

CAPABILITY STATEMENT

dms CREATIVE is a Toowoomba-based strategic marketing and creative design studio, specialising in logos & branding, graphic design, marketing strategies, website design, advertising, content creation and social media.

dms CREATIVE ABN 89 691 779 521 is a financially sound business. The original business began operations in 1983. It is a privately owned company with a team of in-house staff.

We have full Workplace Health & Safety procedures and manuals. With all staff undertaking appropriate induction and on-going training.

We have a **Human Resource Policy manual** outlining staff entitlements, responsibilities, expectations, performance & development and cessation of employment.

All staff are covered by an Award and we utilise Individual Flexibility Agreements for all staff.

We have an internal Procedures Manual to ensure consistent operations and delivery of work.

Staff are provided with on-the-job training and development, we attend industry seminars and events for on-going development and keeping pace with trends & new technologies within our areas of deliverables.

We hold current insurances for:

- Professional indemnity
- Worker's Compensation
- Public & Product Liability

We have robust and modern IT infrastructure, including:

- Subscription to the Adobe Creative Cloud suite of programs.
- A Synology NAS device for file storage with RAID backup.
- Mirroring of our file server for back-up purposes in an off-site secure location within the Toowoomba Region boundaries.
- A number of tertiary backups, stored off-site in secure locations.
- A Fuji Xerox Multifunction colour printer for the purposes of proofing.
- Microsoft Office for MAC & Windows for accessing Exchange based Outlook for email purposes as well as Word & Excel for receiving raw data from clients.
- We do not utilise 3rd party cloud services for the ongoing storage of client files.

We utilise a **comprehensive cloud-based Workflow and Project Management system** specifically designed for our industry (WorkflowMax). This system allows staff to record time worked on a job, allocate tasks, record notes, set timeframes, milestones and reminders.

We hold a number of professional memberships including:



Member-based economic development organisation



Local Chamber of Commerce

We work with clients from a variety of sectors including government, banking and finance, mining, construction, education, health, agriculture, manufacturing, retail and professional services.

SOME OF OUR CLIENTS:



dms CREATIVE

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dmscreative.com.au

WHAT OUR CLIENTS SAY ABOUT US...

We recently engaged **dms CREATIVE** to do an audit of our Social Media platforms, as this was an area our company did not perform well in. They presented us with an in depth report and made very valid and realistic recommendations to improve and expand our company presence in these spaces. We took their involvement one step further and have contracted them to handle all our social media contributions. They present us with an entire month's campaign which is tailored to our Facebook, Instagram and LinkedIn platforms, for our approval. They are very knowledgeable around the best approach to each platform and what content best suits what audience. DMS handle everything from content to artwork and all the way through to posting on each social media platform, leaving our staff to stick to our core business. This truly is money well spent and we are thrilled with the results and comments we are receiving.



dms CREATIVE have also created our website and more recently a Capability Statement. Their

knowledge of our company is reflected in their understanding of our goals and company image. I am always confident that they have a complete understanding of the ideas we have, and in their ability to transform those into professionally presented corporate tools.

The team have also created some fantastic marketing resources for us, through our custom made Project Sheets which were completely tailored to our needs and visions. Since our initial meeting over a year ago, **dms CREATIVE** have helped us to build on our company branding and image through our Website, Capability Statement, Social Media Strategy and Project Sheets.

It has been a hassle free and cost effective process. It is always a pleasure to work with such a cooperative, easy going, results driven team of professionals and I would highly recommend **dms CREATIVE** to anyone.

Kylie Morgan, Business Development Manager

Mort & Co has had a long standing relationship with **dms CREATIVE**.



We have utilised DMS' knowledge and expertise across a range of marketing initiatives for domestic and international purposes and recently entrusted them with the update of our company branding.

They have been instrumental in supporting us with graphic design across consumer facing material, stakeholder and internal communications. Delivering high quality and accurate work, they continually come up with creative solutions, even when tight deadlines have presented themselves.

Anthony Estwick, Marketing Manager



Of all the companies we deal with, **dms CREATIVE** is one of the most reliable and consistently brilliant. The whole marketing team, and the Bank in general, rely on **dms CREATIVE** more as a business partner than a supplier of design services and your team have never failed to deliver on time, and on budget. The design work you put out is also first-rate.

That sort of quality and reliability would ordinarily make **dms CREATIVE** a great agency, but it's the extra attention to detail the team provides that makes your agency truly special.

Matt Granfield, Senior Manager, Customer and Brand Marketing

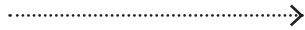
AWARDS

NATIONAL PRINT AWARDS



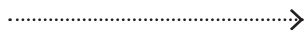
Silver Award

Darling Downs and West Moreton PHN
Referrers Information Pack



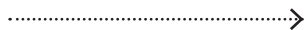
Silver Award

RHealth
Annual Report



Silver Award

dms CREATIVE
Corporate Brochure

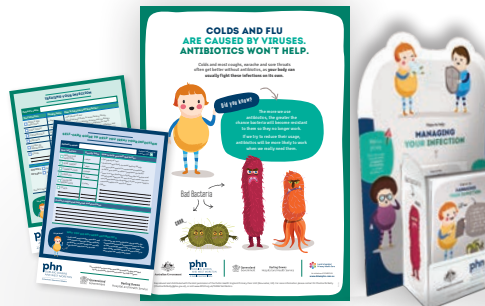
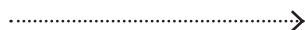


QUEENSLAND PRINTING INDUSTRIES CRAFTSMANSHIP AWARDS (PICA)



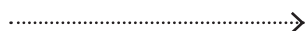
Gold Award

Darling Downs and West Moreton PHN
Antimicrobial Stewardship Campaign Material



Gold Award

Mort & Co
Product Catalogue designed by dms CREATIVE, printed by Greenridge Press



Gold Award

Vera Lacaze Kindergarten
Branding & Identity



QUEENSLAND PRINTING INDUSTRIES CRAFTSMANSHIP AWARDS (PICA)



Silver Award
The Arbour Boutique
Apartments
Collateral



Silver Award
Toowoomba and
Surat Basin Enterprise
LIVE Toowoomba Magazine



Silver Award
Stahmann Farms
Packaging



Silver Award
Darling Downs and West Moreton PHN
Mental Health Awareness Campaign



Silver Award
CatholicCare
*Strategic Plan
2020 - 2023*



Silver Award
CatholicCare
*Strategic Marketing Plan
2020-2023*



Bronze Award
The Glennie School
A Day In The Life Of A Junior Years Girl



Bronze Award
dms CREATIVE
Corporate Brochure



Bronze Award
Toowoomba and Surat
Basin Enterprise
Live Toowoomba Magazine



Bronze Award
Verona Apartments
*Branding material designed
by dms CREATIVE, printed
by Greenridge Press*



Bronze Award
CatholicCare
*Annual Report
2019/2020*

