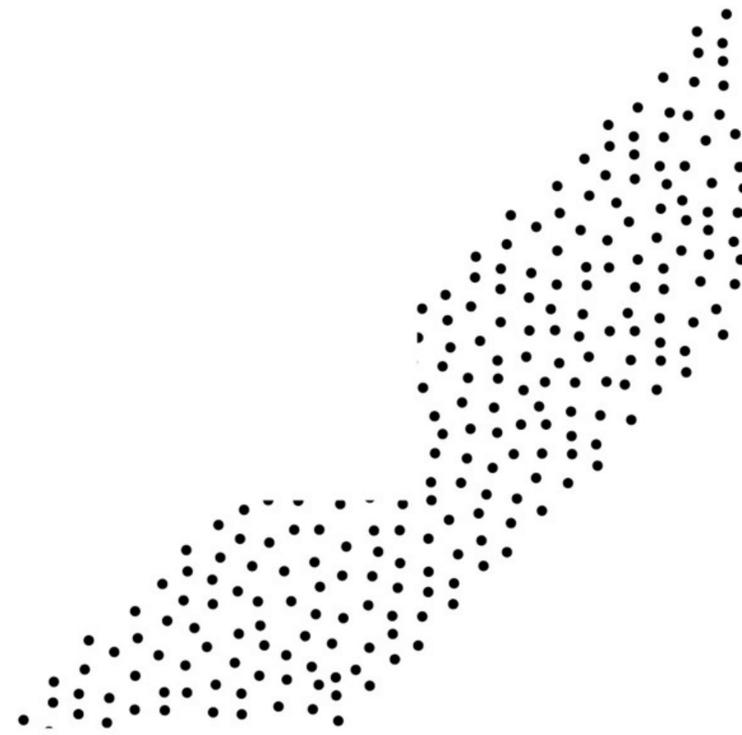


# WILDWON



THE MEANINGFUL EXPERIENCE AGENCY



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# WILDWON



INTRODUCING WILDWON

OUR PEOPLE

OUR WORK

OUR CLIENTS

TESTIMONIALS



# INTRODUCING WILDWON



## ABOUT WILDWON

Wildwon apply user experience design principles and methodologies to event planning and production, helping our clients to find the best and most appropriate approach to a problem or pursuit.

Wildwon are experts in the end-to-end design of experiences, from communications strategy to programming and content curation, to logistics and execution and the measurement and embedding of outcomes. We believe that careful and considered design makes for a flawless experience, beautiful and meaningful content and ultimately, change in individuals, organisations and sections of society.

Wildwon is a certified Benefit Corporation (B Corp), allowing transparency into our supply chain, processes, high levels of accountability, and extremely low levels of reputational risk for organisations we work with.



## WHY EXPERIENCE DESIGN?

Wildwon applies the proven experience design process of immersion, benchmarking, solidifying the participant journey, testing concepts and evaluating ideas against their likelihood of success.

By following this process, our clients can be assured that the planning of their events, communications and stakeholder experiences are considered, comprehensive and achieve their stated goals. Our process and methodology is further outlined on the following page and in the section titled 'Methodology'.

By making the most of our clients' & Wildwon's combined expertise and the data and learnings captured across our experience and project-specific research, this approach ensures we arrive at a plan based on tested and validated concepts and appropriate to an audience and stated objectives.



## WHY WORK WITH US?

Wildwon brings cross-sector knowledge and a unique set of skills from the following disciplines:

- campaigning and social change
- public interest and public health advocacy
- corporate social responsibility
- user experience and human-centred design
- service design
- digital communications and social media strategy
- promotions and public relations
- digital production
- cross-channel experience design
- creative production
- event and festival production

Wildwon provide added value to all of our clients through our extensive network of experts, suppliers, influencers and taste makers.

## OUR PROCESS

### ENGAGE

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Defining success metrics, project mechanics and on-boarding

### IMMERSE

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Research & insights gathering

### IDEATE

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Concept development, co-design, concept prototyping & testing

### IMPLEMENTATION PLANNING

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Strategy for successful implementation of the concept

### EXECUTION, DELIVERY & ITERATIVE IMPLEMENTATION

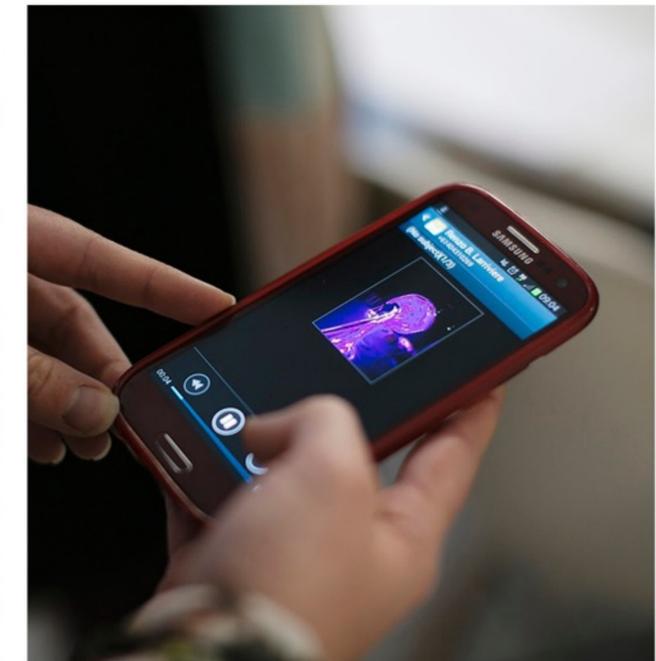
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Production and launch of the project

### EVALUATION & LEARNING

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Debriefs, evaluation against objectives, project case study





# OUR PEOPLE



**JAYDE HARDING**  
PRODUCER

Jayde is a permanent member of the Wildwon team. She is a skilled project manager and her combination of digital production and event production expertise are an incredible asset to our team.

Previous experience:

- Digital Producer/Digital Consultant - June - December 2014
- Participant Inspiration Officer - One Girl - June - December 2014
- Digital Producer - Clever Starfish - 2011 - 2013 Perth, WA

What others have said:

"Jayde is one of a kind. She is passionate, personable and intelligent. She has fabulous listening and interpersonal skills - allowing her to understand efficiently and effectively what a client needs and execute the plan with a team. She is autonomous and works fabulously with others. She is trusted implicitly by her peers and clients to find and manage solutions on time and within budget. Jayde is adaptable and would work well with any team that is producing good work for great clients. The whole team and her clients at Clever Starfish still miss her opinion, support, talent and enthusiasm."

- Jane Farrow, Managing Director, Clever Starfish



**YVONNE LEE**  
CO-FOUNDER, EXECUTIVE PRODUCER

Yvonne oversees Wildwon's suite of experiences and events, drawing on her background in the arts, experience design and digital project management. She has designed and produced acclaimed events from large-scale public festivals through to intimate workshops and retreats.

Yvonne brings a highly considered approach to projects and events, working to ensure a positive experience for all stakeholders including guests, sponsors, clients and suppliers. Previously, Yvonne was a senior producer at leading design consultancy Digital Eskimo. She honed her event management and production skills while working on Sydney Design Festival and Art Month.

What others have said:

"Yvonne is a very talented and capable design thinker and creative producer. She is hardworking, thoughtful, articulate, passionate and creative. While at Digital Eskimo she was required to produce several large scale and complex design projects simultaneously. She proved herself to be an extremely insightful, supportive and inspirational project team member and shepherded her projects through their life cycles artfully."

- Duncan Underwood, Director at Symplicit



## SALLY HILL

CO-FOUNDER, COMMUNICATIONS & IMPACT STRATEGIST

Sally is an expert in communications strategy for optimal impact whether it's applied to community-building, brand positioning, promotions or social change and public advocacy campaigning. Her core expertise is in digital communications, social media, content marketing and PR, informed by an understanding of the complexity of social and environmental issues.

Previous Experience:

- Business Partnerships Officer - WWF Australia - 2011 - 2012
- Digital Communications Consultant - 2009 - 2011
- Member Engagement Officer - GetUp - 2007 - 2008

What others have said:

"Sally came to see us as soon as she arrived back in Australia after building a solid career foundations in London. Ever since she has been a self propelled driving force in the sustainability movement - a case study in how passion, energy, creativity and intellect can make anything happen. Everything Sally touches becomes a success and example of how the world can actually be better when it is lived through the lens of clever sustainability thinking, creativity and community. On top of all that she is a thoroughly lovely person."

- Matt Perry, Chief Strategy Officer at Ikon Communications



## JETHRO LAWRENCE

VISUAL COMMUNICATOR

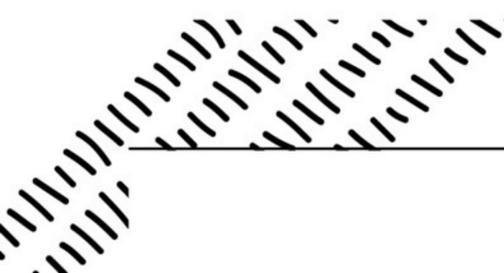
Jethro is a visual communicator who works across graphic design, print, motion, animation and interactive design. He currently divides his time between working with Wildwon Projects and Glider Global.

