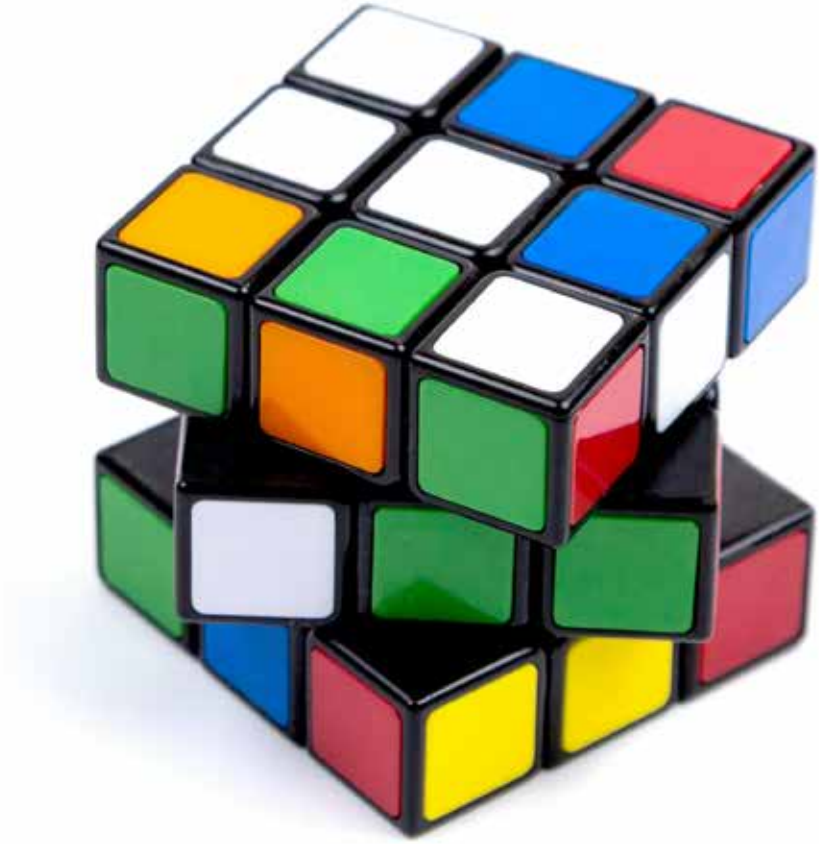
Just Gold

Capability Statement



Australia's first certified social enterprise management consultancy & creative agency

Just Gold

Hello #WeAreJustGold

Just Gold is Australia's first certified social enterprise operating as a full-service management consulting and creative agency.

We partner with government, business, and purpose-driven organisations to deliver strategic consulting, communications, creative production, and training—while creating meaningful employment for people excluded from traditional industry pathways.

We are accredited by Social Traders and as a People and Planet First enterprise, recognising our commitment to social value, inclusion, and sustainable business practice.

Our team combines multidisciplinary expertise with lived experience across disability, neurodivergence, migration, gender, and cultural diversity. Every project we deliver is designed to meet commercial objectives while expanding our clients' social impact and inclusion outcomes.

Our commercial work enables us to support movements, community-led initiatives, and advocacy campaigns—often on an accessible or pro bono basis. It also funds original social change initiatives through our public impact arm: The Aurum Foundation.

Our Model: Social Enterprise

Our Vision ↘

A just world. Access to opportunity for all.

Our Mission ↘

To make high-quality strategy, communications, and creative services accessible to those excluded from them—through inclusive employment, ethical business practice, and purposeful delivery.

1. Talent Equity

We create paid, purpose-aligned roles for professionals who have historically faced systemic employment barriers. This includes disabled people, neurodivergent individuals, migrants, women re-entering the workforce, and people from CALD backgrounds.

Why it matters: *Our workforce reflects the complexity of the communities we serve—bringing cultural depth, insight, and authenticity to every project.*

2. Commercial Delivery

We provide high-quality consulting, strategy, production, and advisory services across sectors. Our clients include local and state governments, national service providers, social enterprises, and ethical corporates.

Why it matters: *Clients achieve strong, inclusive outcomes—while embedding social value into procurement and delivery.*

3. Purpose-Led Access

Where traditional funding models fall short, we offer accessible or pro bono services to organisations or campaigns with aligned values and potential for high social impact.

Why it matters: *Strategic excellence should be available to all—not just those with commercial budgets.*

4. Systemic Interventions

We identify emerging issues that require public attention and create original initiatives that address visibility, policy gaps, or cultural exclusion. These projects are led by lived experience and designed for long-term systems impact.

