

We design change.

plural[®]

Melbourne

Studio 316, 87 Gladstone Street
South Melbourne 3205 Australia

Canberra

Level 9, 2 Phillip Law Street
Canberra 2601 Australia

We design change.

Plural is Australia's leading customer engagement agency for purpose-driven organisations. We design change to inspire people's behaviour — *for now and tomorrow.*



Our ambition is to improve the trajectory of social and business objectives that nurture the health and wellbeing of Australian communities.

Why change?

Successful organisations welcome change. They view it as an opportunity not an obstacle. They see the future as a chance not a challenge. They don't just react to change—they inspire it and shape its form. This requires new thinking, new governance, and new strategies—all of them human centric and future ready.



We partner with government and education departments,
NGOs and peak healthcare bodies to drive action and
advocacy that ultimately leads to change.

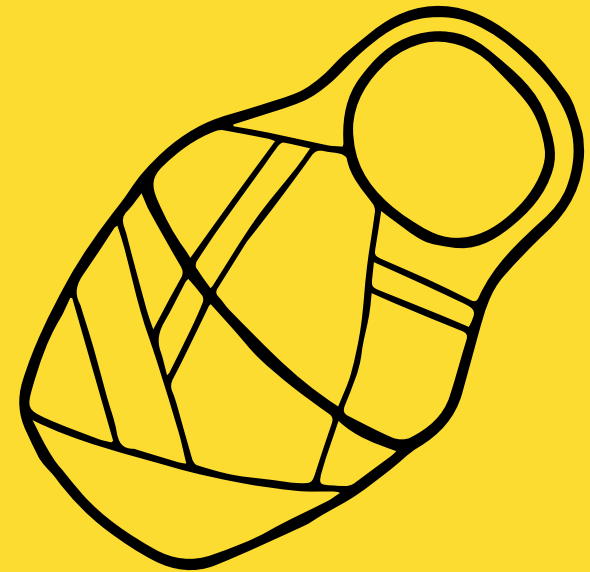
Services

Brand Campaign Digital

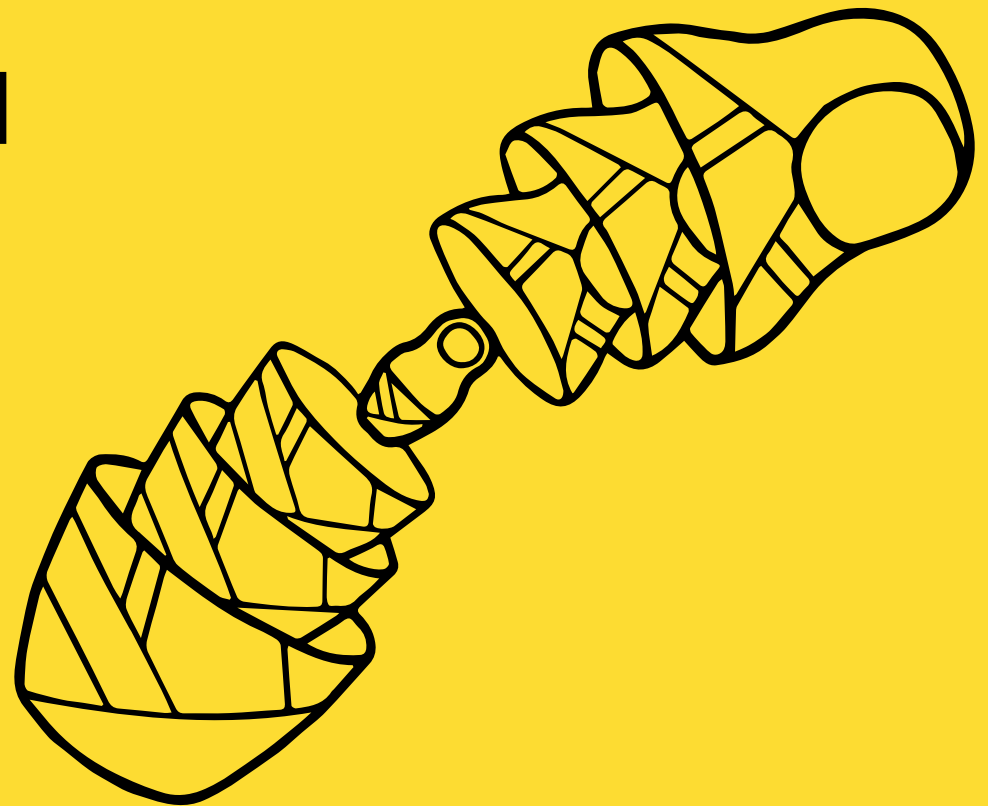
Services

Brand

We use human-inspired design thinking in close collaboration with our clients and their customers to build brand relevance; finding explicit customer needs and modeling brand experiences from the outside in.