Jethro and Wildwon have worked successfully together on branding kits, brand architecture and delivery of design and communications collateral for Progress 2013, Progress 2015, the 'Ethics Lounge' activation at the Festival of Dangerous Ideas and Link Festival 2015.

Experience:

- Freelance Visual Communicator - Wildwon Projects and Glider
- Freelance Motion Designer - SBS Australia - 2014
- Freelance Animator - SBS 'The Feed' - 2014
- Design Consultant - Fairfax Media - 2013 - 2014
- Freelance 2D Animator - The Explainers - 2013
- Freelance Motion Graphics Designer - Sixty40 - 2012
- Freelance Junior Motion Graphics Designer - Network Ten - 2012

You can view a selection of Jethro's work at [jethrolawrence.com](http://jethrolawrence.com).



# OUR WORK

# PROGRESS 2013

## THE CLIENT

Centre for Australian Progress

Centre for Australian Progress exists for a fairer and more forward looking Australia. Their mission is to build the advocacy capacity of Australia's civil society organisations, so as to ensure that the community interest is strongly represented in debates about our nation's future. Progress 2013 hosted 1000 civil society leaders and campaigning and policy professionals at Melbourne Town Hall.

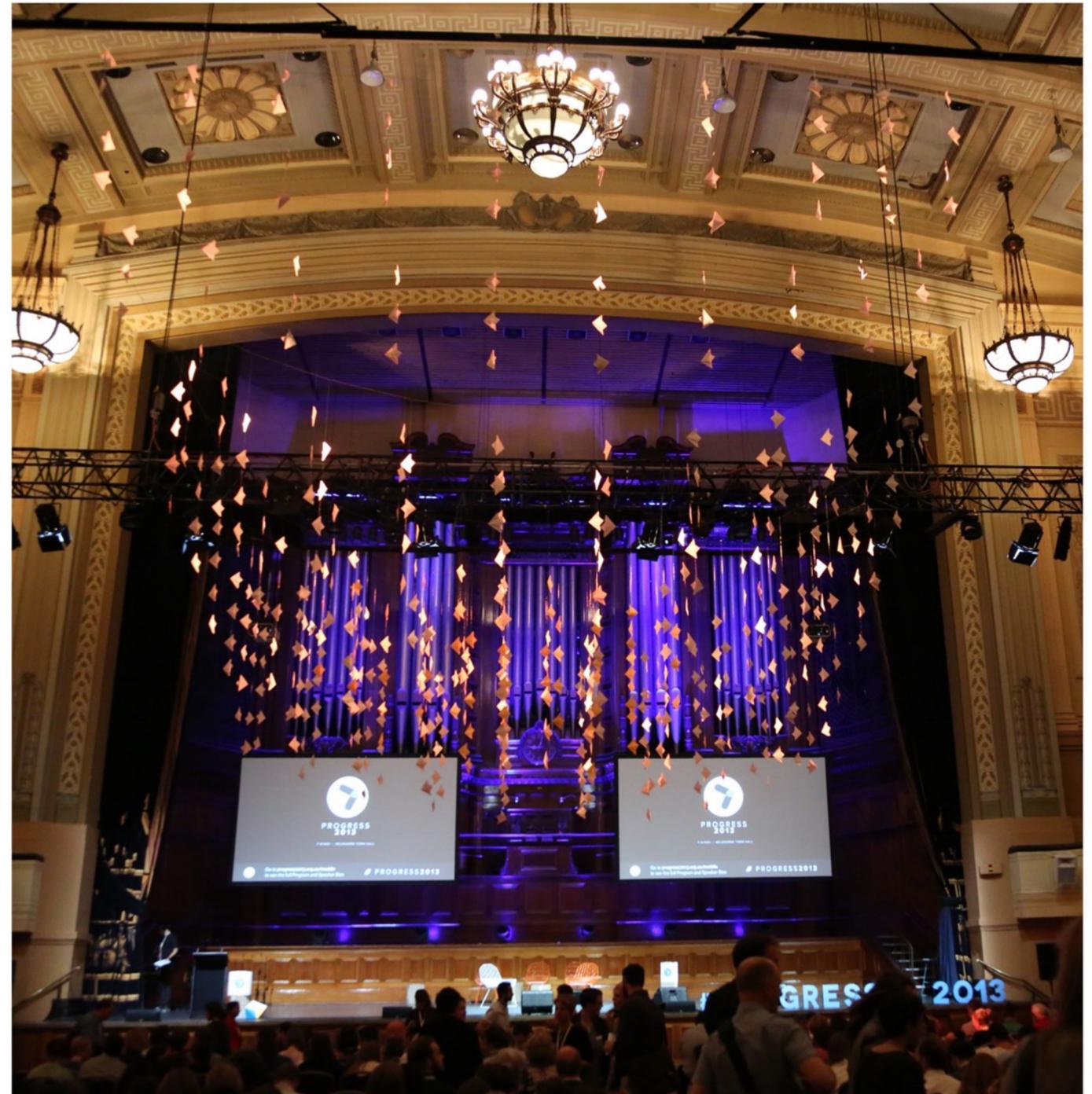
## THE GOALS OF THE PROJECT

Progress is the cornerstone event for Centre for Australian Progress. The project connects to Centre for Australian Progress' ambitious 5-year plan to:

- Support a cohort of 1,000 civic leaders with the skills, networks and courage to win on their issues;
- Incubate new co-ordinated non-partisan coalition-based campaigns, as well as new non-profits that fill clear gaps in Australia's civil society landscape; and
- Substantially grow the philanthropic resources available for long term, innovative thinking in the non-profit sector

The specific objectives of the project were to:

1. Create a memorable positive social experience
2. Rally the Australian progressive movement to work together (embed a sense of collective endeavour in the progressive movement)
3. Sell 800 tickets to a broad cross-section of the progressive movement (8 sectors)
4. Motivate and empower participants to take action in the 6-12 months after Progress
5. Give participants clarity and confidence in the direction of the movement
6. Build the profile of CAP as the enabler of this movement



## PROGRESS 2013

### SUSTAINABILITY

- Recycled and reclaimed materials used in installation, furnishing, way-finding and signage
- Melbourne Town Hall location with how-to guides for cycling and public transport
- Sustainable and ethical procurement of all partners including venues and catering via Thousand Pound Bend and Shebeen (a non-profit bar)
- 'Where to Eat' recommendations provided to all delegates based on sustainable, local and ethical food and beverage providers
- Water stations for free refilling of water bottles
- Sustainable sourcing of bamboo lanyards and collection at end of event to be used again
- Essential print collateral (program and party invitation) printed on 100% recycled card
- Progress 2013 app produced to reduce need for paper printing

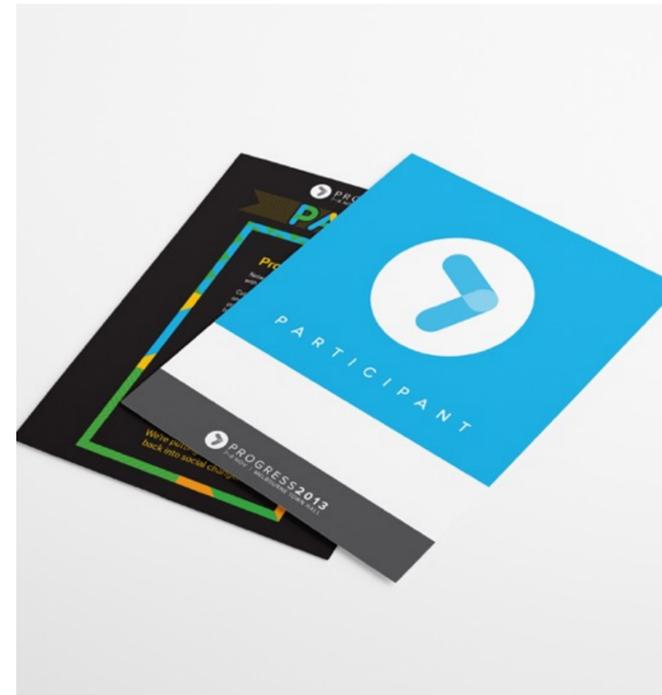
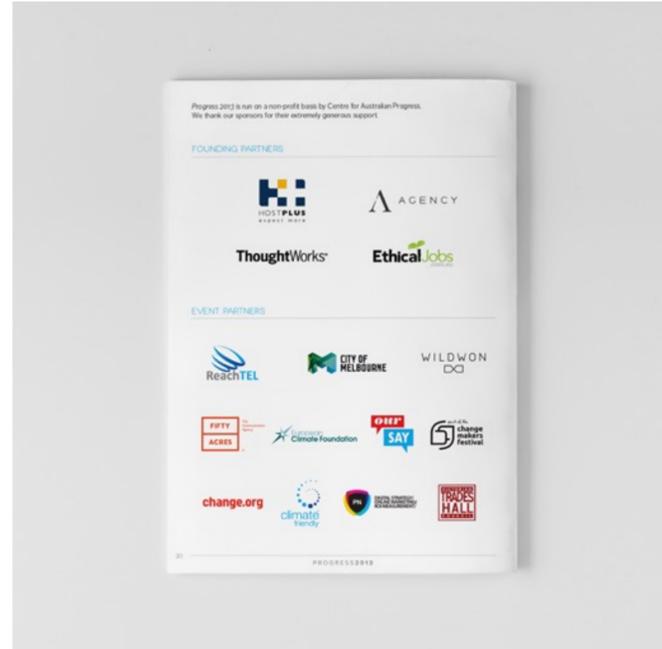
***“The event was exceptional. It gave people a brilliant opportunity to regroup and share energy in the current environment. Fantastic production values as well.”***

