

ARMEDIA

who we are and what we do



creative custom publishing:
design, text and print

PROFILE

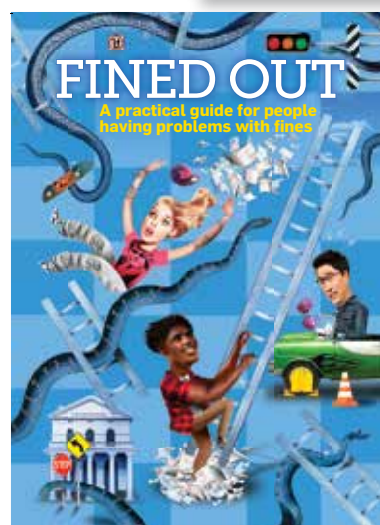
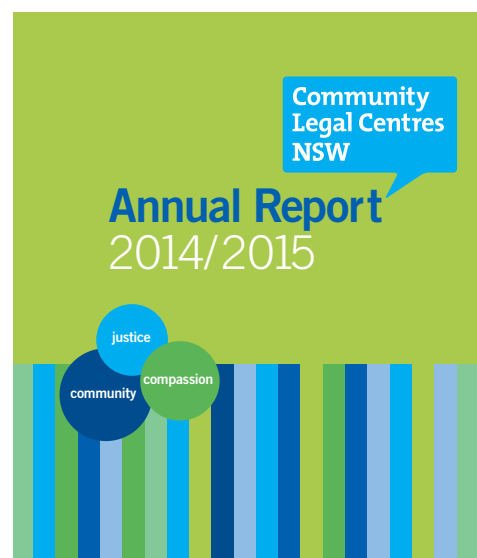
ARMEDIA is a creative custom publishing company specialising in design and journalism and has provided professional services to public sector and community-based organisations since 1993.

CLIENTS INCLUDE

- ▶ Australian Children's and Quality Care Authority
- ▶ Aboriginal Health and Medical Research Council
- ▶ Australia Council for the Arts
- ▶ Board of Studies Teaching and Educational Standards
- ▶ Community Child Care Co-operative (NSW)
- ▶ Community Legal Centres NSW
- ▶ Department of Environment and Climate Change
- ▶ Department of Veteran's Affairs
- ▶ Ethnic Community Services Co-operative
- ▶ Independent Education Union
- ▶ Legal Aid NSW
- ▶ National Relay Service
- ▶ NSW Family Day Care Association
- ▶ NSW Teachers Federation
- ▶ Screen Australia
- ▶ Sutherland Shire Family Services
- ▶ Womens Legal Services NSW

SERVICES INCLUDE

- ▶ Graphic design and artwork, illustration, photography
- ▶ Research, copywriting, editing, proofreading, indexing
- ▶ Website design, development and content maintenance
- ▶ Video production and management
- ▶ Media marketing, advice and consulting
- ▶ Brand development and management
- ▶ Social media management
- ▶ Printing
- ▶ Pre-press co-ordination
- ▶ Mailouts and data management



SERVICE DESCRIPTION

ARMEDIA can do...

1. **Creative and design development** – interpreting and implementing briefs provided by clients;
2. **Preparation, quality control and delivery of artwork** – design, layout and prepress production, CMYK setup and final artwork checking, for a wide range of publication materials, including annual reports, brochures, press briefings, newsletters, magazines, books, training manuals, posters, display items, conference materials, cards, stationery, flyers, calendars. We also provide printing services;
3. **Video production and management** – scriptwriting, storyboarding, interviewing, location management, post-production;
4. **Preparation, development and design of websites** – design and maintenance of content management systems (Wordpress), production of website graphics, preparation of web-ready PDF documents;
5. **Preparation quality control and delivery of various documents to specification** – creation of forms and interactive PDF documents;
6. **Editing** – copywriting, research, proof reading, spell checking, fact checking, according to Commonwealth guidelines (the AGPS *Style Manual*);
7. **Illustrations** – production of line art work for illustrative and editorial purposes, graphs, charts and topographical maps;
8. **Image or stock photo search and retrieval;**
9. **Image scanning** – flatbed and slide scanning to offset print quality, OCR text scanning where material exists only in hardcopy format;
10. **Photography** – art direction and management of photographic shoots for a range of public interest campaigns;
11. **Typesetting** – according to professional and traditional typesetting guidelines;
12. **Design of press advertising** – production of black/white and colour advertisements, based on campaign material or organisational identity.



CORE CAPABILITIES

We are very responsive to client requests and work orders, and can offer quick turnaround on design and production, without compromising quality.

