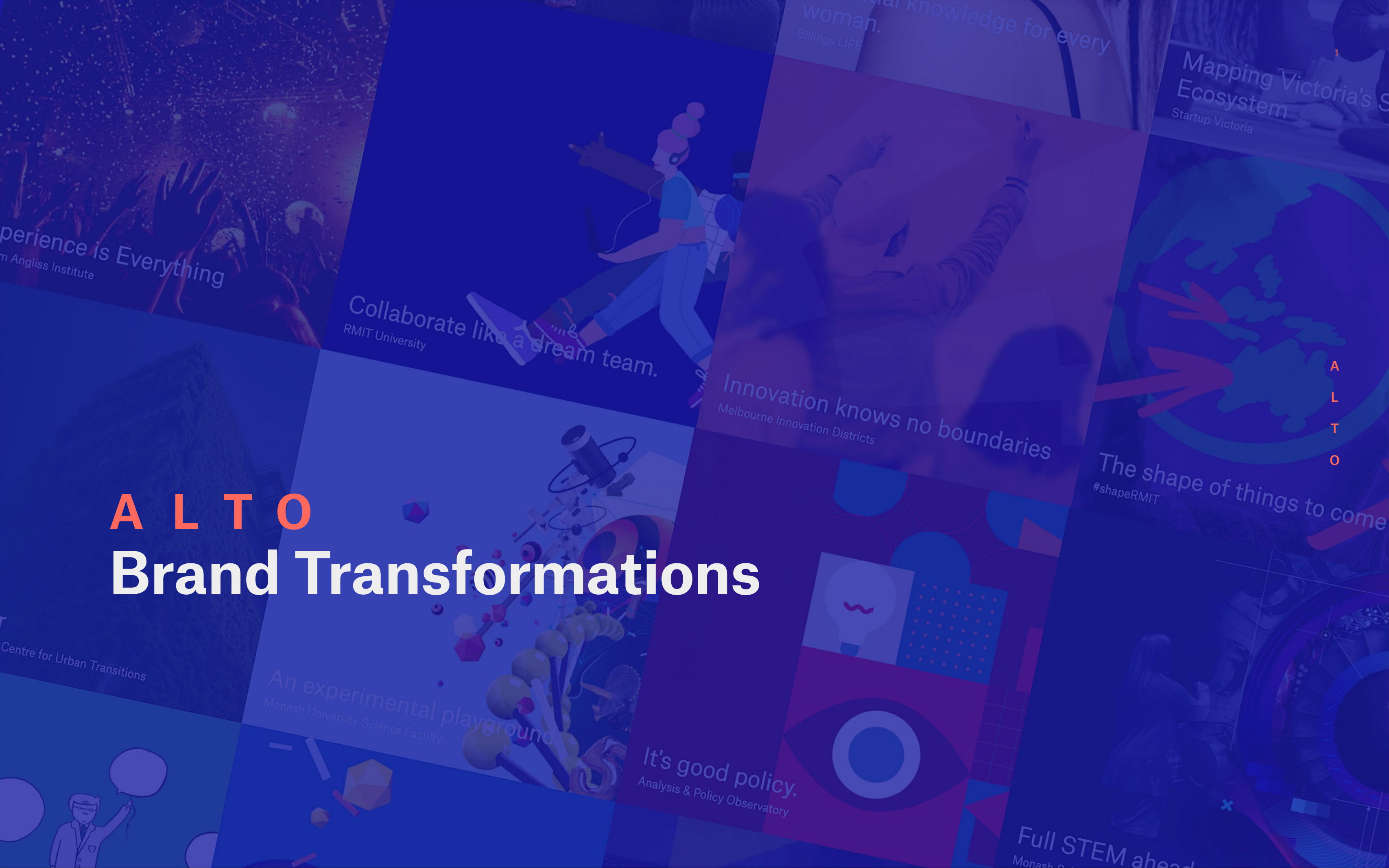


ALTO Brand Transformations





Australian Government

Australian Skills Quality Authority

Australian Skills Quality Authority

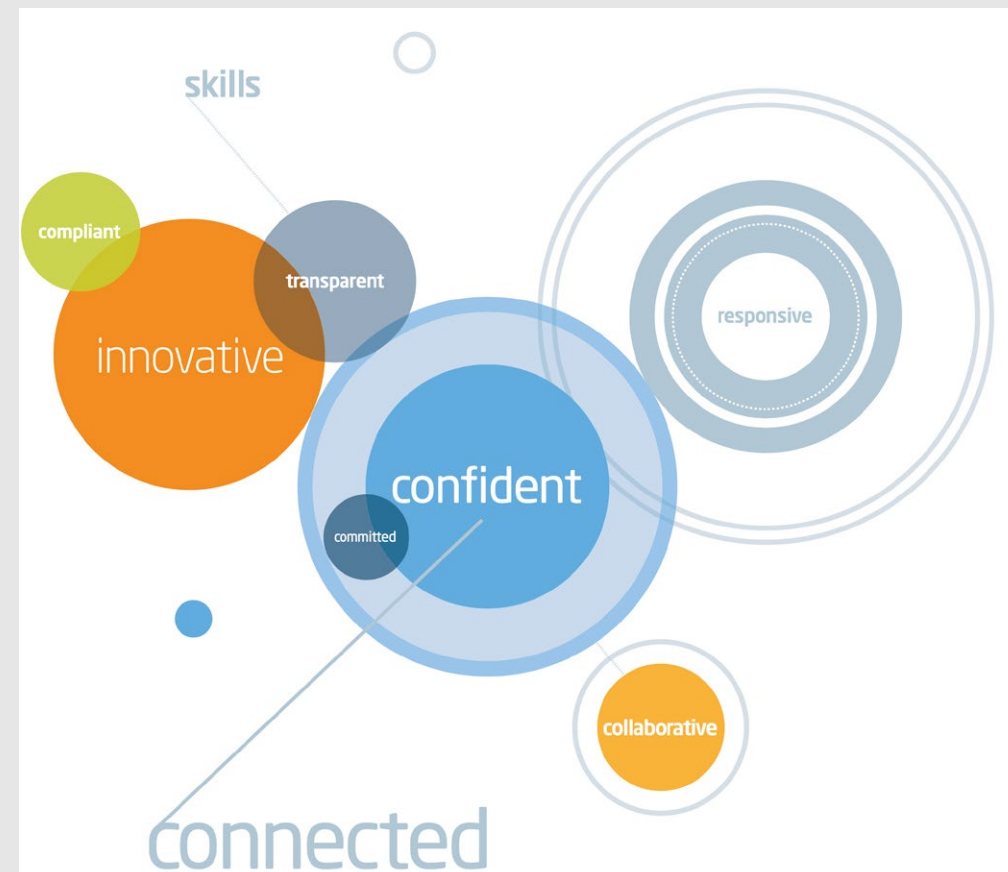
Problem

Australia's Vocational Education and Training (VET) sector is currently undergoing reform, focusing on strengthening the sector. Alto was engaged to align a brand refresh with ASQA's vision for the future and the sectors as a whole – a mutual understanding of shared responsibility for quality.

What we did

- Brand Transformation
- Brand Vision, Mission, Values
- Brand Tone of Voice
- Brand Narrative
- Communication Collateral

