

### Capability

- Campaign planning, development and project management
- Development and execution of direct mail campaigns (print and electronic)
- Public relations including media liaison
- Web development and e-marketing
- Community consultation and market research
- Development of concepts, key messages and visuals
- Writing, graphic design and production
- Advertising design, copywriting, scheduling and despatch

### Project outcomes

*Client:* Boroondara City Council

*Project:* Downsize your garbage bin

*Task:* Develop a campaign to encourage remaining Boroondara households with 240 litre garbage bins to downsize their bin. The majority of the audience was high income earners and large families.

*Result:* More than 80% of those mailed responded to the mailout, with xx voluntarily downsizing their garbage bin.

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## Ecologically sustainable graphic design

*D is for design. Our philosophy – make your message shine.*

Kenmore-DMP produces creative work that delivers on the objectives of the brief, communicates clearly to the audience, and considers the environmental impact of the final production.

Our work is informative, message driven, visually appealing and community focused.

Our graphic designers were selected for their attention to detail, understanding of sustainability principles, creative flair and ability to work to a brief.

### Capability

- Designing within strict corporate style guidelines
- Concept development, graphic design, typesetting and finished art
- Linking visual messages across various media
- Brochures, advertisements, websites, newsletters and large format design
- Corporate identity
- Illustration
- Character development
- Ecologically sustainable design

### Project outcomes

*Client:* Moreland Energy Foundation and Brotherhood Green

*Project:* Warm Home Cool Home Communications

*Task:* Develop and deliver an innovative communications strategy which prioritises ecologically sustainable communications methods. Recommend enviro friendly paper stocks which print well, and design materials to suit various stocks for high visual impact.

*Result:* Achievement of campaign objectives including increasing the numbers of encouraging low income earners in Moreland to contact the Warm Home Cool Home program.





## Writing and editing

*P is for partnership. It's your project. We inject our energy, passion and enthusiasm as if it's our own. Objectives exceeded.*

We have two professional writers on our team who are proficient at tailoring text to meet client and audience requirements.

Our writers work with clients to prepare design briefs, talking through a project to understand the audience needs and key messages before any work commences.

We understand the government market exceptionally well — we adhere to appropriate standards while making sure the copy connects with the target audience.

### Capability

- Professional writing of a range of material
- Editing and proofreading of reports and publications
- Converting 'technical reports' to everyday language
- Newsletters
- Annual reports
- Advertising copy (press and radio)
- Direct mail
- Media releases and features
- Tenders, specifications, reports and briefing notes
- Website content and e-news
- Community consultation surveys

### Project outcomes

*Client:* Knox City Council

*Project:* Waste management plan — community consultation

*Task:* Kenmore-DMP was engaged to increase the number of responses to a feedback request about council's waste management plan. The request for feedback was written in a clear and concise style and condensed significantly to encourage response.

*Result:* More than 800 residents responded to the survey — up from 30 in the original request for comments.

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## Consultation

Our surveys assist organisations to plan for services which meet the needs of their community. Kenmore-DMP has significant experience in a survey method that gains insight into community attitudes. This methodology has been used and refined over many years.

### Capability

- Development of objectives
- Framing questions
- Writing questionnaires and accompanying letters
- Professional design and production
- Response management
- Analysis and reporting
- Project outcomes

### Project outcomes

*Client:* AlburyCity

*Project:* Halve Waste Program Development

*Task:* Survey residents across six local government areas to understand community attitudes to issues around waste avoidance and service use. 4,000 residents were randomly chosen to participate in this mailed survey.

*Result:* Almost 800 residents completed and returned a two page survey, representing 2% of all residents in the region (and a statistically robust sample).





## Web, electronic and digital

*M is for marketing. Every piece is part of a whole. Think strategically about every project. Tiny or huge.*

We plan, scope, develop, write, create, design and program websites — with the project objective in mind the whole time.

Editing, design and distribution of e-news is also part of our offering.

We understand how to get value for money from a web presence — and can assist with optimising websites to work in synergy with other marketing elements.

Kenmore-DMP can analyse how campaigns impact website traffic and review a communications strategy, making recommendations on how to improve web and non web-based communications.

### Capability

- Content development
- Web design
- Web copy
- Search engine optimisation (SEO)
- Programming
- Traffic analysis
- Data management, reporting and analysis
- E-news editing, design and distribution
- Adwords and social media management

### Project outcomes

*Client:* Future Metals Recycling

*Project:* Design and maintain website and provide ongoing review and analysis of visitor traffic.

*Result:* This website has experienced a 60% increase in 'direct' website traffic over the last 12 months led by a coordinated approach to marketing communications (including regular e-news).

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## Resource recovery communications and consultancy

*D is for direction. We will help you set the course and work with you on the journey. Destination unlimited.*

Kenmore-DMP is one of Australia's leading designers of resource recovery, recycling and waste programs and material.

Our materials have reached more than 3 million Australians in the last five years.

Additionally, our consultancies in waste management have included preparing waste contracts, specifications and tender documents, evaluation of a range of tender types and development and writing of waste management plans.