CONCEPT DEVELOPMENT, DESIGN AND ART DIRECTION

ARMEDIA is a 'one-stop shop' for all things relating to design and production. We are very versatile and can design and produce anything that can be printed – flyers, posters, brochures, reports, books (and their covers), banners, tables, graphs, forms design.

ARTWORK AND TYPESETTING

We are a team of professional designers and typesetters, and adhere to the AGPS *Style Guide*, and ensure that typography adheres to professional standards. We can apply text to existing templates and edit text either on screen, or on hard copy.

EDITING AND PROOFING

Through our history of working with public sector and not-for-profit organisations, we have the experience of dealing with many iterations of a publications, including feedback from many and multiple sources. We accept author's corrections by email, fax, or amended PDF, and we maintain corrected hard copies for a period of one month after printing.

VIDEO PRODUCTION

We have produced many short video projects in the public interest, and can provide scripts, storyboards, key concepts and final post-production (including video, sound and music) within tight deadlines.

WEB DESIGN

We have designed websites for a range of public sector organisations, and work with a number of content management systems (especially Wordpress).

We are well versed in preparing web graphics and web files in CSS, HTML, XHTML and Javascript, and can provide consultancy on Web 2.0 trends and social networking.



We make **CALLS TO YOU** through the **National Relay Service**

I am one of your customers who is deaf or has a hearing or speech impairment. It's easy to ... **take my call**

A promotional graphic for the National Relay Service. It features a grid of 12 diverse people's faces. The text 'We make CALLS TO YOU through the National Relay Service' is at the top. Below the grid, a quote reads: 'I am one of your customers who is deaf or has a hearing or speech impairment. It's easy to ... take my call'.


PROJECT MANAGEMENT

PROJECT/ACCOUNT MANAGEMENT PROCESSES

ARMEDIA has a sophisticated computerised job tracking system, co-ordinating the management of all our productions, including human and technical resources, editorial stages, advertising, external suppliers such as printers, pricing variables, delivery dates and deadlines for all stages of a production.

This system, combined with our high-quality designers and journalists and state-of-the-art production facilities, allows ARMEDIA to provide fast response times for job estimates, production work and printing.

We can provide realistic quotes and time estimates for our production work within one hour (depending on the complexity of the project, and the resources required) and can schedule our work to fit into even the most difficult deadlines.



Indigenous Placement Program

Legal Aid NSW invites you to participate in the Indigenous Placement Program (IPP).

The IPP is a training program that will expose you to the work that Legal Aid NSW does through its three practice areas: **Civil, Family and Crime**.

The IPP is a non-paid voluntary mentorship program that will give you the opportunity to get involved in casework, attend court, draft documents and sharpen your research skills.

The IPP will expose you to the Court system here in Newcastle and will allow you to build valuable relationships in the Justice sector.

For further details, please contact The Wollotuka Institute:
 Nozelle Hesse
 E: Nozelle.hesse@newcastle.law.nsw.gov.au
 P: (02) 4920 6859

Applications should be received by 1 November 2015

Legal Aid NSW WOLLOTUKA INSTITUTE



NEW SIMPLE GUIDE

Being an Approved Provider

of a NSW Long Day Care Centre or Preschool




COMMUNITY CHILD CARE CO-OPERATIVE

NEW SIMPLE GUIDE

FOR FAMILIES Quality of education and care

in NSW long day care services & preschools



COMMUNITY CHILD CARE CO-OPERATIVE

NEW SIMPLE GUIDE

The regulations for education & care services



COMMUNITY CHILD CARE CO-OPERATIVE

RELEVANT EXPERIENCE



PROFESSIONAL RECOGNITION OF OUR WORK

ARMEDIA has provided publishing and printing services since 1993 and our staff have over 20 years of experience in a wide range of media and design production projects.

ARMEDIA has won multiple awards and high commendations in the categories of: Best Business-to-Business Magazine Design; Best Custom Magazine of the Year; Best Business-to-Business Cover; Innovation in Aboriginal Health.

OUR TEAM

MANAGING DIRECTOR AND PUBLISHER

Eddy Jokovich is the Managing Director and Publisher of ARMEDIA, and is an experienced publications manager, editor, report writer and publisher, with over 20 years of experience working in media-based production work, including print management and production, art direction and management for film, video, print and web. He has produced many books, magazines, handbooks and has worked as a war correspondent, journalist, and lecturer in media studies and production. Studies include: Bachelor of Education, Bachelor of Arts, Graduate Diploma in Professional Art Studies, Master of Science and Society.