Before



After

ASQA



Australian Government
Australian Skills Quality Authority



A
L
T
O

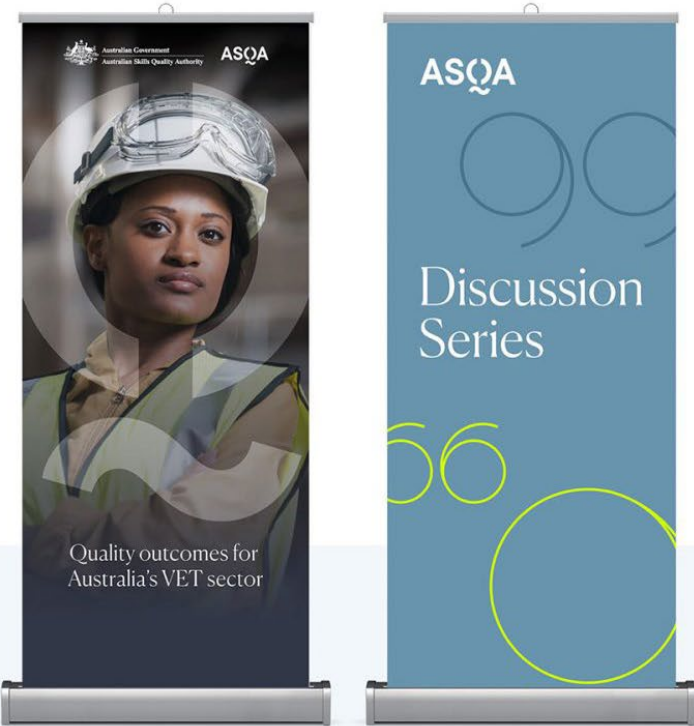
Play brand narrative video

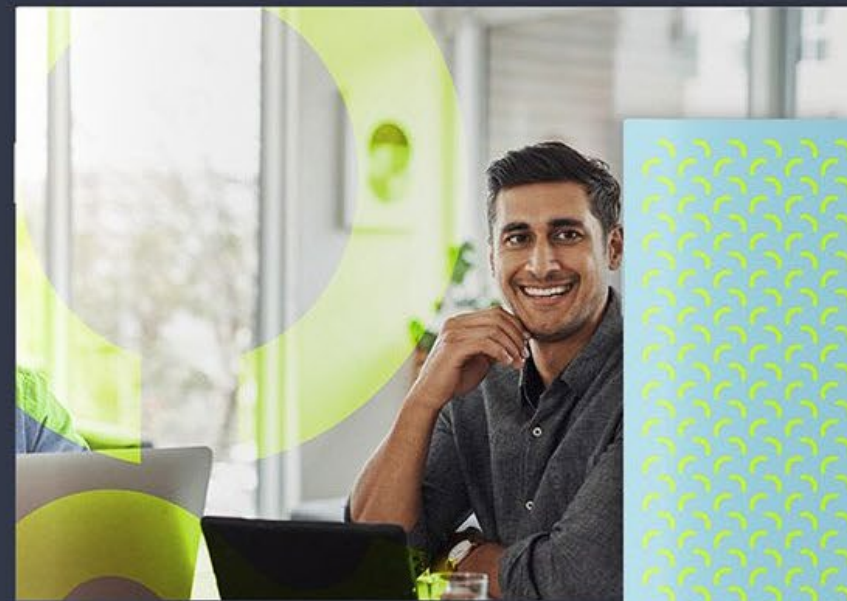






A consistent
brand visual
identity





Working together for better regulation

Consultation Paper

Version 1.0
February 2020



Working together towards a quality VET sector

Consultation Paper

Version 1.0
February 2020

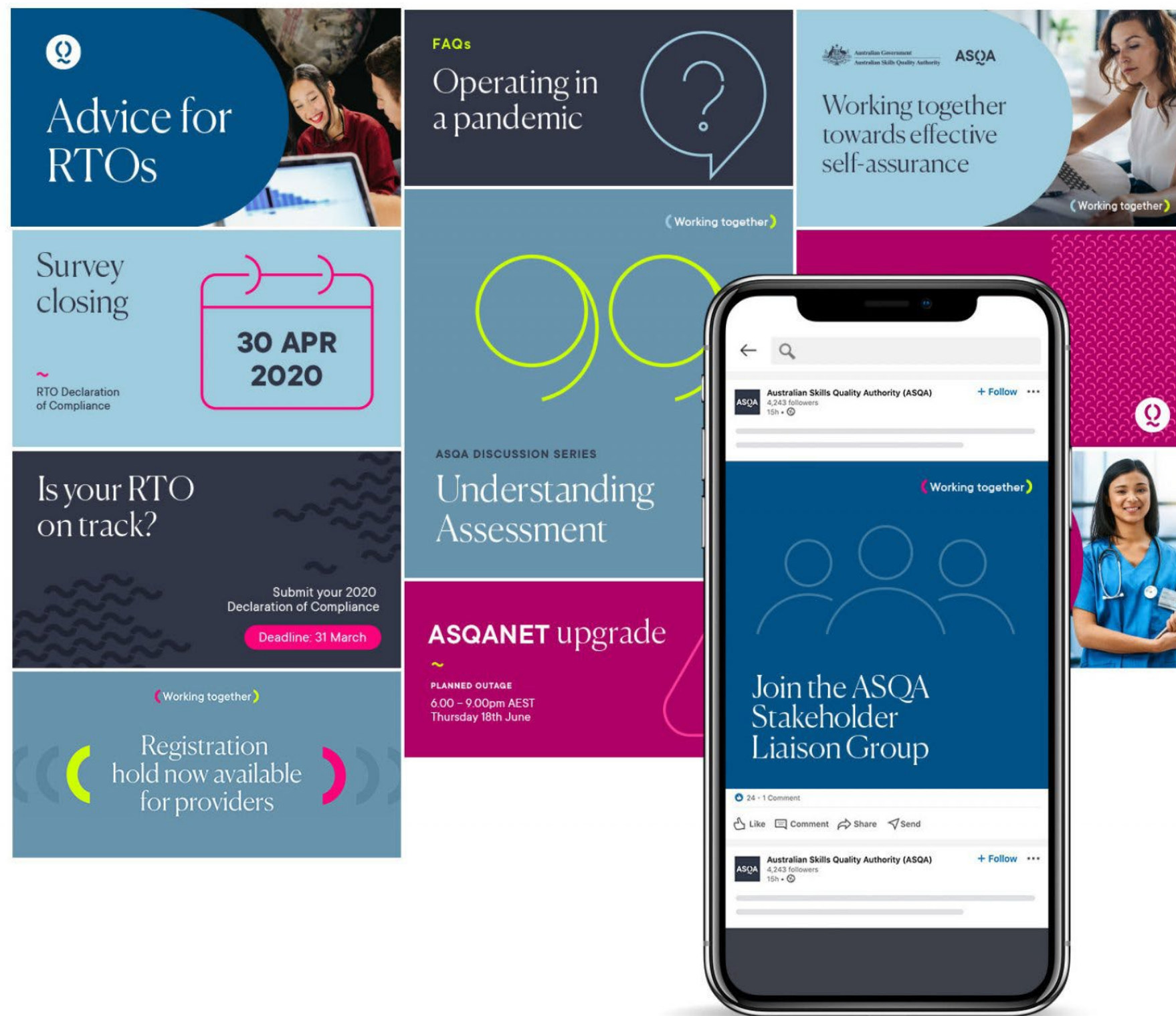



Working together towards effective self-assurance


Consultation Paper

Version 1.0
February 2020

(Working together)








Australian Government

Australian Skills Quality Authority




[RTOs](#)
[CRICOS](#)
[Course accreditation](#)
[Students](#)
[Decisions](#)
[News](#)
[About](#)

We are the national regulator for vocational education and training


Latest news →

Regulatory decisions →

Education resources →




We register training providers and accredit VET courses to ensure nationally approved standards are met




Working together for better regulation

Information and updates on ASQA reform activities.




ASQA's approach to compliance consultation

Read the draft ASQA



Legislative changes

Changes to the National Vocational Education and Training Regulator Act.



COVID-19 (coronavirus)

Health, regulatory and visa information for providers and students.

A
L
T
O



Low Carbon Living Research Centre

A
L
T
O

Problem

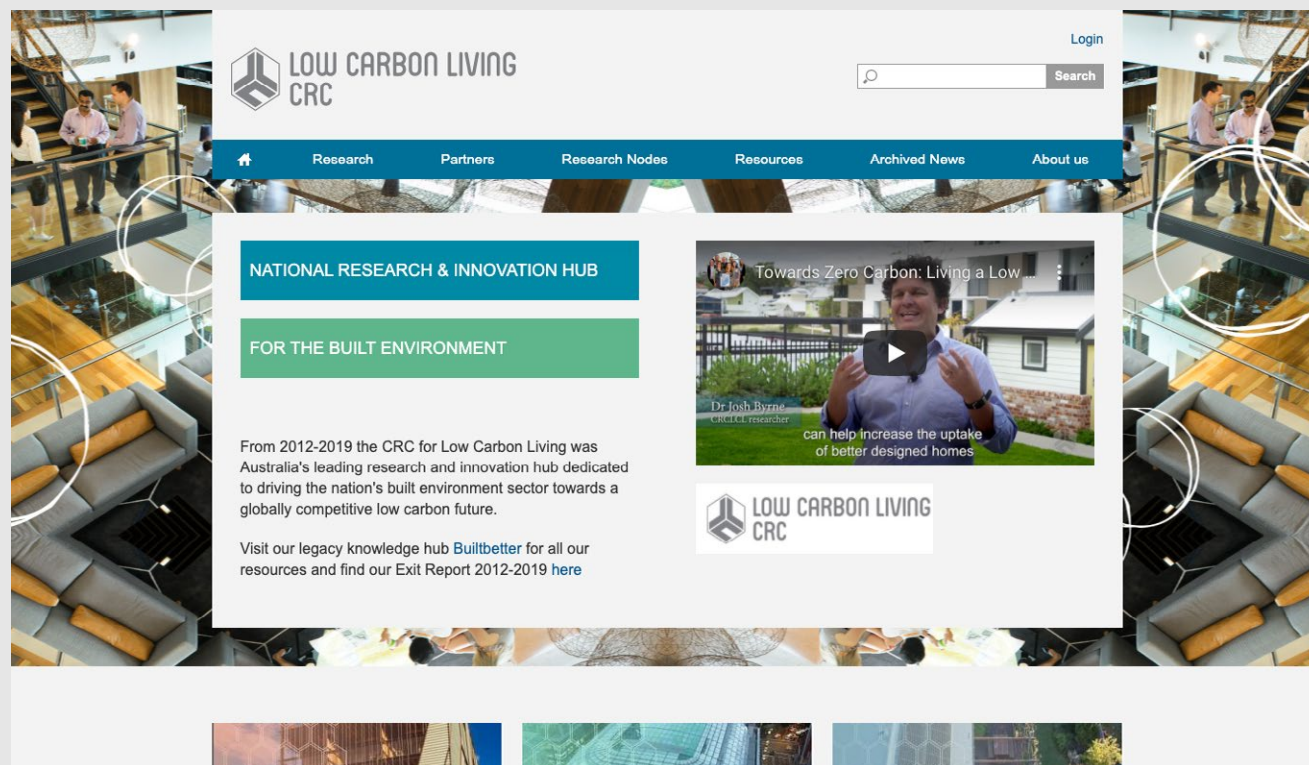
To better connect sustainable building best practices and research to industry, the Cooperative Research Centre for Low Carbon Living (CRCLCL), needed to transition from an academic research project to a user-friendly consumer brand.

And also have a name that wasn't such a mouth full.

What we did

- Naming
- Brand Transformation
- Brand Narrative
- Communication Collateral

Before



After



Better homes & workplaces



Better communities

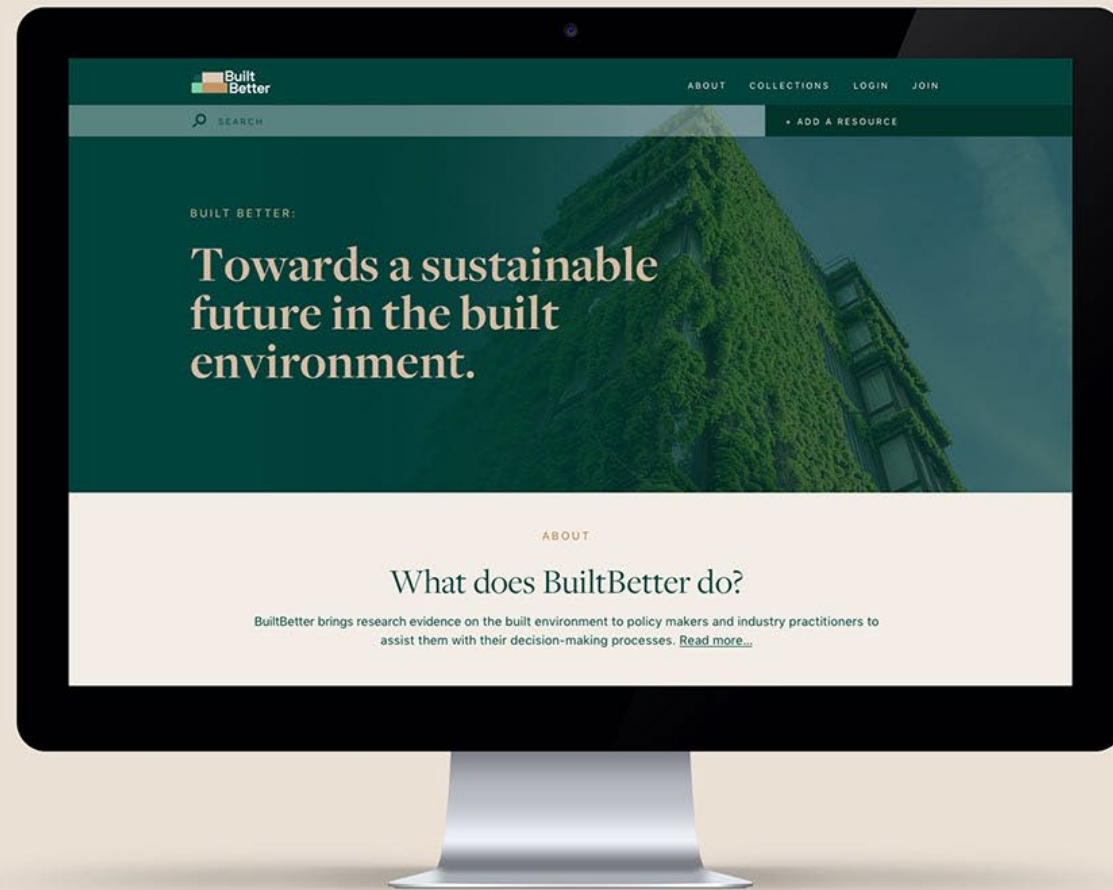


Better cities



Play narrative video








Facilitating a
paradigm shift in

Social, Economic & Environmental Dimensions of Sustainable Development

 BuiltBetter

builtbetter.org

Did you know?