- Lindsay Rae, Chief of Staff, World Vision Australia

### COLLATERAL DESIGN & PRODUCTION

Wildwon created design principles and a brand architecture which was deployed across graphic design, visual media, theming, art installations and side events resulting in an integrated design aesthetic across communications, collateral and spatial design, including:

- Progress 2013 website
- Digital communications including email campaigns, social media and promotional assets
- Event signage, posters, staging and branding
- Guest and volunteer identification
- Presentations and slides
- Theming and staging of side events
- Video 'stings' for sponsors shown during session
- Program including map, party invitation
- Highlights video and infographic. Video available at: [wildwon.com.au/progress-2013](http://wildwon.com.au/progress-2013)



## PROGRESS 2013

### THE SUCCESS AND OUTCOMES

- Attendee and revenue targets were exceeded with 1000 tickets sold
- Wildwon demonstrated an ability to deliver a complex, multi-stream program involving 1000 participants, 110 speakers, 60 volunteers, 2 social events and 15 partners and sponsors. Wildwon engaged to grow Progress to 1200 attendees in May 2015.
- International speakers included world-renowned inequality guru Richard Wilkinson; National Field Director of the Obama campaign, Jeremy Bird; and messaging expert Anat Shenker-Osario. They were joined by more than 100 local speakers.
- 85% of surveyed participants attended at least 1 social function outside of the main Progress agenda (e.g. cocktail function, informal drinks) and all surveyed participants met at least 2 new people, meeting community and connection-building objectives
- 70 major NGOs represented
- Surveyed participants embarked on new projects and initiatives as a result of Progress 2013 - these are being documented ahead of Progress 2015
- Three new concepts, three key insights and three key actions per sector were introduced and disseminated at the event and in post-event communications (8 sectors)
- Aesthetically consistent Centre for Australian Progress branded communications material and physical event collateral built profile for the organisation at the event
- Progress 2013 dubbed 'the social change event of the year' by Pro Bono Australia
- Strategic event in the building of broader social movements around human rights, gender inequality, Indigenous affairs, environmental sustainability and social justice.

*“Wildwon’s upfront project planning & design workshops were well structured, fast-paced and enjoyable. They provided important additional clarity of purpose, helped us understand and design the event around the needs of diverse participants, and helped expose numerous program & logistical issues that needed to be resolved. This was invaluable.”*

- Nick Moraitis, Executive Director, Centre for Australia Progress



## AMP AMPLIFY FESTIVAL STAFF ENGAGEMENT

*“I believe that our online addiction is slowly snuffing out our ability to innovate.. more time spent online does not necessarily increase learning. In fact, the concurrent sensory deprivation may inhibit our ability to innovate in the physical world ”*

- Annalie Killian - Director of Innovation, AMP

### THE CLIENT

AMP's Amplify Festival is a week-long festival of innovation and thought leadership held by AMP every two years. While the festival has always sought to inject creative thinking into the company and invest in the knowledge capital of AMP's people, they came to us in 2013 with a unique challenge.

### THE GOALS OF THE PROJECT

1. Engage staff in learning a new craft: IQ of the population is increasing while the creative quotient is falling. In many industries, people no longer use their hands to solve problems - an issue for employee well-being and innovation capacity.
2. Create a strategy for engaging the whole of AMP Asia Pacific, even though the Amplify Festival physically takes place in Sydney and Melbourne
3. Higher conversation rates from registration to attendance. Past festivals had seen enthusiasm around registrations but drop-offs in attendance.
4. Tie into the 'Transformation' theme and paper crane motif of Amplify 2014.
5. Deliver a cost effective way to produce 6000 Amplify Festival programs which also served as the physical mechanism for engagement.





## AMP AMPLIFY FESTIVAL STAFF ENGAGEMENT

### THE SUCCESS AND OUTCOMES

Wildwon created an engagement strategy around Amplify Festival based on audience analysis and interviews and the specifics of the brief. We designed an original origami pack in which the Amplify Festival program was printed onto origami paper. This device proved to be a cost effective, logistically simple and interesting mechanism for online and offline staff engagement, with extremely high levels of engagement achieved. The cranes also had a second and third life - as part of a stop motion animation, as well as a visually arresting installation as the backdrop to the festival.

#### Key metrics:

- 6000 packs produced and distributed to 19 Asia Pacific offices
- 'Hackfest' tactical engagement event used to launch the campaign
- Hackfest origami demonstration live streamed to 10 offices
- online platform launched alongside distribution of packs
- 116 uploads to a digital crane wall
- 83 submissions to individual crane photo competition
- 1000+ physical cranes folded and collected across Sydney and Melbourne locations
- 2 animated stop-motion films produced (instructional video + wrap video)
- 2,400 (Sydney) and 900 (Melbourne) unique staff registrations
- 80% conversion rate from registration to attendance
- employees contributed to crowd-created artwork in their teams and as a company
- reminded staff about registration and attendance via multiple touch points over time

*“I was quite unsure how crane folding would fit with the rest of the other Hackfest activities but after you left I noticed that many teams continued to fold cranes while working in teams. What I learnt is that this stimulates ideas as you are working and concentrating.. it even sparked an idea for the Amplify game.. so thank you for the great work”*

- Melissa Fong, IT Operations Manager



## AMP AMPLIFY FESTIVAL BRIGHT SPARKS PHD PITCH NIGHT

### BRIGHT SPARKS

The purpose of Bright Sparks - a flagship event in AMP's Amplify Festival - is to connect the most innovative and ground-breaking research coming out of Australian universities with business audiences. It has a secondary purpose to inspire business innovation at AMP.

Formerly 'Tech on Tap', the event had been one of the highlights of the festival but was still a very casual affair with 20 pitches from university students on the top floor of a pub.

Wildwon was tasked with overhauling the event quality, format and outcomes.

### PROGRAM DESIGN

At Amplify 2013 we:

- helped AMP re-brand Tech on Tap to Bright Sparks
- ran a promotional campaign among the academic and scientific communities to call for entries and promote Bright Sparks as part of the Amplify Festival.
- increased the number of entries from PhD students to 300% on previous event
- moved the event from the Paragon Pub to The Basement, Circular Quay
- reduced this larger contestant pool to 20 high-calibre finalists according to criteria we developed in collaboration with AMP
- turned Bright Sparks into a program rather than an event: we put 20 finalists through a full day of training with television journalist James Valentine and one-on-one coaching with science communicator Daniel Keogh.

### THE PITCH NIGHT

- saw more than 250 people turn out to the venue including AMP staff and general public
- had a judging panel of 6 high-profile international Amplify Festival speakers
- watched 20 varied, high quality, entertaining and informative 90-second pitches
- a custom-built app - the Cheer-O-Meter - determined the 'People's Choice' winner
- the crowd was entertained by MC Dan Ilic and 'house band' and beat boxer Jared Jekyll

Video coverage of the night is available to view at [vimeo.com/wildwonprojects](https://vimeo.com/wildwonprojects).

## THE PORTER SYDNEY LAUNCH

### THE CLIENT

Our client was Haworth and we also worked closely with their collaborators Lend Lease, Jones Lang LaSalle and Third Spaces Group.

### THE GOALS OF THE PROJECT

Wildwon were given an open brief and tasked with creating a stand-out launch event for The Porter in Sydney for Haworth xFriends.