Why it matters: *We don't wait to be commissioned to act on injustice.*

Aurum Foundation

Powered by Just Gold.
Funded by partnerships.
Focused on equity.

The Aurum Foundation is the philanthropic arm of Just Gold. It is a registered charity with the Australian Charities and Not-for-profits Commission (ACNC) and a Social Traders accredited social enterprise.

Aurum operates as part of our dual social enterprise system—investing in long-term equity and systems change across gender, disability, neurodivergence, culture, sexuality, and youth. It exists to support initiatives that fall outside commercial frameworks but are essential to national wellbeing, intersectional inclusion, and public leadership.

The Foundation currently leads two flagship initiatives:

- **Think:** A public storytelling platform that elevates lived experience, policy insight, and sector collaboration through filmed discussions and community events.
- **Aurum AQ:** A digital learning initiative in development, focused on delivering evidence-based, accessible eLearning for organisations and individuals working across intersectional contexts.

1 →

Cultural Interventions

We design and produce projects that support social cohesion, reduce stigma, and build visibility for underrepresented communities.

What it unlocks: *A more informed public, stronger cultural narratives, and inclusive participation.*

2 →

Strategic Coalition Building

We work with communities, advocates, researchers, and institutions to turn lived insight into public impact.

What it unlocks: *Tools and campaigns that reflect the realities of those most affected—and drive systems change.*

3 →

Accessible Knowledge Infrastructure

We develop toolkits, publications, and events that make complex systems understandable and actionable.

What it unlocks: *Greater equity in access to information, stronger advocacy, and better decision-making across sectors.*

4

Investing in Emerging Ideas

We support new projects, prototypes, and conversations that may not yet be market-ready but have potential for public impact.

What it unlocks: *Space for experimentation, visibility for intersectional perspectives, and leadership outside the mainstream.*

Our Impact

Building Public Infrastructure for Equity and Leadership

At Just Gold, we create systems that cannot exclude.

Through an integrated enterprise–foundation model, we combine strategic consulting, inclusive employment, civic platforms, and scalable education systems to transform access, leadership, and public participation for historically excluded communities.

Our operating model embeds the United Nations Sustainable Development Goals (SDGs) into every service, platform, and public intervention we deliver.

We build what's missing—so that future systems no longer have to.

Our Theory of Change

Stage	Just Gold Enterprise Delivery	Aurum Foundation Public Infrastructure Delivery
Inputs → ↓	Paid employment for marginalised professionals; strategic consulting and creative services; commercial project revenue	Licensed Think platform; public partnerships; grant and trading revenue; civic platform investment
Activities → ↓	Deliver inclusive consulting, campaigns, creative production, and advisory; lead the Autistic Pride Day Global Initiative; create toolkits and systems reform programs; operate employment pathways and internships	Operate Think civic platforms (licensed from Just Gold); deliver Aurum AQ education platform; produce scalable sector learning systems and community-led storytelling frameworks
Outputs → ↓	Strategic sector and public campaigns; leadership pathways; national autism leadership initiatives; employment and career pathways	Civic platforms scaling lived experience leadership (Think); digital learning infrastructure (Aurum AQ); cross-sector public systems engagement
Outcomes → ↓	Inclusive leadership pipelines embedded across sectors; systems shifts in disability, neurodivergence, youth, migration, LGBTQ+, women, and intersectional inclusion; organisational capacity built for sustainable equity	Public narrative and policy reform driven through lived experience-led platforms; cultural legitimacy for diverse leadership; cross-sector knowledge mobilisation
Impact → ↓	Sustainable sector and government transformation through inclusive economic participation and leadership	Sustainable public culture and policy ecosystems embedding equity, lived experience, and systems literacy at scale

Our Systems of Impact

Through our dual social enterprise model—spanning both for-purpose enterprise and not-for-profit infrastructure—we deliver systems that create solutions where others see barriers. Each stream delivers measurable, layered change—demonstrated through the outcomes and milestones we achieve year-round.

1. Inclusive Employment and Enterprise Transformation →

- Paid employment across consulting, creative, advisory, production, training
- Structured internships, placements, leadership pathways
- Real-world project delivery

Primary beneficiaries: *Neurodivergent professionals, disabled people, young people, migrants, women re-entering the workforce, LGBTQ+ professionals.*

2. Autistic Leadership and Systems Reform (Just Gold Direct Delivery) →

- Autistic Pride Day Global Initiative (year-round civic activation)
- Think Autism activations (under Think platform licensed to Aurum)
- National symposiums, sector dialogues, public policy engagement
- Inclusive sector toolkits and leadership pathways

Primary beneficiaries: *Autistic individuals, neurodivergent professionals, policymakers, service sectors.*

