



kenmore-dmp

## COMPANY PROFILE

2007

## INTRODUCTION

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Kenmore-DMP is a specialist multi-service marketing and communications agency. Our client focus is local and state government and other environmentally driven businesses.

We blend creative talent in a wide range of fields including design, waste management consulting, community education, public relations and advertising, project management, professional writing and print production to deliver quality results aimed at meeting our clients' objectives.

With a background spanning 15 years in the supply of services to public and private sector organisations, and with a strongly resourced team, Kenmore-DMP is well equipped to work with you to develop effective strategies and campaigns.

We have an enviable reputation for delivering on quality, providing personal service and offering a consultative approach to achieving client objectives.

Our extensive services range from the development and implementation of strategic communications plans, to short run design and print projects right up to large campaigns which require the management of several design and print components along with direct mail, public relations, advertising and data management and liaison with multiple suppliers on behalf of our clients.

Kenmore-DMP is recognised as a leading consultant in the area of social change marketing, specifically focused on communicating with diverse communities about recycling, waste and environment issues.

When working with Kenmore-DMP, our clients experience the comfort of collaborating with a professional and knowledgeable team who can bring a vision to life with energy, passion and enthusiasm.

## PHILOSOPHY

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We aim to create effective communications that reach out to your audience, communicate a message and inspire action.

This philosophy influences every aspect of our operations from creative strategy through to relationships with our clients and suppliers.

Our strength is in development, design and delivery of mass market communications which nurture community adoption of a sustainable lifestyle.

## CREATIVE MISSION

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The creation of powerful messages requires the unity of three elements – reach, communicate, inspire - along with a good deal of strategic direction and creative energy for support. We help our clients think outside the triangle to strategically plan, develop, create, design, implement and review communications which inspire community change.

## CAPACITY

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- Creative strategy and graphic design
- Communication strategy planning
- Social change marketing, education and community knowledge building
- Community consultation
- Marketing planning
- Professional writing
- Service review
- Project management
- Waste management consulting

## OUTPUTS

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- Logo, branding and visual identity
- Brochures, flyers, booklets
- Stickers and magnets
- Posters, banners, signage and vehicle livery
- Illustration and photography
- Web and PowerPoint design
- Press advertising (includes booking service and upload to quickcut)
- Media and PR
- Waste management strategies
- Strategic reports
- Attitude surveys

## ACHIEVEMENTS

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- Developed and implemented marketing strategies for new recycling systems for more than 15 councils.
- Surveyed more than 700,000 Victorian households about attitudes to environmental issues and service preferences, achieving response rates up to 86%.
- Developed, designed and printed brochures and calendars for more than 40 local councils across Victoria.
- Designed and created vehicle signage for two environment trailers and trucks for several local councils.
- Worked within brand guidelines to develop communication pieces with a central goal of sustainability education for social change.
- Adapted artwork to create marketing campaigns which deliver consistent messaging across a variety of media (e.g. brochures, postcards, posters, banners, vehicles and advertising)
- Managed single print runs of up to 150,000 pieces.
- Designed and printed over 1.5 million bin lid stickers for recycling, green waste and garbage bins.
- Developed innovative solutions for sustainable signage to promote Victorian Government initiatives in community venues.

## THE KENMORE-DMP DIFFERENCE

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**Project management.** Kenmore-DMP is accustomed to working concurrently on several projects.

Account managers manage complex projects that require close monitoring of timeframes to achieve outcomes.

Our production schedule is managed by our production coordinator, who is responsible for scheduling projects to ensure that client deadlines can be met.

Regular production meetings ensure that project milestones are met, and that each team member understands their responsibilities.

Each member of our team is assigned responsibilities for different parts of a project, and our clients have the benefit of experience at each step of the project along with a central contact point for enquiries and discussions.

**Client focus and customer service.** We provide innovative solutions tied to the needs of our clients.

Our client base is predominately local government and state government departments along with regional waste management groups and other external consultants. We understand that in this realm there will be a need to adhere to best value processes. Purchase order, approval process, tight deadlines and budget are all words which feature in our vocabulary.

An account manager is assigned to each client or project. They are the 'face' of Kenmore-DMP. Account managers have been hand picked for their customer service focus and specific specialist knowledge they bring to the team.

Your account manager is responsible for managing projects and communicating with the client. This includes briefing, scheduling, timelines, delivery, and liaising internally.

Regular production and team meetings, along with strong communication, help our team keep up-to-date with the progress of current and future projects.

**One-stop-shop.** As a specialist multi-service agency we believe we are uniquely placed to provide an extensive range of creative services to local government.

A can-do attitude coupled with strong supplier relationships allows us to offer a true one-stop-shop when it comes to marketing and communications. We are open to change and aim for continuous improvement, and keep up-to-date with current industry trends and requirements.

**Pride in our work.** We care about the work we produce. Not only because we are producing it on behalf of our clients, but also because every project we work on reflects on us as well. We apply a comprehensive 30-point quality check to every job, large or small, and encourage our clients to be part of the process from the beginning.

**Environmental sustainability.** We work with clients to develop the best solution for their requirements. Our graphic design and print solutions balance environmental objectives with quality, cost effectiveness and efficiency.

Our suppliers are aware of our environmental focus and keep us up-to-date on trends in sustainability. We pass this knowledge on to help our clients make informed, objective choices about their publications and projects.

Kenmore-DMP is also registered on the Eco-Buy panel of suppliers.

