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THANKS FOR
THE MINE
PLEASE
LEAVE
BY
MINE

Design that *breathes* in a cluttered world



THANKS FOR
THE WINE
PLEASE
LEAVE
BY



my *approach.*



Design doesn't have to shout to stand out.

The most memorable brands balance clarity with character — a touch of play, a splash of colour, and plenty of intention. That's the space I design in: where strategy meets creativity, and where every detail has purpose.

My work is expressive without being excessive, creative without being chaotic — and always built to last beyond the latest trend. Because when design is thoughtful, it feels effortless — and that's what makes it timeless.

I've proudly
designed for

Johnson & Johnson

Cochlear Family

AstraZeneca 

 **OZTENT®**

sanofi

 THE BUYERS
AGENCY GROUP

J&J MedTech

gci health

janssen 

 **activeability**

Holmes Donnelly & Co.
S O L I C I T O R S

ABYSS

City Alight

green *HORIZON*

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Good design isn't just decoration.



80%

of consumers say they're more likely to buy from a brand with polished, professional design.

90%

of brand first impressions are design-related.

3 X

more engagement on social media when brands use cohesive visual content.

Design Packages

Digital & Print



Design *Day Pass*

Your brand. One powerful day.

Sometimes you don't need a six-month project — you just need a dedicated designer to **clear the backlog**, refresh your brand, and deliver high-impact assets *fast*.

That's what the Design Day Pass is all about.

\$997 AUD. One flat rate, no hidden costs

Bundle your design tasks & get tangible results delivered within 24 hours

You set the priorities, I take it off your plate

Significantly more affordable than an in-house design hire

Easy online booking system to choose a day that works for you & your business

Design Day Pass continued...

What can be achieved in a day›

This is your solution to clearing that design backlog, refining your DIY graphics into something polished and cohesive, and lifting the mental load that's been sitting on your to-do list.

Whether it's batch creating a bunch of social graphics, ad banners, marketing materials, client documents, or slide deck templates — I'll apply your existing brand seamlessly so that everything feels consistent, elevated, and ready to use by the end of the day.

Before your design day, we'll connect to align on priorities and gather your assets (logos, fonts, and

brand elements) so the day runs efficiently and delivers exactly what you need.

Past design days have included:

- A branded slide deck template with 30–45 slides designed
- Weeks' worth of cohesive social graphics
- A long-form medical infographic
- Social media marketing strategy and visuals
- Business cards and a pricing eBook
- A print-ready wedding invitation suite

FAQs

Are there any hidden fees?

Not at all. Everything is included in one flat rate — no surprises, no scope creep. In fact, bundling your design tasks into a Day Pass is far more cost-efficient than hiring in-house or paying for multiple one-off projects.

Do I get a say in the design process?

Absolutely! I work best with a collaborative approach. Along with our pre-design day call, I'll check in with you twice during the day (via email or text) to confirm you're happy and make quick tweaks. And if you got swept up in the excitement of our design day and need some final tweaks, you'll also receive one bonus round of revisions (up to 1 hour) the following day, if needed.

What if my design tasks take longer than a day?

I completely understand — the to-do list always grows! Before your Design Day, I'll outline exactly what we can achieve in the time booked. If you'd like to go further, you can: Add a Design Sprint (3 hours) to extend your project into 1.5 days, or opt for a custom bundle if you have a larger list of priorities.

YOUR COURSE OVERVIEW



01 To confidently identify clubfoot



02 Building a supportive network



03 Building a supportive network



04 Looking ahead into clubfoot newborn life & FAQs



05 Looking ahead into clubfoot newborn life & FAQs

Preparation for a

CLUBFOOT PREGNANCY

Preparing for your clubfoot baby with confidence and peace of mind



TREATMENT

Options



CLUBFOOT TREATMENT

01

Observation & Monitoring

Regular stretching of the foot & ankle, massage, physiotherapy and ongoing monitoring

02

Cast

Reserved for 'fixed' structural & more serious cases to correct the alignment of the foot

03

Brace

The most widely used, involving gentle manipulation, weekly casting and bracing with a ponseti foot brace

Children born with clubfoot can have one or a combination of these treatments, for example, surgery & ponseti or physio & ponseti, some may only need physiotherapy. It really is a case and we now have very reserved types of ponseti.

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Design *Sprint*

Focused. Fast. Flexible.