3. Public Platform Operation and Knowledge Infrastructure (Aurum Foundation) →

- **Think:** cross-sector storytelling and leadership reform platform
- **Aurum AQ:** scalable digital learning infrastructure
- Civic engagement and sector capacity-building frameworks

Primary beneficiaries: *Community leaders, public institutions, advocacy movements.*

4. Strategic Sector Amplification →

- Low bono and pro bono strategic delivery
- Movement partnership development
- Civic leadership and public sector reform support

Primary beneficiaries: *Purpose-led movements, advocacy organisations, sector leaders.*

How We Measure Impact

Impact is not measured by volume. Impact is measured by systems change—and by who gets to lead.

- Enterprise Frameworks: Employment created, leadership access, procurement compliance outcomes
- Public Impact Frameworks: Platform participation, system influence narratives, policy engagement
- Lived Experience Validation: Evaluation cycles co-led with affected communities
- Sector Feedback Loops: Stakeholder adoption rates, sector practice shifts

Our SDG Alignment

Driving equity, sustainability, and innovation through action—empowering communities and aligning with key UN Sustainable Development Goals.

Focus	*Embedded Actions*	*Aligned SDGs*
Equity and Inclusion →	Paid leadership pathways; autistic leadership platforms; LGBTQ+, women, youth, and migrant leadership empowerment	5, 8, 10
Environmental Responsibility →	Sustainable operations, low-carbon delivery	3, 11, 12, 13
Social Innovation →	Platform-building; scalable education systems	9
Knowledge Mobilisation →	Public education platforms; sector storytelling	10, 17
Community Empowerment →	Civic leadership platforms; cross-sector movement activation	8, 10, 17

Core Capabilities

As a certified social enterprise, Just Gold delivers all services in alignment with relevant social procurement, equity, and compliance frameworks—including the UN Sustainable Development Goals, Modern Slavery Act, and state-based Social Procurement Frameworks.

Strategic Social Impact →

Inclusive strategy and advisory services grounded in lived experience, designed to deliver measurable outcomes and systems change.

Purposeful Storytelling →

Narratives that shift public understanding and drive visibility—through strategic communications, content, and campaigns.

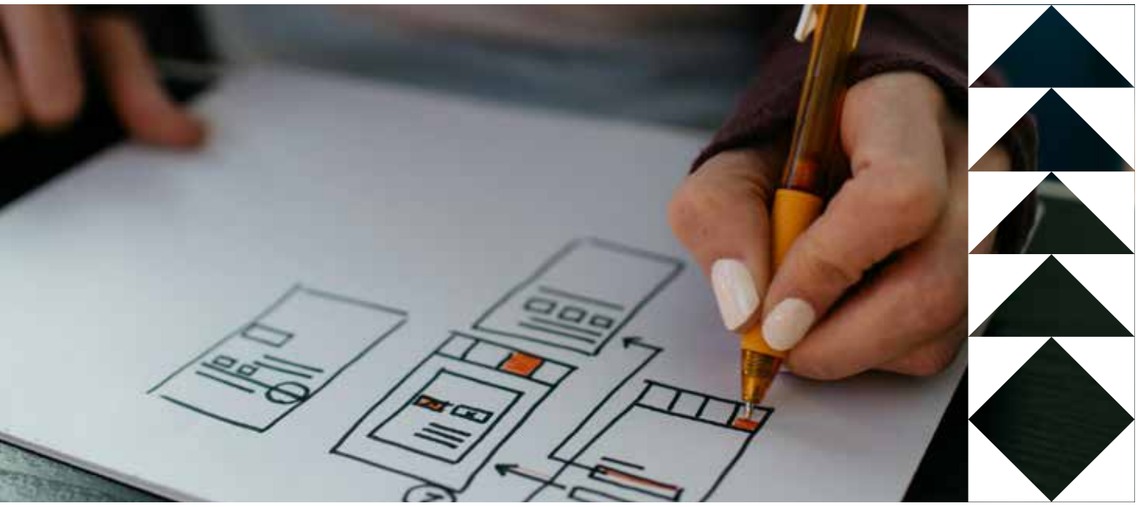
Creative Delivery →

Accessible production and design across digital, print, and multimedia—crafted for inclusion, impact, and cultural relevance.

Transformative Learning →

Training and education programs that embed equity, inclusion, and sustainability into practice—tailored to real-world organisational needs.