SENIOR CREATIVE DIRECTOR

Deborah Kelly is the Senior Creative Director at ARMEDIA. Deborah has over 20 years of experience in design and editing, specialising in providing high-quality print media to government and community organisations, with an emphasis on magazines, posters, reports, newspapers and brochures. She was creative director at Social Change Media in its Melbourne and Sydney offices for eight years. Studies include: Bachelor of Law.

SENIOR GRAPHIC DESIGNER

Madeleine Preston is the Senior Graphic Designer at ARMEDIA. Madeleine has over 15 years experience working in a wide range of design studios and has specialist expertise in publications design. Madeleine is also a practicing artist, and recently produced *Darlinghurst Eats Its Young*, a photographic exhibition of Darlinghurst in the 1980s. Madeleine is also a sessional academic at University of NSW in Digital Design and Digital Media.

JOURNALIST

Camille Howard is a specialist journalist at ARMEDIA and writer for *Rattler* magazine. She has worked on a wide range of business-to-business publications, and also has an Associate Diploma in Social Services/Child Studies and several years experience working in a variety of childcare settings. Studies include: Bachelor of Journalism.

WEB DESIGN AND DEVELOPMENT

Pandora Nguyen is responsible for web design and development at ARMEDIA, and has over eight years of experience in the field, including developing and designing websites for SBS, ABC Television, Amnesty International, Museum of Contemporary Art and Fairfax Digital. Studies include: Bachelor of Arts (Visual Arts).

REGULAR FREELANCE STAFF

Zeke Collins is a freelance video producer, and has high level skills in camera, editing, production management and audio editing. Studies include: Bachelor of Communications.

Ingrid Maack is Ingrid has over ten years experience in editing and print media communications. She has worked as a freelance writer, and was founding editor of *Childcare Australia*, published by Retail Media. Studies include: Bachelor of Journalism.



SUMMARY

ARMEDIA offers a highly professional service, at very reasonable and competitive costs. We are design and media communications experts, and have a wealth of history in producing and managing a wide range of materials for public sector and not-for-profit organisations.



TESTIMONIALS

ARMEDIA has many satisfied clients that appreciate the high quality of work that we produce on their behalf and the consideration and care that we take in producing the work on-time, and within budget:

'Thank you so much for all your incredible work on the AFC Annual Report! Your break-neck speed and fine attention to detail made a very difficult schedule achievable for us, and we all appreciate it so much. So thank you once again for your amazing work. With kind wishes from the Screen Australia Communications Branch and Executive Office.'

**Cathy Gray, Publications Manager,
Screen Australia**

'Thank you for all your great work on the MeetMarket Dossier. It looks excellent!'

**Gabrielle Bonney, Manager, Publishing and
Information Services, Screen Australia**

'We've just had some brochures designed and printed for the UN Reference Group and employed the services of ARMEDIA – a graphic design company that specialises in work for the public and community sector. The team at ARMEDIA were impressively efficient and professional – they really knew what they were doing, managed to rush a job through for us and we ended up with an excellent finished product. I'd recommend them if anyone needs any design work done.'

**Dr Bradley Mathers, Senior Research Officer,
National Drug and Alcohol Research Centre,
University of New South Wales**

'Thanks ARMEDIA, you have done well! You are easy to work with! Very please with the poster and flyers!'

**Charline Emzin-Boyd, NSW Teachers Federation,
Aboriginal Education Coordinator**

'I received a copy of the new Training Calendar and wanted to congratulate ARMEDIA on a bright and readable presentation.'

**Christine Robertson, Senior Project officer, IPSP
Team, Office of Early Childhood Education and Child
Care, DEEWR**

'I have had a chance to take a 'post holiday' look at the Training Calendar and just wanted to say how fabulous it looks and reads. We have had great feedback about the new look and structure and plenty of bookings are coming in. Thank you!'

Leanne Gibbs, Manager, Children's Services Central

'Community Services feedback on our *Growing Places* newsletter was favorable. Comments received applauded the excellent quality of the publication and content and the level of desire to read it is high. It is seen as great information for services, and a valuable resource, especially around clarification of the one-off funding to Preschools.'