40%
*of Victoria's state power will be
derived from renewable energy by*
2025

Understanding climate change perceptions

In order to better target government climate change policies to influence citizens, it is critical that we have a good understanding of current community attitudes to climate change. In late 2016, Sustainability Victoria undertook one of the most comprehensive surveys of Victorians in relation to their attitudes towards climate change, renewable energy, and energy efficiency.

Over 3,300 Victorians were surveyed with at least 1,500 responses from regional Victoria. These results are capable of being extrapolated to the total state population. These findings can help remove barriers and create motivators for general action and specific behaviours to make action easier and catalyse community behaviour change.

 BuiltBetter

builtbetter.org

Paris Climate
Agreement

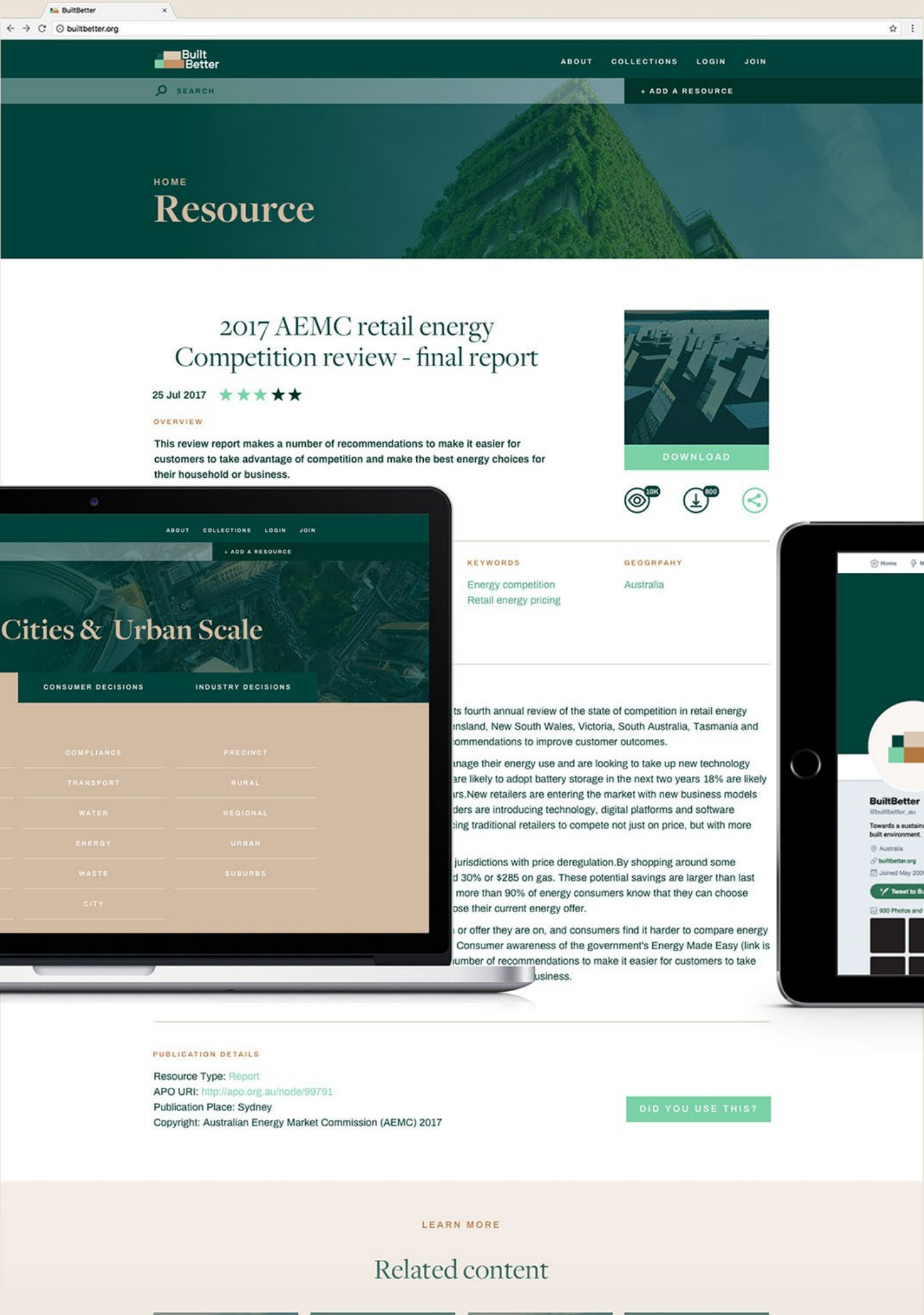


To meet the Paris Climate Agreement goal of keeping global warming below 2C, our cities and towns will have to transition to climate neutral economies by 2030.

BuiltBetter assists policy-makers and architectural practitioners meet the needs of the present without compromising the ability of future generations to meet their own needs for a sustainable built environment.

 BuiltBetter

builtbetter.org





RMIT 2020 Strategy

Problem

“Boring unis publish boring strategy docs. RMIT is different – we take our strategic plan to the streets! #shapeRMIT ”

What we did

- Sub-brand Creation
- Engagement Campaign
- Communication Collateral
- Marketing Collateral

Before



Realising strategy through high performing people 2011-2015



People Plan to 2015 Realising strategy through high performing people

RMIT Council Briefing
Marcia Gough

www.rmit.edu.au



Human Resources

8

After

A
L
T
O



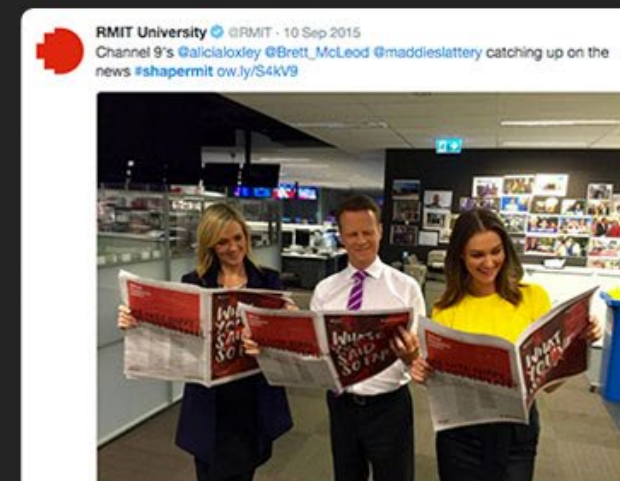
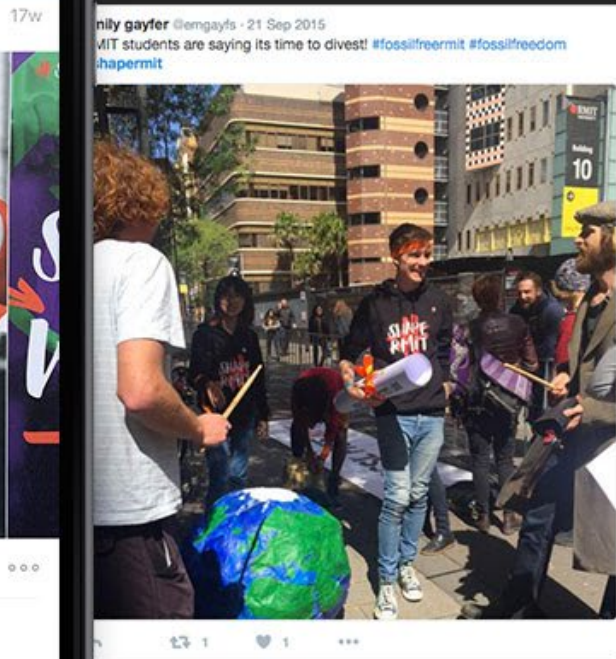
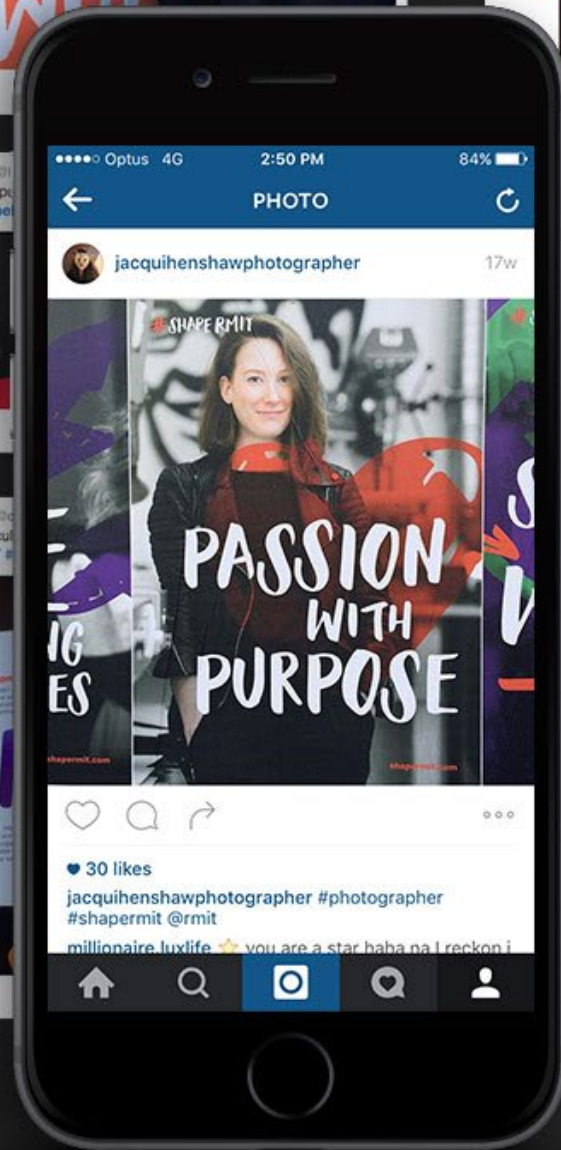






LIFE CHANGING EXPERIENCES









PASSION WITH PURPOSE





Monash Science Faculty

Problem

Science. Quiet labs. White coats.
Hours spent solving complex equations... yawn.
We built the dynamite that Monash Science
needed to explode the myths around
careers in science.