Our Services



Consulting →

Strategic insight and delivery for purpose-led transformation:
- Social Impact Consulting
- Strategic Communications
- Marketing and PR
- Research and Insights

Training →

Inclusive, evidence-based learning built for lasting change:
- eLearning Design and Delivery
- Facilitated Workshops
- Intersectionality and Lived Experience Training
- DEI and Inclusive Leadership

Impact →

Enterprise-driven programs that deliver cultural, policy, and systems-level change:
- Social Impact Programs
- Policy and Advocacy
- Community Consultation (via the Praxis Framework)
- Events – Hybrid, Digital, Immersive

Creative →

Multiplatform content and design that inform, connect, and move people:
- Advertising and Campaigns
- Branding and Design
- Editorial, Instructional, and Narrative Content Creation
- Video, Podcast, Photography, and Animation Production

Methodologies

Just Gold applies structured, inclusive and outcomes-driven methodologies to every project that we deliver. These approaches ensure our work is strategic, ethical, and built for long-term impact.

The Ethos Method ↘

Our delivery model for strategy, creative, and enterprise consulting work.

We deliver purpose-led projects through a five-phase model designed for clarity, inclusion, and sustained value:

1. Listen Deeply
Empathy-led discovery to understand context, goals, and stakeholders
Tools: Stakeholder mapping, consultation workshops, qualitative insight

2. Co-Design Solutions
Collaborative development of strategy and delivery frameworks
Tools: Design thinking, prototyping

3. Deliver with Excellence
Delivery with discipline, care, and inclusion
Tools: Agile workflows, multiplatform production, integrated delivery

4. Measure Impact
Outcome tracking aligned to stakeholder priorities and project goals
Tools: Evaluation frameworks, data mapping, narrative reporting

5. Build Capacity
Knowledge transfer and infrastructure for long-term implementation
Tools: Custom training, eLearning, strategic handovers

The Praxis Framework ↘

Our specialist community engagement model.

Praxis is applied where deep, inclusive, and culturally safe engagement is required.
It was developed in partnership with The Aurum Foundation and reflects best practice in trauma-informed, intersectional, and community-led consultation.

Key principles include:

→ Intersectionality
→ Cultural and historical intelligence
→ Trauma-informed practice
→ Community voice and leadership
→ Accessibility across all formats
→ Intergenerational and cross-sector insight

Praxis is used in consultation, lived experience, and movement-led initiatives where community outcomes are central to success.

Methodology Summary ↘

Method →	Purpose →	Where It's Used
The Ethos Method	Inclusive project delivery	Strategy, creative, training, advisory, campaigns
Praxis Framework	Community & stakeholder engagement	Consultation, policy, lived experience, advocacy projects

Case Studies

→ Consulting

→ Training

→ Creative

→ Impact

Consulting

→ Strategic expertise to accelerate growth and purpose-driven transformation.

Australian Sports Commission

Intersectionality Framework for Governance & Leadership

A world-first national framework redefining equity and leadership in sport.

Overview

The Australian Sports Commission (ASC) engaged Just Gold and Myriad Global to co-design a national Intersectionality Framework for Governance and Leadership—the first of its kind globally. The project redefines how sport can lead with equity by embedding intersectionality into governance, culture, and leadership systems across the country.

Challenge

Diversity in sport had gained visibility, but decision-making structures remained exclusive, hierarchical, and monocultural. The ASC needed a structural tool that moved beyond representation—delivering policy accountability and cultural change across all levels of leadership.

Approach

Delivered using The Ethos Method and informed by our Praxis Framework for inclusive systems reform, we led a multi-phase, national co-design process grounded in systems thinking and lived experience:

- Desktop review and policy analysis across governance systems
- Engagement with 200+ stakeholders including First Nations leaders, disability and multicultural advocates, and gender equity experts
- Co-created the custom "Examine, Evolve, Elevate" methodology
- Bridged insights from elite sport, government, and community leadership

Deliverables

- National Intersectionality Framework
- Toolkit for sport governance bodies
- Benchmarking Index and evaluation model
- Policy reform guidance
- Facilitator training resources
- Implementation roadmap

Outcome

Now adopted across national and state sport organisations, the Framework has redefined inclusion in governance—shaping executive policy, reforming leadership pipelines, and positioning Australia as a global equity leader in sport.

Australian Government
Australian Sports Commission

Victorian Skills Authority

A Digital Market Analysis & Strategy Insights

Sector-wide digital insights to shape the future of public education platforms.

Overview

The Victorian Skills Authority (VSA) engaged Just Gold to conduct a digital market analysis to inform the next phase of its public platform. The goal was to understand how leading education and training organisations—locally and globally—are evolving their digital experience to remain competitive and user-focused.

Challenge

VSA needed strategic clarity in a fast-evolving sector. Education delivery was shifting, and the challenge was to identify actionable trends while ensuring relevance to public-sector values.

