

JOBS AUSTRALIA

HEINE JONES

As a long standing client, HeineJones complete branding and editorial projects for Jobs Australia and the Jobs Australia Foundation, including annual reports, brochures, collateral and marketing publications.

OVERVIEW

Jobs Australia is the peak body for nonprofit organisations that assist unemployed people to get and keep jobs. They provide an independent voice for their members who range from large charitable organisations to small local community-based employment agencies.

HeineJones have developed branding for several Jobs Australia initiatives and publication projects, including:

- Jobs Australia master brand and subbranding for their member services;
- Branding and collateral design for Jobs Australia Foundation - a charitable arm of Jobs Australia;
- Branding for associated organisations including

Commact - A supportive organisation for people-centred development agencies and projects in countries around the world.

National Roundtable of Nonprofit Organisations - a supportive organisation providing a voice on shared issues affecting the contribution of nonprofit organisations in Australia.

- A two volume book containing case studies of Jobs Australia member organisations and the work they do with disadvantaged unemployed people and their communities;
- A hand sewn bound book, titled 'What body part do I need to sell?' - a poetic re-presentations of experiences of poverty and fear from low-income Australians

receiving welfare benefits;

- Branding and collateral for Jobs Australia's annual national conference for their member organisations including program design, digital media, signage and invitation, and
- A publication tracing the journey taken by immigrants arriving in Australia and their quest to find employment and forge a new life.

KEY FACTS

Client: Jobs Australia

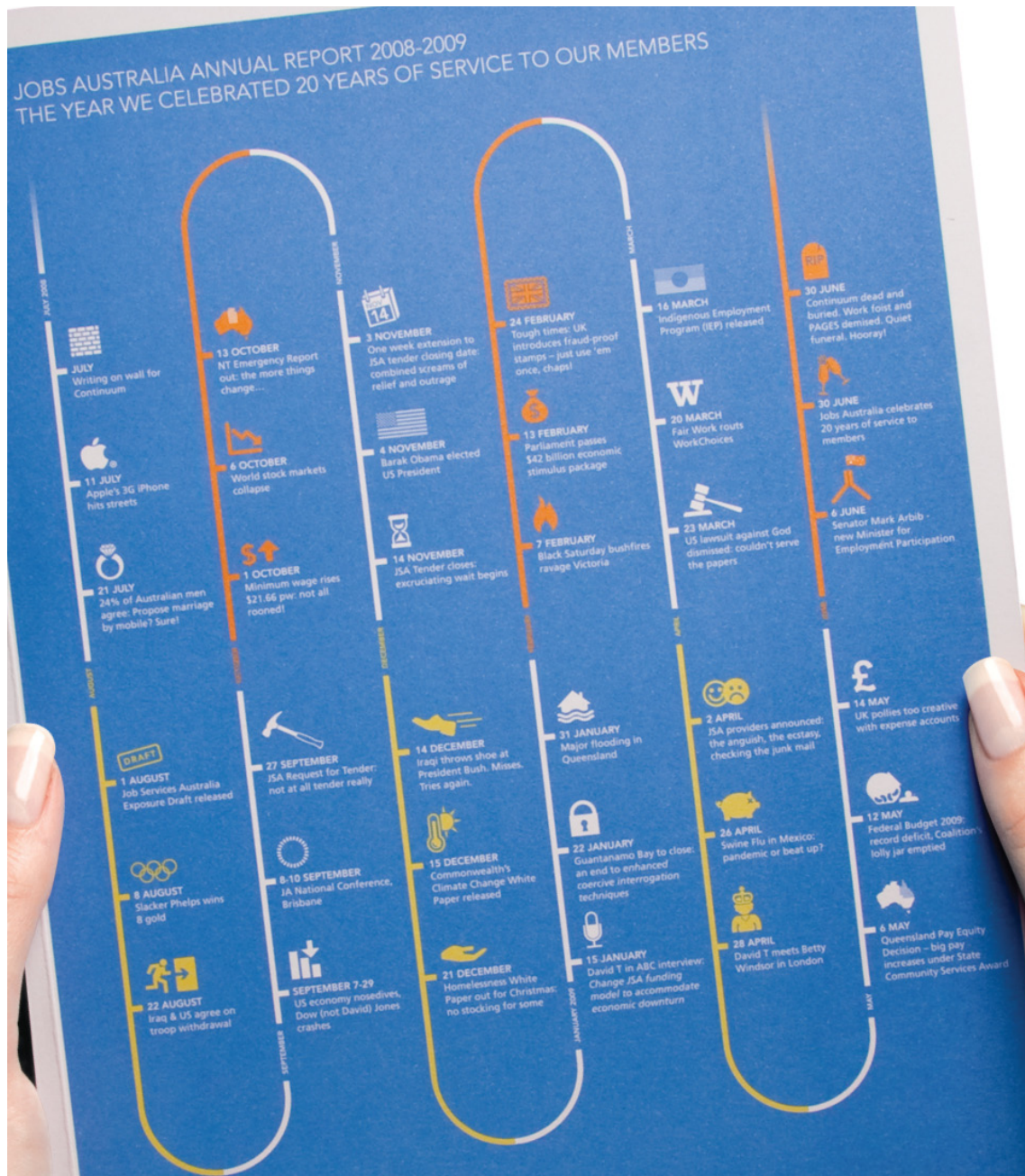
Scope: Branding and editorial design, including annual reports, brochures, collateral and marketing publications.

