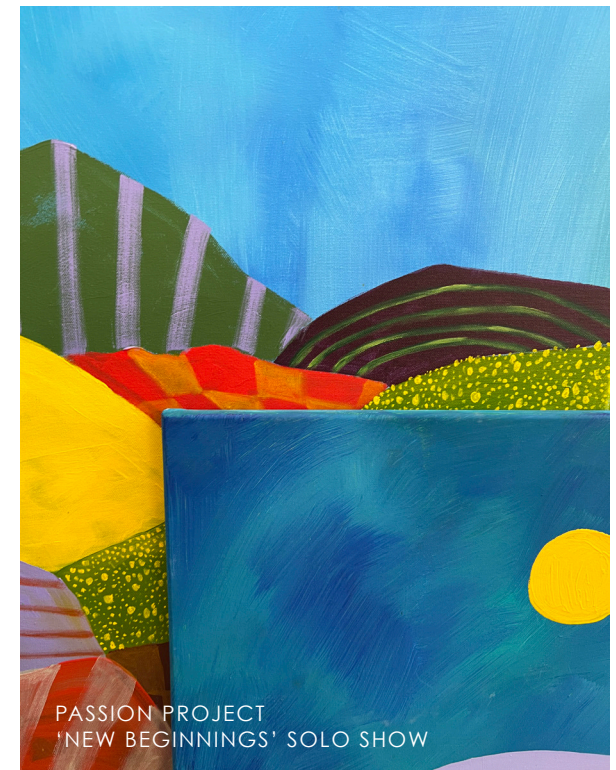


Portfolio Samples

Kelsie White

For the Application for the roll of
APS5 Graphic Designer (Junior),
Office of National Intelligence