The Porter is an activated, curated coworking space that provides its members with the tools and environments for high quality collaborative experiences. The Porter is an elegant, high-performance destination, designed and managed for all types of work requirements, including integrated space and technology solutions,

### SCOPE OF WORK

Our execution of this event included:

- hard copy invitations with hand-written typography and signature 'The Porter' wax seal
- personalised 'luggage tag' RSVP via social media triggering social media amplification
- transformation of The Porter and foyer of 1 O'Connell Street into a different place and time through the recreation of an early 20th Century hotel lobby
- styling, props, characters, costuming, activations and musicians all in theme
- activations showing off the features of 6 distinct spaces within The Porter
- live art on interactive projectors and writeable walls, a hanging garden installation and actors in character interacting with guests throughout the space
- hospitality for 250 guests including food, beverage and themed signature cocktails

*"Yvonne and Sally are consummate professionals. The Porter launch has created a real sense of excitement around the project and the concept - and has even brought our team closer together."*

- Jennifer Celesia - Director of Brand and Marketing, AP, ME and LatAm





## THE PORTER SYDNEY LAUNCH

### EXPERIENCE DESIGN

The design principles we arrived at played off the Porter's brand and included:

- the intrigue of travelling to a new place
- a sense of having arrived at a 'destination'
- an air of exclusivity
- old-school hospitality

We activated this theme, and the space, by engaging:

- Live artist Georgia Hill - filling the writeable walls with original illustration and typography in the form of a hand-drawn map of The Porter space
- Muralists James Hancock and Eddie Boson to bring the interactive projector to life
- Two jazz bands: one who played for arrival in the foyer; one on the main stage
- Trolley'd - a mobile cocktail bar service which embraces sustainability, native and organic ingredients, local produce, a bar made of recycled airline trolleys and costumes to match
- Tracey Deep - an Indigenous sculptor and installation artist who created a floating floral installations.
- Actors dressed in the vintage 'hotel lobby' theme and interacted with guests
- AV and lighting for the atmosphere & technical requirements of the event
- styling, props, characters, costuming, activations and musicians all in theme

*“Launching a new concept like the Porter required an agency that was able to create an event that would take our clients on a journey and position both the space and our brand appropriately. Wildwon delivered on every milestone and objective and the final product was a triumph with the feedback from our clients and partners being much more positive than we could have hoped for. When you want a partner who really gets it, I would recommend Wildwon.*”

- Frank Rexach, VP Asia, Africa and United States

# ENGINEERS WITHOUT BORDERS LINK FESTIVAL 2015

## THE CLIENT

Engineers Without Borders Australia (EWB) is a member-based not-for-profit organisation with 10 years experience in creating systemic change through humanitarian engineering.

Wildwon's work with EWB was partially funded by a Smart Design Voucher from the Victorian Department of State Development, Business and Innovation (DSDBI). These vouchers exist to promote design-driven innovation and transfer design capability to Victorian businesses and organisations.

## THE GOALS OF THE PROJECT

In 2013, Link Festival brought together leading and emerging social innovators from Australia and the world to explore how design and technology can create change in our backyard and in the world. With inspiring speakers and a focus on genuine connections, the forum was about creativity, big ideas and working together to make the world a better place.

The 2013 event served as a successful prototype that EWB wished to build on. They approached Wildwon to complete a research and UX design project to improve and grow Link Festival in 2015, and to assist in the delivery of the event.

The goals of the project were to:

- Research the audience and appetite for a unique event offering at the intersection of design, technology and social change
- Improve awareness of and develop the audience for Link Festival among various professional disciplines including engineering, architecture, industrial design, visual communications, service design, science and digital technologies
- Improve user experience and digital engagement around the event - before, during and after it takes place
- Conduct high quality design research to transform Engineers Without Borders' approach to events, audience and partnerships
- Add to EWB's reach in the professional communities which make up its desired audience

- Build knowledge, best practice and a professional community around design and technology for good
- Increase the revenue from ticket sales and sponsorship in order to develop the event and audience in future years
- Bring together Australia's leading and emerging social innovators to explore the topic at hand: design, technology and social change, and subsequently make improvements to people's lives and the world around us
- Significantly expand the business potential of Link Festival under a social enterprise model
- Position Link Festival as the premier 'design for change' event in the Asia-Pacific Region



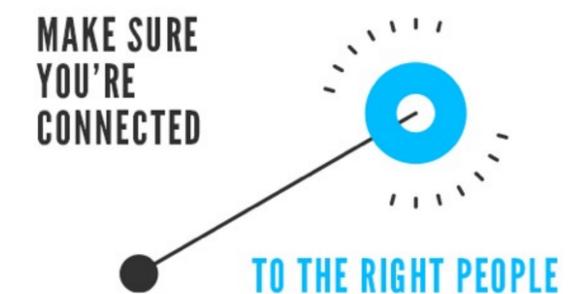
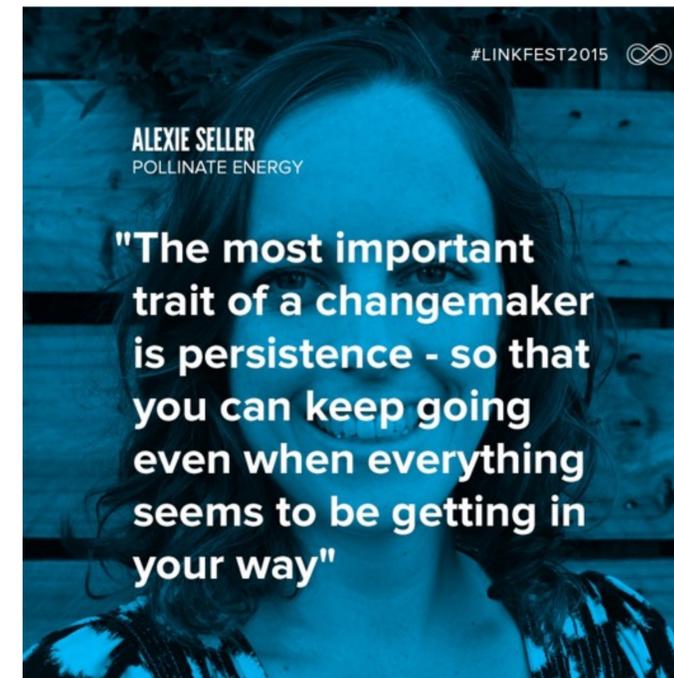
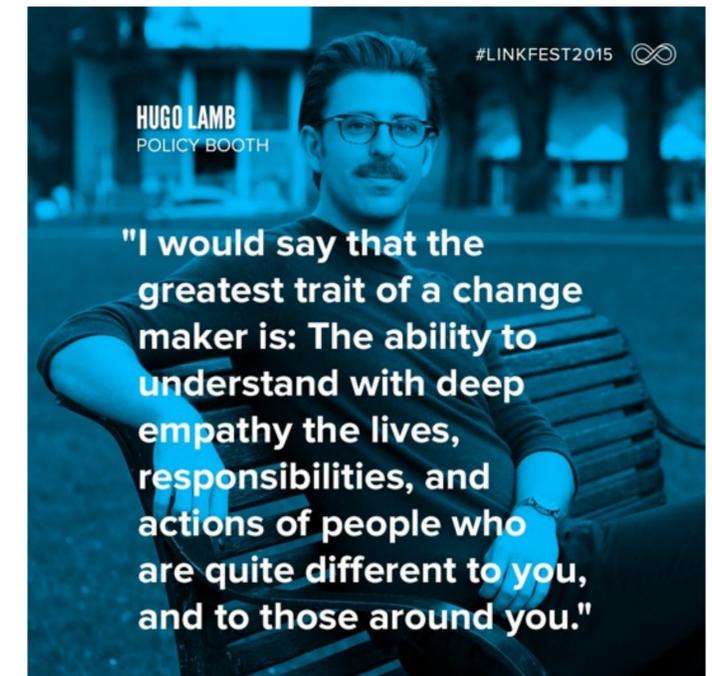
# ENGINEERS WITHOUT BORDERS LINK FESTIVAL 2015

## SCOPE OF WORK

1. Pre-production & immersion: delivery of a facilitated immersion workshop and subsequent delivery of agreed objectives and success metrics., audience personas, touch point analysis and design principles. Additional interviews and stakeholder research.
2. Event strategy & implementation plan: design and implementation strategy to deliver Link Festival 2015, including evaluation of impact and plan for execution by volunteers.
3. Sponsorship prospectus: definition and development of sponsorship offering and production of sponsorship prospectus
4. Speaker curation and programming: delivered a program of local and international speakers designed to address of audience preferences gained from research
5. Communications strategy & implementation: develop and implement the communications strategy for all stakeholders: attendees, speakers, sponsors and public
6. Digital presence and promotion - develop visual identity, promotional strategy, deliver conference website, manage online community of 1000+ and subscriber base of 10 000+