Sometimes you don't need a full design day — you just need a few hours of dedicated focus to move the needle.

In a **3-hour Design Sprint**, we'll tackle a specific design goal, refine existing assets, or bring clarity to something that's been sitting half-finished. It's a compact, high-energy session designed to help you make quick, meaningful progress — *without the wait*.

\$457 AUD. One flat rate, no hidden costs

A focused 3-hour design session — perfect for tackling one key project or creative roadblock

Fast turnaround, in less than a day

Come with your priorities — I'll take care of the rest so you can get momentum back fast

A fraction of the cost of ongoing design retainers or in-house hires.

Design Sprint continued...

What can be achieved in 3 hours?

This is your chance to hit “refresh” on your brand presence — without the drawn-out timelines. Whether you need a batch of on-brand templates, polished marketing materials, or a mini presentation glow-up, I’ll bring clarity and cohesion to your visuals so everything’s ready to use the moment we wrap.

Before your Design Sprint, we’ll connect to clarify your design priorities and gather any key assets (logos, fonts, copy, imagery, etc.) so that every minute of our session delivers maximum impact.

What’s possible in just 3 hours:

- A refreshed 10–12 slide presentation deck
- A custom-branded master slide template
- A short PDF guide, flyer, or brochure
- Pull-up banner or event signage
- 6-12 branded social media templates
- Infographic social media posts
- Business card updates or stationery refresh
- A cohesive set of digital ads or promotional graphics

FAQs

How much can realistically be done in 3 hours?

You’d be surprised at how much we can achieve with clear focus and prep! The Design Sprint is structured for efficiency — we’ll tackle 1–2 key projects, like branded templates, marketing materials, or presentation updates, and you’ll walk away with tangible, ready-to-use results in just a couple of hours.

What do I need to prepare before my Design Sprint?

Once you book your session, you’ll receive a short prep guide to help you gather everything I’ll need — like your logo, brand colours, fonts, and any content or imagery you’d like to use. You’ll also set your priorities so I can focus on what matters most during our 3 hours. You can be as involved or hands-off as you like during the design process. I’ll check in 1-2 times during our design session to get any feedback, so I just ask that you’re reachable via text or phone call during our dedicated design sprint for maximum efficiency.

What happens after the Design Sprint?

You’ll receive all your completed design files, ready to use across print or digital. If you’d like small refinements or need a bit more done, you can easily book another Sprint or upgrade to a full Design Day for larger projects.



Why choose Active Ability as your NDIS service provider?



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Social Media Packages

Consistent. Branded. Scroll-stopping.

Your social media should feel like an extension of your brand — not a jumble of mismatched posts. These packages give you a ready-to-use toolkit of templates designed for consistency, clarity, and impact.

This is for you if...

You're spending too much time in Canva trying to make posts look professional

Your feed feels disjointed and isn't converting how you'd hope it would

You want your social media to look polished without hiring a full-time designer

You're ready to invest in templates that save you hours every week

Social Media Packages continued...

Marketers spend an average of 5-10 hours per week creating content that converts – and that's before scheduling, captions, or strategy...

...imagine what you could do with that time

The Social Toolkit

Starter Social Templates

Is this right for me?

This package is all about giving you professionally designed, reusable templates that you or your team can edit and repurpose over and over. It's not a "done-for-you" monthly content service — instead, it's a **one-time delivery of editable tools that keep working long after our project is complete.**

Best for:

- Entrepreneurs and small businesses ready to level up their social presence.
- Teams who want professional design without hiring an ongoing designer just yet.
- Anyone who's tired of mismatched posts and "DIY look" feeds.

What's included?

10 branded feed templates

(carousel posts, single-image layouts, quotes or promo tiles)

5 story templates

(for Instagram, Facebook or LinkedIn)

Highlight covers or profile picture/banner assets

Canva or Adobe Suite delivery available

From \$750 AUD

Receive high-quality, evergreen assets that will keep saving you time (and money) every time you post.

Social Toolkit

Starter Social Templates

FAQs

Can you just create the posts for me?