### **Capability**

- Waste calendars, community information, prompts and surveys
- Community consultation
- Resource recovery education for householders
- Strategic planning and advice
- Financial modeling
- Best value review
- Tender specifications and contracts





## Services marketing

On behalf of our clients we have facilitated goodwill, created awareness and nurtured strong adoption of new services via our numerous social marketing campaigns, direct mail surveys and public relations activities.

We are skilled at managing large-scale service change, marketing and implementation projects for local government — particularly recycling, waste and resource recovery services. Campaigns have targeted communities ranging in size from 4,000 to 100,000 households.

Our approach of partnering with our clients has led to outstanding results, including an average response rate above 50%.

### Capability

- Service specific marketing plans
- Campaign execution
- Developing, writing, designing, printing and delivering marketing materials
- Response management, analysis and reporting (online and mail)
- Management information systems and reporting
- Database management and analysis
- Service information packages for residents

### Project outcomes

*Client:* Central Queensland Local Government Association

*Project:* Regional integrated recycling project

*Task:* Develop a program to encourage businesses across CQ to take up or improve recycling services. Work with with contractors and councils to improve services to the region.

*Result:* The towardZero (Reducing Waste at Work) program has been developed to focus on back of house waste reduction opportunities for businesses in the region. A business mentor provides direct support to businesses including waste assessments, and is supported by a communications and marketing plan.

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## Value added services

*M is for management. Projects, printing and production — the single piece, the suite, the whole strategy. Experience counts.*

### **Sustainable print management**

Kenmore-DMP offers a sustainable print management service, from flyers and printed materials to vehicle livery, magnets, stickers and signage. You name it — we can find a way to produce it. And we'll offer the most sustainable solution.

We consider more than simply the recycled content. We think about ink saturation, how the product will be wrapped and distributed, the weight of paper, bleaching processes and where the paper is made.

We have investigated alternative options for printing of signage and are can print on almost any substrate.

We use PDF proofs rather than print proofs for client checks and in house artwork amendments.

Our preferred print suppliers are required to complete an environmental management survey.

### **Photography**

We have capacity for in-house, location and studio photography, and have an extensive photo library of sustainability imagery.



# Capacity

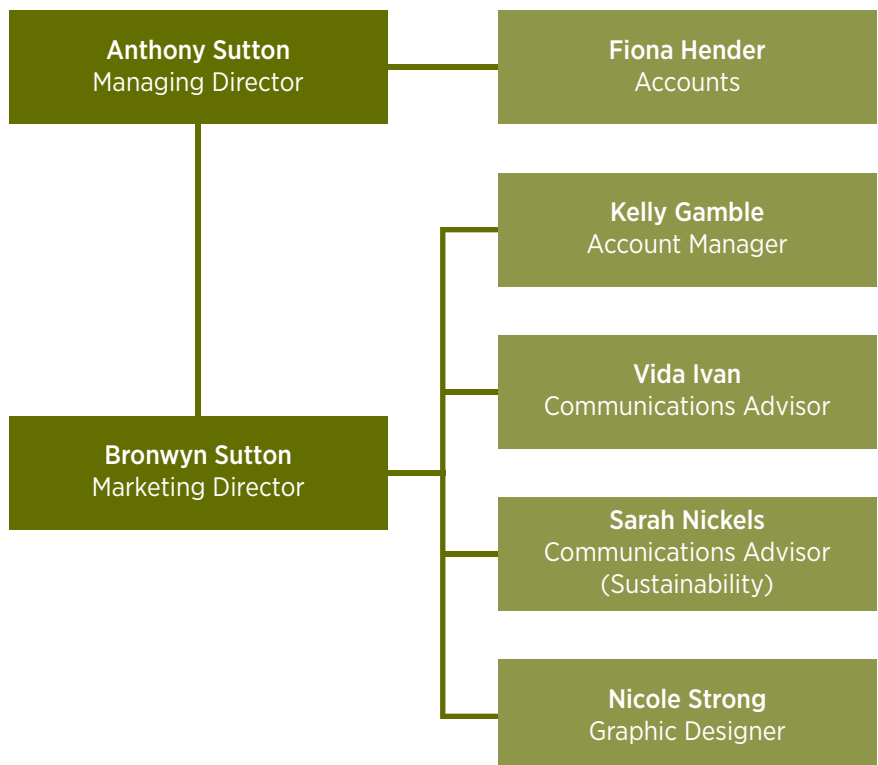


## People

Each individual within the Kenmore-DMP team is focused on playing their role so that as a team we deliver projects which exceed client expectations.

Our team works daily with our clients in the public and private sector – and understands that sometimes it can be challenging. We know what you mean when you talk about management approval, process, branding and style guide.

Our flexibility and willingness to work on challenging projects are characteristic of the customer service you will experience with Kenmore-DMP.



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## Key staff profiles

### *Marketing Director — Bronwyn Sutton*

Bronwyn is passionate about communication, and works closely with our clients to ensure that the projects we manage achieve set objectives.

She holds a Bachelor of Arts, with majors in professional writing and marketing, and has a background in marketing and sales spanning 18 years. Bronwyn's marketing communication talents have been exploited in a diverse range of industries throughout her career, from commercial services to advertising, business information, publishing and social change marketing.

