

**WE'VE GOT  
THE TOOLS  
TO BUILD  
ANNUAL  
RAPPORT.**

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**Annual Report Capabilities**



Contact: Neville Conway, GM External Affairs

“ I have worked closely with **theroom** for the past 4 years on the Cape Alumina annual report. **theroom** are extremely dedicated and produce high-quality, innovative designs. The final product is always outstanding. **theroom** carefully plans the timing and production of the annual report each year and ensures that all deadlines are met and that the budget is adhered to. ”

# Reports Are Our Thing



**Each year, the room produces annual reports simultaneously for up to 15 clients over an 8-12 week period. Each report spans 100 to 180pp and constitutes a total deliverable within the one season of over 2700 heavily detailed pages. These reports require briefing sessions and research, preparation of design concepts, population of client supplied text, data and imagery, and a minimum of 2 rounds of authors' amendments before final sign off and production. All the annual reports produced for our clients require us to work within a strict given time-frame and adherence to individual client branding guidelines and specifications. We work closely with stakeholders using our internal Streamtime project management process to ensure all milestones and deadlines are met.**

All client feedback is received and communicated effectively to the team in our Work in Production (WIP) meetings, which all staff members are required to attend. Streamtime project management is used to track internal milestones and ensure time allocated to the project deliverables is being used effectively. Streamtime allows the project milestones to be displayed on all staff computers at all times and works in real time to easily allow staff to see where the project is at any given moment. GAANT charts are generated daily to ensure everything is on target.

## Deliverables

- Cover Design
- Section Covers
- Standard text page format template including headings, colour, font, size, etc.
- Full front section design approximately 50-100 pages per annual report
- Full financial section design including tabular format and graphs approximately 70 pages per report
- Figures and Map format.
- Summary Pages and Infographic Sections

## Capability to Meet Company Schedule Proposed

### Our Project Management methodology manages large-scale development and production projects

Streamtime is an integrated time tracking, quoting, purchase ordering, project management, CRM and invoicing system. It maximises workflow and makes the tracking of each project and the productivity of the entire studio easy to monitor and manage.

Our Work in Progress (WIP) meetings which are held every Monday, Wednesday and Friday are run off a WIP list which is printed directly from Streamtime. This list shows every job in the studio and what its status is. Our Production Manager and Account Managers are responsible for updating each job's status at the end of each day by either selecting: A) Today (meaning that the work must be complete that day) B) With Client C) WIP (Work in Progress, but does not have to go back today), D) Web Development (for digital projects) E) At Print F) Ready to Invoice G) Internal (for recording of time when it does not directly relate to a job, eg. Research and internal meetings between staff members).

Streamtime is fundamentally based on the recording of time. When a job is first quoted it is quoted in the number of hours estimated to complete the job, including concept development, roll out, authors corrections and finished art, along with the time needed to manage the project. Once the quote is approved by the client, the quote is converted into a job and the quoted hours are carried across and allocated to the appropriate staff member.



**theroom IS A CREATIVE AGENCY SPECIALISING IN ADVERTISING, BRANDING AND MARKETING FOR QUEENSLAND'S LEADING CORPORATE ORGANISATIONS.**

Whether it's online, printed or electronic media formats, we have the know-how and the creative nous to deliver a superior finished product that will add value to your business.

The**room's** approach to visual communication is professional, comprehensive, and is underpinned by strategic methodologies.