What we did

- **Faculty Sub-Brand Creation**
- **Market Repositioning**
- **Awareness Campaign**
- **Communication Collateral**

Before

Faculty of Pharmacy and Pharmaceutical Sciences Bursary

A one-off A\$4,000 bursary will help students settle into Australia

The bursary will be offered to international students who commence an undergraduate coursework degree with the Faculty of Pharmacy and Pharmaceutical Sciences in Semester 1, 2013*.

Ranked number 1 in Australia and 6th in the world for pharmacy and pharmacology (QS World University Rankings by Subject 2012) Monash offers contemporary pharmacy programs at Monash's inner city Parkville campus.

Find out more about the faculty and its courses today at www.pharm.monash.edu.

* Students who have already received a scholarship, have completed MUFY or are applying via VTAC are not eligible for the bursary.



Apply now for our two new scholarship programs

Monash is proud to announce two new exciting scholarship programs for coursework students:
Monash International Leadership Scholarship – 100% course fee remission
Monash International Merit Scholarship – A\$10,000 per year.

Terms and conditions apply

www.monash.edu/international-scholarships

Two new scholarship programs for international students

Monash is proud to announce two new exciting scholarship programs* for international coursework students:

Monash International Leadership Scholarship

- 100% course remission for high achieving international coursework students
- Selection is based on academic achievements, application statement and the student's potential to be a Monash University ambassador.
- Selection rounds are open for Semester 1 and Semester 2, 2013

Monash International Merit Scholarship

- A\$10,000 paid per year to high achieving international coursework students
- Selection is based on academic achievements
- Selection rounds are open for Semester 1 and Semester 2, 2013

*Terms and conditions apply



MONASH University

Faculty of Science 2012 Orientation – Semester 2

How to Survive & Succeed in Science

$$v = \frac{d^2x(t)}{dt^2} + a$$

Teaching

Depending on the unit, your contact hours may consist of any of the following:

- Lectures
- Laboratory Classes
- Tutorials
- Computer labs
- Workshops
- Field Trips
- Online Tools

MONASH University



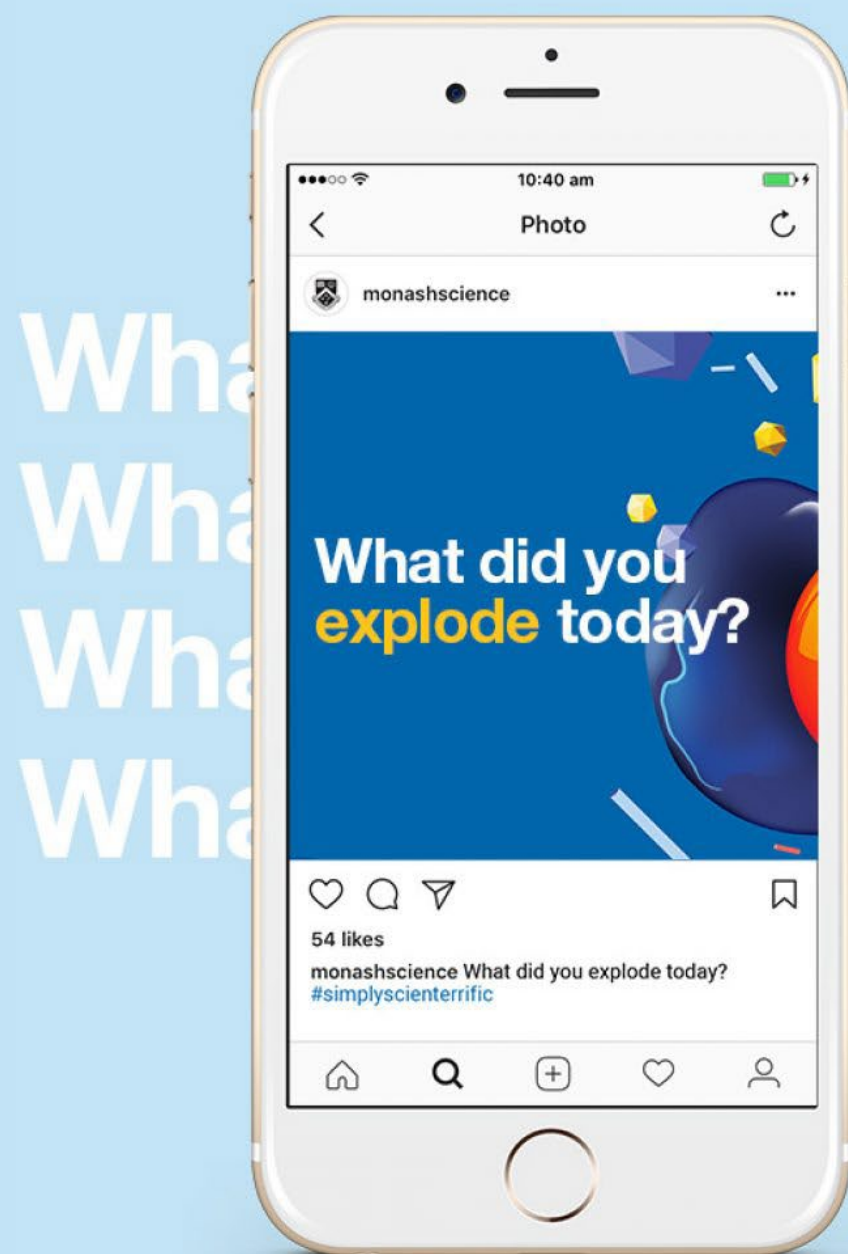
After









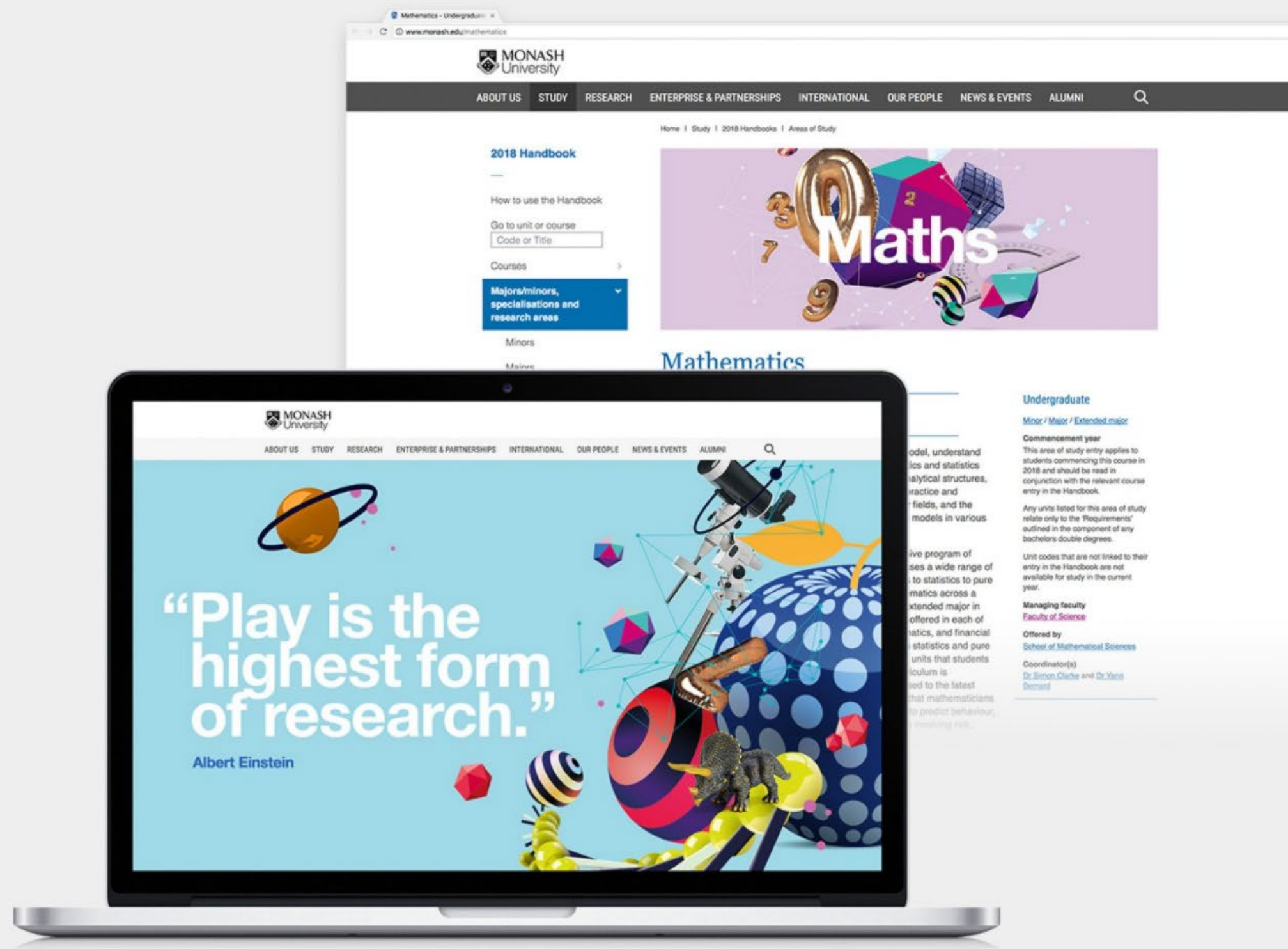


What
What
What
What

explode today?
discover today?
dissect today?
invent today?

Follow Up Campaign





An illustration on a blue background featuring a purple muscular human figure in a dynamic pose. To the left is a laboratory flask with a scale (0, 50, 100, 250 ml) and a petri dish. To the right is a molecular model with yellow spheres and black rods. The word "Biomechanics" is written in white, with "Biome" partially obscured by the figure.

Biomechanics

An illustration on a light purple background featuring various mathematical symbols and shapes: a large gold number 0, a purple polyhedron with the number 2, a blue cube, a ruler, a protractor, and several smaller numbers (3, 7, 9). The word "Maths" is written in white.