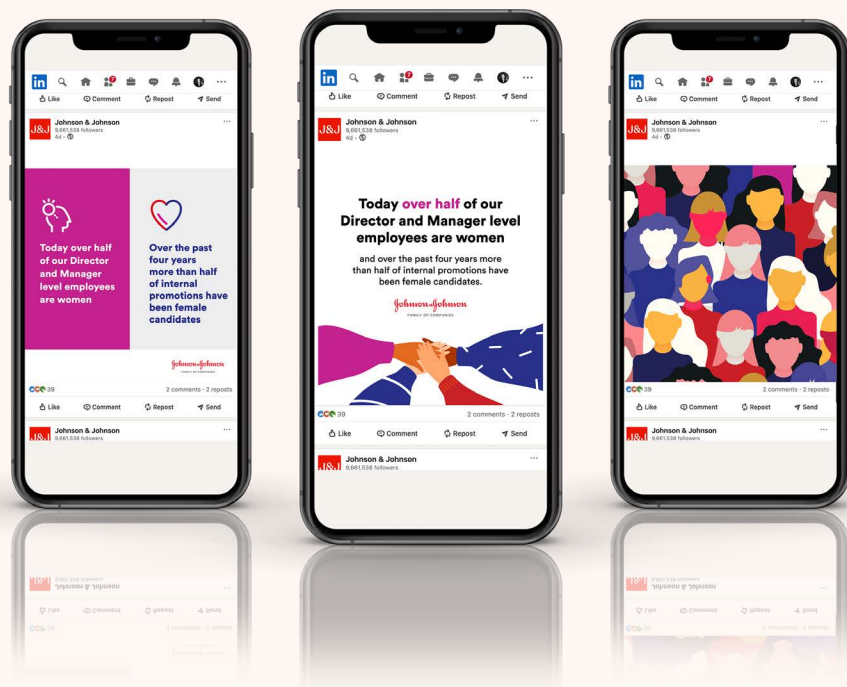
Of course! But that's a different service. *The Social Toolkit* is a template package only. If you'd prefer done-for-you posts, you can book a Design Sprint or Day Pass and I'll create polished, ready-to-post content for you.

How much does it cost?

From \$750 AUD — You'll receive a set of high-quality, evergreen assets that will keep saving you time (and money) every time you post. Why the 'from'? This package includes everything listed on the previous page, but is available for 'ad-ons' such as copywriting, infographics, GIFs, and optimisation for additional platforms like Pinterest.

What if I need more templates later?

Perfect! Many clients start here, then return for the Social Branding Suite (20+ templates + full visual system). You can also book a Day Pass if you need an urgent top-up.





“

Design is
the silent
ambassador
of your
brand.

Paul Rand

The Social *Suite*

Your full social system, designed for consistency.

The Social Branding Suite is a comprehensive collection of templates and assets designed to keep your brand consistent across every platform. This is for businesses who want a professional, polished social presence with everything ready to go — no more piecing things together post by post.

Best for...

Established businesses wanting a cohesive, professional presence across all platforms.

Teams with multiple people posting content who need everything aligned.

Brands preparing to launch or re-launch and wanting their social presence to match the quality of their services.

What's included in *The Social Suite*?

20+ custom feed & story templates

A variety of layouts for promotions, carousels, quotes, announcements, and more.

Platform-ready covers & banners

LinkedIn, Facebook, YouTube, or podcast graphics.

Highlight covers & profile graphics

To polish the look of your accounts.

Mini style guide PDF

Colours, fonts, and usage notes so your team stays consistent.

Market Research & Social Design Strategy

From \$1200 AUD

Receive high-quality, evergreen assets that will keep saving you time (and money) every time you post.

FAQs

How is this different from the Social Starter?

The Starter is a small set of essentials. The Branding Suite is a complete system — with more variety, platform coverage, and a style guide for long-term consistency.

Can I request specific types of templates?

Yes — we'll decide together which post types you need most (e.g. carousels, promos, testimonials, reels covers).

What if I need content created instead of just templates?

That's a different service. This package sets you up with reusable assets. If you'd prefer done-for-you content, you can book a Design Day, Design Sprint, or monthly retainer support to create ready-to-post campaigns.

Australasian Recycling Label SME Resource Toolkit



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Corporate Packages

Professional. Cohesive. Trusted.

Your presentations, documents, and marketing materials are often the first impression of your brand. They should build trust, inspire confidence, and reflect the professionalism of your business.

Corporate Packages are perfect for:
Businesses preparing to pitch or present to investors and clients; Teams who need

polished onboarding, training, or internal communications; Organisations wanting consistent branded assets without the overhead of a full-time hire.