Design for the organisation you want to be



Stakeholder engagement

Quantitative surveys and NPS

Customer journey mapping

Brand strategy and guidelines

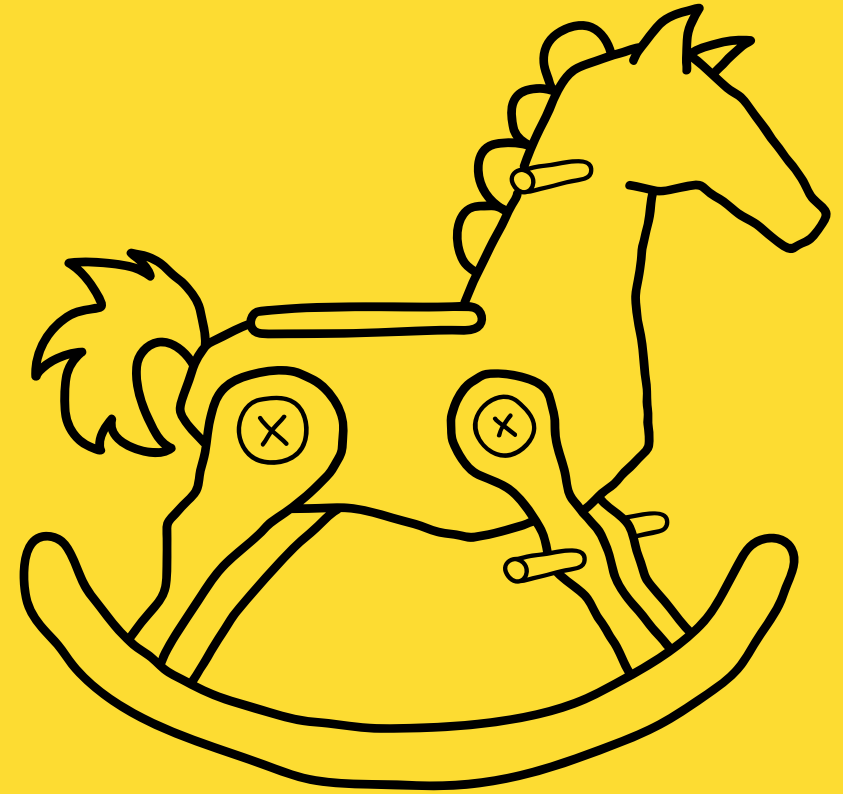
Research and interviews

Experience design and activation

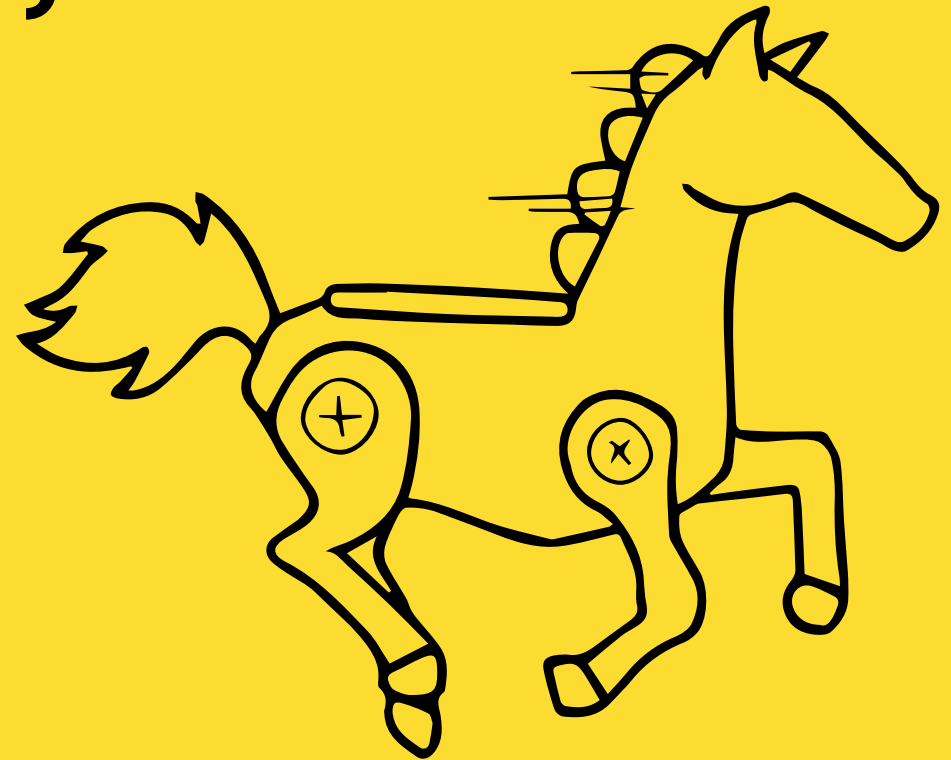
Services

Campaign

We influence behaviour by making decisions easier; through framing choices in a favourable way and delivering engagement and communication campaigns that nudge people's action towards desired behaviours.



Nudge behaviour, spur action, gain momentum



Behaviour change campaigns

Communication design

Digital engagement strategy

Content and media planning

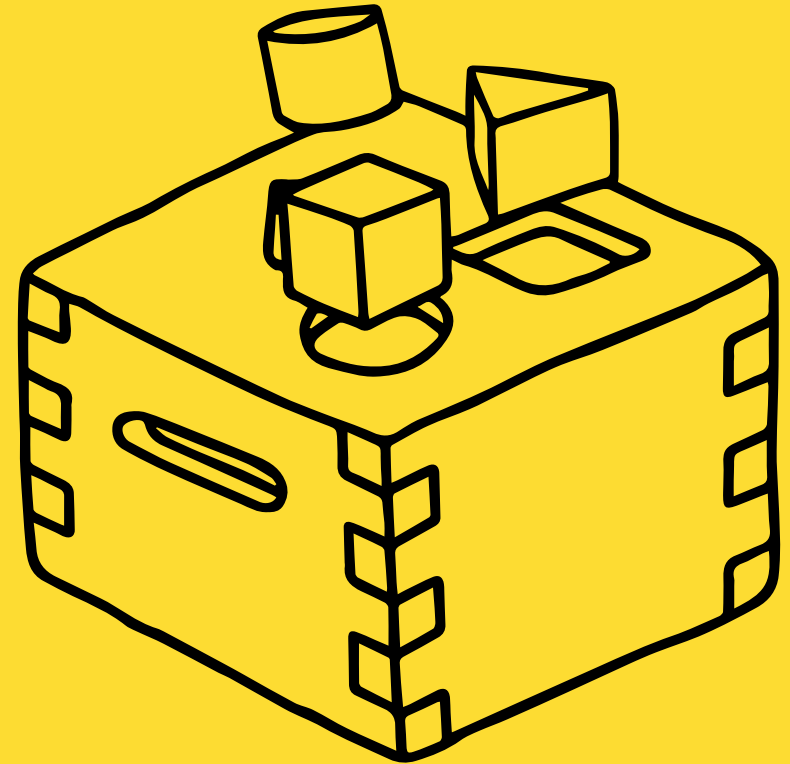
Social marketing and advocacy

Influencer marketing

Services

Digital

Highly engaged customers buy more, promote more, and demonstrate more loyalty. We build smarter, faster, more flexible digital systems enabling new business streams that generate value and operate at the pace of your customer.



Build capacity through the right channels

Digital transformation

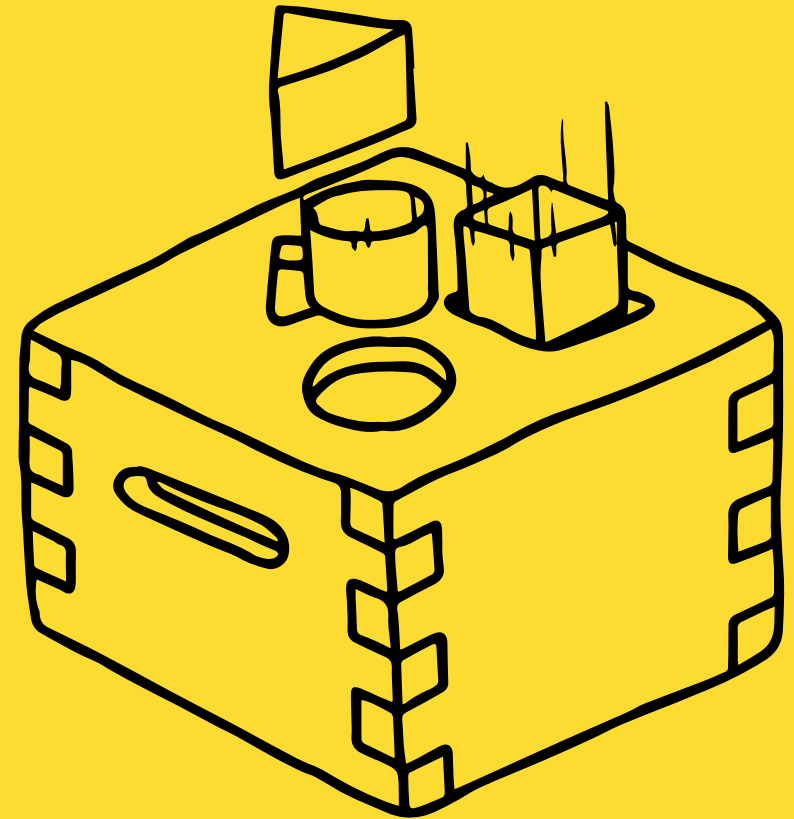
Web and mobile development

System design and integration

Content and site architecture

User experience design

Digital marketing and SEO



Studio



Certified



Corporation[®]

bcorporation.net

We believe that by developing and improving community experiences through design collaboration and technology, we can create positive change within ourselves, our clients, and the communities in which we live. As our name suggests, we stand for community-first.