Maths

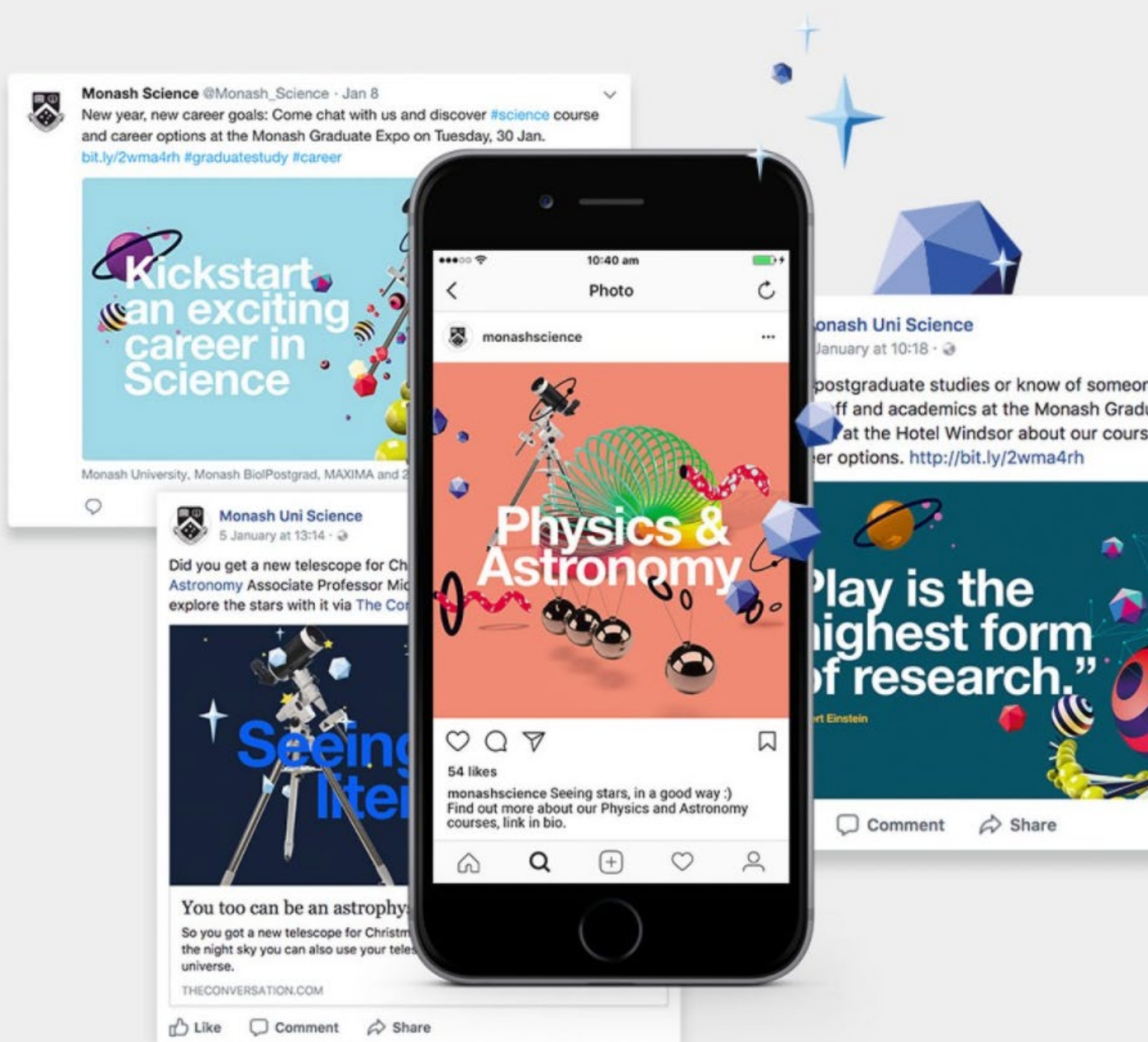
An illustration on an orange background featuring a telescope on a tripod, a green wireframe sphere, a red wavy line, a Newton's cradle with five silver spheres, and several blue polyhedrons. The words "Physics & Astronomy" are written in white.

Physics & Astronomy

An illustration on a dark grey background featuring a globe, a yellow mountain, a yellow hot air balloon, and several colorful geometric shapes (triangles, squares). The words "Earth, Atmosphere & Environment" are written in white.

Earth, Atmosphere & Environment







William Angliss Institute

Problem

Angliss's need to shift the perception of a 'conservative service-based institute' was long overdue. It was finally time to be known as the vibrant, exciting, experience-led brand that Angliss really is.

What we did

- Campaign Brand Creation
- Awareness Campaign
- Campaign Narrative
- Communication Collateral
- Marketing Collateral

Before



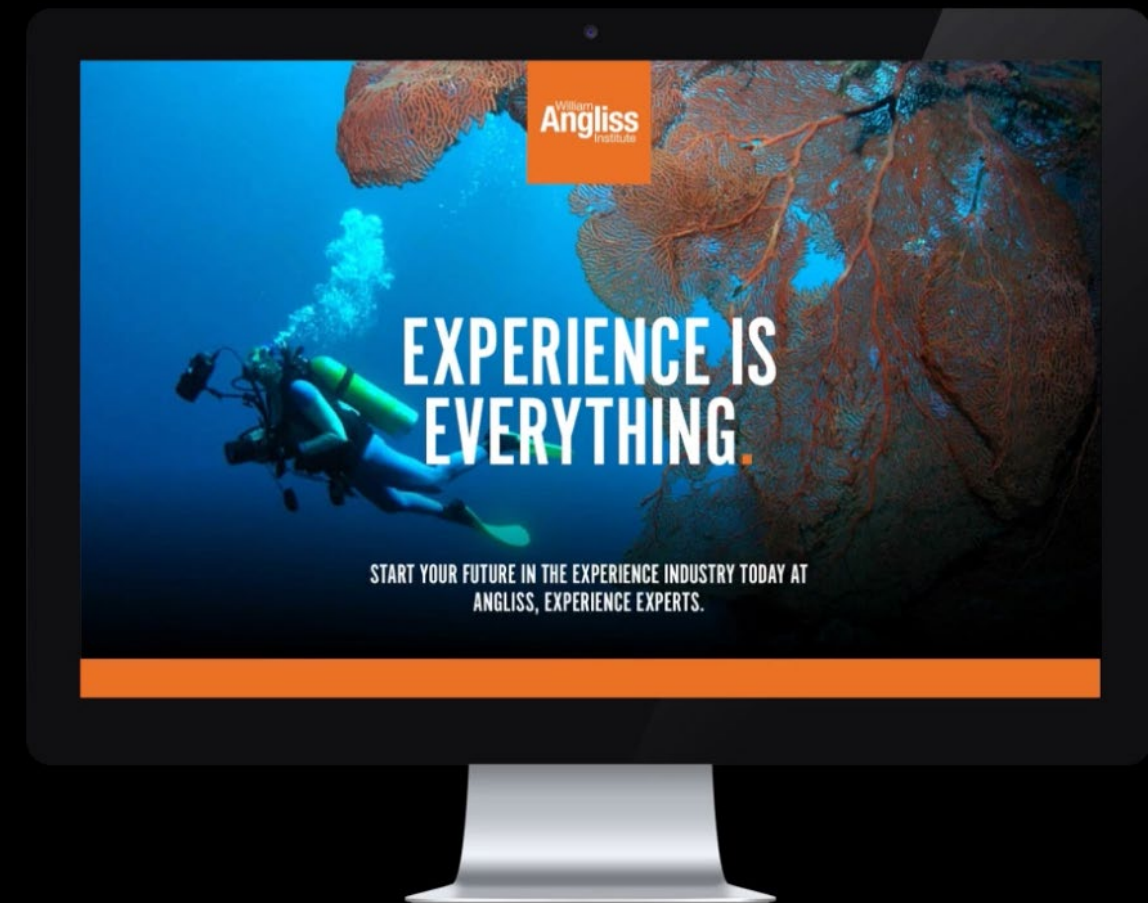
ANGLISS. EXPERIENCE EXPERTS

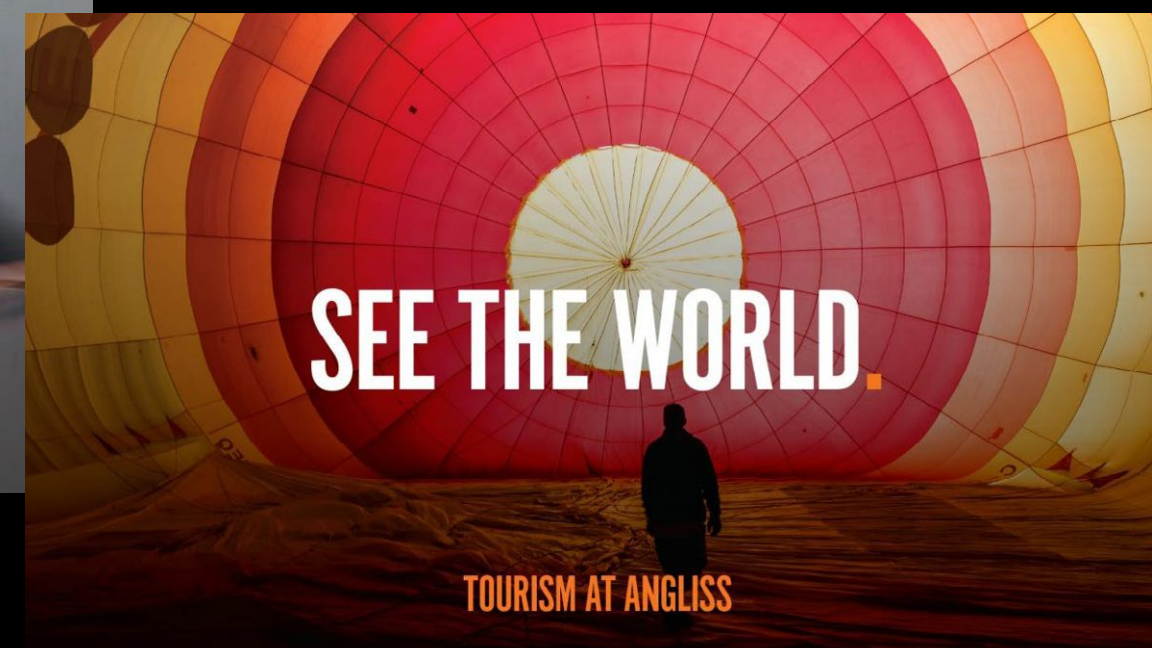






Play brand narrative video







If you have a love for food, and thrive in a fast-paced, creative environment, studying food could offer you not only a fulfilling career, but also an exciting lifestyle in the growing experience industry.