Approach

Delivered using The Ethos Method, we led a targeted benchmarking project, reviewing over 40 digital platforms across:

- Victorian TAFEs and private RTOs
- Australian education aggregators
- State and federal authorities
- Global comparators (NZ, UK, Canada, EU)

Our methodology combined UI/UX benchmarking, accessibility audits, user journey analysis, and content strategy assessment.

Deliverables

Final market analysis report with strategic recommendations
Comparative insights dashboard
Sector-specific action map for digital investment
Prioritised UX enhancements aligned to public standards

Outcome

VSA gained a clear roadmap for modernising its public platform—prioritising accessibility, user experience, and competitiveness. The insights informed future procurement, platform upgrades, and internal capability building.

Victorian Skills Authority

Sydney Gay and Lesbian Mardi Gras ↘

LGBTQIA+ — Police Relations Research & Recommendations

Trauma-informed research to reshape the future of Pride and policing.

Overview

Just Gold was engaged by Sydney Gay and Lesbian Mardi Gras (SGLMG) to lead a collaborative research and engagement process with the NSW Police Force. The objective: inform a future Accord that centres community safety, truth-telling, and accountability—while navigating a complex legacy.

Challenge

The relationship between LGBTQIA+ communities and police is historically fraught—shaped by violence, protest, and institutional harm. SGLMG sought a rigorous, community-led process rooted in integrity and care.

Approach

Delivered using The Praxis Framework, we led a trauma-informed, multi-method engagement:

- Listening sessions, stakeholder interviews, and targeted surveys
- Historical and narrative research to frame legacy and future change
- Safe-space facilitation across both organisations
- Collaborative recommendations development

Deliverables

- Two standalone reports: one for SGLMG and one for NSW Police
- Joint recommendations for a future Accord
- Narrative framework linking global Pride tensions with local reform

Outcome

The reports laid a foundation for sector-leading police–community dialogue. They continue to influence public discourse on the intersection of protest, visibility, and institutional accountability—nationally and internationally.

Sydney Gay and Lesbian MARDI GRAS

Training and eLearning

→ Building capability through expert-led learning experiences.

Spark North East Link ↘

eLearning Induction Design & Delivery

A multi-year partnership supporting workforce safety at Victoria's largest infrastructure project.

Overview

Spark North East Link has partnered with Just Gold since 2022 to support inclusive, high-quality workforce induction across multiple project phases. We were engaged at the outset to design and deliver a digital induction course—prior to construction commencing.

Challenge

The induction needed to realistically simulate site conditions before they existed—while aligning with evolving safety requirements and timelines. We were required to create credibility, clarity, and compliance within tight delivery windows.

Approach

- Delivered using The Ethos Method, we led end-to-end instructional design and production:
- Scripted and storyboarded scenario-based learning
- Filmed with real Spark staff in controlled settings
- Developed animated infographics and overlays
- Delivered SCORM-compliant modules for LMS integration
- Updated content annually to reflect site evolution and policy updates

Deliverables

- SCORM-ready eLearning induction course
- Scriptwriting, filming, postproduction, and animation
- Voiceover and accessibility features
- LMS testing and deployment support
- Ongoing content maintenance and updates

Outcome

Now in its third year, the course continues to onboard hundreds of workers—embedding a culture of safety, inclusion, and digital-first orientation across the largest transport infrastructure project in Victoria's history.

SPARK NORTH EAST LINK

T2 Global Training Courses ↘

Behavioural & Product Learning Design

Story-driven, accessible eLearning content for global scale.

Overview

Just Gold was commissioned by T2 to deliver two global training programs: one on managing customer aggression in the workplace, and one on seasonal product training for a major retailer.

Challenge

We had to produce high-quality content with fast turnarounds—balancing scripted studio production with live retail-site shooting, ready for LMS deployment across countries.

Approach

- Delivered using The Ethos Method, we:
- Designed instructional frameworks for behavioural and product learning
- Scripted and filmed studio-based modules with professional cast
- Captured live action across multiple retail locations
- Delivered branded, SCORM-compliant modules for global rollout

Deliverables

- Full instructional design, scripting, and voiceover
- Production across studio and field locations
- LMS-ready modules with accessibility features
- Branded graphics and compliance integration