Community-first means that we leverage the power of groups over leveraging individuals. Community-first means being less concerned about how innovation and technology can reach groups and more concerned about how it can be designed to actually improve their lives.

Experience



Certified



Corporation[®]

bcorporation.net

Plural Agency has a proven track record of crafting compelling content solutions that achieves results and enhances value. We have developed a great processes and working relationship with other numerous Council divisions producing print and digital design over the past six years. We have provided project

work for a variety of departments within City of Melbourne, Melton, Hume, Hobsons Bay, Moonee Valley, Macedon Ranges and Frankston. Most recently we have rebranded the Visitor Information Centre for Melton City Council with a new campaign brand and identity system which you will find as part of our recent case studies.

Practice



Division for Sustainable Development Goals

Plural has adopted the United Nations Sustainable Development Goals as our guiding principles. These 17 goals aim to advance global development in a way that creates better lives for the people of the world without causing damage to the environment, to other people or to civic institutions. Plural aims to assemble a portfolio of projects that ‘moves the needle’ on each of the 17 goals.

sustainabledevelopment.un.org

Co-designing with diverse communities

At Plural, we respect the rights of diverse communities around the world and believe that they have a unique, powerful perspective that should be harnessed in the design of societal systems. We respectfully seek opportunities to collaborate with diverse communities and where this is possible, work to ensure that they have presence and influence at the design table.

Team



Wil Wylie
CEO, Head of Strategy



Russel Pistun
Director of Communication



Tammy Hicks
Account Administrator



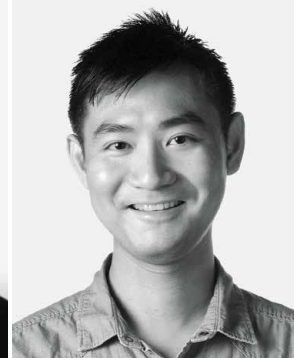
Michael Durey
Senior Designer



Samantha Manglicmot
Designer



Daniela Beardsley
Health Promotion Manager



David Dai
Lead Technical Advisor



Toni Huang
Systems Developer



Shash Amin
UX Lead & Technical Developer



Belle Hadiwidjaja
Designer & Front End Developer

You get the best thinkers, designers and developers. We have no room for office politics, deadweight or disrespect of any kind. We hate poor quality, bureaucracy and slow moving organisations – but we're passionate for well-defined processes and taking on a challenge.

We have an obsession for direct communication; with our clients as well as within the team. We love lean, iterative improvements, and success is measured by the value we create for our clients. What sets us apart is our ability to set you apart.

Guarantees

Plural Agency is committed to quality solutions and dealing fairly with our clients to enable a goal of zero variance contracts. To support this, we offer the following guarantees in how we work:

1. We deliver what we take on

Plural Agency guarantees that during the course of any project, our team will deliver on the agreed scope of work regardless of whether we have exceeded our estimated budget.

2. Uncapped client service

Plural Agency guarantees that we will not limit our time to manage your questions, ideas or issues that may arise during the course of the project. All Plural clients have direct access to their account manager to assist you every step of the way; from strategy to delivery.

3. Measured success

We measure our promise through the way we seek and conduct our project work. Our measure of success is the size of the difference between the level of performance before the project's start time, and the level after the project's end time.