Timeline: Average project duration 4 weeks

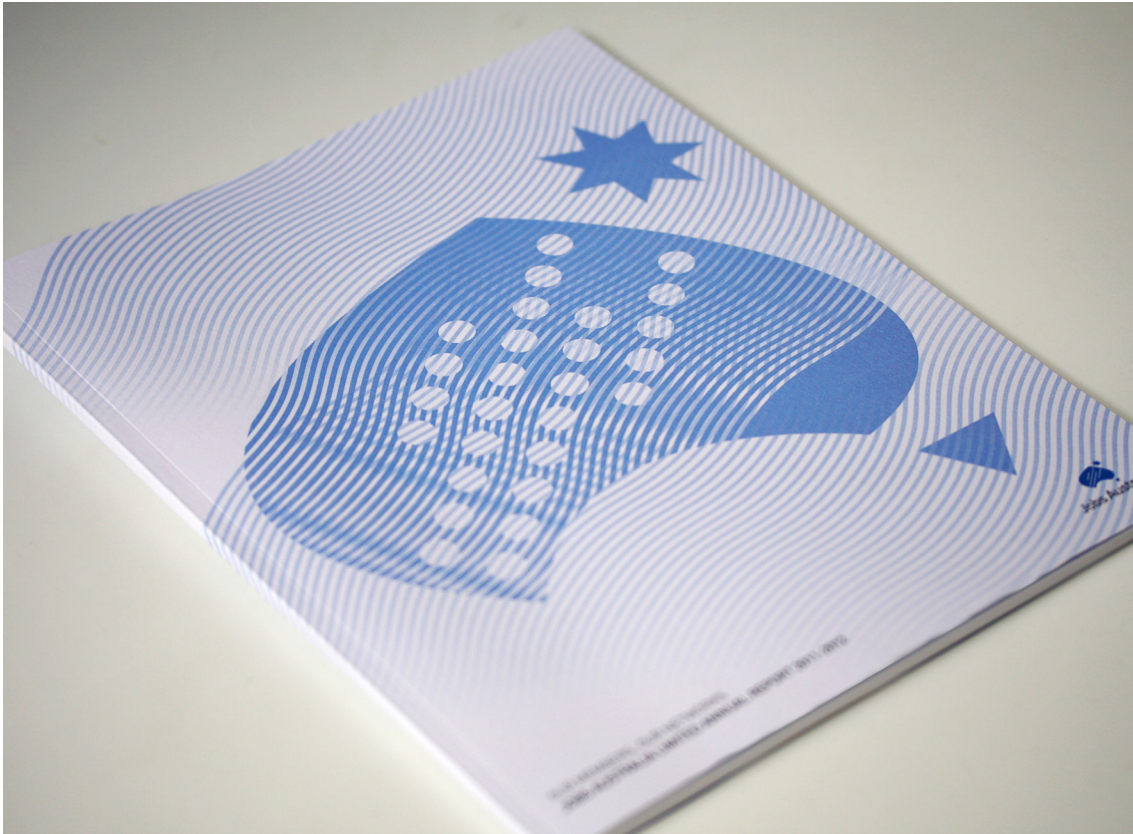
Location: 107 Elizabeth Street, Melbourne

Team: Steve Jones, Kim Beckers, Krista Malloch, Anthea Lemmer.