## THE SUCCESS AND OUTCOMES

- Insights gathered and recommendations implemented for enhanced attendee experience at Link Festival and all subsequent EWB design for change events. This has led to (a) high attendance rates and (b) improved registration revenue
- Improved profile and reputation for Link Festival among architecture, engineering, design and technology sectors. This has led to (a) increased sponsorship revenue, (b) high quality speakers and (c) more collaboration opportunities.
- Better understanding of design methodologies within Engineers Without Borders. This has led to (a) embedding of design research outcomes into future events and activities, and (b) improved staff capacity.
- Handover and up-skilling of EWB staff on UX-led event coordination. Training of EWB staff in the end-to-end design of experiences, including communications strategy, programming and digital engagement.
- Link Festival will be delivered in February 2015 - participant experience results pending





## 'HI RAY' AT VIVID SYDNEY 2014

### THE CLIENT

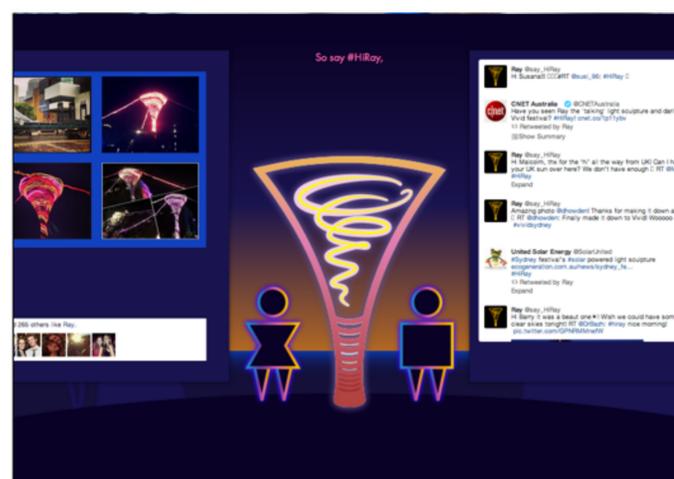
Our client, Pollinate Energy, are a social enterprise bringing light to urban slums in India through solar power. This project was a collaboration between SIT2, amigo & amigo, Pricewaterhouse Coopers and Southern Cross University.

### THE GOAL OF THE PROJECT

The goal of the project was to bring attention to Pollinate Energy's incredible work among Sydney-siders, Vivid Sydney visitors, online and in the media.

### SUCCESS AND OUTCOMES

- Wildwon and team created the first ever solar-powered light installation at Vivid
- We developed 'Ray' - an interactive light sculpture as well as an online interactive personality, accessible by following the hashtag #HiRay or visiting [HiRay.com.au](http://HiRay.com.au)
- Production of a parallax scrolling site with live data feeds from the installation including weather, battery life, kilowatt hours of solar energy used each day and the number of visitors with him in person and interacting on social media. Most importantly, Ray told the story of Pollinate Energy and their work through the narrative on the website

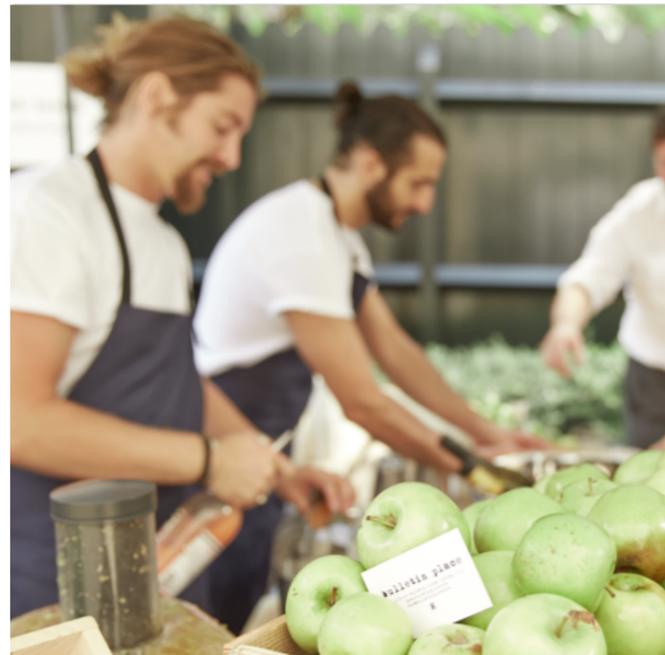


### INTERACTION RESULTS

- Ray was Vivid 2014's most visited installation according to IBM 'Heart of the City' data - 353,559 Ray visitors
- 1.4 million visitors to Vivid - 79% more attendees in 2014 than the year before
- 300,000 impressions on Twitter

### MEDIA RESULTS

- ABC Sydney 702 (Sydney metro radio)
- The Age & SMH (10.8m combined digital and print reach)
- Now This News (110k followers)
- CNET Australia (44.5k followers)
- The Creators Project (700k followers)



## SYDNEY LIVING MUSEUMS 'STORIES FROM THE CELLAR' AT ELIZABETH BAY HOUSE

Our second event in Sydney Living Museums 'Eat Your History' program was Stories from the Cellar - again, designed to attract a new audiences (18-35 year olds) to the property and to Sydney Living Museums as an organisation.

### EXPERIENCE DESIGN

Wildwon developed the 'Stories from the Cellar' concept which was specifically designed to activate the enormous sand stone cellars of Elizabeth Bay House. When taken on a tour of the house, we realised just how much of the house was designed around the storage and preservation of food: cellars, larders, cool rooms - and wanted to bring these original architectural features to life in a way that reflected their original purpose.

We designed a program which invited guests to take part in an afternoon of hands-on cooking demonstrations and workshops with Sydney's finest artisan food producers who still practise the traditional and sometimes not-so-traditional crafts of food preservation.



### HIGHLIGHTS

- Rohan Anderson - 'Whole Larder Love' author and blogger - ran workshops on hunting and preparing rabbit and other wild game, preserving vegetables using sand.
- Kristen Allen ran workshops on cheese making. Kristen cellared cheese in the cellars of Elizabeth Bay House in the six weeks leading up to the event so they could be tasted on the day
- Bulletin Place - Cocktail bar of the year 2014 - served home made apple ciders and cocktails made from local, seasonal and native ingredients
- Father and son fishmongers Steve and Adam de Launay ran a workshop on seasonal fishing and trout and salmon smoking
- Jacqui Newling (Colonial Gastronomer) provided our chefs with 1920s recipes for potted meats
- O Tama Carey, head chef at Berta ran a pickling and preserving workshop
- a completely sold out event brought 300 total and 212 new visitors to the property
- every workshop was at capacity and the cellars were filled until dinner was served over-looking the harbour on the steps of Elizabeth Bay House



## THE ROYAL AGRICULTURAL SOCIETY SUSTAINABLE STYLING - PRESIDENT'S MEDAL 2013

### THE CLIENT

The Royal Agricultural Society (RAS) approached Wildwon to provide 'sustainable styling' for the 2013 President's Medal. This medal is the highest prize in Sydney Royal's fine food, dairy and wine competitions and incorporates sustainability into the judging criteria. Therefore it was important to reflect these values all the way through the event

Typically Wildwon work on the end-to-end design and production of experiences, however we jumped at the opportunity to experiment with a sustainable styling brief. All the producers who were named as finalists had fantastic stories around thoughtful and sustainable food production and we were excited to help celebrate the finest sustainable produce in the country.

### GOALS OF THE PROJECT

RAS' brief to us for the theming was a 'celebration of the seasons'. We strove to find a solution that was invoked all four seasons in Australia yet maintained firm sustainability principles.

### SUSTAINABLE STYLING

With the help of expert floral stylists Merrymount we:

- created an overhead hanging floral and lighting installation at the entrance to the venue
- dressed the dining tables and entrance way with tasteful native flower arrangements
- created displays to showcase six finalist producers and their produce
- used only sustainable (that is: seasonal, native, foraged & local) flowers, foods and foliage
- redistributed and repurposed flowers and decorations to a nursing homes in Western Sydney

### SUCCESS & OUTCOMES

The installation and theming turned the cavernous Badgery Pavilion into a warm and inviting place to spend an evening. The hanging installation provided visual impact and a sense of occasion. We created a time-lapse film of the installation before, during and after the event which has been shared widely within the RAS and its networks.

## THE ROYAL AGRICULTURAL SOCIETY SUSTAINABLE STYLING - PRESIDENT'S MEDAL 2014

### THE CLIENT

The Royal Agricultural Society (RAS) approached Wildwon to provide 'sustainable styling' again in 2015. This time around the event was to be held in 'The Stables' - a beautiful venue at Sydney Showgrounds that is home to an R.M Williams showroom. The theme was 'story' and the space was designed to tell the stories of the six finalist producers.