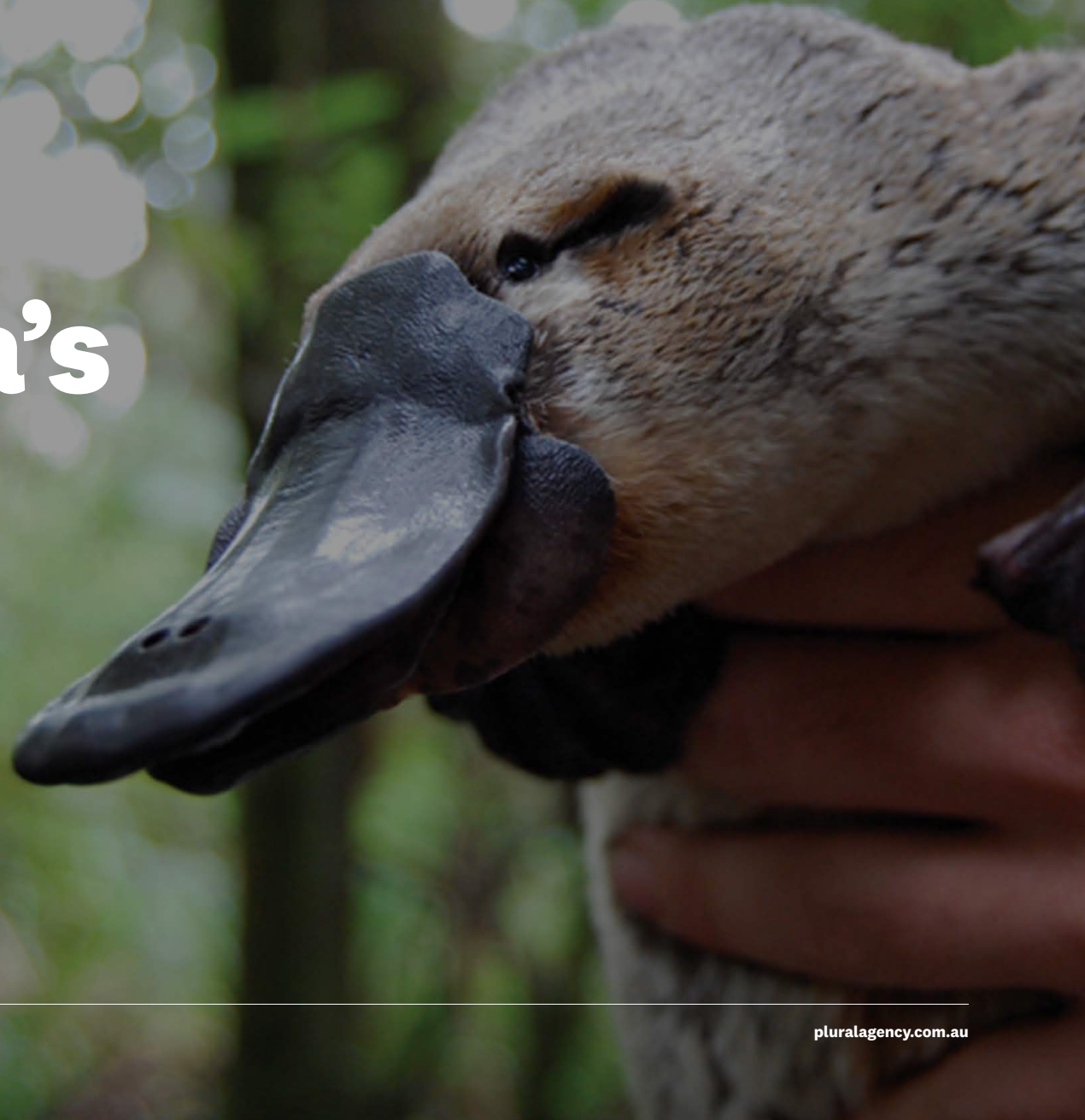
Case Studies

Plural values the power of ideas and what they can become. Our work is guided by creativity and insight, and delivered through excellent client service. Our projects specialise in brand development, interactive campaigns and digital development.

Building awareness for Australia's waterways



Google



PlatypusSPOT Mobile App

In partnership with Cesar, Melbourne Water and Google Australia, Plural developed a community-based web and mobile application that allows users to submit platypus sightings to aiding awareness and further ecological research.

CHALLENGE

Platypus and their habitat are vulnerable to a variety of natural and man-made threats that are increasing with climate change and population growth. Research on platypus numbers and distribution is being stepped up as science tries new ways to document this elusive Australian species.

Through stakeholder interviews, we soon recognised that the only systematic way to help determine if platypus occur in a stream is via netting. This technique not only causes stress on the animal but is highly limited to trained ecologist teams. In order to collate broader data sets, we had to recruit more resources to contribute to platypus sightings. A mobile application was prototyped as a response to involve public data entry.

CHANGE

The result has been platypusSPOT; A citizen science project that offers users an opportunity to contribute to a community-driven database on platypus sightings. Thanks to generous support from Google Australia, platypusSPOT was recently developed into a mobile phone app (iOS and Android) and launched at Taronga Zoo. The app uses your phone's GPS to automatically record the location, making it even easier for the community to log platypus sightings. With a few taps, users can take a photo, add some notes about habitat or behaviour, and submit their sighting to an online database as well as interact with other 'platypusSPOTers'.

Sightings submitted

1,200

Evidence increase

360%

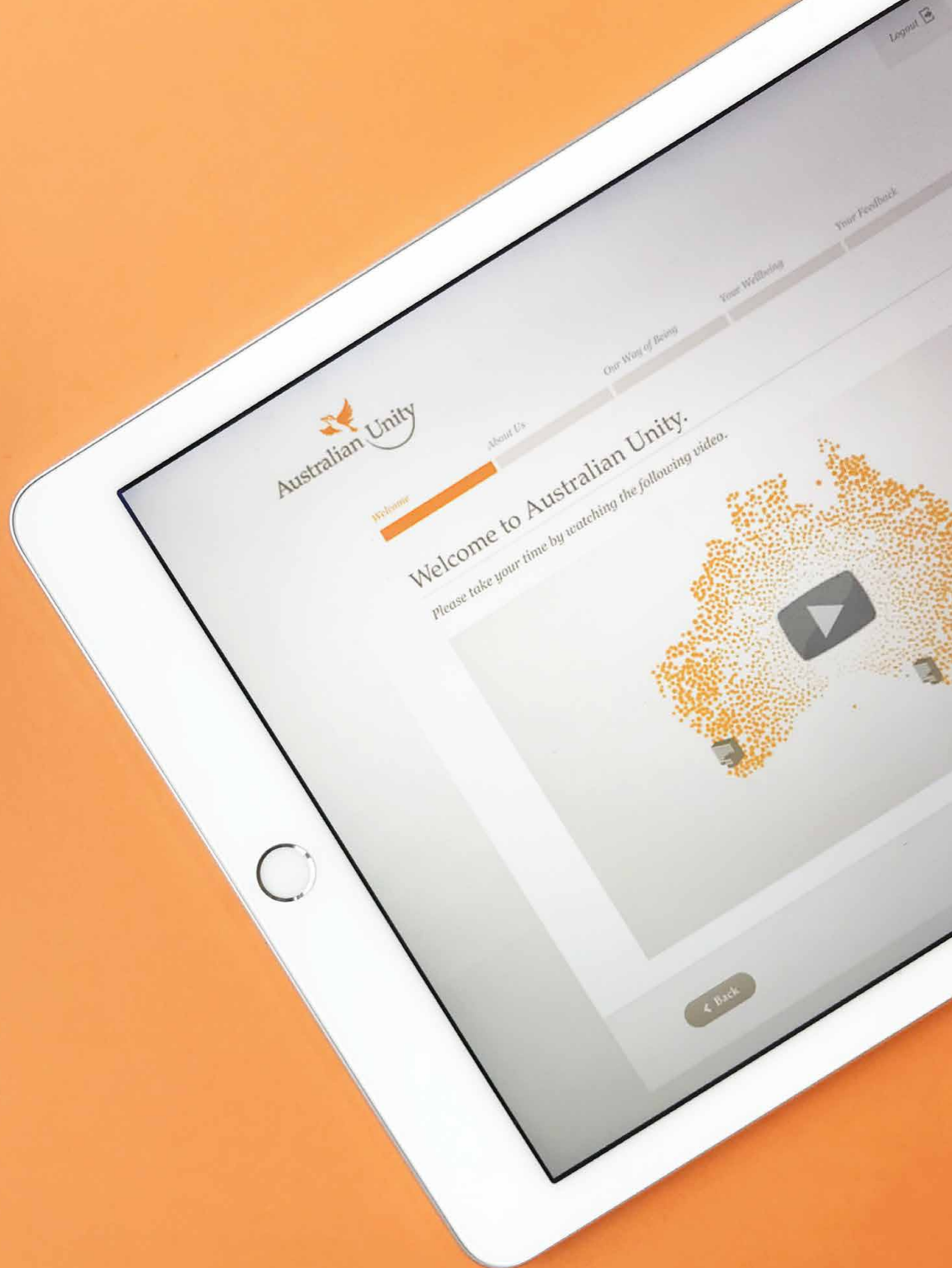
Funding boost by

Google



Linking employee onboarding and wellbeing





Australian Unity Induction System

With over 7,500 national employees, Australian Unity holds over 3% of the health insurance market, offering healthcare, financial services and retirement living. The organisation has a focus is on investing back into the wellness of it's employees. This has lead to pioneering a digital system that tracks and measures new employee journeys to help them settle into their role.