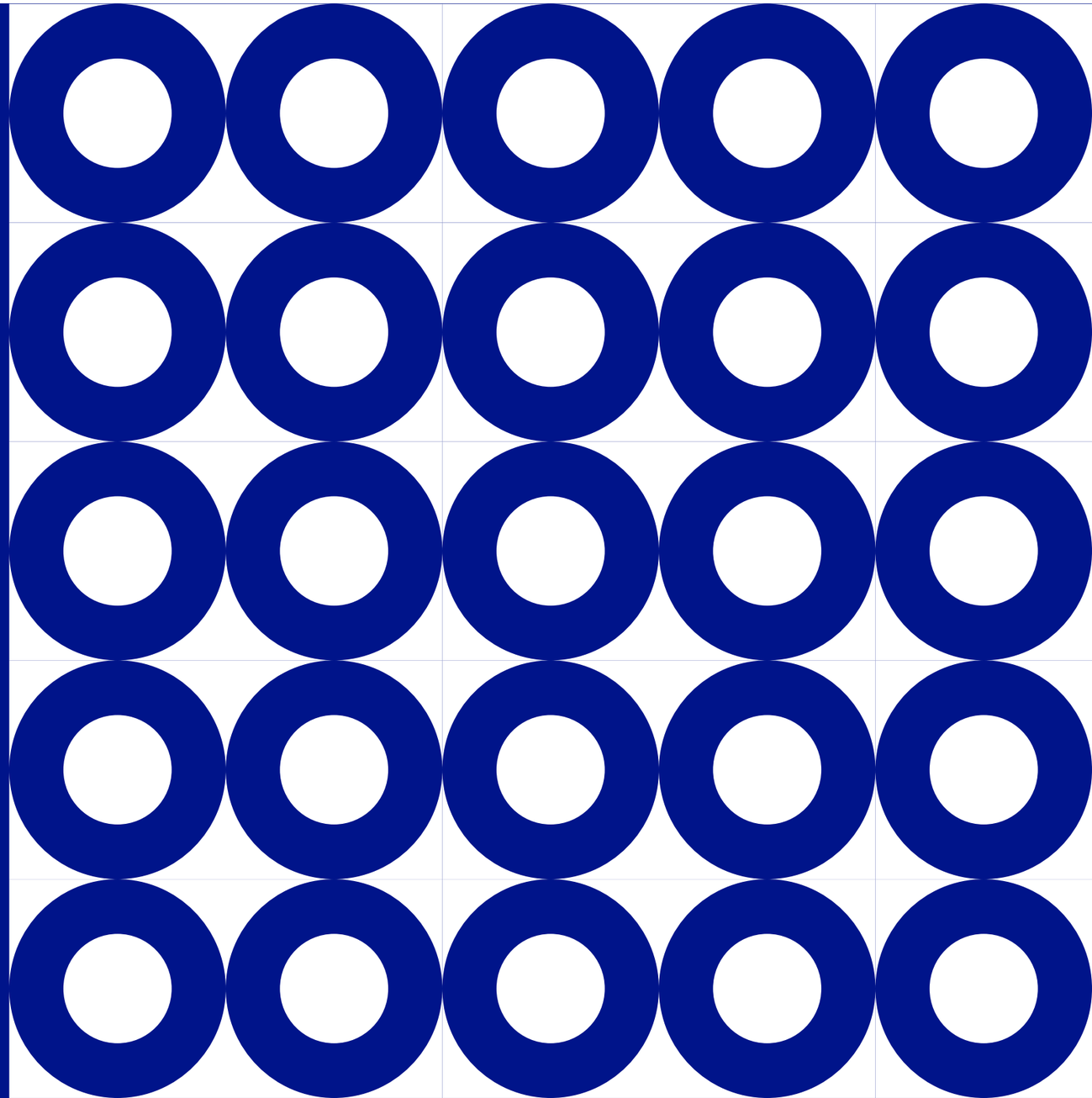
Outcome

Both programs are now in use across multiple countries—ensuring consistency, inclusion, and effectiveness in global frontline and support team learning. They remain reference models for content-rich eLearning at scale.

T2™

Creative

→ Innovative solutions to tell your story and inspire action.



To view our portfolio → please email: hello@justgold.net
or visit our website: www.justgold.net

Semaphore Greek Festival

A Blueprint for Multicultural Celebration

Turning community tradition into a state-recognised multicultural festival.

Overview

Just Gold has partnered with the Semaphore Greek Festival for over seven years—transforming it into one of South Australia's most recognised multicultural events.

Challenge

The festival had strong community foundations but needed greater visibility, strategic storytelling, and public engagement—without losing cultural authenticity.