**OUR STUDIO**

**SOME OF OUR CLIENTS**



**OUR AWARDS**

BRISBANE ADVERTISING AND DESIGN CLUB AWARD Silver 'Ideas' - Magna Pacific

BRISBANE ADVERTISING AND DESIGN CLUB AWARD Gold 'Graphic Design' - MS Society

AUSTRALIAN ANNUAL REPORT AWARDS Finalist - Arrow Energy

AUSTRALASIAN REPORTING AWARDS Bronze Award - Mackay Sugar 2013 & 2014

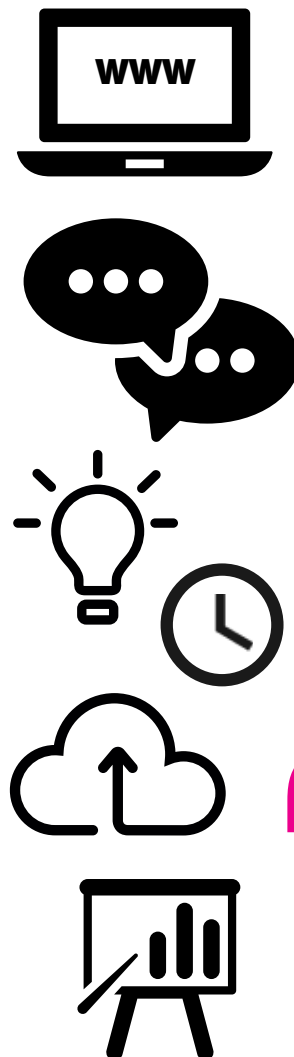


# Our Profile

<b>ESTABLISHED</b>	2004
<b>REPUTATION</b>	Strong reputation for high-quality work and for highly innovative design.
<b>INDUSTRIES</b>	Resources and mining, and leading corporates in Banking, Property, Retail
<b>GOVERNMENT</b>	Local Government
<b>DIRECTORS</b>	Jasmine Otto
<b>FINANCIAL STABILITY</b>	\$2m annual turnover & growing
<b>STAFF</b>	Our team of 10 staff are dedicated and give 100% to every project.
<b>TECHNICAL RESOURCES</b>	Operates in both Mac & PC platforms Operating systems includes Windows, XP, Mac OSX Adobe Creative Suite (InDesign, Illustrator, Photoshop, Flash, Dreamweaver, Acrobat, Fireworks)
<b>QUALITY SYSTEM</b>	Our Streamtime total studio management system allows us to have complete visibility of project status ensuring delivery outcomes are timely and deadlines are always met.

# Our Strengths

- **PEOPLE** Highly qualified fun staff
- **DESIGN** High-quality innovative design
- **CURRENT** Social media and digital savvy
- **STYLE** Bold, colourful, corporate with an edge
- **PROCESSES** Allow high volume and fast turnaround



**“ WE ENSURE YOUR MARKETING COLLATERAL MAKES YOU STAND OUT FROM YOUR COMPETITORS AND ACHIEVES MAXIMUM IMPACT FOR YOUR BUSINESS. ”**  
Jasmine Otto – Managing Director

# Our Strategy

theroom employs a strategic Annual Report process as we understand the fundamental importance of this document. This strategy extends across all projects taken on by theroom.

To ensure the best possible result for your Annual Report, theroom would first devise a timeline prior to the commencement of the project to ensure all parties are aware of associated deadlines to guarantee the delivery deadline is achieved.

Once this time line has been agreed upon the following 4 Phases would be implemented:

Contact:  
Carmel Bower, Executive Assistant

“theroom have produced the Blue Energy Annual Report for the past four years. The Company returns to theroom as they listen carefully to our requirements, deliver on time and are very accommodating with changes that we may have. The team are professional in their approach, but are very flexible as well. We are very happy with the cost, timeliness and delivery of their services.”

## 01 Research



### Step A - Preliminary Research

Preliminary research would be undertaken by theroom in the following areas to gain a complete understanding of the project at hand and to bring well established ideas to the client meeting which takes place in Step B:

- Latest trends in Annual Report design
- Latest technologies associated with Annual Report presentation
- Previous Client Annual Reports
- Client background, branding and brand personality and public perception
- Competitors
- Marketplace / Industry
- (How this research fits with the design and lay out of the Client Annual Report can be seen on the following page).

### Step B - Client Meeting / Workshop

A short meeting will take place between theroom and selected Client personnel to discuss key messages for the Client Annual Report. At this workshop theroom will present the findings of our preliminary research.

### Step C - Further Research And Brainstorming

Following the client meeting theroom will conduct further research into the key points raised in the meeting. Thorough research is needed in the early stages of the process to ensure that insights are gained, and thus, a strong and cohesive design concept and theme that has meaning behind it, is developed.

## 02 Design



### Step D - Concept Development

Taking all the research, findings from the client workshop, **theroom** will begin to develop 2 to 3 solid concepts for the Annual Report design to present to Client.

