

the
**SOCIAL
DECK**

Our capabilities in Communication

The Social Deck | ABN: 94 366 395 064

March 2026

Certified



Corporation



Who we are

The Social Deck is a for-purpose, independent agency helping organisations reach and engage people to create positive social and environmental change.

We specialise in social research, communications, community engagement and behaviour change. We focus on supporting projects that drive real impact.



Certified



Corporation

We are a Queensland based small business. **B Corp certified**, we use the power of business to solve social and environmental problems. We are recognised as meeting the highest standards of verified social and environmental performance, public transparency, and legal accountability.



How to engage us

We are available through a range of Federal and State and Territory panels.

Commonwealth Government

- Creative and Digital Communication Services (CDC190)
- BuyICT – Digital Marketplace 2
- Plain English Training and Related Services

*New Commonwealth procurement rules mean The Social Deck can be **procured directly for projects up to \$125,000 inc GST.***

ACT Government

- Creative and Digital Communication Services (CDC190)

Queensland Government

- Professional Services Panel
- Market and Social Research Panel

Victorian Government

- Victorian Digital Marketplace
- Victorian Marketing Services Register

Our services

Research

Explore, understand, test and evaluate

We use research to understand, test and evaluate. Helping make sure strategies and policies are anchored with evidence, and communications is optimised.

Capabilities

- Social research
- Behavioural research
- Quantitative and qualitative methods
- Ethnographic and observational research
- Communications research
- User testing
- Measurement and Evaluation

Engagement

Engage with stakeholders and communities

We use engagement to help governments and organisations develop robust, effective and informed policies, programs, legislation and ways of working.

Capabilities

- Engagement strategy
- Community engagement
- Stakeholder engagement
- Co-design
- Partnerships
- Online event production
- Internal team engagement
- Business planning and service offer co-development

Strategy

Create positive change in community

We help organisations create and drive positive change in their communities and encourage individual and population-level action.

Capabilities

- Community-based behaviour change
- Strategy design and development
- Social marketing
- Community development
- Education and training programs and resources
- Policy design

Communication

Communicate

We work with organisations to help them communicate persuasively to reach target audiences through tailored methods and messaging.

Capabilities

- Communication strategy
- Brand & message development
- Co-design, co-developing and testing content
- Content creation
- Educational products and resources
- Digital marketing and websites
- Graphic design
- Video production
- Illustration
- Animation
- Plain English editing & training

Communication

Our communication service blends strategic thinking with a deep understanding of Australia's diverse audiences to deliver thoughtful and considered advice. With our experience across social, health, and environmental issues, we create communication strategies that educate, shift attitudes and influence behaviours.

Our in-house design and production team ensures every message is brought to life with creativity and purpose.



Communication strategy development, delivery and evaluation

We work with you to design, deliver and evaluate evidence-informed strategies that combine purpose, audience understanding and creativity to drive change.



Audience-centred message development

Our deep understanding of and connections with diverse communities across Australia help us develop tailored messaging for your audiences.

We are experts in audience segmentation and designing content and tools to reach audiences where they are.



Reaching people where they are

We use our knowledge of diverse communities and their communication preferences to find effective ways to reach people at the right time. This includes delivering communication through trusted channels, by partnering with organisations and leaders, and using both traditional and social media.



Design for accessibility and inclusion

We are experts in accessible design. We use a range of methods to help audiences to access and understand information. We have in-house capability to transform complex language into plain English and work with our reputable partners to translate to Auslan, Easy Read, and languages other than English.

We create inclusive and accessible brands, designs and online products to communicate with and engage a wide range of people in public policy matters that impact them.



End to end creative and production capability

Our in-house creative and production team brings messages to life with brand development, graphic design, illustration, animation, video production and visual storytelling that connects with a range of audiences.

Some examples of our work



Co-creating communications with First Nations communities and the aged care sector

The challenge

The Social Deck was engaged by the Aged Care Quality and Safety Commission to co-design and deliver a communication and education strategy to support First Nations communities and the sector in the lead up to the roll out of the aged care reforms.



- ✓ Communication strategy
- ✓ Co-design and co-development
- ✓ Stakeholder engagement
- ✓ Content creation
- ✓ Video production
- ✓ Animation and illustration
- ✓ Collaborative workshops and events

What we did

Over two years, we co-designed and delivered a First Nations communication and education strategy to support communities, aged care workers and providers in preparing for aged care reforms. The work was guided by an expert Reference Group and Co-Design Group, led by our First Nations Engagement Manager, and involved visits to urban, regional, and remote communities across Australia.

Insights from community engagement, surveys, interviews, and stakeholder sessions informed the strategy and resources at every stage.

We commissioned bespoke First Nations artwork to serve as a central visual element across all materials. The resources developed with stakeholders and community include compelling video stories, visual storyboards, translated animations, conversation guides, locally adaptable materials, social media content, workplace guides, posters, and best-practice guidance for the Commission.

