

HELPING YOU DELIVER

Uncapped Creative

Capability Statement



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Regional NSW is a special place for me. I've lived in both isolated western NSW towns and vibrant regional centres.

They both have their challenges, but are connected with people who chose to live there and lead positive change.

Whether they are contributing in their community, environment or industry, people living in regional NSW have a unique opportunity to make a difference.

That's why I started Uncapped Creative.

To support those who have made a choice to improve rural and regional Australia.

Warm regards

A handwritten signature in blue ink, appearing to read 'Rod Campbell'.

Rod Campbell

Director | Uncapped Creative

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Who

Rod Campbell is a communications and marketing professional with 20 years' experience working in regional NSW.

He has a strong belief in clear, open and responsive communication.

Rod works with a range of organisations and people to build their capacity to tell their story and talk to their communities.

His experience spans regional communication campaigns on behalf of the Australian Government to small scale community engagement on sensitive western NSW issues.

Rod is committed to supporting the growth of regional and rural NSW and has a unique skill set to support your communications and marketing projects.

Since launching Uncapped Creative his clients have included Local Land Services, the Soil Conservation Service, Forestry Corporation of NSW, Greyhound Welfare Integrity Commission, Australian Organic Meats, Specialized Electrical and Centric Pilates.

Rod has completed a Bachelor of Business (Marketing) from Charles Sturt University - Bathurst.



"I would certainly recommend Rod Campbell to anyone in need of marketing assistance, he provides a professional, prompt and reliable service. He listens to our needs and provides cost effective solutions that ensure a good return on investment."

- Len Darlington, Director, Specialized Electrical.

"Rod takes the time to understand what makes the company tick which is captured in the final product of our website."

- Sam O'Leary, Meat Executive, AOM Group.

"Rod has been a great asset to our business, especially in the early days when we set up our logo and website design. Our logo designed was developed and finalised at our first consultation. He has always listened to our ideas and vision. The work Rod has done for Centric Pilates has helped our business grow."

- Rose Prout, Founder, Centric Pilates.

Current and recent projects

Greyhound Welfare and Integrity Commission | Communications support

Working through an hourly support pack, I have provided communications services to the Greyhound Welfare and Integrity Commission's communications unit.

Works includes graphic design, copywriting and editorial services.

Every Bit Counts Project, Local Land Services | Communications support

Working through an hourly support pack, I have provided web and communications services to the Every Bit Counts small landholdings project.

Works includes web management, copywriting and graphic design.

Central West Local Land Services | Communications support

Working through a support agreement, I have provided communications services to Central West Local Land Services during an extended communications staff recruitment period.

Work covered included website management, graphic design, social media management, event support, media management.

Forestry Corporation of NSW | Communications support

Working through a support agreement, I have provided communications services for Forestry Corporation.

Work includes media management, internal communications, reporting, website management and coordinating website redevelopment.

Soil Conservation Service | Communications support

Working through a support agreement, I have provided communications services to the Soil Conservation Service during an extended communications staff recruitment period.

This covered video production, website management, graphic design, social media management, establishing a photo library and communications strategy.

Local Land Services | Website redevelopment

Since the launch of the 2013 Local Land Services website, the organisation has evolved and refined the service delivery, structure, culture and brand 'promise' to landholders.

The language, structure and information on the website needed to be updated in light of this new direction.

I managed this web project to improve the organisation's web presence and customer experience. This involved:

- Managing an internal working group and internal communications
- Managing design development process with external designer
- Managing copywriter and developer request for tender process

This site launched in January 2020.

See the site here.



Soil Conservation Service | Website redevelopment

The Soil Conservation Service has an 80-year history in serving NSW landholders and rehabilitating degraded landscapes.

The organisation has grown in recent years to include environmental consulting to a wider range of client base. The website was outdated and needed to reflect this modern, diverse approach.

I managed this process to:

- Update branding and imagery as an interim upgrade
- Restructure website and content development
- Engaging designer and developer for a web presence overhaul.

See the site here.



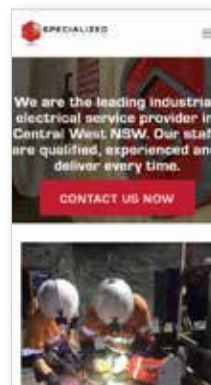
Specialized Electrical | Website redevelopment

Specialized Electrical is a Dubbo-based business servicing the mining and commercial industries of central west and western NSW.

I was engaged to review and updated their website to better reflect the Specialized Electrical brand, culture and services. As part of this I worked closely with owner Len Darlington and key staff to:

- Develop a new website in the squarespace platform
- Transition to a new hosting environment
- Transition emails and file management to the Google environment

See the site here.



Centric Pilates | Website development and digital establishment

Centric Pilates is a Dubbo-based health and wellbeing start-up established in early 2018.

I worked with founders during the startup phase to develop their brand vision, build their brand assets and establish their digital presence (web, email, Google My Business).

The result is professional branding and functional digital channels to support their business.

See the site here.