CHALLENGE

Effectively incorporating new employees can be a challenging task for HR and managers alike. With the expectation that the majority of new hires were there to stay for the long haul, traditional orientation programs consisted of a brief introduction to the company and a lot of paperwork. However, this task has become even more difficult with the entrance of a new generation of workers.

CHANGE

To help Australian Unity's HR department automate their recruitment processes, Plural set out to replace existing paper based processes, all within an eight-week sprint cycle. The online employee induction system asks new employees to respond to a number of insightful web videos and task-related questions to gauge and report on their understanding of vital processes, core values and their role within the company.

Plural worked closely with the internal human resources team to develop training videos and questionnaires. A specific data management system was developed to generate systematic reports that coincide with internal recruitment processes.

Users reporting

6,500+

Employee NPS
increase

16.5%

12-month Glassdoor
increase

1.3 ★

Unifying the Medical One experience for GPs



GP Connect Mobile App

Medical One is a leading national provider of health care centres in Australia, offering integrated medical services and healthcare. As part their expanding network, Medical One actively seeks practitioners suitably qualified, dedicated and motivated to join their Australian team.

CHALLENGE

Medical One actively seeks people suitably qualified, dedicated and motivated to join their expanding medical team in Australia. A common challenge within GP recruitment is the geographic location of doctors and the need to relocate them. Medical One requires medical professionals to be placed in both regional and remote parts of Australia. There is currently a maldistribution of these doctors, with the majority of practitioners based in metropolitan areas, which means it is often difficult to attract doctors to the more remote locations.

CHANGE

Plural partnered with the Medical One team to develop an interactive application that could be utilised as an information hub and recruitment tool for the company. Users of GP Connect can locate Medical One Centres on interactive maps in a clean, user-friendly interface. Information channels such as centre information, team profiles, stories from other GPs and information on the registration process can be accessed on the app. Built for mobile and tablet, GP Connect is available on both iOS and Android and has been successfully promoted as a key information channel for vital medical expositions in the UK and Ireland.



GP contacts
generated
1,200+

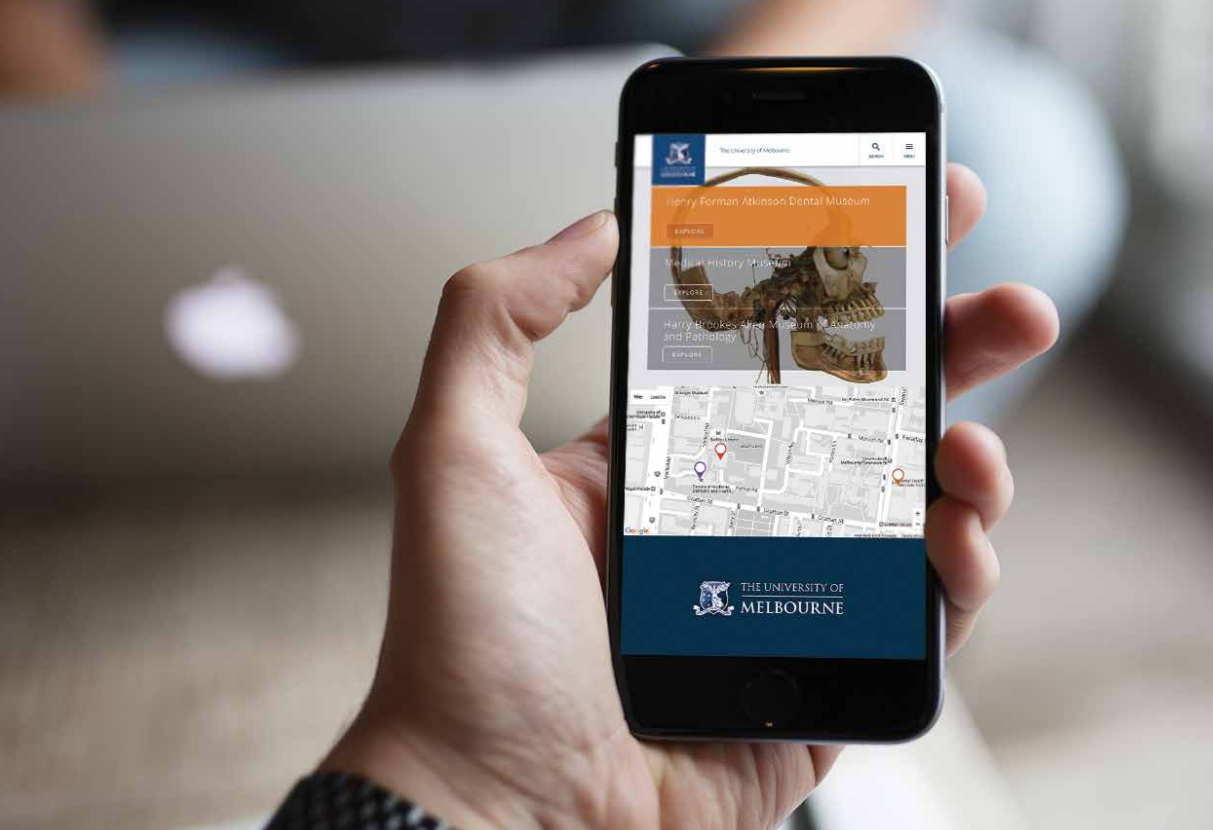
App downloads
within 6 months
1,840

In-app messaging
engagement
+325%

Taking Australia's largest medical collections online



THE UNIVERSITY OF
MELBOURNE



University of Melbourne Online Museums Hub

Established in 1853, the University of Melbourne is considered to be Australia's leading university. With considerable notability, the University is known for having an extensive medical research expenditure and houses some of Australia's largest medical and dental collections of real human tissue specimens and historical anatomical artefacts.

CHALLENGE

To showcase the university's collections, three museums exist within the university – each with their own rotating exhibitions. Combined, the physical museums could only display less than 10% of the full collection at any point in time due to space and preservation concerns. The university faced a challenge to make the full collection available for viewing in three separate museums.

CHANGE

Plural worked closely with the museum departments to take the experience digital. The main objective of the project was to provide valuable educational resources for students in the medical and related anatomical disciplines, while also acting as a dynamic online exhibition space for the general public.

Plural developed a digital museum hub to organise and showcase the organisation's comprehensive medical and dental history collections online across three distinct websites.



Collection records

10,200

Public site duration

+290%

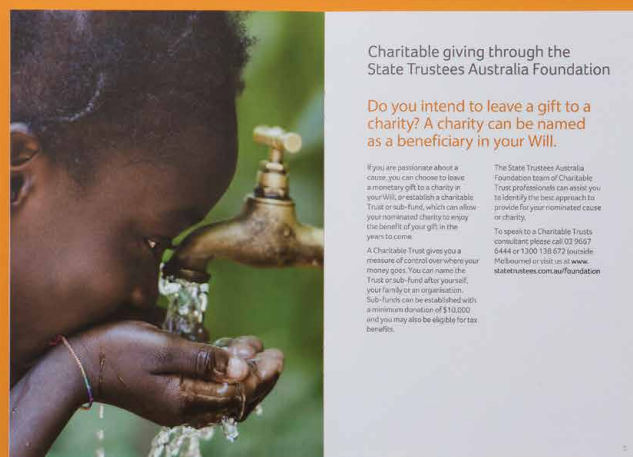
Student engagement

+34%



Easing complex legal decisions in moments that matter





State Trustees Marketing Suite

State Trustees has a long history of helping protect the interests of Victorians by administering deceased estates and managing the financial and legal affairs of people who are unable to do so due to disability, mental illness or other circumstances.