FOODS TASTE THE PASSION

The smell. The taste. The 'lik'. The feel. Working in the food industry is literally a feast for the senses. Whether tinselled, baked, patissier, chef or food technician, the key ingredients for working in food trades and culinary arts are passion, innovation and dedication.

FOOD TRADES AND CULINARY ARTS SPECIALITIES

COMMERCIAL COOKERY CERT III / IV
PATISSERIE CERT III / IV
BAKING CERT III / IV
FOOD SCIENCE & TECH DIPLOMA
BUTCHERY CERT III
FOOD STUDIES CERT III
CULINARY MANAGEMENT BACHELOR



WHY STUDY AT ANGLISS?

DUAL ENTRY PROGRAM
For those who want to gain a Certificate III or IV while working, Angliss offers a Dual Entry Program. This allows students to gain their qualification while working in the industry, providing them with valuable experience and a head start on their career.

PRODUCT DEVELOPMENT
Students can develop their skills in product development, which involves creating new products or improving existing ones. This is a valuable skill for anyone working in the food industry, as it allows them to contribute to the success of their employer.

COMPETITIONS
Students can participate in competitions, which are a great way to showcase their skills and win prizes. Angliss offers a range of competitions, including the National Young Chef Competition and the National Young Baker Competition.

INDUSTRY PLACEMENT
Students can gain valuable experience through industry placement, which involves working in a real kitchen for a period of time. This allows them to apply their skills in a practical setting and gain a better understanding of the industry.

INTERNATIONAL STUDY TOURS
Students can participate in international study tours, which are a great way to see the world and gain experience in different cultures. Angliss offers a range of study tours, including the European Study Tour and the Asian Study Tour.

Kickstart your career with Angliss

Make full use of our Careers and Employment Service to open yourself up to a plethora of job opportunities, career development and industry engagement.

CAREERS AND EMPLOYMENT SERVICE
The Careers and Employment Service is a free service that provides students with information and support to help them find a job or start their own business. The service offers a range of services, including career advice, resume writing, and job search assistance.

INDUSTRY PLACEMENT
Students can gain valuable experience through industry placement, which involves working in a real kitchen for a period of time. This allows them to apply their skills in a practical setting and gain a better understanding of the industry.

INTERNATIONAL STUDY TOURS
Students can participate in international study tours, which are a great way to see the world and gain experience in different cultures. Angliss offers a range of study tours, including the European Study Tour and the Asian Study Tour.



WORK ABROAD.

William Angliss Institute qualifications are internationally recognised with many graduates moving on to establish their career outside of Australia. Work opportunities are also available to students while they complete their qualification.

DUAL ENTRY PROGRAM
For those who want to gain a Certificate III or IV while working, Angliss offers a Dual Entry Program. This allows students to gain their qualification while working in the industry, providing them with valuable experience and a head start on their career.

PRODUCT DEVELOPMENT
Students can develop their skills in product development, which involves creating new products or improving existing ones. This is a valuable skill for anyone working in the food industry, as it allows them to contribute to the success of their employer.

COMPETITIONS
Students can participate in competitions, which are a great way to showcase their skills and win prizes. Angliss offers a range of competitions, including the National Young Chef Competition and the National Young Baker Competition.

INDUSTRY PLACEMENT
Students can gain valuable experience through industry placement, which involves working in a real kitchen for a period of time. This allows them to apply their skills in a practical setting and gain a better understanding of the industry.

INTERNATIONAL STUDY TOURS
Students can participate in international study tours, which are a great way to see the world and gain experience in different cultures. Angliss offers a range of study tours, including the European Study Tour and the Asian Study Tour.

WHERE CAN A CAREER IN FOOD TAKE ME?

ANGLISS APPRENTICE HEADS TO PARIS.

Two Victorian apprentice chefs awarded the 2017 Shared Tables Thierry Marx Career Development Award will travel to Paris and work under the mentorship of Thierry Marx at the Mandarin Oriental Hotel.



THE CHALLENGE
Two Victorian apprentice chefs, James and Michael, were awarded the 2017 Shared Tables Thierry Marx Career Development Award. This award recognizes the achievements of apprentices who have shown exceptional talent and dedication in their field.

THE OPPORTUNITY
James and Michael will travel to Paris and work under the mentorship of Thierry Marx at the Mandarin Oriental Hotel. This is a unique opportunity for them to learn from one of the world's leading chefs and gain valuable experience in a world-class kitchen.

THE GOALS
The goal of the program is to provide apprentices with the opportunity to learn from the best in the industry and gain valuable experience. This will help them to develop their skills and advance their careers in the food industry.

COMMERCIAL COOKERY

Qualification	Duration	Entry Requirements	Outcomes
Certificate III in Commercial Cookery	1 year	Year 10 or equivalent	Develop skills in food preparation, cooking, and presentation.
Certificate IV in Commercial Cookery	1 year	Year 11 or equivalent	Develop skills in food preparation, cooking, and presentation.

PATISSERIE

Qualification	Duration	Entry Requirements	Outcomes
Certificate III in Pastry	1 year	Year 10 or equivalent	Develop skills in pastry making, including bread, cakes, and pastries.
Certificate IV in Pastry	1 year	Year 11 or equivalent	Develop skills in pastry making, including bread, cakes, and pastries.

MEAT PROCESSING

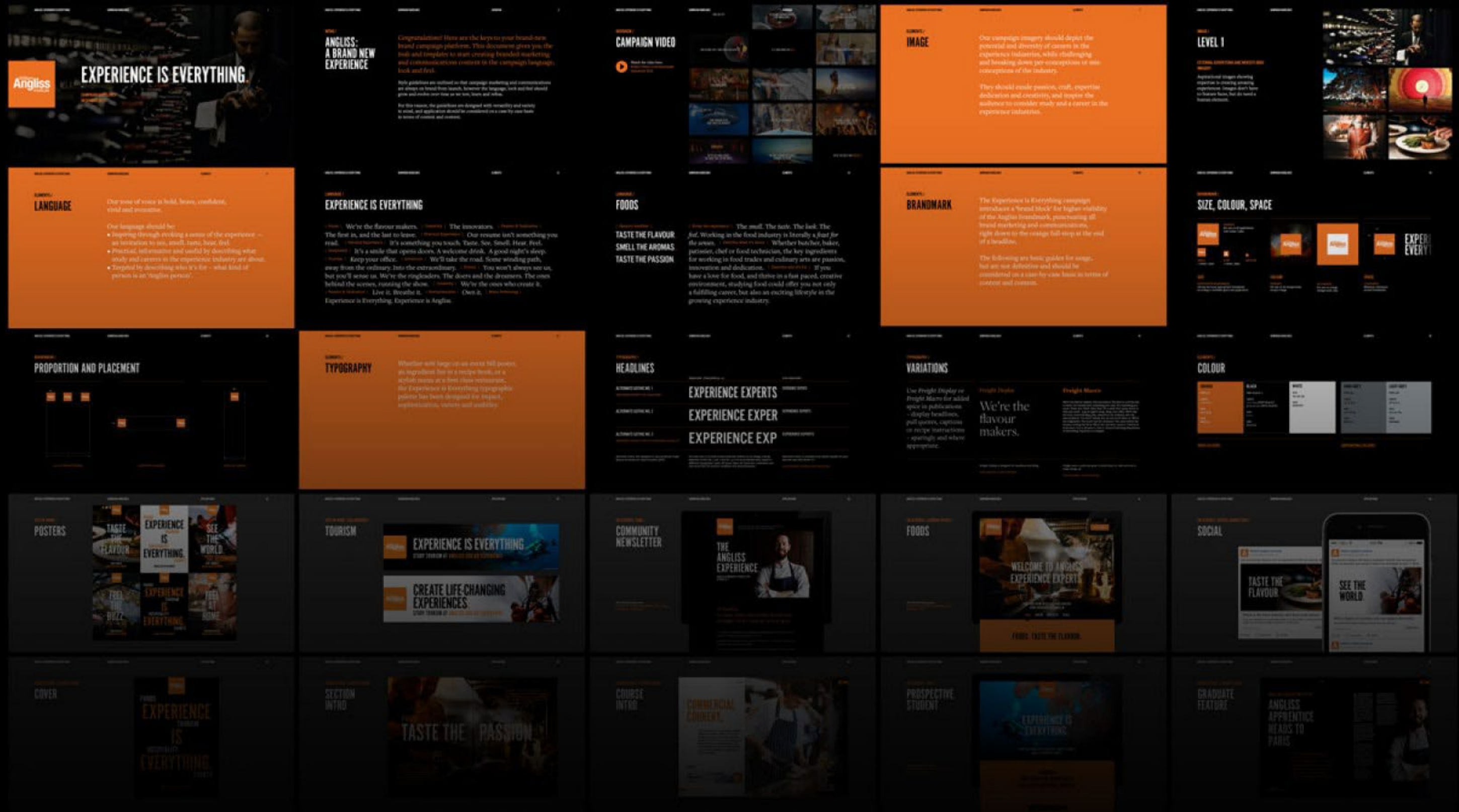
Qualification	Duration	Entry Requirements	Outcomes
Certificate III in Meat Processing	1 year	Year 10 or equivalent	Develop skills in meat processing, including butchery and meat preparation.
Certificate IV in Meat Processing	1 year	Year 11 or equivalent	Develop skills in meat processing, including butchery and meat preparation.

RETAIL BAKING

Qualification	Duration	Entry Requirements	Outcomes
Certificate III in Retail Baking	1 year	Year 10 or equivalent	Develop skills in retail baking, including bread, cakes, and pastries.
Certificate IV in Retail Baking	1 year	Year 11 or equivalent	Develop skills in retail baking, including bread, cakes, and pastries.

FURTHER STUDY

Qualification	Duration	Entry Requirements	Outcomes
Diploma in Food Science and Technology	2 years	Year 12 or equivalent	Develop skills in food science and technology, including food safety and quality management.
Bachelor of Food Science and Technology	3 years	Year 12 or equivalent	Develop skills in food science and technology, including food safety and quality management.





“This is the campaign that industry has been talking about creating for years”

Karen Hook Angliss Chief Marketing Officer



APO Analysis & Policy Observatory

Problem

APO is a vital knowledge hub for those who develop policy. However, this award-winning not-for-profits existing brand did not reflect the passion, purpose and drive of the people and culture that surrounds good policy.