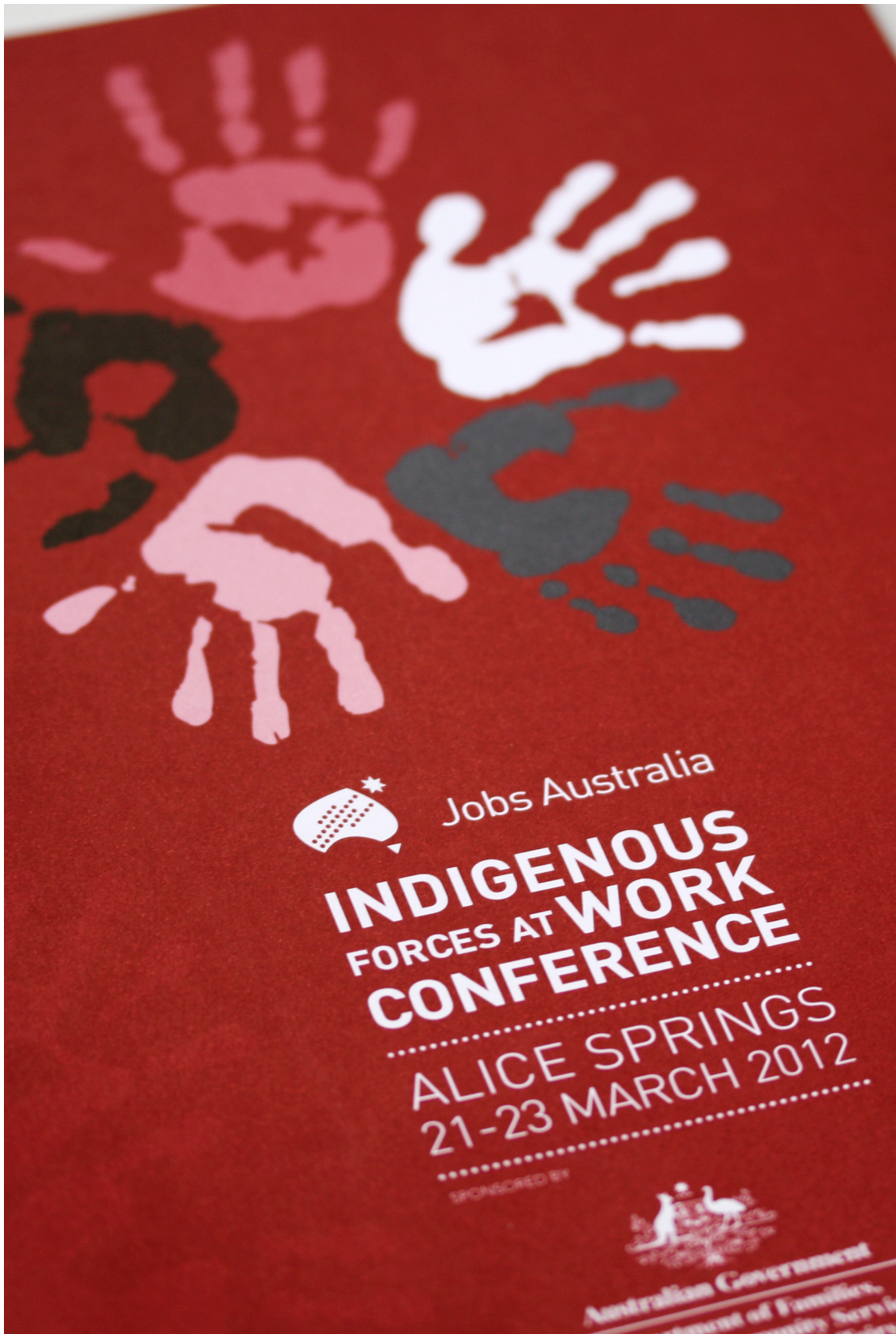
Annual Report cover design



Top: Annual Report; Below: "Just give me a chance" publication.



Jobs Australia Indigenous Forces at Work Conference Program



Top: Blanket Cover Insurance Programs; Below: Jobs Australia National Conference Program.



Top: Inside page of "What Body Part Do I Need To Sell?" publication; Below: Annual Report Cover Design.