February, 2024





LOGO REFINEMENT AND RELAUNCH WORKING WITH CEO

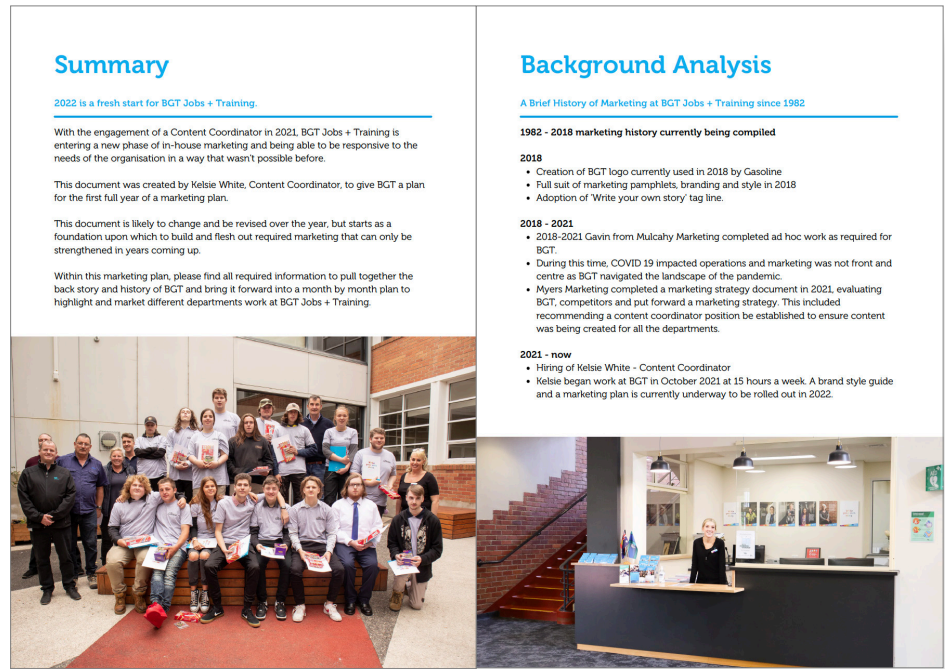
1. Branding Campaign

BGT Jobs + Training Ballarat Re-brand as Content Coordinator

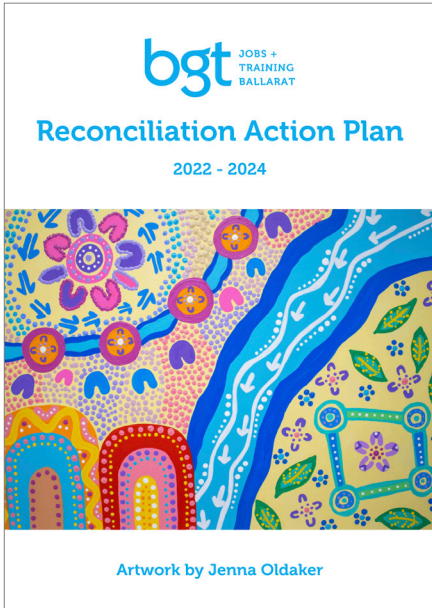
- | | | | |
|--------------|--|---------|--|
| Website | - Staff photographs taken and updated.
Adding and removing of job advertisements.
Liaising with Web Developers for structural changes. | Digital | - Creation of templates for staff to use.
Photographed events and trainees at BGT
Worked with professional photographer |
| Social Media | - Creation of Instagram account.
Creation of Marketing Plan.
Creation and publication of content
Advertising of short courses and traineeships.
Staff and team profiles posted to socials. | Print | - Design of Annual Report 21, 22 and 23
BGT featured in media across Ballarat.
Creation of Reconciliation Action Plan with local Waddawurrung artist and traditional owner.
Following strict guidelines for advertising for Training. |



MARKETING PLAN - DESIGNED AND CREATED



INTERNAL PAGES - MARKETING PLAN



RECONCILIATION ACTION PLAN



PHOTOGRAPHY DIRECTION



PHOTOGRAPHY OF TRAINEES AT BGT GROUNDS

Apprenticeship & Traineeship Information Session at Barkly Square





ANNUAL REPORT 2022/2023

BGT Jobs + Training at a glance

BGT is a not-for-profit Group Training Organisation established in 1986 to provide education, training and employment services to the Ballarat community.

Staff

24 Female
9 Male

Year	FTE
2022	31.25
2023	29

Staff Numbers : Jun 2022 vs Jun 2023

Financials

\$47m
Assesses

\$9.5m
Revenue

Departments

Employment Services
Employment of apprentices and trainees, placed with host employers.

Industry Skills Centre
Fully equipped trade centre for training engineers in a simulated work environment.

Community Services
Programs offering young people education or employment opportunities to help turn their lives around.

SaverPlus
National matched savings and financial education program. Run until 31 Dec 2022, when it transitioned to Savings Matter.

Training
Flexible and focused training programs providing skills and qualifications to gain, and maintain, quality jobs.

Corporate Services
Financial, administration and business support services.

Barkly Square
BGT Jobs + Training is lead tenant to 25 sub-leases, together we comprise the Barkly Square community.

Board of Management

Benjamin Davison (Chair)
Kelli Moran (Deputy Chair)
Jodie Perry (Treasurer)
Susan Honeyman (Secretary)

Heather Taylor
Dr Michael Akindeju
Corina Kozaris (resigned 24/10/2022)

Resignations:
Neil O'Brien 24/10/2022

BGT Jobs + Training Ballarat | Annual Report 2023

SPREAD FROM ANNUAL REPORT 2022/2023

Positions currently available

bgt JOBS + TRAINING BALLARAT

BGT Jobs + Training Ballarat
16 November 2022

Want to complete in-demand training and earn an income? We need you!

The BGT Jobs + Training Ballarat Employment Services team is looking for candidates to undertake the following traineeships and apprenticeships in the Ballarat region.

If you or someone you know is looking for work, have a read through the current opportunities available below and call us on (03) 5333 8600 to find out more.

You can also read more about all of the positions available here: <https://www.bgt.org.au>... See more

REAL POST OF POSITION RECRUITMENT ARTWORK AND COPY

Congratulations Amber!

BGT Jobs + Training Ballarat
21 December 2022

BGT Jobs + Training would like to congratulate Amber Bumpstead on completing her Certificate III in Business.

Amber completed her Traineeship at Selkirk Stadium, Ballarat.

"The BGT team are so very proud and happy for Amber. She has been a superstar!" reported Julie, Business Development Manager.

