

WIRE: ANNUAL REPORT

WIRE is a Women's Information Resource Centre, providing free information, support and referrals to women across Victoria.

We worked with WIRE, for the third year running, to produce their Annual Report.

This report is an official end of year document; acting as a major communication tool to all key stakeholders, including university researchers and for government grant applications.

This communication piece showcases the previous year's success and milestones as well as recognising the key players, such as staff, the board and volunteers.

The core brand value we needed to communicate was 'inspirational' with a consumer insight surrounding women's desire to know that there is someone out there that can assist them in overcoming barriers and achieve security in all facets of life.

The 2009 report focused on the key message 'Achieving Change', along with the inaugural Women & Money month.

We sort to deliver a new colour pallet to the report whilst keep the successful existing layout. The green tones were applied to achieve symmetry with their core values: quality and consistency in informing, supporting, knowing and voicing the concerns of Victorian women.

We thoroughly enjoys working with Partner such as Wire, making a positive difference within our community.