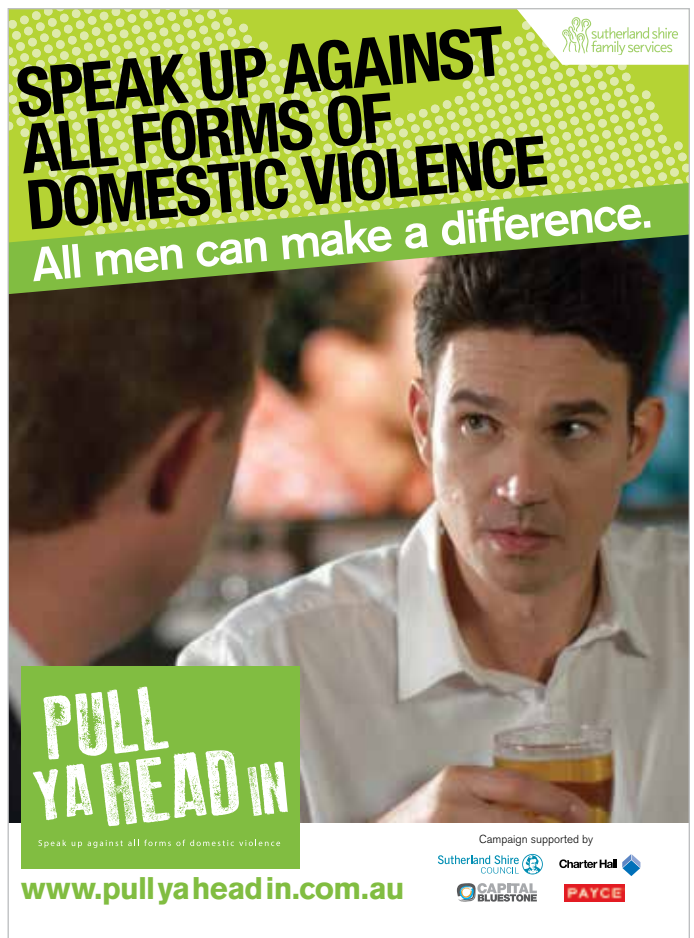
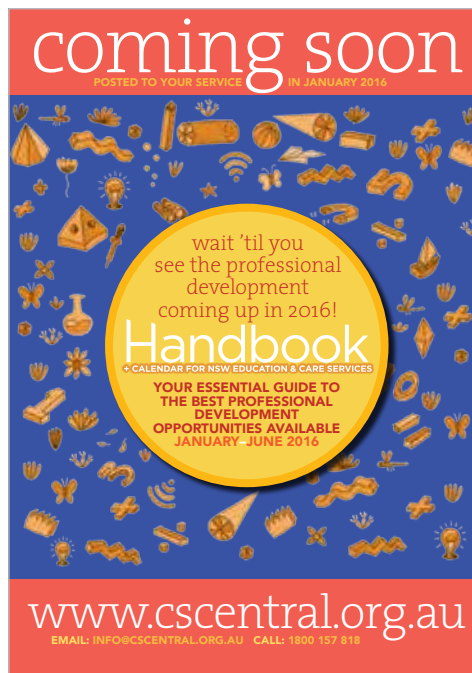
**Carol Nagel, Preschools Growth Project Manager,
Community Child Care Co-operative**

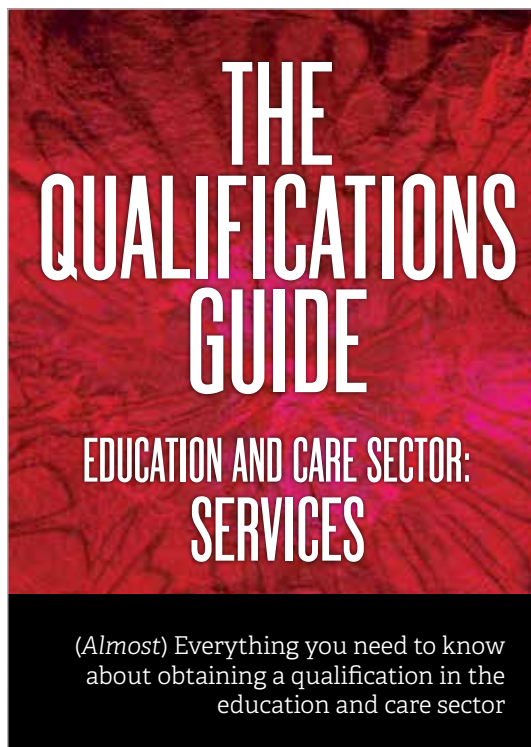
OUR PRINT, WEB AND VIDEO
PRODUCTIONS LINK OUR
CLIENTS WITH THE COMMUNITY,
THROUGH CLEAR AND CREATIVE
COMMUNICATION