With packages starting from just \$350, you'll access high-end design support for a fraction of the \$80K+ annual cost of an in-house designer.

Onboarding & Internal Documents

- Employee handbooks, training manuals, policy documents
- Slide deck template design and content tidy up
- EDMs, Infographics & Whitepapers
- Client onboarding packs

From \$350

Marketing Collateral

- Flyers, brochures, posters, reports, event or campaign materials
- Designed for both print and digital formats
- Delivered in ready-to-use files + print-ready PDFs

From \$450

Presentation Design

- Investor decks, sales presentations, onboarding or training slides
- Editable master template design (option for custom icons, image library & fonts)
- Populate the deck, I'll tidy it up & animate for smooth transitions

From \$350

Corporate Bundle

- A tailored combination of presentation + collateral + onboarding docs for teams who need a full suite, infographics and more
- Quarterly packages available at a reduced rate upon request
- Monthly retainer work available

From \$1500

Retainer Packages

Consistent support. Predictable results.

Why choose a retainer?

Some brands need more than a one-off project — they need reliable, ongoing design support. A retainer gives you guaranteed design support each month, booked in advance, so your brand stays consistent and professional without the cost of hiring in-house.

What can be included? Anything from presentations, reports, EDMs, marketing collateral, digital AD design, client documents to ready-to-post (or even scheduled for you) social content, or website maintenance.

Best for...

- Businesses with ongoing marketing campaigns or monthly design needs
- Teams that value faster turnaround with a trusted designer already familiar with their brand
- Entrepreneurs who want predictable design support built into their workflow
- Businesses who want to invest in strong branding without the higher costs of hiring an in-house designer or agency.

2025 Packages

Starter — \$1,200/month
10 hours of design support

Growth — \$2,700/month
20 hours of design support

Premium — \$4,200/month
30 hours of design support

FAQs

What if I need more hours or a one-off project?

If your needs grow or a project expands beyond the agreed scope, we'll chat before anything changes. You can either upgrade your retainer for that month or add on a once-off design block at your retainer rate — so you'll always stay in control of your costs and timelines.

Why not just hire in-house?

Retainers give you high-quality, senior-level design support for a fraction of the \$80K+ salary, super, and overheads of an employee.

What kind of support can I expect each month?

With a retainer, you get ongoing design support that fits your business right now. You can set up regular tasks, like batching social posts, or just keep a few hours in my schedule for whatever pops up that month — all handled quickly, consistently, and stress-free.

Branding

Packages



Brand Refresh

Breathe *new life* into what you've built.

Best for...

Established brands ready for a visual refresh — a cohesive update that refines what already exists, bringing clarity and consistency across your touchpoints.

It includes...

- Brand clarity session + detailed questionnaire
- Refined colour palette & typography system
- Logo refinement or light redesign (up to 2-3 concepts)
- Sub-mark or alternate logo (if applicable)
- Mini brand guide (logos, colours, fonts, usage notes)
- Final files for digital & print (PDF, PNG, SVG, JPG)

Timeline

- Questionnaire (Self-paced, approx 10-20 min)
- Brand clarity session (zoom/call) - 30-60 min
- Design, revisions, deliverables & handover: 2 weeks
- Total timeline: approx 2-4 weeks

\$2,200 AUD

Refresh Add-Ons:

Social Media Kit - from
\$500

Canva Brand Kit Setup -
from \$400

Stationary Suite - from
\$300

Additional Collateral - from
\$250

Brand Identity

A complete visual foundation for lasting impact.

A full brand identity is more than a logo — it's the visual language your business speaks through every interaction. Investing in cohesive, strategic design ensures your brand looks polished, feels intentional, and builds recognition over time. It's the difference between looking professional and feeling unforgettable.

Timeline:

6-8 weeks

Includes:

- Primary Logo
- Secondary Logos
- Brand Marks
- Custom Illustrations/Elements
- Artful Patterns/Backgrounds
- Colour Palette
- Colour Psychology
- Font Pairings
- Image Direction
- Brand Guidelines
- Plus, the option to add on brand messaging.

Optional Add-Ons:

- Brand Messaging (tone definition, tagline refinement, mission statement, key messaging guide. 1-2 pages)
- Social Media Kit
- Website Design & Build
- Printed or marketing collateral

\$5,500 AUD

Branding FAQs

What's the difference between a Brand Refresh and a Full Brand Identity?