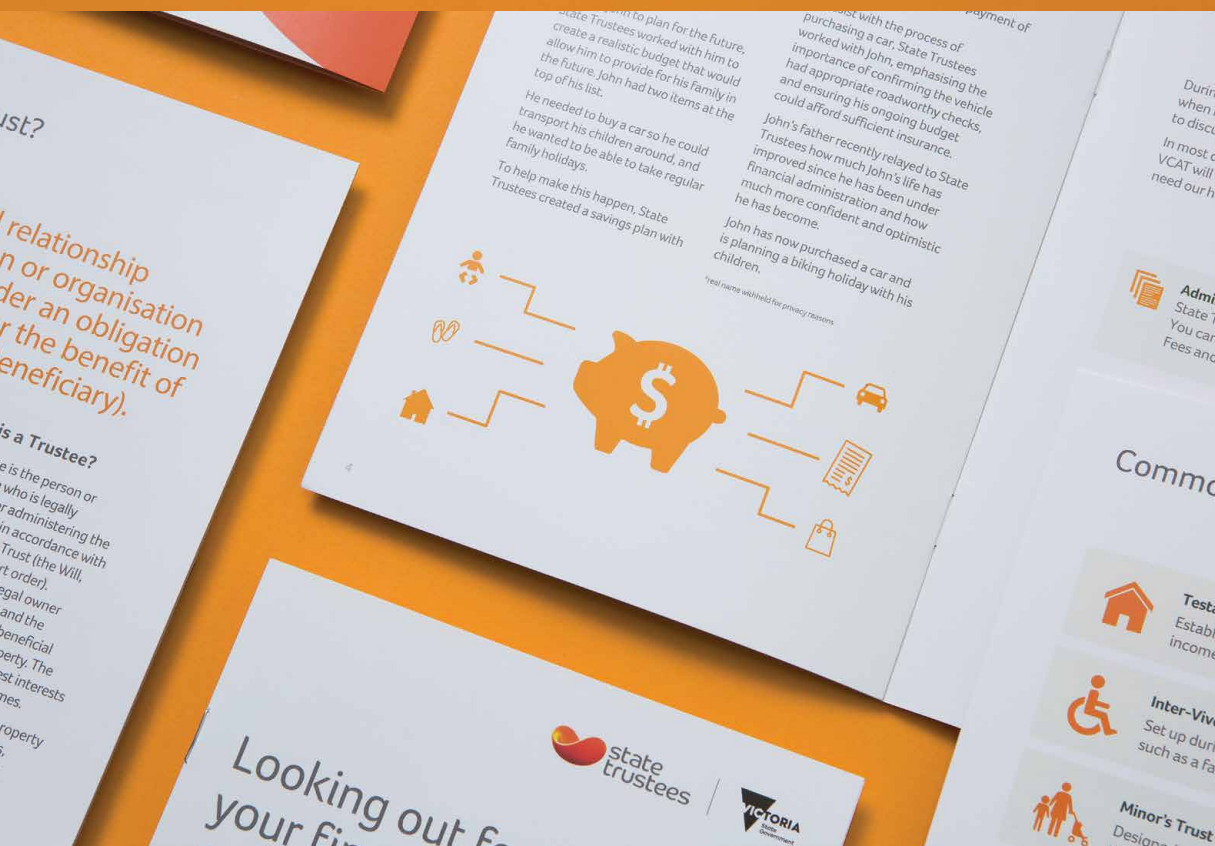
CHALLENGE

The setting up and management of personal legal affairs documentation is something that most people don't think about until they find themselves in an unfortunate circumstance. Educating the public about the benefits of wills, power of attorney services and estate administration is an ongoing challenge for State Trustees, the public trustee for the State of Victoria.

CHANGE

State Trustees selected Plural as a preferred partner to help them clean up and modernise their portfolio of financial services marketing collateral. Although, their existing brand guidelines were already in use, the range of promotional literature developed under this system was complex, inconsistent and generally difficult to read.

Plural worked with the marketing team at State Trustees to flesh out an effective and consistent typographic hierarchy to be used across all branded publications. Plural also helped State Trustees improve the readability across their suite of documents by introducing strong publication design techniques such as divider pages, colour for wayfinding, better designed tables and the use of relevant photography to divide documents up for improved pacing.



Will kits purchased

15,500

24 month
NPS growth

+26%

24 month EBITDA
growth

\$6.9m

Preventing cancer through meaningful conversation

phn
NORTH WESTERN
MELBOURNE
An Australian Government Initiative


Western Health


Cancer
Council
Victoria

ipcHealth
improving and promoting community health

Commercial-in-confidence

pluralagency.com.au



Let's Talk About Cancer Pop-Up

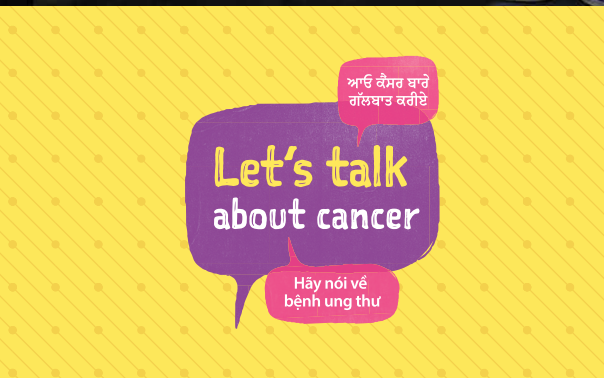
To help break down the culture of silence around cancer, a group of health organisations came together earlier this year to run Australia's first 'Let's Talk About Cancer' pop-up shops in shopping centres in Melbourne's western suburbs.

CHALLENGE

An estimated 138,000 new cases of cancer will be diagnosed in Australia this year, with that number set to rise to 150,000 by 2020. One in two Australians will be diagnosed with cancer by the age of 85, equating to more than \$4.5 billion in direct health system costs. While a shocking amount of individuals are diagnosed with some form of cancer, it is important to know that 1 in 3 cancers are actually preventable. With these astonishing facts and figures, the importance of awareness, education and prevention is imperative to spread to all Australians.

CHANGE

Plural worked closely across the joint-venture project to launch the 'Let's Talk About Cancer' pop-up initiative that aimed to get local people talking about cancer with their friends, family and health professionals. To develop a brand identity for the initiative, Plural denoted the meaningful conversations of the pop-up shop through using various languages and speech bubbles throughout the visual language. No matter your background, ethnicity or language that you speak, the conversation around cancer is the same.