Domestic violence
advice and help at court
call **1300 123 123**

RECENT PUBLICATIONS





THE Lowdown

WHO WHAT WHY

**Roooooar:
Theo & the Lion!**

Most preschoolers know Pamela Allen's classic *A Lion in the Night*. Now go see the theatrical adaptation of this much-loved picture book at the Sydney Opera House. Patch Theatre's whimsical production *Theo and the Lion*, tells the tale of Theo, his toy lion Angelie and an imaginary bird. If your service is in Sydney or surrounds, why not arrange an excursion with children and families on 14 September. See: www.sydneysinghouse.com

TRUE COMMUNITY HUB WINS AWARD

Congratulations to Chigwell Child and Family Centre in Hobart on their CEFP 2013 Australasian Award.

Check out the Mission Australia service's stunning layout! Designed as a community hub to be used by both parents and children, it includes facilities for health support and outreach services. The spectacular facility is designed by Sarah Ryland Architects in association with Morrison Brytenbach Architects.

**what's on
CONFERENCES
AND EVENTS**

**COMMUNITY,
WORK AND FAMILY
CONFERENCE**
17-19 July, 2013
The University of Sydney
www.aomevents.com/CWFC2013/

**EARLY EDUCATION
AND CARE ELECTION
ISSUES FORUM**
5:30-7:30pm Tuesday, 30 July
Sydney Masonic Centre
www.kcccnsw.org.au

**NATIONAL QUALITY
FRAMEWORK
CONFERENCE 2013**
12-13 September
Sydney Convention and
Exhibition Centre
conference.aecqa.gov.au

**2013 WA EARLY
CHILDHOOD
EDUCATION & CARE
CONFERENCE**
26-27 October
www.waecet.com

**INFANT AND
EARLY CHILDHOOD
WELLBEING
CONFERENCE 2013**
30 October-02 November
National Convention Centre, ACT
www.icecsew2013.net.au

SAVE THE DATE
Community Child Care NSW
35th birthday Conference
and celebration...
Friday 1 November
Details coming soon!

Chatter matters

Half of Australian preschool children with speech and language problems receive no help, a study by the Murdoch Children's Research Institute has found.

The study looked at over 900 four and five year-olds, finding that over half (55.1%) of children with communication needs did not receive help, while seven per cent of children who don't need help received help from a professional.

Lead researcher Dr Jemma Skeat said that while parental concern was the strongest predictor for seeking help, parents tend to under-recognise communication problems in young children.

'Children who do not receive help in the early years may have ongoing problems with communication that can impact on school success, behaviour and even mental health,' she said.

A BETTER LIFE FOR AUSTRALIAN CHILDREN?

Did you see the OECD Better Life Index where Australia topped the world? Australia was a top performer across a range of economic, social, environmental indicators in this international scale of wellbeing. But the 'lucky country' didn't fare so well when it comes to early childhood education.

The report's concluding comments were: 'Despite above average public expenditure on families, Australia spends less on childcare services than most OECD countries: 0.4% of GDP compared with the OECD average of 0.6%. This has contributed to low childcare enrolment rates for young children, with only 40% of children aged less than six years enrolled in formal childcare. Australia should consider extending its childcare support programmes to provide more help to working parents.'

For more information, visit: www.oecd.betterlifeindex.org/countries/australia



COMPETITION WIN!

HIT THE HIGH NOTES!

Thanks to Educational Experience, one lucky Rattler reader could WIN a World Music Basket containing 23 instruments, valued at \$270!

Designed to stimulate the senses, this set of 23 instruments are all handmade from natural materials. Educators and children can explore sounds, make music and enhance learning experiences. What child could resist the rain stick, thunder drum and duck caller?

To WIN, simply send us an email and tell us in 100 words or less about what's interesting about your music program. Send your entries by 2 August to saraanderson@cccns.org.au. And congratulations to St. Saviour's Vacation Care in Goulburn, winners of the portable potting bench from Rattler's Autumn edition.

Indigenous graduates celebrate

This year the Institute of Early Childhood (IEC) and Warawara at Macquarie University, Sydney, celebrates 10 years of its Bachelor of Teaching (Early Childhood Services) — a unique residential program for Aboriginal and Torres Strait Islander Australians.

'It's been 10 years [of] wonderful richness with approximately 65 students coming through the degree,' said Associate Professor Alma Fleet.

The IEC's Professional Pathways Project has shown that approximately 70 per cent of the program's graduates have stayed in the early childhood sector, becoming powerful advocates for Indigenous children and their families, as well as great leaders in their communities. Pictured below is the graduating class of 2013.



ARMEDIA

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