A **Brand Refresh** refines your existing look — keeping what works and updating what doesn't. It's ideal if your logo or visuals still feel like you but need a modern, cohesive lift (like adjusting colours, typography, or refining a logo mark).

A **Full Brand Identity** is a complete build — from brand strategy to design. It's best for new businesses or full rebrands wanting a fresh visual direction with new logos, colour palette, typography, strategy, and brand guidelines. The Starter is a small set of essentials. The Branding Suite is a complete system — with more variety, platform coverage, and a style guide for long-term consistency.

How do I know which one I need?

If your logo still feels like you, but your colours, fonts, or brand assets feel outdated or inconsistent — a Brand Refresh is perfect. If your business has evolved, you've outgrown your original style, you made your logo in Canva just to get started, or you need to reposition entirely — a Full Brand Identity will set a stronger foundation for growth.

Do both include logo design?

Yes — but the scope is different.

A Refresh may include light logo refinement (adjusting proportions, updating fonts, simplifying marks), while a Full Identity includes a completely new logo suite and design system built from concept to execution.

Can I start with a refresh and expand later?

Absolutely. Many clients start with a Brand Refresh, and once their direction feels clear, upgrade to a Full Brand Identity package later. Your investment and files carry forward

Branding FAQs

What if I need “just a logo”?

A logo is one part of your visual identity — but your brand is so much more than a single mark. It's how your business looks, feels, and communicates across every touchpoint.

Designing a logo without the foundation of a brand system often leads to inconsistency later — mismatched fonts, disconnected colours, and visuals that don't reflect your business as it grows.

My branding packages are designed to build that foundation properly: establishing your logo suite, colour palette, typography, and visual direction as one cohesive system. This ensures your brand feels consistent, recognisable, and professional — no matter where it appears.

So while a logo is part of every brand project, the real value lies in creating the system around it — that's what makes your design timeless and versatile.

How many concepts or revisions are included?

Each branding package includes two refined concepts and up to two rounds of revisions of the chosen concept. This keeps the process focused while still allowing space for collaboration and fine-tuning. Before any design begins, you'll complete a detailed brand questionnaire outlining your business, goals, and preferences. After our brand strategy session, I'll send you a re-brief — a summary confirming the creative direction before we start.

This step ensures we're aligned from the beginning, saving unnecessary revisions and creating a smoother, more intentional design process.

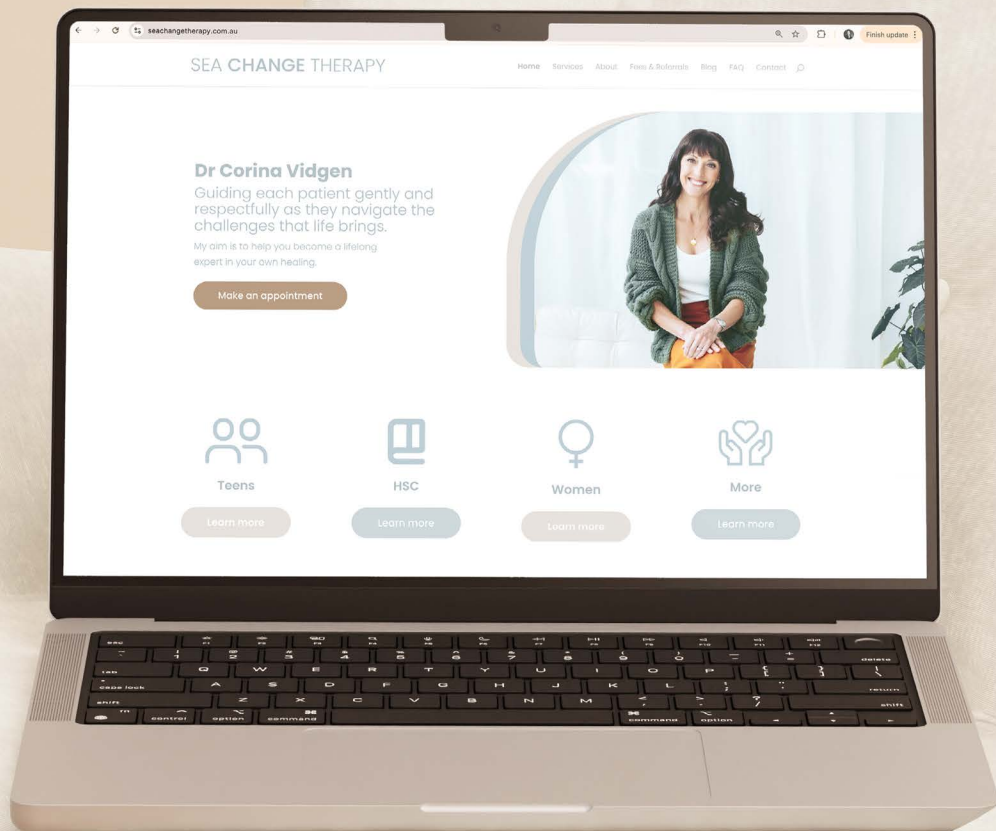
Will I own my logo and brand files once the project is complete?