What we did

- **Brand Transformation**
- **Brand Narrative**
- **Awareness Campaign**
- **Communication Collateral**
- **Marketing Collateral**

Before



**Inquiry into
Australia’s Intellectual Property
Arrangements**

Submission by Australian Policy Online (APO) to the
Productivity Commission Draft Report *Intellectual
Property Arrangements*

3 June 2016

Amanda Lawrence
Research and Strategy Manager, Australian Policy Online (APO)

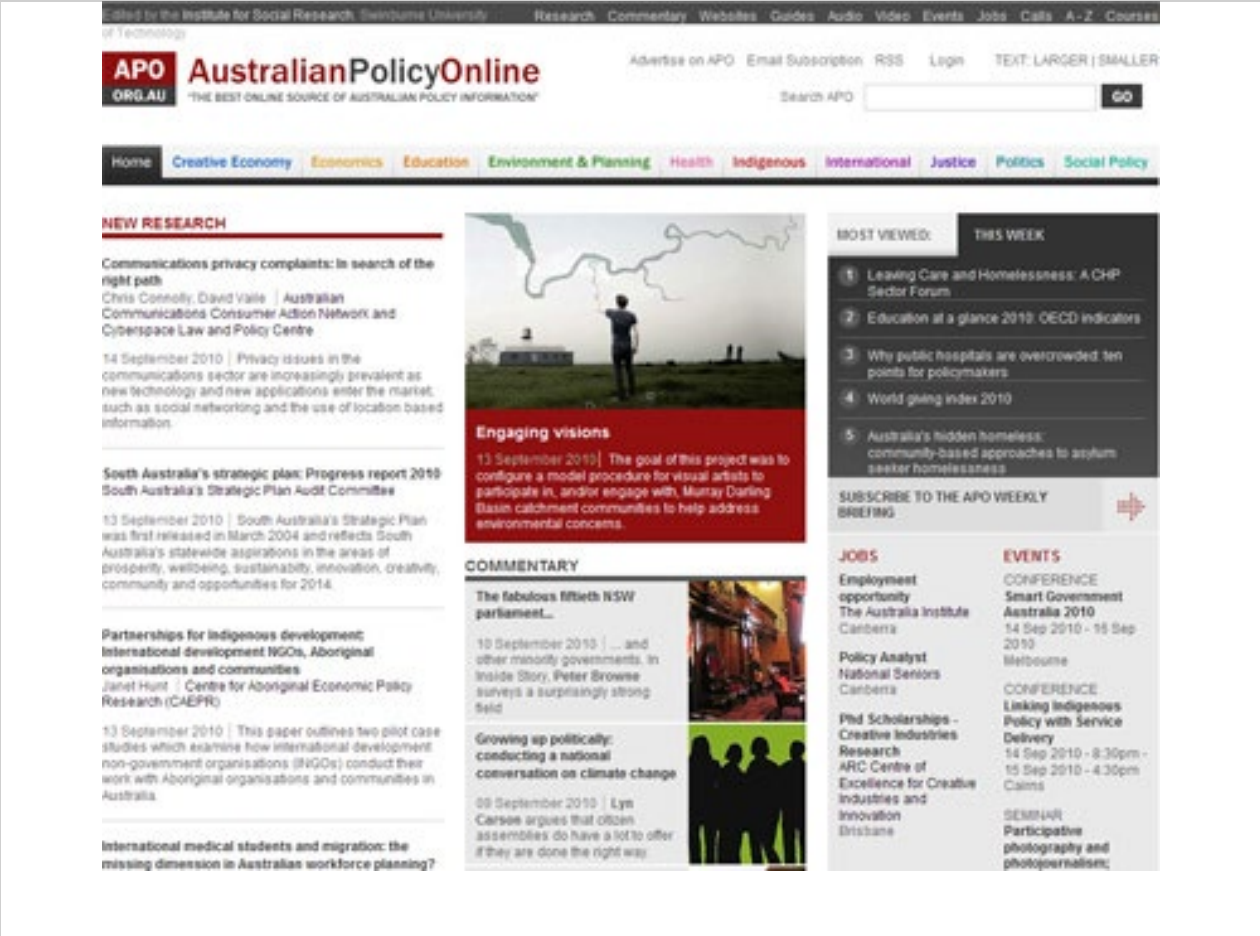
Professor Julian Thomas
Director, Swinburne Institute for Social Research, Swinburne University of Technology
Chair, APO Advisory Board

About APO (apo.org.au)
Australian Policy Online (APO) is the largest open access repository for public policy related documents, data, audio, video and other resources from Australia, New Zealand and internationally. Most of the 30,000 plus collection is grey literature sourced from over 4000 organisations including university research centres and departments (one third), government departments and agencies, NGOs, think tanks and consultants. Wherever copyright permits, APO hosts full text documents and data adding extensive metadata on resources, organisations and authors including issuing Digital Object Identifiers (DOIs) for documents and data and integrating ORCID identifiers.

APO is used by researchers, policy makers and analysts, advocacy groups, think tanks and professional associations, practitioners and industry across all sectors with annual visitor numbers at over one million visits. APO is recognised by researchers and research organisations as a key means of disseminating and communicating with key audience groups to achieve both engage and have impact.

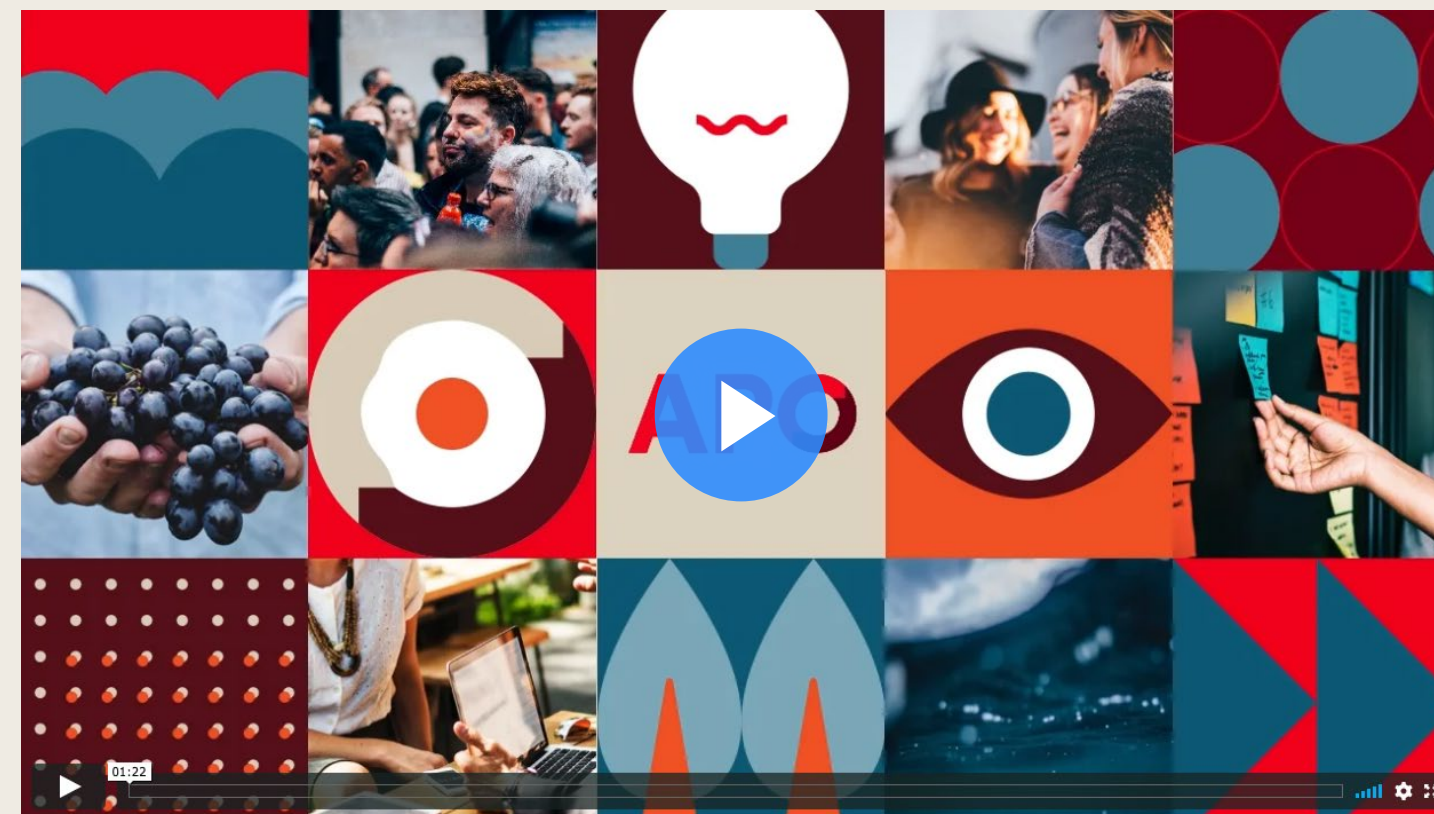
APO was established in 2002 by researchers at the Swinburne Institute for Social Research, Swinburne University of Technology, to bring together and make discoverable research and resources on public interest issues, particularly digital grey literature.

National investment in APO amounts to over \$5 million with funding secured through National Competitive Grants Schemes including seven ARC LIEF and two Australian National Data Service grants, as well as contributions from universities and organisations including University of South Australia, University of Canberra, Australian National University, University of Melbourne, University of Sydney, Queensland University of



After

APO | It's good policy.