Australian Organic Meats Group | Website development and digital migration

Australian Organic Meats Group is a livestock producer and wholesaler with a commitment to supplying customers with ethically produced meat and improving our environment.

I was engaged by the AOM Group to transition from their current web and email hosting provider and reestablish their web, email and digital presence.

This saw me work closely with the AOM Group to:

- Develop their vision for their brand and website
- Liaise with their current digital host to claim their domain name, emails and website
- Transition to a new hosting environment
- Establish Google My Business presence.

The result was a successful transition, with minimal downtime and a digital presence that now supports their business needs.

See the site here.



Services

Uncapped Creative delivers a suite of services to support your positive impact in the community.

Editing and copywriting

Too many times we've all seen programs and services promoted with weasel words and confusing copy.

It's embarrassing and happens easily unless you take the time and effort to get it right.

We'll work with you to draft, edit and review your text so that people can understand it and know what your work is about.

It's time for you to be understood, look professional and get taken seriously.

- Editing and review
- Material development
- Plain English and comprehension.

Website management

Digital assets can quickly become poor cousin to the day-to-day reality of managing projects and running an organisation.

Let me take the hassle and pressure of web management off your hands.

- Site review - links, spelling, old content
- Content development
- Site redesign
- Accessibility review
- Photos and video integration
- Google My Business establishment and management
- Google analytics and social media targeting.

Social media management

Social media can be either a practical tool to achieve your business goals or a poor use of time.

- Set a social media strategy
- Optimise your channels
- Manage your publishing schedule
- Set up and implement advertising campaigns
- Audience creation and retargeting.

Filming and video production

Video is one of the most powerful tools to tell your story and talk to the people. I can support your organisation with the art, science and magic of video.

Let's work together to share your story.

- Video planning and execution
- Production
- Supply of final material - web, social, snapshot, media
- Animation
- Captioning and metadata - tags, title, description.

Email marketing

Email isn't going anywhere and remains one of the most powerful marketing tools at your disposal to engage your community.

Let's go beyond the newsletter basics and get real value out of your email marketing efforts.

- Build newsletter for distribution
- Establish an autoresponder sequence of evergreen content
- Review and optimise your existing email marketing account
- Build your list, segment and bring in best practice techniques.

Media management

Traditional media is reinventing itself to function in a modern world and still offers value and risks to your project and organisation.

A well executed media plan will help raise awareness of your work and support your goals.

- Develop a media strategy
- Execute a media event, release and collateral
- Manage interviews and issues
- Value add through digital integration.

Graphic design

Too many times projects are limited because of clutter, confusion and chaos. I can deliver clear and clean design to support your work.

- Concept development
- Proofreading and editorial support
- Draft and approval of document
- Export for purpose - print, web, mobile
- Logo development and brand establishment



How

Project-based agreement

We can work together on a distinct project.

In this approach, we work together to understand your needs, make recommendations to address these and propose a project-based solution.

This will be a clear deliverable to set milestones at a fixed project price.

Support agreement

We can work together for a set period, covering defined communications services.

This might be managing one or more communications channels to complement your existing communications capacity.

Alternatively I can provide holistic organisational-wide communications support during times of capacity shortage (ie staff leave, recruitment periods).

Our agreement will outline responsibilities, capped hours per week and hourly rates.

Support pack

Another way to work together is to purchase a support pack, which is a set number of support hours purchased up-front.

These have a 12 month expiry date and give us flexibility to work together in a more task-based approach.

Packs are available in 20, 30 and 50 hour blocks.



Professional career

Before establishing Uncapped Creative, I worked for 20 years across Australian and NSW Government in a variety of communications and marketing roles.

These have included:

- Forestry Corporation, Communications Officer
- Local Land Services - State Operation, Communications Officer
- Local Land Services - Central West region, Communications Officer
- Central West Catchment Management Authority, Communications Officer
- Invasive Native Scrub Research Project, Community Engagement Officer
- Australian Bureau of Statistics - Census Regional Communications Coordinator

Over this time I have developed a practical skill-set to deliver holistic communications support.

A copy of my resume is available here:

- Resume - Rod Campbell, Director of Uncapped Creative





In the community

I strongly believe in active community participation and put my values in action through volunteering. Below are examples of where I have used and developed my professional skills to contribute to the Dubbo Community and regional NSW.

Dubbo Stampede Running Festival

The Dubbo Stampede is one of regional NSW's premiere whole of community sporting events. The event attracts up to 3000 participants each year and has donated close to \$100,000 to improve our community.

Since 2014 I have been an active volunteer member of the Dubbo Stampede committee. My roles includes President (2017, 2018), Vice President (2015, 2016) and Marketing Committee Lead (2015, 2016, 2019).

Dubbo Show Society

I have managed the Homebrewing Competition of the Annual Dubbo Show since 2012.

Since taking on this volunteer role I have been heartened at the positive impacts of community building activities and social inclusion.

St Mary's Parents and Friends Association

I have been an active member of the St Mary's Parents and Friends association, including President and Vice President.



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