Yes — once final payment is made, you'll receive full commercial rights to your approved designs, along with your complete file suite for print and digital use.

Can you apply my branding to my website or social media?

Yes — once your brand identity is complete, I can carry it through to your website, Canva templates, or social content as an add-on, so everything launches seamlessly together.

Web Design & Development Packages



Website Packages

Timeless design. Seamless function.

A good website should do more than look nice — it should feel effortless to navigate, consistent with your brand, and built to grow with you. My process takes you from wireframes to launch with clarity at every step.

The Process - *4-8 weeks*

Strategy & Wireframes

- Discovery call to define your goals, audience, and must-haves
- Custom wireframes mapping content flow & user journey

Design & Revisions

- High-end visual design aligned with your brand
- Up to 2 rounds of revisions at the design stage

Copy & SEO (Optional Add-On)

- SEO-optimised copywriting for all key pages
- Tagged images + metadata for searchability
- Keyword integration for better visibility

Full build in Wix or Squarespace

- Up to 8 custom pages (Home, About, Services, Blog, Contact, etc.)
- Optimised layouts for desktop, tablet & mobile SEO-optimised copywriting for all key pages
- Tagged images + metadata for searchability
- Keyword integration for better visibility

Refinement & Handover

- Final polish + cross-browser checks
- 2 rounds of final revisions
- Website handover with training & access guides

Website Packages

2025 Packages

Website Refresh

From \$2600 AUD

- Redesign of your existing site (Wix or Squarespace)
- Updated fonts, colours, and minor layout tweaks
- Up to 5 pages refreshed
- Optimised for desktop, tablet & mobile
- 2 rounds of revisions

Full Website Build

From \$4200 AUD

- Strategy session + wireframes
- Custom visual design aligned with your brand
- Full build in Wix or Squarespace
- Up to 8 pages (Home, About, Services, Contact, Blog, etc.)
- Mobile & tablet optimisation
- 2 rounds of design revisions + 2 rounds of final revisions
- Website handover + training

Optional Add-Ons

Applies to any package

- Extra pages — from \$350 each
- SEO-optimised copywriting — from \$900
- E-Commerce Setup (Shopify or Squarespace Commerce) — from \$1,200

Domain registration and website hosting are not covered in the listed prices and will be arranged directly with your chosen provider.

FAQs

Do you provide hosting or domains?

No — you'll purchase your own domain and hosting plan through Wix or Squarespace, but I'll guide you through setup.

What if I already have a site?

I can refresh your existing site or rebuild it from scratch with a stronger foundation.

How long does a website project take?

Typically 4–8 weeks, depending on scope and complexity of the site. E-commerce may take longer if you wish for me to upload stock and do site purchase tests.

What happens after handover?

You'll get a thorough Zoom walkthrough + guide so you feel confident making updates. Or, you can opt into my monthly maintenance package if you'd prefer me to handle it.



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Bespoke Projects

Tailored. Flexible. Designed around *you*.

Not every project fits neatly into a package — and that's where bespoke design comes in. Whether you need a one-off campaign, a full suite of event materials, wedding stationary or something highly specialised, I'll create a custom proposal that reflects your unique goals, timeline, and budget.

Bespoke project ideas...