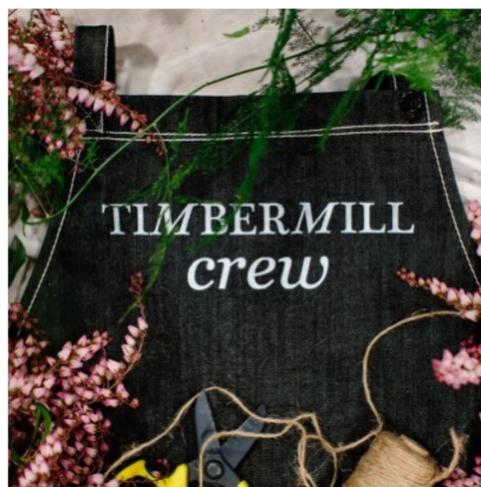
### HIGHLIGHTS

- Wildwon commissioned hand drawn typographer and illustrator Georgia Hill to create beautiful signage and maps of Australia illustrating the region each producer was from.
- We worked in collaboration with Timber Mill to build custom market stall for each producer (ranging from wine to charcuterie to cheese to seafood) to show case their produce in an appropriate way.
- Each producer was featured in their own 'stall' of what used to be a working stables, so guests were surprised and delighted each time they turned a corner to find a new display
- We also collaborated with Hanaco floral design to create pieces which hung from wagon wheels in the ceiling, drawing attention to the beautiful gabled roof of The Stables
- We worked with a lighting designer to create an warm ambience, highlight the producers and draw attention to stand-out design features of The Stables
- Once again, we redistributed and repurposed flowers and decorations to a nursing homes in Western Sydney
- We collaborated with chefs working on the night so that the fresh produce used in displays upon entry was incorporated into the menu on the night. Surplus produce was distributed amongst the chefs and RAS staff as veggie boxes after the event

### SUCCESS & OUTCOMES

For a second year, we received incredibly positive feedback from the Royal Agricultural Society of NSW and their community of supports and attendees of the event. Most importantly, we were able to tell the story of each producer in a way that did justice to the years, decades and often generations spent perfecting their practises and products.

*Photos by Luisa Brimble*



## FOUNDATION FOR YOUNG AUSTRALIANS UNLEASHED SUMMIT & AWARDS

*“Today in Australia we’re great at recognising our sports people, our musicians, even our super models. What we’re not so great at doing is recognising young people who are making change. Unleashed is our opportunity to celebrate and showcase young people who are doing extraordinary things in their communities”.*

Jan Owen AM,  
CEO, Foundation for Young Australians

Unleashed took place for the first time in 2013 and is already the flagship event for the Foundation for Young Australians.

Wildwon were engaged to capture the Unleashed summit, stream events and awards over two days and produce video and social media content to create a lasting legacy.

We held workshops with the FYA team to set the creative direction for this content, designed to make the most of the colourful content, theming and attendees present at the event. On the days of the event we worked alongside the producers of the content streams and awards event to capture extremely high quality content.

Wildwon added to the experience by turning around an overnight edit of day one, shown on day two, helping to galvanise participants ahead of action-oriented workshops.

At the close of the conference we delivered three videos for use across FYA’s social media and for use in future internal and sponsorship conversations. These captured:

- 400 young leaders, 30 speakers, facilitators and special guests, 6 award winners
- 4 streams of workshops: entrepreneurs, campaigners, volunteers and innovators
- 3 locations: Pier 2/3, Playhouse Theatre and Concert Hall at the Sydney Opera House.

View the summit highlights Wildwon produced at: [fya.org.au/unleashed/](http://fya.org.au/unleashed/)





## SYDNEY LIVING MUSEUMS 'ROLL ON' AT VAUCLUSE HOUSE

Wildwon were asked to be a partner to Sydney Living Museums (SLM)'s 'Eat Your History' program and activate two of the twelve historical properties in their portfolio. The first of the two events - Roll On - was designed to bring new audiences (18-35 year olds) to Vaucluse House. Roll On invited guests to the stunning property for a 1920s-inspired picnic with lawn sports, gastronomical history and tastings, guided tours of the house and gardens, live music from local Sydney bands, swing dancing, butter-churning and lemon-sherbert rasping workshops with colonial gastronomer Jacqui Newling.

### EXPERIENCE DESIGN

- Wildwon commissioned typographer and illustrator Georgia Hill to create hand-painted signage. We installed this signage, as well as fete stalls and vintage furnishings, around the property and at each activity, in line with the overall look and feel of the event.
- Guests, volunteers and musical acts were invited to dress in relaxed 1920s picnic attire.
- Wildwon held a vintage picnic and costume stall where guests could hire costumes (boater hats, bow ties, parasols) as well as picnic supplies (books, baskets, blankets).
- The program was designed to give a holistic experience leveraging all five senses. The programmed activities took guests all the way through the property by activating spaces in the house and garden and immersing guests in the history of the property through tastes, tours and demonstrations.

### THE SUCCESS AND OUTCOMES

- Wildwon designed an event specifically to appeal to 18-35 year olds, and a program which not only attracted people to the event but also helped them explore the property.
- Content marketing strategy attracted 300 people to attend the event and more than 200 to take part in guided tours or 'Eat Your History' cooking workshops and tastings.
- More than 50 people signed up to the Sydney Living Museums e-news on the day and many more subscribed during the promotional period before the event.
- Sydney Living Museums reached a brand new audience - 80% were 18-35 years old
- 85% of guests rated the overall experience of the day 4 or 5 out of 5.

# THE YOUTH FOOD MOVEMENT AUSTRALIA

## THE CLIENT

The Youth Food Movement Australia: young people who care about good, clean, fair food.

## THE GOALS OF THE PROJECT

Over a period of 24 months, Wildwon worked with the Youth Food Movement to produce a suite of events designed to inform, engage and inspire young people to make better food choices for a more sustainable, fair and healthy food system.

The major events we designed and created were:

- The Ride On Lunch - a cycling food tour of Sydney's local, sustainable food hotspots for 100 people over two days
- Reel Food Nights - a pop-up documentary cinema in the FoodConnect warehouse for 250 people
- Guerrilla Dinner in The Rocks Windmill - a dinner menu with matching conversation menu connecting the public with food decision-makers, policy-makers and taste-makers including chefs, ministers, farmers and retailers. For 40 public and 40 decision-makers.

## THE SUCCESS AND OUTCOMES

We achieved measured behaviour change outcomes in the following areas:

- Healthy food choices: awareness of levels of sugar, chemicals and additives in food and subsequent changes in decision-making
- Sustainable food choices: increased uptake in local food growing and low food mile grocery choices. Increased awareness of and material reduction of food waste.
- Fair food choices: subscription rates to a food box service supporting local farmers as a result of Reel Food Nights. Increased awareness of food insecurity and the challenges faced by growers in Australia as a result of Guerrilla Dinner in The Rocks Windmill.
- Exercise and sustainable transport: uptake of cycling including commuter cyclists as a result of the Ride On Lunch



## YOUTH ACTION NSW 'SHIFT THIS' 2014

YOUTH ACTION NSW

The NSW Government's Youth Action & Policy Association ("Youth Action NSW") is the peak organisation representing young people and youth services in NSW. Youth Action works towards a society where all young people are supported, engaged and valued.

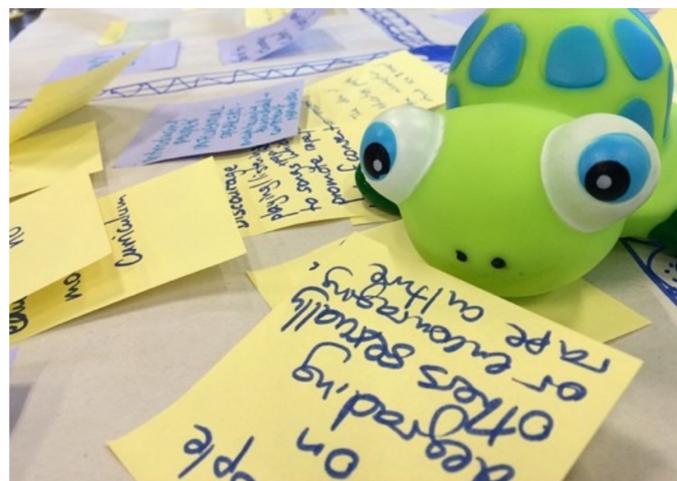
### THE GOALS OF THE PROJECT

Shift This was a two-day conference, held in September 2014, to inspire young people to explore, design and make change in their communities.

The conference hosted 100 attendees between the ages of 12 and 25 years old including a mix of people from regional and metro and diverse social backgrounds.