Amber has also secured a full-time position at Selkirk Stadium which is an awesome result! See more

Positive Practices, Positive People
I would just like to say that USA Ballarat runs courses at Selkirk Stadium and Amber has been particularly helpful when things went slightly awry with the technical equipment we use there. Always friendly, bright and smiley...

REAL POST ADVERTISING TRAINEESHIP - ARTWORK AND COPY

RSA Short Course at Barkly Square

bgt JOBS + TRAINING BALLARAT

BGT Jobs + Training Ballarat
6 October 2022

Our next Responsible Service of Alcohol course is just under a week away!

The next RSA course is currently scheduled for Wednesday the 12th of October.

Our RSA course covers:

- legal requirements relating to the sale and service of alcohol
- excessive consumption of alcohol and duty of care
- monitoring of patron intoxication levels and management of difficult customers
- alcohol consumption and Australian standard drink facts.
- As well as valuable insight into the industry from our experienced trainer.

If you'd like to book with us, please call (03) 5333 8600 or email training@bgt.org.au.

For more information, visit our website: <https://www.bgt.org.au/rsa.html>

Please note that BGT require a minimum number of participants in order for short courses to progress. See less

Sharon Elizabeth

TOID: 3683

REAL POST SHORT COURSE ADVERTISEMENT - ARTWORK AND COPY

Certificate III in Business
BSB30120

bgt JOBS + TRAINING BALLARAT
TOID: 3683

BGT Jobs + Training Ballarat
15 June 2022

BGT Jobs + Training is now taking enrolments for Certificate III in Business (Traineeship/Flexible study).

This qualification reflects the varied roles of individuals across different industry sectors who apply a broad range of competencies using some discretion, judgment and relevant theoretical knowledge.

For all the information you need and enrolment details, please visit our website: <https://www.bgt.org.au/certificate-iii-in-business.html>

You can also call our Traini... See more

Julie Butler and 21 others

REAL POST ADVERTISING TRAINEESHIP - ARTWORK AND COPY



2. Infographic

Transport Canberra - Top Ten Routes by Boardings - Quarterly Data Report #8
Conceptual Project



COLOUR PALETTE RECREATION

Heading
Montserrat Black

Subheading
Montserrat Medium

Body
Montserrat Light

FONT HIERACHY EXPLORATION



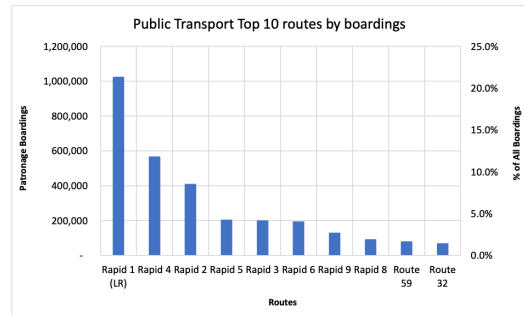
RE-CREATION OF ICONS IN ILLUSTRATOR

2.2 Top ten routes by boardings

This section sets out the ten Transport Canberra bus and light rail routes with the highest number of boardings during the quarter ending 31 March 2023 and the proportion of all boardings on Transport Canberra services on each of these routes.

Table 2 - Top ten routes by boardings (quarter ending 31 March 2023) and the proportion of all boardings on Transport Canberra services on each of these routes