Large-scale pitch or investor presentations

Full campaign design across print and digital

Complete brand collateral bundles

Custom reports, infographics, or publications

Event design, including programs, signage, and invitations

Special projects outside the scope of standard packages

Product packaging, including dielines and tailored packaging solutions

Podcast or media kit design



YOU'RE
INVITED TO A

YOU'RE
INVITED TO A

Baby Shower

TO CELEBRATE OLIVIA'S
UPCOMING BUNDLE OF JOY

JOIN US FOR BUBBLES, BABIES &
GARDEN BLOOMS AT THE COLLIN'S
HOME, 23 STREET RD, FL
06.06.24 - 2PM

RSVP TO JENNIFER

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Bespoke Projects

How it works

1. **Discovery Call** — we'll discuss your vision, goals, and scope.
2. **Proposal & Quote** — you'll receive a tailored package with clear pricing.
3. **Design & Delivery** — polished, professional design tailored to your needs.

Best for:

- Clients who need more than a set package can cover
- Complex projects that span multiple formats (print + digital)
- Businesses with unique requirements, timelines, or goals

FAQs

How are bespoke projects priced?

Pricing is based on scope, budget, timeline, and deliverables. After our discovery call, you'll receive a custom proposal with a clear breakdown of costs.

What kinds of projects can be bespoke?

If it involves design, let's get to work! Anything outside the standard packages — from full campaign suites to large reports, medical whitepapers, investor decks, or event design.

Do you take on small bespoke jobs?

Yes — smaller requests can be quoted individually, but if they fit better into a Day Pass or Design Sprint, I'll recommend that option to save you money. Small design jobs could be a fresh set of business cards, a flyer, name badges, or branded letterheads.

Can I combine bespoke work with a retainer?

Absolutely — many clients start with a bespoke project and move into a retainer for ongoing design needs.

How long do bespoke projects take?

It depends on complexity. You'll receive an estimated timeline with your proposal so you'll know exactly what to expect.



KOWYLA



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How the *process* works

Clear steps. No confusion.

Discovery Call & Brief

We'll connect via Zoom to discuss your goals, priorities, and design needs, ensuring we're aligned before work begins. After our call, I'll send you a short form to capture the finer project details. From there, you'll receive a clear "re-brief" — a summary of the scope and direction. This step is key for efficiency, clarity, and reducing unnecessary back-and-forth during revisions.

Proposal & Contract

You'll receive a tailored proposal outlining scope, pricing, and timelines. Once approved and signed, we lock in your project.

Design & Collaboration

This is where the magic happens. I'll create, refine, and share progress every step of the way. You'll have set check-in points to provide feedback and make tweaks along the way.

Delivery & Handover

Final deliverables are fully refined, tested, and supplied in ready-to-use formats (PDF, JPEG, PNG, plus editable source files if needed). For websites, I include a handover guide and training so you feel confident managing your site. For full rebrands, I can also provide onboarding sessions with your team to ensure your brand and assets are used consistently and correctly.

FAQs

What's not included in your packages?

Domains, hosting, licensed stock photography, and printing are not included — but I'll guide you through where and how to purchase these if needed.

How do I book?

Simply reach out via email or book a discovery call. After our chat, you'll receive a tailored proposal and contract to secure your spot.

How soon can we start?

Most projects are scheduled 2–4 weeks in advance, but Design Days and Sprints can often be slotted in sooner. If you have an urgent request, include your timeline in your enquiry — where possible, I'll prioritise fast-turnaround projects.

What if I don't know which package I need?

No problem — we'll work it out together on your discovery call. I'll recommend the package (or bespoke option) that fits your goals and budget best.

Do you work with international clients?

Yes — I've partnered with clients across the UK, USA, Singapore, and New Zealand over the past 5 years. All projects are managed seamlessly online via Zoom and Google Drive, so location is never a barrier. In fact, the Australian time zone often works in your favour — I'm designing while you sleep, and you wake up to progress.

Do you use AI in your designs?

No — all creative design work is hand-crafted by me. Your logos, brand systems, presentations, and templates are built with intention and expertise, never with generic AI generators.

I do, however, use AI in supportive parts of my business — like admin and file organisation — where it helps streamline processes and improve efficiency. This frees me up to focus more time and energy on what matters most: designing thoughtful, high-quality visuals tailored to your brand.

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All prices reflect 2025 design services and packages. An updated guide will be available in 2026. Every project has its own rhythm — and so does its pricing. Costs and timelines may vary slightly depending on scope and requirements. Design Day Passes and Design Sprints are the exception — offered as fixed-price bundles, with details confirmed prior to booking.