The specific objectives of the project were to:

- Inspire young people to make positive changes in their community
- Support young people to develop feasible community impact projects
- Empower young people with entrepreneurial skills, teamwork skills, project management skills, knowledge of issues affecting young people and the confidence to take action
- Provide young people with experience using design as a tool to find solutions to issues
- Showcase young people's contribution to their community.
- Provide young people with experience building a ready-to-launch community change or community investment project
- Give young people a network of peers excited about making a difference and the confidence to take action on issues they care about
- Provide young people with experience navigating complex problems and developing youth-led solutions



## YOUTH ACTION NSW 'SHIFT THIS' 2014

### SCOPE OF WORK

1. Advise Youth Action on facilitation of an end-to-end design process over two days.
2. Advise on application of design processes to social advocacy and social change
3. Advise on ice-breaker activities and community-building devices in communications before, during and after the event
4. MC and facilitate a large audience at the event (supported by assistant facilitators)
5. Guide delegates through the conference experience, design process and outcomes

### THE SUCCESS AND OUTCOMES

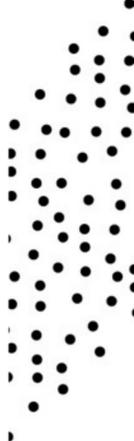
Shift This 2014 successfully took delegates through an end-to-end Design Process over 2 days where groups prepared and presented 12 ready-to-launch community action initiatives

The Design Process took place as follows:

1. Delegates explored a wide range of issues affecting young people in NSW
2. Delegates chose an issue to explore in more depth and formed teams around a particular question they wanted to address
3. Delegates defined each issue and were guided through the process of reaching a problem statement
4. Delegates were primed to think tangentially and then ideated possible solutions (project ideas) to their question/topic
5. Delegates tested assumptions behind their ideas and finalised their project concept
6. Delegates were guided through the rapid prototyping of their concepts and incorporated feedback into final solutions
6. Delegates prepared an execution plan for their project (timeline, budget, resourcing etc)
7. Delegates presented their project plans to a panel of experts for feedback prior to launch

This process was delivered via innovative formats eg. World Cafe style sessions, issue 'deep dives' and 'passport stamping stations' to check off activities. The process was also interspersed with keynote addresses delivering key learnings, skills, tools and evidence eg. "Where Good Ideas Come From", "Getting An Idea Off The Ground".





# OUR CLIENTS



# TESTIMONIALS



## ANNALIE KILLIAN

INNOVATION DIRECTOR, AMP  
PROJECT: AMPLIFY FESTIVAL 2013

Being an ideas person, I am always looking for people with outstanding design-thinking and execution capability to complement my small team and make magic happen. I was thrilled to find Yvonne and Sally from Wildwon who could connect with me creatively and strategically, and work independently but with a high level of collaboration with my team to deliver a bold and risky experiment in an integrated and seamless manner.

Their approach is inspired, their preparation is awesome and their thinking is clear and considered. What I valued most is that they always respected the artistic integrity of the vision and didn't compromise in the delivery - yet, worked creatively within the constraints of budget and with our internal procedures to help us achieve our targets with a high-quality, high-impact and visually stunning campaign. In terms of the ROI for this project, it was an unqualified breakthrough success! Wildwon's professionalism, openness, resourcefulness and easy-to-work-with style endeared them to the entire Amplify Festival team, and I can't wait to use them for more projects in future.

Another aspect of the project was the Amplify Festival PhD Pitch Night. I approached Sally and Yvonne (Wildwon) to help me take the event to a whole new level. In order to raise the calibre of finalists, we wanted to attract a much larger pool of applicants, and this was the single biggest impact that they delivered, doubling the number of entries as well as expanding the diversity in the mix. They provided us with regular progress updates, a good process for quickly reviewing and short-listing the finalists and good project management in both the preparation of candidates as well as the design and execution of the event. The project was a resounding success to such an extent that we are considering making it an annual event (it's currently every two years).

Inspired work, awesome preparation and clear thinking. I wouldn't hesitate to recommend Wildwon for any project, large or small.





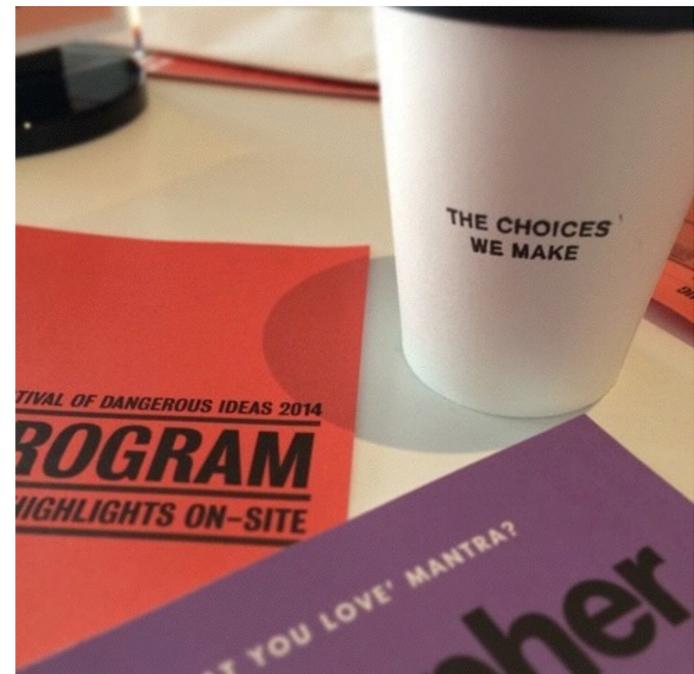
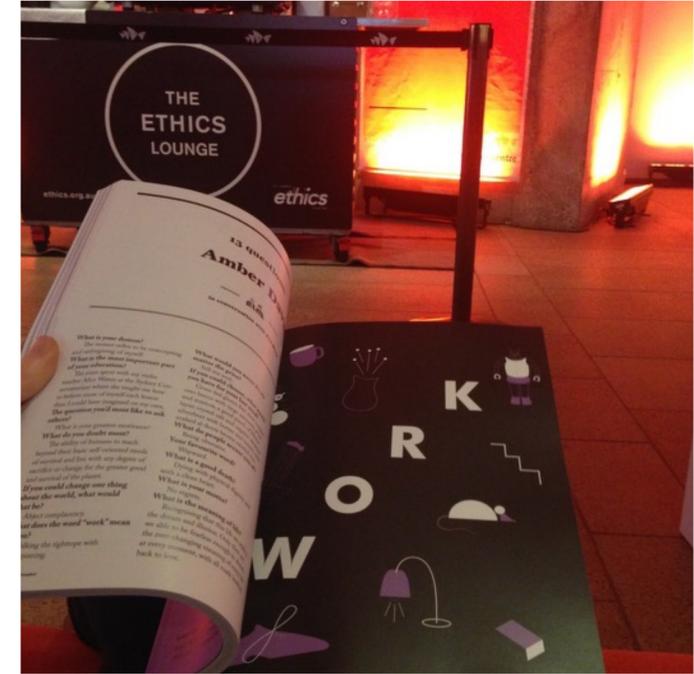
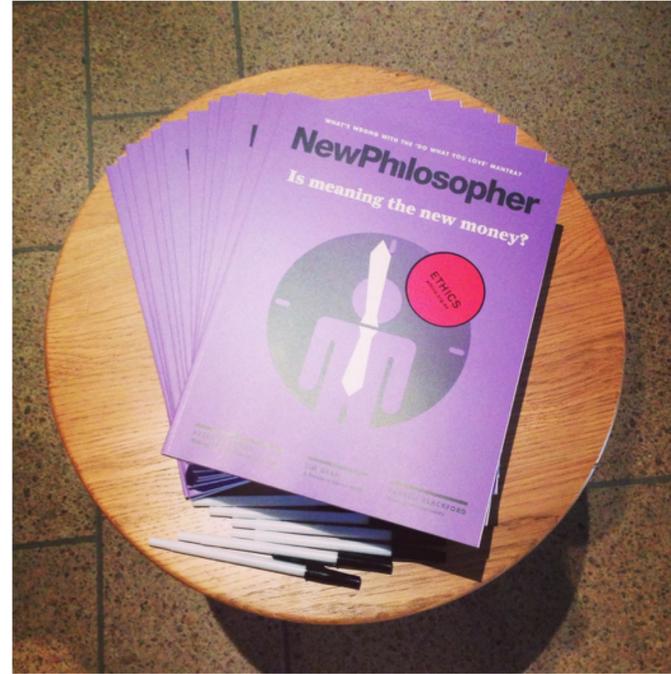
## SARAH MUNRO

COMMUNICATIONS MANAGER  
ST JAMES ETHICS CENTRE  
PROJECT: FESTIVAL OF DANGEROUS IDEAS

Wildwon are a force to be reckoned with and I'd be delighted to work with them again and again. St James Ethics Centre engaged Sally & Yvonne in June 2014 to help us make an impact at the Festival of Dangerous Ideas (FODI). We co-founded FODI and annually co-curate the festival in partnership with Sydney Opera House, but unfortunately that was not as widely known as we'd like.

Wildwon worked with us to develop a plan to grow our community and awareness of the Centre across FODI 2014. Working within a constrained budget, they created a welcoming space with a fit out that belied its true cost. Over the weekend, the 'Ethics Lounge' gave FODI-goers a space to relax with a coffee between sessions and gave us the opportunity to tell the masses about what we do. Their efforts allowed us to grow our subscriber base by close to 1,000 and awareness of the Centre's role as co-curator increased to over 50% – no mean feat from a previously very low base!