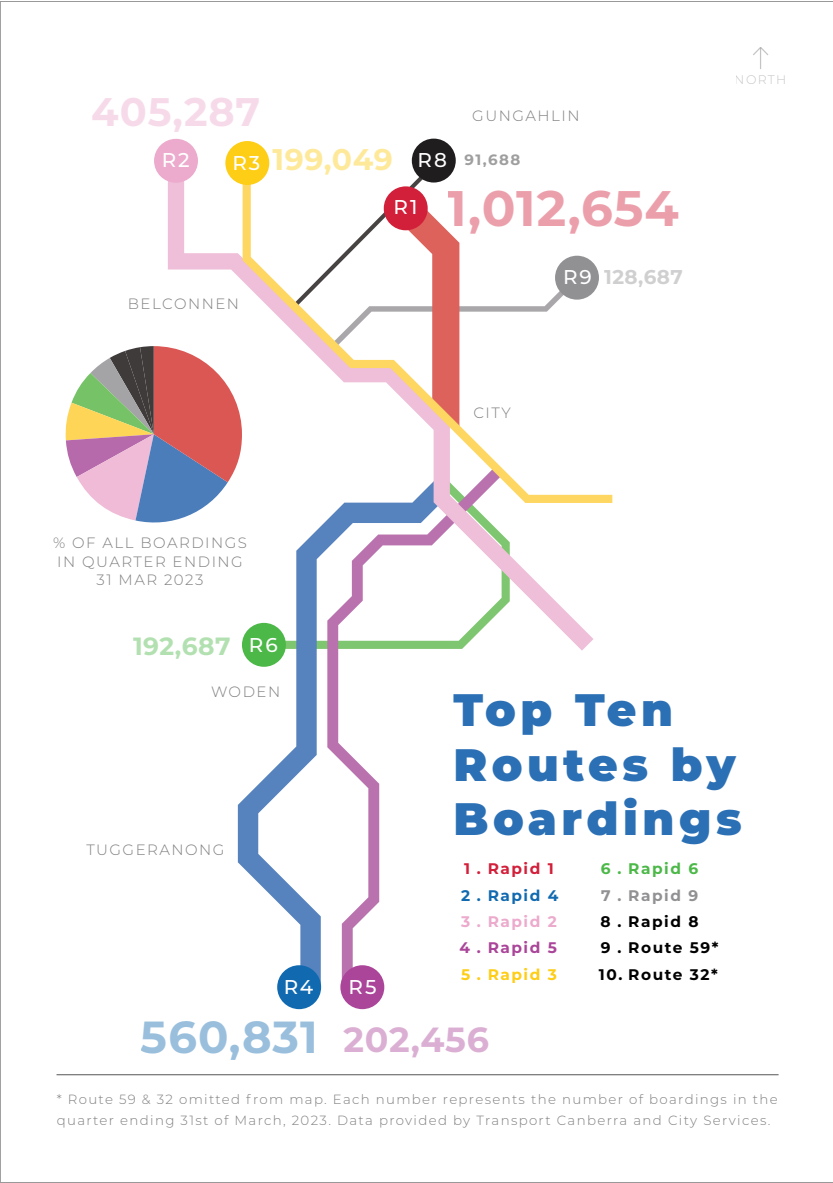
Route number	Boardings in quarter ending 31 Mar 2023	% of all boardings in quarter ending 31 Mar 2023
Rapid 1 (LR)	1,012,654	21.4%
Rapid 4	560,831	11.8%
Rapid 2	405,287	8.6%
Rapid 5	202,456	4.3%
Rapid 3	199,049	4.2%
Rapid 6	192,687	4.1%
Rapid 9	128,956	2.7%
Rapid 8	91,688	1.9%
Route 59	79,605	1.7%
Route 32	69,092	1.5%
TOTAL	2,942,305	62.1%



ORIGINAL REPORT DATA



TRANSPORT CANBERRA MAP





3. Passion Project

'New Beginnings' Solo Show of my Paintings inspired by my first year of motherhood.

Exhibition January 6th - 21st. Ross Creek Gallery, Ballarat.

Catalogue and more information available via my website at www.kelsiewhitedesigns.com/exhibitions.



This show celebrates my first year of motherhood and all the new beginnings I've experienced in the last year. Each landscape is inspired by the beautiful and many drives taken around the Ballarat area since moving here in 2020. The colours and patterns are chosen purely based off emotion and feeling, creating landscapes that allow me to process and express what is happening in the now.

Upon my first trip to the NGV with my baby, I spotted a Rothko that never spoke to me before. This time, I read the text next to it and decided to carry those words with me while creating these works,

'As he told Selden Rodman in an interview published in 1957, 'I'm interested only in expressing basic human emotions – tragedy, ecstasy, doom and so on – the people who weep before my pictures are having the same religious experience I had when I painted them, and if you ... are moved only by their colour relationships, then you miss the point'.'

Each landscape is a portal into another world, a glimpse of emotion, a little window to hang on your wall and transport you to a place or feeling that you might find.