**Our attitude.** A can-do attitude coupled with strong supplier relationships allows us to offer a truly one-stop shop when it comes to marketing and communications. We are open to change and aim for continuous improvement, and keep up-to-date with current industry trends and requirements.

Our agency services include campaign development, graphic design, print management, printing, direct mail, attitude surveys, press and radio advertising, web design, data management, professional writing, proofreading and editing.

**Quality.** Kenmore-DMP has implemented processes to ensure that we deliver publications of the highest standard. Quality can only be assured through vigilant attention to detail, excellence in design and ensuring that deadlines are met. Print material is subject to thorough proofreading, proof checking and press checks.

**Flexibility.** We are accustomed to working with tight deadlines. Timelines are set and agreed with each client, but we also offer the flexibility and the resources to complete projects at short notice.

## CLIENTS

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### Councils

Alpine Shire Council  
Bass Coast Shire Council  
Baw Baw Shire Council  
Benalla Rural City Council  
Brimbank City Council  
Cardinia Shire Council  
Casey City Council  
Central Goldfields Shire  
City of Greater Dandenong  
City of Greater Geelong  
Colac Otway Shire  
Darebin City Council  
East Gippsland Shire Council  
Frankston City Council  
Glen Eira City Council  
Golden Plains Shire Council  
Hobsons Bay City Council  
Kingston City Council  
Knox City Council  
Latrobe City Council  
Manningham City Council  
Mansfield Shire Council  
Maribyrnong City Council  
Maroondah City Council  
Monash City Council  
Moorabool Shire Council  
Mornington Peninsula Shire  
Murrindindi Shire Council  
Narrabri City Council  
Nillumbik Shire Council

Port Phillip City Council  
Pyrenees Shire Council  
Southern Grampians Shire Council  
South Gippsland Shire Council  
Stonnington City Council  
Warrnambool City Council  
Whitehorse City Council  
Wyndham City Council  
Yarra Ranges Shire Council

### Others

Barwon Regional Waste Management Group  
Central Murray Regional Waste Management Group  
Citywide Services  
EnviroPower Australia  
IMCD Australia  
Marathon Cleaning Services  
Metro Waste Management Group  
PS Consulting  
Resource GV  
Resource GV  
SKM Recycling  
Solo Resource Waste Recovery  
Sustainability Victoria (State Government)  
Thiess Services  
Transpacific Cleanaway  
WBM Oceanics  
WM Waste Management Services

## PEOPLE

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### **Director Marketing and Communications – Bronwyn Sutton**

Bronwyn works closely with our clients to manage and implement effective communication strategies and concepts.

She offers an innovative, coordinated approach to project management and has sound experience in writing marketing materials, including brochures, advertising copy, direct mail letters, press releases, and proposals.

Bronwyn holds a Bachelor of Arts degree, with majors in both Professional Writing and Marketing, and has background in marketing and sales spanning ten years.

Her written and verbal communication talents have been used across a diverse range of industries, from commercial service contracts to business information, publishing and local government community education.

Bronwyn has worked with several councils to implement communication strategies which target difficult issues, including a contamination campaign for Colac Otway Shire which helped to reduce contamination by 100% over three months in 2006-07.

### **General Manager – Anthony Sutton**

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

Recently Anthony managed the development of 'binchoice.com', Kenmore-DMP's large-scale survey program which allows residents to make a choice online. In addition to being our General Manager, Anthony is responsible for business systems and policy development, along with report writing of Kenmore-DMP attitude surveys.

### **Technical Director – Rob Licqurish**

Rob has worked on a wide variety of public and private sector projects during a career spanning more than 30 years. His clients have included local government, statutory bodies and corporations.

With extensive experience in the operations of the waste collection and disposal industry, Rob has developed specifications, and managed contracts for garbage collection, recycling, and hard and green waste domestic kerbside and municipal litter collection.

Rob has been involved in community consultation, strategic planning and project management of the design of kerbside waste collection systems for more than 15 local councils. Rob's most recent achievements include assisting several Councils with 'Best Value' reviews and project management for the implementation of the new waste management strategies

### **Senior Graphic Designer – Nicole Strong**

As Senior Graphic Designer at Kenmore-DMP, Nicole is responsible for taking clients' thoughts and concepts and transforming them into fresh and individual designs. From brief to finished product, her creativity and flair offer an innovative look to design.

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. Her talents also extend to illustration and 3D design.

## SUSTAINABILITY

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We believe that our business demonstrates leadership in sustainability.

Sustainability lives in our hearts. It's not a question becoming a sustainable business, but instead adapting as our business and the world around us changes.

We read, listen and hear of initiatives that others have implemented by reading industry journals, talking to others and being involved in the environment industry, and we take on board all we can to implement in our workplace.

Our business plans and marketing plans refer to our providing sustainable services and to being sustainable in business practices.

We will pass our knowledge on to our clients wherever we can to help them make more sustainable business choices.

We are a family friendly workplace. Our founding and current directors hold the philosophy that work-life balance is essential to achieving business success.

We aim to lead by example and to:

- Reduce the environmental impact of our business
- Pass on knowledge where appropriate
- Question whether there is a better way
- Foster a work life balance
- Measure our eco-footprint at least yearly and review our progress

There is minimal cost to achieving these aims from a financial perspective – rather the issue is to make continual improvement a priority and commit to allocating the human resources needed to achieve them.

In the long run we know that our bottom line will benefit from our actions.

## CONTACT

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