Not only are Wildwon hugely successful at what they do, they're a pleasure to work with too. Sally and Yvonne exude passion and professionalism. Their experience is broad and their contacts are many, so there genuinely seemed to be no aspect of our activation that they weren't prepared to roll up their sleeves and shine some magic on. I can't thank them enough for their support.





## ALEXIE SELLER

NATIONAL MANAGER, BUSINESS DEVELOPMENT  
POLLINATE ENERGY  
PROJECT: 'RAY' AT VIVID SYDNEY 2014

Wildwon burst into our team with heads full of ideas and the expertise to make them happen. We watched them develop creative concepts to engage a wide audience and to ensure that our project had the impact we desired - which is how the 'Ray' identity was born.

We couldn't be happier, knowing that the digitally interactive sculpture was VIVID's most vis sculpture in 2014, and his personality 'Ray' was instrumental in helping us share our story about bringing solar solutions to the urban poor.

I can't wait to see the next projects on the horizon for this team, and it was a pleasure to work with such a professional pair. Well done!



## JAKE FORMOSA

PROJECT DEVELOPMENT MANAGER  
YOUTH ACTION NSW  
PROJECT: 'SHIFT THIS' 2014

Sally and Yvonne were an absolute pleasure to work with. From the moment they agreed to advise on the design of our conference and MC the day, their dedication and professionalism was evident. Prior to the event I was blown away by how much time they invested to ensure their contribution was as valuable as possible.

While running the conference, Sally & Yvonne provided a great deal of expertise, creativity and know-how that contributed to us being able to deliver an excellent event. Sally & Yvonne offered thoughtful insights and provided a big-picture perspective which allowed us to ensure we hit our objectives.





## NICK MORAITIS

EXECUTIVE DIRECTOR  
CENTRE FOR AUSTRALIAN PROGRESS  
PROJECT: PROGRESS 2013

Centre for Australian Progress engaged Wildwon as our event production and experience design partner for Progress 2013, a landmark conference of Australian civil society organisations held at Melbourne Town Hall in November 2013.

With 1000 attendees, five streams of content, two large parties, several smaller functions, and more than 100 speakers, Progress 2013 was a complex logistical endeavour. The competence of the Wildwon team provided great peace-of-mind. They took charge of liaison with the venue, catering, audio-visual, stage management, theming, design and printing suppliers, as well as seamlessly training and coordinating a team of event production staff and nearly 100 volunteers. Their detail orientation was second to none.

We were determined to provide an event experience that was different from your typical drab corporate conference, or indeed the type of 'cheap-looking' conference non-profit leaders might be used to – and here Wildwon were in a league of their own. They brought an extraordinary network of suppliers, outside the box thinking and an appreciation of our budget capabilities. Their unique sustainable catering suppliers, original speaker gifts, striking and contemporary design and theming, and memorable art installation and public engagement exercise set the conference apart and in fact far exceeded our expectations.

While Wildwon is a small company and ran several projects sequentially with ours, at no stage did they appear challenged by the scale of our event – they were always accessible, friendly and delivered milestones on time. We also appreciated their professional assistance in liaising with our conference stakeholders, including sponsors and high-profile national and international speakers, many of whom complimented us on the unusually comprehensive briefings and personal attention they received.

Wildwon's upfront project planning & design workshops were well structured, fast-paced and enjoyable. They provided important additional clarity of purpose, helped us understand and design the event around the needs of diverse participants, and helped expose numerous program & logistical issues that needed to be resolved. This was invaluable.

They were a pleasure to work with and we couldn't have been more satisfied. We hope to work with them again and would thoroughly recommend them to others seeking to run a creative, thoughtful, eco-friendly & transformative event experience large or small.



## FRANK REXACH

VICE PRESIDENT ASIA, AFRICA & UNITED STATES  
HAWORTH  
PROJECT: LAUNCH OF 'THE PORTER'

Launching a new concept like the Porter required an agency that was able to create an event that would take our clients on a journey that would position both the space and our brand appropriately.

We are very pleased we selected Wildwon as they had the ability to develop a strategy that aligned to our vision with the talent to execute it. Both Yvonne and Sally have the intelligence, professionalism, dedication, and passion that brought The Porter to life at our opening VIP event and party.

Wildwon delivered on every milestone and objective and the final product was a triumph with the feedback from our clients and partners being much more positive than we could have hoped for.

When you want a partner who really gets it, I would recommend Wildwon.



## LAUREN ANDERSON

CHIEF KNOWLEDGE OFFICER  
COLLABORATIVE CONSUMPTION  
PROJECT: YOUTH FOOD MOVEMENT'S REEL FOOD NIGHTS

From the moment I arrived at the Reel Food Night, I was absolutely blown away by the calibre of the event, from its design, to the event management to the fantastic mix of people attending. Every detail had been considered and the execution of the event was truly impressive.

Sally and Yvonne have set a high standard for what a community event can be, and I look forward to being a part of their projects in the future.

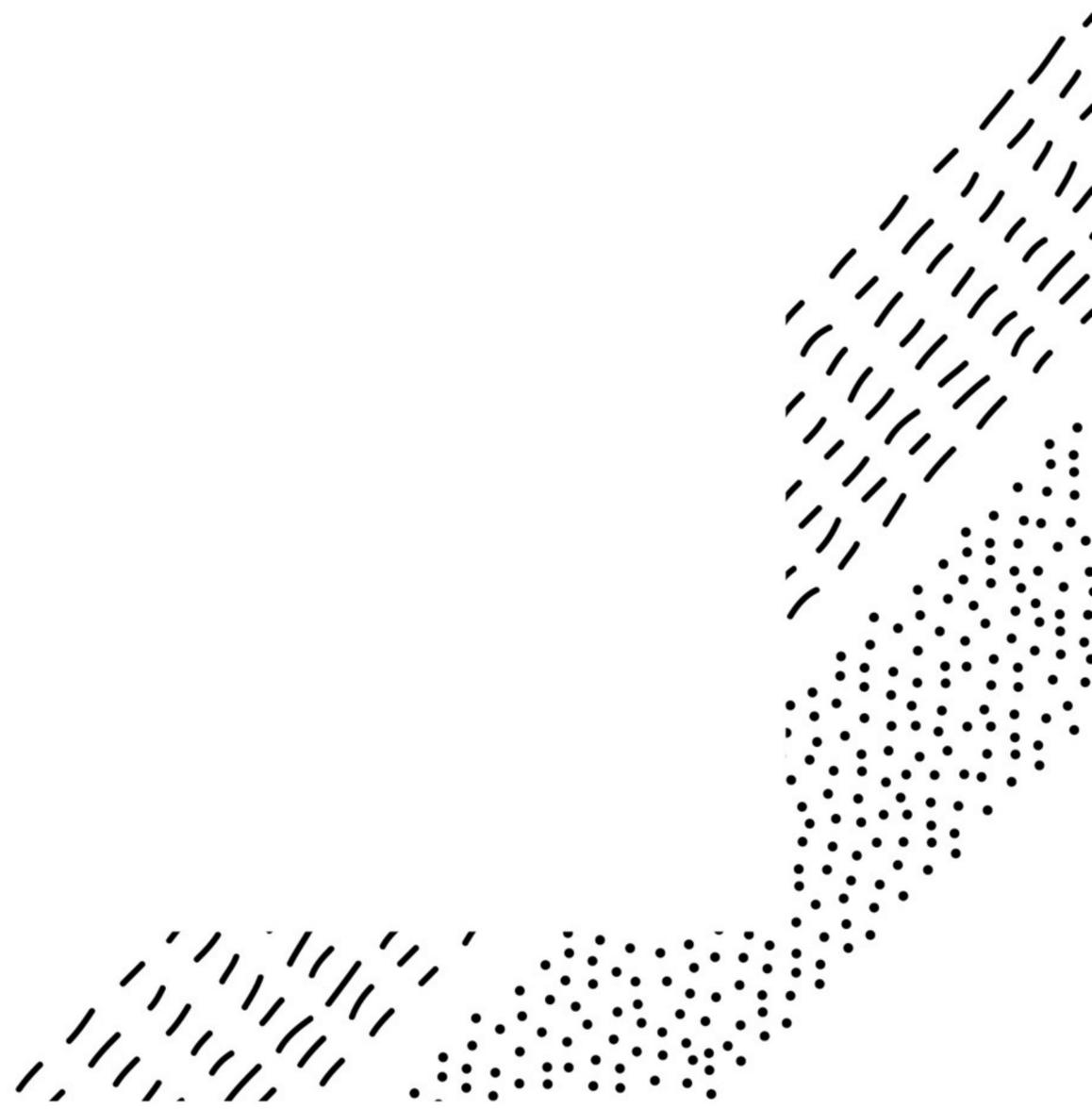




WILDWON



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