Approach

Delivered using The Ethos Method, we developed a long-term creative and engagement strategy:

- Co-designed multi-year campaign frameworks with local leaders
- Trained community volunteers in content creation and storytelling
- Produced media ready live coverage, highlight reels, and multilingual campaigns
- Developed government engagement strategy and shared tools for other multicultural festivals

Deliverables

- Annual creative campaign and digital rollout
- Volunteer training and capacity-building
- Multilingual and cross-cultural messaging
- Government engagement collateral and knowledge-sharing materials

Outcome

Now recognised by the South Australian Government as a major festival, Semaphore Greek Festival draws over 35,000 attendees each year. The co-created growth model is used by other multicultural communities to scale identity-driven celebration into civic impact.

Loving Lilydale ↘

Social Media Campaign

Turning a new transport precinct into a place of local identity and visibility.

Overview

Loving Lilydale is an online and social media brand that was created in collaboration between Lilydale's local businesses and the Level Crossing Removal Project.

Challenge

This project aimed to create a campaign celebrating the unique people, places, and businesses of Lilydale with authentic social media content across Facebook, Instagram and YouTube. The Level Crossing Removal Project hoped to generate community connectivity and interest in the area to lead up to the construction of a new station precinct.

Approach

Just Gold worked within a pre-existing brand design and visual identity framework; the digital campaign needed to utilise its look/feel across the various channels. The campaign's purpose was to help traders overcome any disruption from level crossing removal works and ensure that shoppers and locals had reason to continue returning to the precinct.

Results

We created a free and valuable online resource, in the form of a website, for local residents and businesses to connect and support each other. We revived the community spirit in a time of significant disruption, and instilled community.

Deliverables

- Content strategy & copywriting
- Filming
- Photography
- Script
- Video editing
- Social media strategy & Audience development
- Social media campaigns, management & optimisation
- Website production
- Qualitative research

Department of Jobs, Precincts and Regions ↘

Social Procurement Campaign

Human-centred storytelling to power Victoria's social procurement shift.

Overview

Just Gold was engaged by the Department of Jobs, Precincts and Regions (DJPR) to design and deliver a video series that demonstrates the real-world impact of Victoria's Social Procurement Framework.

Challenge

Despite policy momentum, social procurement remained abstract for many suppliers and buyers. DJPR needed content that made its value visible, relatable, and community-centred.

Approach

Delivered using The Ethos Method, we:

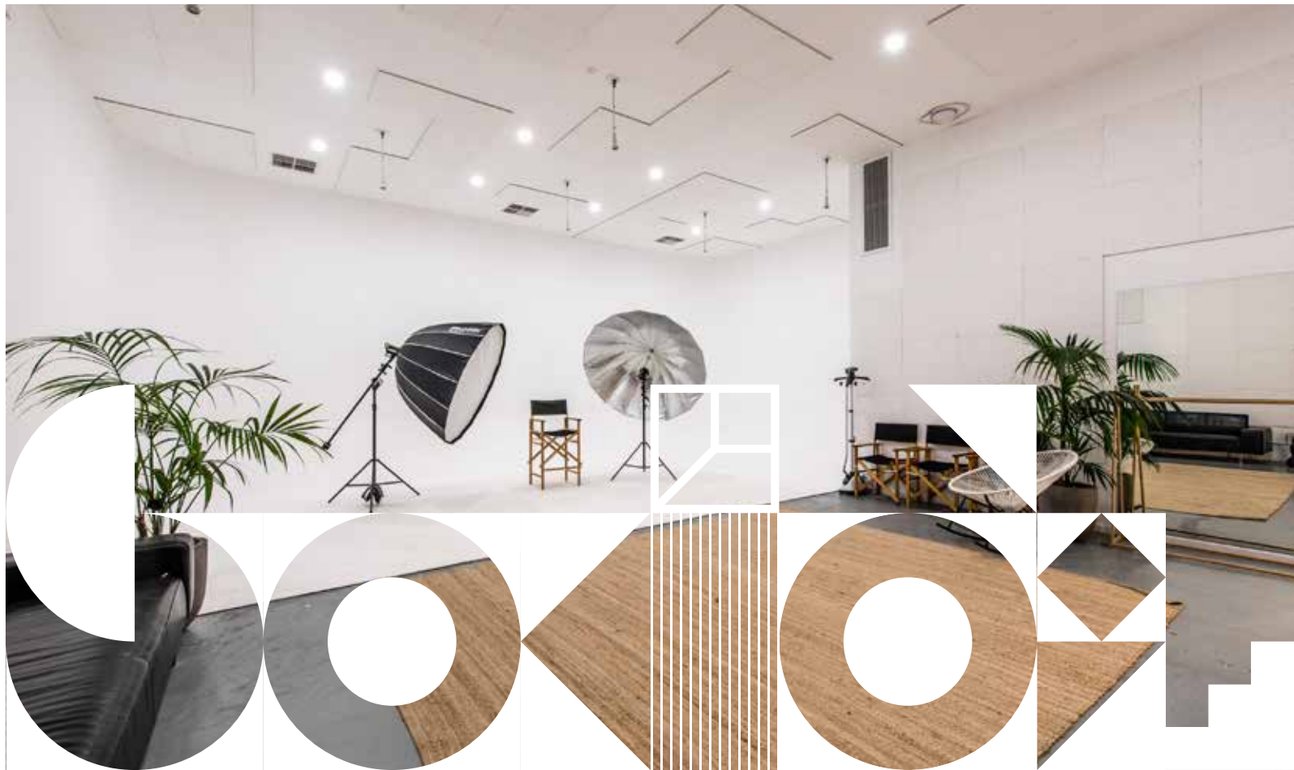
- Co-designed stories directly with social enterprises and individuals featured
- Filmed across three Victorian locations with a multilingual team
- Embedded accessibility and equity into every production layer—including sourcing music from underrepresented artists and subtitling in six languages