Cancer nurse interactions
250+

Patrons with intent to change after visiting
75%

Program duration (weeks)
4

Introducing behaviour change interventions



Dementia Australia Brainy App

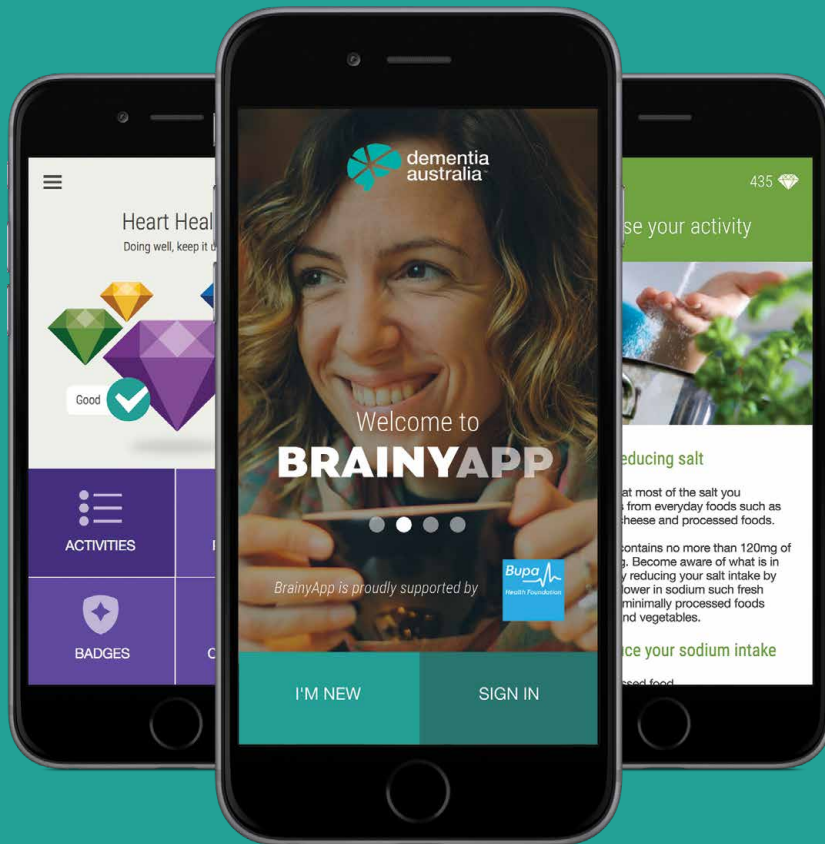
Dementia Australia is an Australian organisation that advocates for the needs of individuals with all types of dementia, as well as for their families and carers. The organisation provides a variety of services and information in regards to the neurological condition.

CHALLENGE

Dementia is the second leading cause of death in Australia, with more than 332,000 Australians currently living with the disease. In the absence of a medical breakthrough, that figure is predicted to rise to around 900,000 by 2050. Partnered with Bupa Health Foundation, Plural worked closely with Dementia Australia to devise a digital strategy to raise awareness of the risk factors for Alzheimer's disease.

CHANGE

The solution was BrainyApp. A mobile and web application designed to introduce behaviour change interventions to a broad audience in order to help them reduce certain risk factors. An initial health survey personalises the user experience and suggests activities that the user can track within the app or online. Users can then set activities, post photos and comments and share with others to collect as many gems, or what we like to call 'brain bling' as possible.



App downloads
within 12 months
250K+

Translation into
Spanish and
launched into
international
markets

Established national
outreach campaigns
through digital,
press and television



Advocating better health care initiatives

phn
NORTH WESTERN
MELBOURNE
An Australian Government Initiative

NWMPHN marketing collateral

Australia's Primary Health Network's have been established by the federal government with key objectives of increasing the efficiency and effectiveness of medical services for patients, particularly those at risk of poor health outcomes. North West Melbourne Primary Health Network (NWMPHN) covers one of the largest and most diverse regions in Victoria.

CHALLENGE

The inherent objectives and various organisational dependencies of the organisation bought on a challenge of brand positioning and how the organisation's brand was represented to the many stakeholders and audiences within complex public health landscapes. North West Melbourne Primary Health Network partnered with Plural Agency to achieve their organisational objectives by focusing on three main functions: that of an improver; a director of funds; and a targeter of needs. As an improver, NWMPHN strengthen access to general practice and primary health care. As a director of funds and fair allocation. And as a targeter of needs for NWMPHN to understand, establish priorities, plan and advocate.

CHANGE

Plural has recently been commissioned to develop the visual identity system, print collateral and digital tools. The new website site has been linked into Salesforce CRM and is fully integrated into internal processes build with Office 365. Multiple administrator levels have been developed to manage content between partner organisations and internal staff.

Development and execution of a long-term brand vision	Site visits in the first 12 months of relaunch +78%	Positive NPS of key stakeholders in meeting brand expectations
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Creating accessible communications channels for healthcare



Colac Area Health Website & Intranet

Colac Area Health is a unique, regional and integrated health service that focuses on the three primary service categories of Community Services, Aged Care Services, and Acute Care Services. Health services under these categories are provided to meet the needs of more than 30,000 people in the Corangamite, Colac Otway, and Surf Coast shires.

CHALLENGE

Colac Area Health found themselves limited in their capacity to provide information to consumers, patients and stakeholders due to a dated, inflexible and unresponsive website. For an organisation so many people depend on, it became imperative to develop a digital platform that would communicate professionally and efficiently to Colac's continually evolving audience of stakeholders and patients, and most importantly would be easily accessible for Colac staff to update and manage on a regular basis.

CHANGE

Having seen our digital work across other health organisation websites, Colac Area Health chose to partner with Plural Agency to help redesign their website for a more user friendly and easy to navigate experience, and to ensure easy access to information for the public. User journeys were considered to better understand where different types of visitors to the site would navigate to find certain kinds of information, and this directly informed the design and development of an updated information architecture and clear navigation based on a priority-based hierarchy of information.