Bronwyn has exceptional professional writing experience and is also adept at polishing the work of others to get the most from the message. Her writing talents cover brochures, websites, e-news, advertising copy, direct mail letters, market research surveys, press releases, reports, vehicle signage and displays.

Bronwyn has worked with many of our clients to develop and implement successful communication strategies which target difficult issues.

### *Managing Director — Anthony Sutton*

Anthony is a business analyst with more than ten years experience in designing, developing and implementing management information systems. He has worked in a range of industries including distribution, logistics, manufacturing and professional services.

Anthony's talents extend to web development, email campaigns, campaign analysis and search engine optimisation. He also manages the development of 'binchoice.com' — an online service which collates information from various response mechanisms and provides up to date statistical analysis and reporting during campaigns.

Anthony is also responsible for internal business systems, quality assurance and policy development.





#### *Rob Licqurish — Waste Management Consultant*

Rob has over 25 years experience in the waste management industry gained working in local government and for the past 15 years as an independent consultant. Since Rob established Kenmore-DMP in 1993 he has worked closely with over 30 local government clients in Victoria and NSW, collection contractors and facility operators in facilitation and development of new integrated waste collection waste handling technologies and systems.

Rob is a highly regarded experienced consultant who is recognised in the industry for his wide range of experience and his consultative skills. He is a strategic thinker focused on outcomes that aim to achieve his client's goals. He provides sound technical advice on municipal waste management drawing on his broad local government and waste industry experience.

Applying his extensive experience, Rob promotes the integration of 'best value' and sustainability with the broader goals of achieving community acceptance, support by the stakeholders, responsible environmental management, and a 'triple bottom line' result.

#### *Graphic Designer — Nicole Strong*

As graphic designer at Kenmore-DMP, Nicole is responsible for taking clients' thoughts and concepts and transforming them into fresh and individual designs. Taking brief through to finished product, her creativity and flair offer an innovative look to designs. Her attention to detail is second to none.

Nicole's skills are backed by a Bachelor of Design (graphic design) degree from Swinburne National School of Design. Her experience in marketing and design ranges from corporate identity to large format signage, marketing collateral and packaging.

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*Communications Advisor (Sustainability) – Sarah Nickels*

Sarah is a skilled and experienced sustainability communicator, educator and facilitator with more than 10 years industry experience backed by a Bachelor of Social Science (Environment).

Her professional roles have seen her apply her skills across a range of disciplines, including local government learning for sustainability programs, litter prevention and reduction campaigns, environmental tour guiding in the tourism sector and liaising with internal and external stakeholders to deliver communications and education campaigns.

For the last three years, Sarah has owned and operated small businesses 'Snickels Enterprises', an environmental education consultancy, and 'Equesthings', an equestrian homewares design and production company.

Sarah is an exceptional communicator who guides the decision making process for our clients who consist of large and complex stakeholder groups. She is able facilitate development of action strategies and manage their implementation and has solid experience negotiating with suppliers to deliver projects within specified budgets.





## Quality

Kenmore-DMP is adequately resourced to manage competing priorities while still ensuring high quality and accuracy.

We have systems and processes to ensure quality control, continuous improvement, measurement of performance and staff training. We take an ISO9002 approach to quality assurance.

### **Key elements of our quality procedures include:**

*Design separated from account management.* This achieves efficiency and allows our designers to concentrate on delivering creative, effective designs. An extra level of draft checking before the design reaches you adds value to the project.

*Internal proofreading process.* An extensive quality checklist (covering elements such as grammar, correct images, logos, spelling, mock ups and more) is completed on every draft we deliver.

*Procedures for monitoring performance.* Quality is checked at milestones and hold points throughout every project, especially those with external supplier components.

*Trusted external suppliers.* We depend on the level of quality delivered by our service providers for printing, mail management, packaging and distribution and work closely with those suppliers we know well and those who have proven they share our vision on quality assurance.

Samples of our internal checklists, approval forms and quality procedure documents can be provided if required.

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## Partnerships

Strong partnerships with preferred suppliers enable us to offer cost effective solutions which fit with our sustainability and quality ethos.

Every Kenmore-DMP preferred supplier is required to complete an environmental questionnaire and must achieve a set benchmark to be included on our list.

These relationships allow us to act as a central point of contact for any project — whether a single piece or an end-to-end campaign.

Kenmore-DMP is registered on the eco-buy panel of suppliers, is a member of the Victorian EPA preferred consultants panel and a member of the WMAA and its educators workgroup.

## Organisational viability and risk management

For more than 17 years we have provided communications, marketing, waste management consulting and design services to a range of government and non-government clients.

Kenmore-DMP is fully insured. Insurance covers include professional indemnity (\$10 million), public liability (\$10 million), products liability (\$10 million) and workcover insurance. No claims have been recorded against our insurance policies.

To protect our business and client projects we have a risk management plan in place to prevent disasters and to recover should a disaster occur at our site.

A programmed rotational back-up of all working data is stored off site for recovery of critical information in case of robbery, destruction by explosion or fire at our premises. Programmed backup for storage of historical information — is managed and stored off site.





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