The outcome

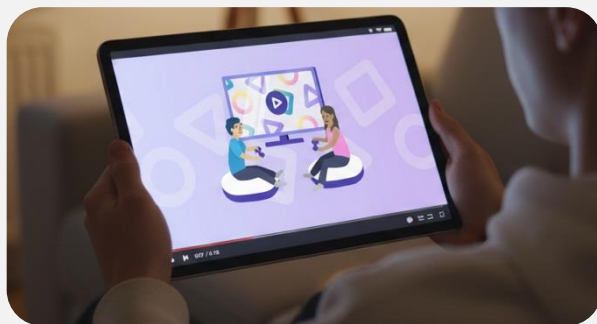
The co-design process has led to establishing relationships between the Commission, stakeholders and First Nations communities.

The resources have been widely well received and are actively used across communities and the aged care sector to support awareness and understanding of the new aged care strengthened standards and what they mean for communities, workers and providers. The resources are available at www.agedcarequality.gov.au/FirstNations

Public relations to raise awareness about classifications on gambling-like content in video games

The challenge

Research shows the links between gambling-like content in video games and problem gambling, emotional and mental health impacts. The Social Deck was engaged to communicate new changes to classifications that help parents spot gambling-like content in video games and make informed choices on the games their kids play.



- ✓ Communication strategy
- ✓ Content creation
- ✓ Video production
- ✓ Brand and message development
- ✓ Animation and illustration
- ✓ Collaborative workshops and events

What we did

Over 12 months, we supported the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts to educate parents and carers about classifications to video games with gambling-like content.

We conducted a desktop review, focus groups and one-on-one interviews to supplement market research findings and inform our Public Relations strategy. Using the EAST (Easy, Attractive, Social, Timely) principles to reach parents, carers and grandparents, a key component of our strategy was story-telling featuring experiences from families and expert insights from parenting educators, video game critic and psychology professor.

We developed a diverse range of resources including conversation guide, webinar, animation, information sheets, poster, visual storyboard and stakeholder toolkits – alongside video and written stories that were woven throughout. A media strategy, developed in partnership with our partner Zotts and Co, secured television, newspaper and radio coverage featuring human interest content.

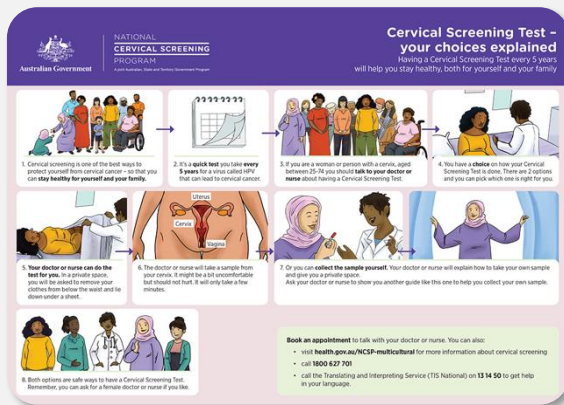
The outcome

The project delivered a well-received, practical resource library supported by a helpful evaluation report highlighting key insights to guide ongoing parent education on gambling-style video game content. It also secured extensive media coverage across television, national newspapers, radio, and digital platforms, ensuring the messages reached a wide audience effectively. The resources are available at <http://classification.gov.au/NewGameRatings>

Communicating new choices in cervical screening to diverse audiences

The challenge

We supported the Department of Health and Aged Care to update its National Cervical Screening Program suite of resources and to create new communication resources for diverse audiences explaining new choice available for cervical screening tests in Australia.



- ✓ **Communication strategy**
- ✓ **Content creation**
- ✓ **Video production**
- ✓ **Brand and message development**
- ✓ **Animation and illustration**
- ✓ **Collaborative workshops and events**

What we did

We partnered with the department to communicate changes on eligibility for self-collection of cervical screening. To communicate this change we updated existing resources, created new materials tailored to diverse audiences including multicultural communities and First Nations people.

We drew on our previous research and a desktop review to inform messages and materials suitable for each audience. A flagship animation explained screening choices complemented by updated public and provider resources. For First Nations communities we worked with Neat Copy (a Supply Nation-certified business) to produce a visual guide, animation poster and results guide and road tested resources with NACCHO.

For multicultural audiences, we developed highly visual storyboards on cervical choices and process of self-collection designed for people with low English proficiency and tested these through bilingual health workers. Animations on choice and self-collection were translated into key languages in partnership with SBS.

The outcome

The project delivered resources and guidance on cervical screening, using culturally appropriate language and formats for sensitive topics. Materials were road tested ensuring clarity and relevance. Our approach supports informed decisions, boosts confidence in self-collection, and encourages greater participation across diverse audiences – leaving the Department with a library of resources.

Co-design forum to develop communication framework on coercive control law changes

The challenge

We supported the Queensland Department of Justice and Attorney General with a stakeholder design forum and communication strategy to help Queenslanders understand new laws to criminalise coercive control.



- ✓ Communication strategy
- ✓ Content creation
- ✓ Video production
- ✓ Collaborative workshops and events
- ✓ Content creation
- ✓ Co-design and co-development

What we did

In preparation for changes in Queensland legislation to criminalise coercive control, we were engaged to deliver a stakeholder design forum for a communications strategy to help Queenslanders understand the new laws.