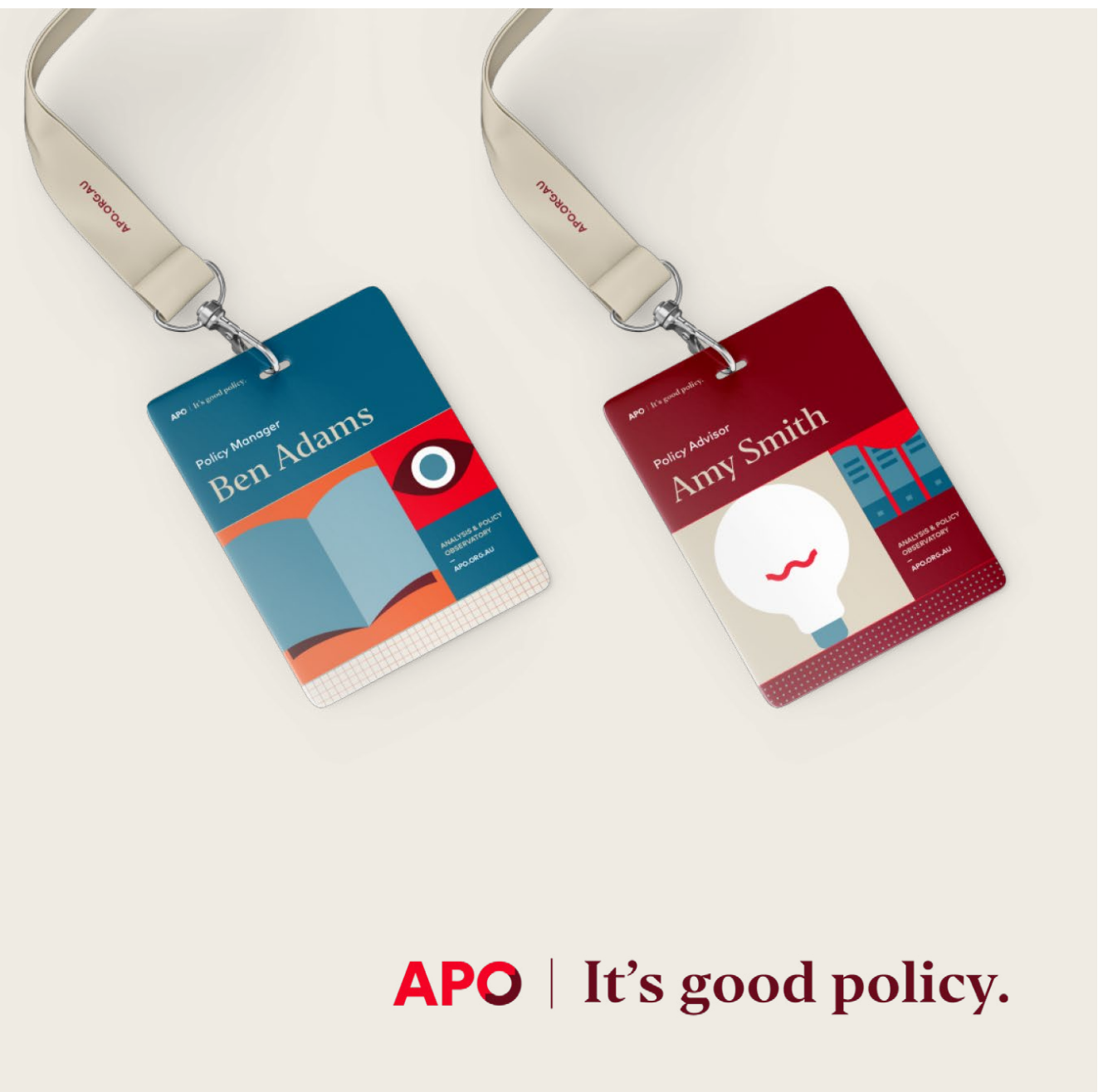


Play brand narrative video

APO

Be informed.
Stay informed.





APO | It's good policy.

Arc Public

Opportunity

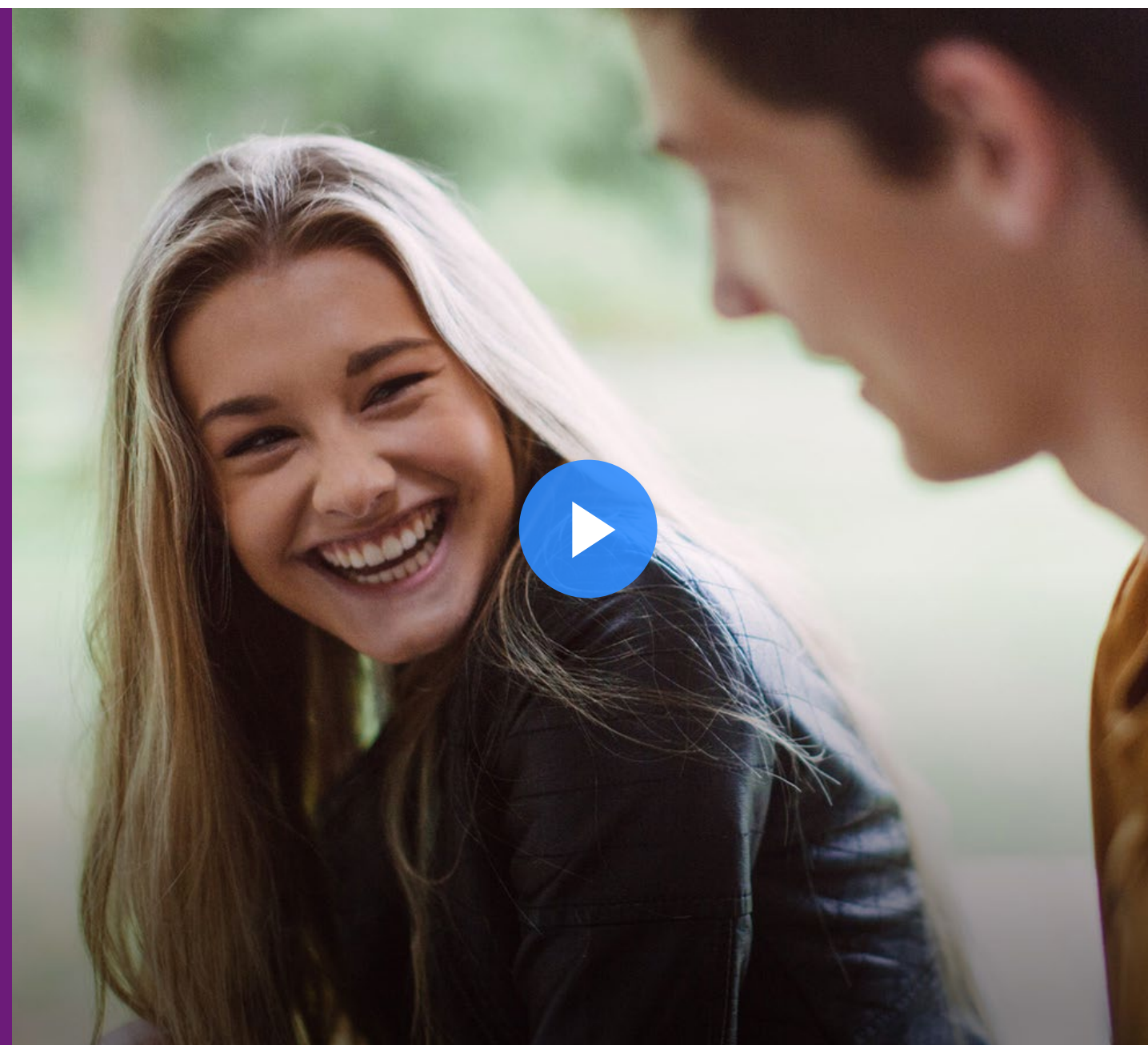
Essential Media needed to develop a brand new name and visual identity for their government practice, with a vision to do public engagement for government in a considered, effective way.

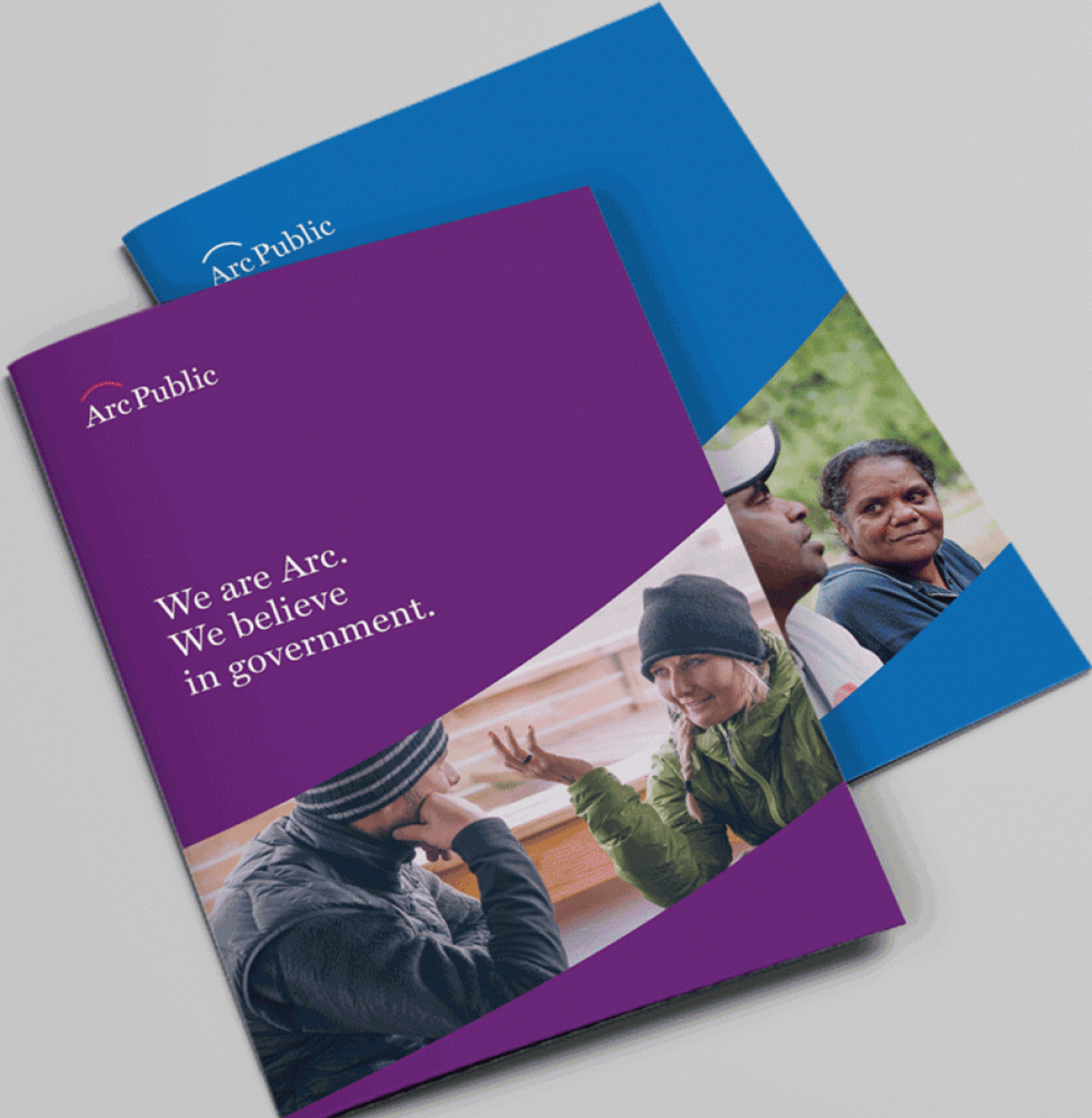
What we did

- **Brand Visual Identity**
- **Brand Narrative**
- **Communication Collateral**
- **Marketing Collateral**



Connecting Government with Community









Arc Public



Definition



Investigation



Direction



Execution



Evaluation



studioalto.com/our-work