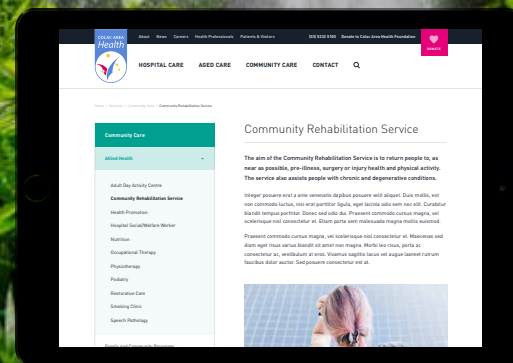
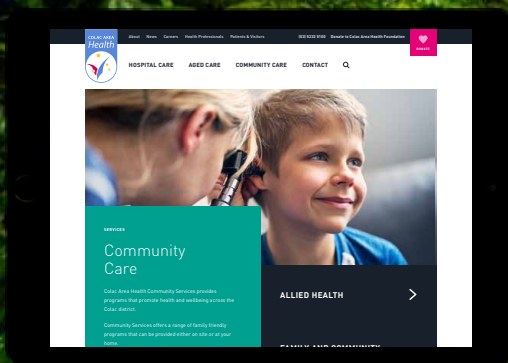
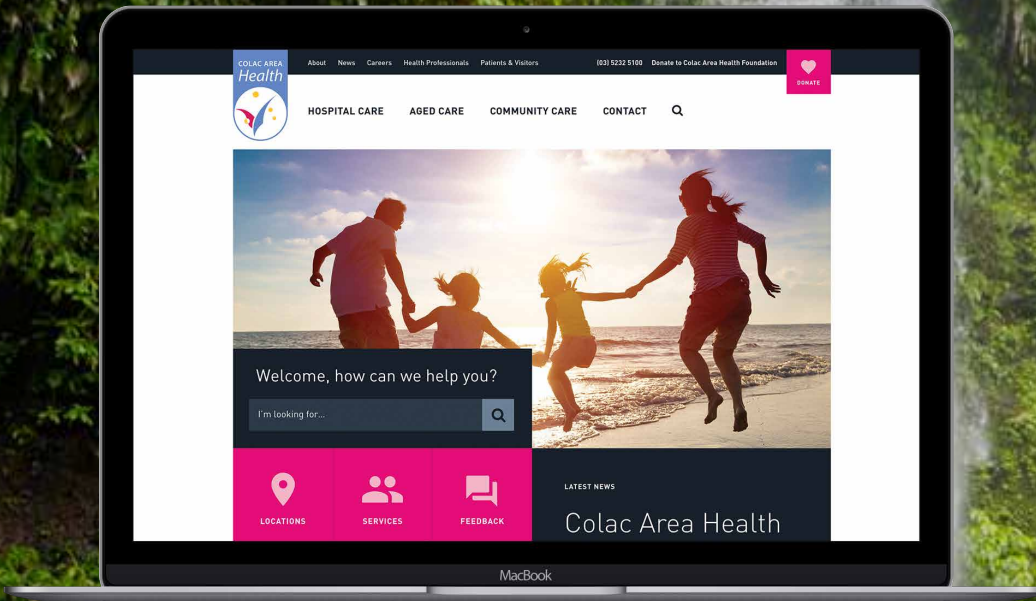
Serviced residents

30,000

User journeys mapped

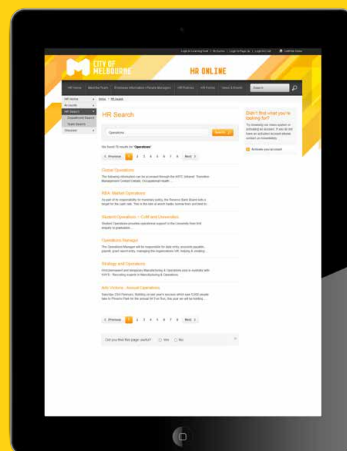
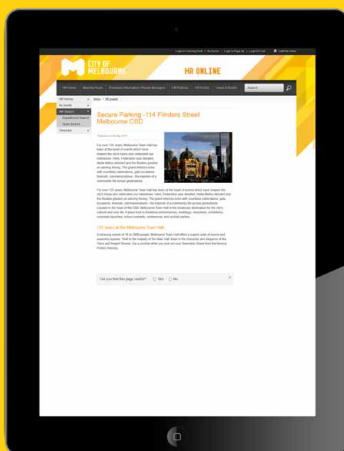
14

Integration into
new and existing
health CRMs and
across platform
patient portals



Breathing new life through intuitive UX





City of Melbourne Intranet

The City of Melbourne council is responsible for Melbourne's CBD as well as several busy surrounding suburbs. As a large organisation and employer, the city turned to Plural to develop and implement an intranet which would compliment its current systems and procedures.

CHALLENGE

It is incumbent for any large organisation to ensure that its policies, procedures and protocols are clearly articulated, documented, and made accessible for the individuals within the organisation.

Such policies, procedures and protocols should be touchstones to help all understand what they can expect from the organisation and, in turn, understand what is expected of them. The City of Melbourne's Human Resources department required the development of a web-based internal intranet – HR Online.

CHANGE

In collaboration with their in-house development team, Plural helped the City of Melbourne design and implement the web based intranet. Our designers pitched with a refreshed UX design based on the familiarity of existing frameworks that were currently in use within other Council departments. The result was a well polished and user friendly intranet with remarkable employee benefits and department efficiencies.

Pages accessible

24k+

Paper-based processes transformed

236

Council departments onboarded

38



"I enjoy working with Plural because they combine a balance of communication, understanding, design, development. Their approach is aimed at finding the best solution for their clients. They adapt their work to the context of each project, whether that is cautious and risk-averse or fast-paced and innovative. Plural are honest both in project communications and business dealings."

SHANE BUSWELL | National Website Manager, Dementia Australia



"Plural worked with staff and volunteers through workshops and consultation prior to creating the brand. Design options presented were unique and embraced many of elements discussed during consultation."

SUSAN BENISTON | Acting Economic Development & Tourism Coordinator, Melton City Council



"From start to finish, Plural were a pleasure to work with and always delivered on time and within budget. The team always went the extra mile to ensure that the job was delivered to our satisfaction. We had very tight deadlines to meet and we had high expectations – Plural never failed to meet those expectations, and indeed often exceeded them."

DR TONY COLES | CEO, Australian Association of Gerontology



"We had a really positive community response to the first pop-up shop, and we're excited to be able to keep spreading the word throughout the west."

A/PROF CHRIS CARTER | CEO, NWMPHN



“Platypus and their habitat are vulnerable to a variety of natural and man-made threats that are increasing with climate change and population growth. Understanding the distribution and occurrence of platypus is essential to develop effective conservation strategies with waterway managers.”

JOSH GRIFFITHS | Senior Ecologist, Cesar



“The City of Melton has worked with Plural over a number of years on a range of innovative branding projects. We are constantly amazed at the fresh and energetic ideas that Plural comes up with and the final product is always of the highest quality.”

TENNILLE BRADLEY | Coordinator Development and Tourism, Melton City Council



“Plural were able to take our ideas, concept and creative vision to fruition with great insight and understanding of the projects constraints. I highly recommend their commitment to meet the client’s needs while offering knowledgeable and valuable advice. The team are a pleasure to work with, their can-do, friendly attitude was appreciated and we were extremely happy with the outcome of our project.”

RYAN JEFFERIES | Curator, Harry Brookes Allen Museum of Anatomy and Pathology

Ready for change?

Chat to us about the challenges facing your organisation and how we can create value through purposeful design.



Let's talk: +61 3 9398 5867
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Melbourne

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