### Step E - Concept Revision

Following the presentation of concepts to Client, **theroom** will start to revise and modify the concepts based on client feedback. This process will continue until the concept is revised to a point where the client is 100% happy.

Stock, colours and blank mock-ups will be developed and presented at this stage to ensure the layout process is seamless.

### Step F - Concept Sign Off

Once Client is 100% happy with the revised concept both Client and **theroom** will sign off on the approved concept.

### Step G - Annual Report Roll Out

Once the concept sign off has been obtained **theroom** will roll out the design and layout of the full Annual Report which happens in 2 stages.

**Stage 1** Front section, which is key messages, values, mission and reinforcing the company brand.

**Stage 2** Back section. This will be the financials and will commence on approval of the front section.

### Step H - Annual Report Revision

A low resolution PDF will be supplied to Client for revision, once it has been internally proofed at **theroom**. Changes will be forwarded to **theroom** for implementation and this process will continue until the client is 100% happy with the design as well as the content of the Annual Report.

### Step I - Annual Report Sign Off

Once the client is 100% happy with the design and content of the Annual Report, a finished art file will be sent to the client for final review once it has been internally proofed at **theroom**. The client and **theroom** then sign off on 'approval to print'.

## 03 Production



### Step J - File Preparation

**theroom** will cross check the final finished art file against a list of mandatories to ensure the file is 100% ready for print. This includes complete inhouse colour proofing.

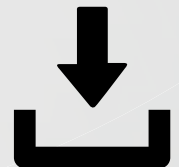
**theroom** will also provide the client with any other requested file formats of the document at this stage.

### Step K - Printing

The finished art file will be provided to the printer and **theroom** will ensure all the necessary printing and production checks are performed to ensure colour accuracy and imposition accuracy.

**theroom** will ensure delivery deadlines are met based on the pre-approved time line developed at the commencement of the project for distribution.

## 04 Web



### Web Phase

#### Step L - Interactive Web Based Version Of Annual Report

The approved Annual Report concept and lay out will be developed into a web PDF, or microsite and uploaded onto the client's website.

# Why Our Process Works



**theroom has continued to experience success in the graphic communication, advertising and web development arena for a number of years due to their underpinning business strategies and day to day studio project management processes. We develop long lasting relationships with our clients who continue to use us for all their necessary projects as they find us exceptionally easy to work with and continue to benefit from the ideas and finished product and service we offer them.**

Our process and strategies are successful for a number of reasons, but predominately because they are simple yet effective and we follow them from start to finish on every project no matter it's size. The strategies we developed for this years suite of Annual Reports will be successful and will produce results that go above and beyond your expectations for the following reasons:

- Our work is based on extensive and in-depth research, creating concepts, themes and a finished product which has meaning, answers the brief and the client's requirements and excels in a design that enhances the brand's personality and the key messages of the content.
- Our process and strategies are collaborative meaning that the client is involved every step of the way and changes are implemented throughout the process creating an easy flowing project with no nasty surprises at the end.
- Our team of staff are fast, efficient and effective and we aim to please, creating a painless process, taking the pressure off you.
- We are always up to-date with the latest trends meaning that we can put forward new ideas to you that can enhance the finished product.
- We understand client needs, budgets and deadlines and while we will offer advice on different aspects of the project, we will always action what you want.
- We don't stop until the client is 100% happy.

**We're bursting at the seams with fresh ideas and would love to get started on your Annual Report project.**

**As you can see, the room has a lot to offer so please feel free to contact us if you have any questions or would like to hear anymore of our ideas. We would relish the opportunity to work with you and demonstrate the high quality our clients have come to expect from us**



# Annual Report Examples

## Collections House Annual Report 2014



# Annual Report Examples Continued

## Mackay Sugar Annual Report 2014





# Mackay Sugar

## Annual Report 2013



# Annual Report Examples

## QAMH

Annual Report 2014





**Linc Energy**  
Annual Report 2013





# Annual Report Examples

## Brisbane Racing Club Annual Report 2014



## Mackay Sugar Annual Report 2012





**Wesley Mission**  
Annual Report 2013



**Bank of Queensland**  
Annual Report Microsite





design.print.advertising.web.hosting.media placement.

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[theroom.com.au](http://theroom.com.au)

**tr. | theroom.**  
design studio