We began with a desktop review to deeply understand the current level of awareness and attitudes about coercive control within the Queensland population, including across multicultural, First Nations, those living in regional areas, victim/survivors, bystanders and perpetrators. This allowed us to design an agenda for the forum that would ensure we were asking the right questions to generate rich insights.

To run the forum, delivered in person and online, we brought together stakeholders from all over the state to consider current and future messaging on this issue. We asked participants to consider personas, create journey maps and work together on key messages and considerations for a general audience as well as diverse audiences.

We captured the forum on video, conducted interviews, and took still images. We developed these assets into useful social media tiles, a feature video, and social media videos for client use.

The outcome

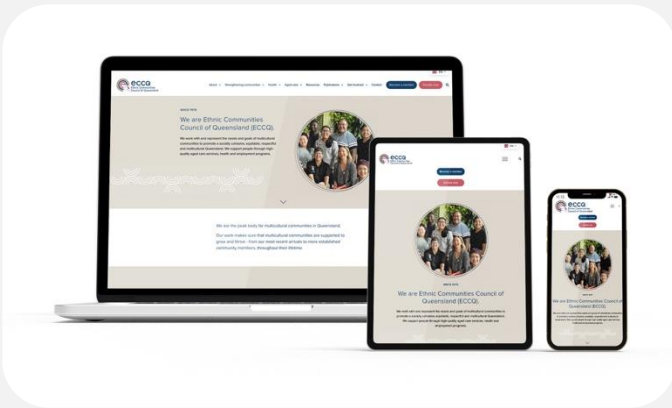
From the insights and data gathered via the desktop review and design forum, we produced a communication strategy that includes background research, guiding principles, key messages, and audience considerations.

The public-facing communication framework is available on the Queensland Government [website](#).

Strategic communication support and capacity building for Queensland's multicultural peak

The challenge

We worked with Ethnic Communities Council of Queensland (ECCQ) to deliver a 3 year communication strategy, refreshed brand, strategic communication support and communication capacity building.



✓ **Communication strategy**

✓ **Content creation**

✓ **Brand and message development**

✓ **Collaborative workshops and events**

What we did

We worked with Ethnic Communities Council of Queensland (ECCQ) to develop and implement a whole of organisation communication strategy to strengthen engagement with multicultural communities across its advocacy and services.

Our work was informed by an internal workshop as well as rapid desktop review. We developed clear narratives, audience-focused messaging and a comprehensive social media plan.

As part of this strategic repositioning, we developed a cohesive brand that unified three distinct service logos under one clear identity. Comprehensive brand guidelines, templates and staff support ensured consistent, confident implementation across ECCQ.

Our continued communication support included providing regular environmental scans to identify opportunities and issues. We also provided advice on new engagement processes including providing training to support internal capacity building.

The outcome

The refreshed strategic communication direction and brand were strongly endorsed by the Board, staff and well received by community – which positioned ECCQ for clearer and more impactful communication with multicultural communities in Queensland.

Communication research and strategy for a national approach to student identifiers

The challenge

The Australian Government, alongside state and territory education departments, is implementing a new Schools Unique Identifier (USI) for all school students. As part of this initiative, The Social Deck conducted nation-wide communication research with parents and community organisations and designed a comprehensive communication strategy to communicate as changes come into place.



- ✓ Communications research
- ✓ Communication strategy

What we did

For this high profile challenge The Social Deck designed a robust, mixed-methods research approach that would allow federal, state and territory governments to understand parents' awareness of the Schools USI, their views and concerns and how they'd like to receive information on its roll out. Our work also included the development of a communication strategy to support the Schools USI implementation. We collaborated with a stakeholder working group to incorporate their input and secure their buy-in.

We conducted a robust survey of parents of school aged children, exploratory focus groups with parents and carers, and additional focus groups and interviews with organisations that represent different types of parents (e.g. First Nations, homeschool, disability, multicultural, LGBTQIA+, regional).

Research insights informed the development of the communication strategy. To ensure the strategy would resonate with all types of parents and carers. We ran additional focus groups with community organisations that represent different types of parents. These groups provided feedback that we incorporated into the final strategy.

The outcome

- We delivered comprehensive qualitative and quantitative insights for the overall population and split by interest group (homeschooling parents, First Nations parents, CALD parents and parents of LGBTQIA+ students). This included a segmentation of the different types of parents and how best to communicate with them.
- Using the insights from the research, our communications specialists designed a communication strategy for the rollout of the Schools USI.

Our impacts and standards



Probono Bank

2123 hours given

We have a 'for purpose bank' to be used for projects to benefit society and the environment.



Carbon neutral

96,246 kg emissions saved.
802.5 tonnes offset.

We're committed to **net zero by 2030**. Our head office is powered 100% by roof top solar, producing more electricity than we use. We have offset all personal emissions of our team through our partnership with **Greenfleet**.



Shared values

Toward the Sustainable Development Goals

We only work with clients that share our values. Our aim is to undertake projects that contribute to the UN Sustainable Development Goals.

Certified



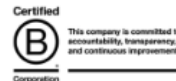
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120.3 (rating)

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We are proud members of



Get in touch with our experts

the
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