Deliverables

- Multi-location video series
- Subtitled content in six community languages
- Talent coordination and approvals
- Strategy and scripting aligned to policy goals

Outcome

Now used across multiple state departments, the series has become a key advocacy tool—demonstrating the power of inclusive procurement and lifting the visibility of diverse suppliers and communities across Victoria.



VICTORIA State Government | Jobs, Precincts and Regions

Victorian Government

Social Enterprise Strategy 2021–2025

Inclusive design for government policy with sector credibility and clarity.

Overview

Just Gold has worked across multiple departments of the Victorian Government since 2020. For the Social Enterprise Strategy 2021–2025, we were engaged to develop the visual identity and video content—ensuring the strategy spoke clearly to the sector while aligning with Brand Victoria.

Challenge

The strategy needed to feel human, inclusive, and forward-focused—without deviating from strict government branding requirements. COVID-19 restrictions added complexity to stakeholder engagement.

Approach

Delivered using The Ethos Method, we:

- Designed a campaign-aligned visual identity using expanded Brand Victoria elements
- Curated authentic, diverse imagery and inclusive language
- Facilitated digital workshops to test and iterate design with social enterprise stakeholders
- Produced video content to support the strategy rollout

Deliverables

- Full visual identity suite and document layout
- Video campaign and launch content
- Stakeholder engagement assets
- Digital feedback and consultation process

Outcome

The strategy was launched to sector-wide support and adopted as a visual and engagement benchmark by other departments. It continues to serve as a model for co-designed policy communication.

Social Traders Australia Awards ↘

National Digital Production & Storytelling

Sector storytelling bringing visibility and pride to Australia's social enterprise movement.

Overview

Since 2019, Just Gold has worked with Social Traders in multiple capacities—from content strategy to campaign delivery. Each year, we produce their national awards content, celebrating leadership in social procurement across enterprise, government, and the social sector.

Challenge

In 2020, with COVID-19 disrupting live events, Social Traders needed a certified social enterprise to deliver a fully digital production that captured the spirit of the sector while meeting national expectations.

Approach

Delivered using The Ethos Method, we managed full-service digital production:

- Storyboarding and scripting for each award recipient
- Filming across eight locations in NSW, VIC, and QLD
- Creating a unified digital brand and event identity
- Producing video content for livestream, social, and on-demand use

Deliverables

- End-to-end digital awards campaign
- Filming, editing, motion graphics, voiceover
- Livestream and social-ready content suite
- Stakeholder engagement and coordination

Outcome

The Awards reached thousands of viewers across government, business, and community sectors. Our continued work with Social Traders has helped strengthen the national profile of social enterprise—and the visibility of inclusion-led practice in public storytelling.

Social Traders
Unlocking business for good

Impact

→ Purpose-led services that drive meaningful change and measurable results.

Think ↘

Designing the Conversations Australia Needs

Sector storytelling bringing visibility and pride to Australia's social enterprise movement.

Overview

Think is a national platform designed and led by Just Gold through the Aurum Foundation. It brings government, academia, business, and community together to lead inclusive conversations on complex issues shaping Australia's future.

Challenge

Australia lacked a consistent platform where lived experience could inform public leadership. We set out to build one—designed for scale, nuance, and systems-level relevance.

Approach

Built through The Ethos Method and guided by Praxis Framework principles, Think evolved across:

- Think Voice, Think Sport, Think Pride, and Think Social (regional and sector activations)
- Major events: The Invisible Woman, Think Greek, Think 3000 with RMIT, and Think Autism Conference
- Campaign infrastructure including digital rollouts, event design, and post-event engagement tools

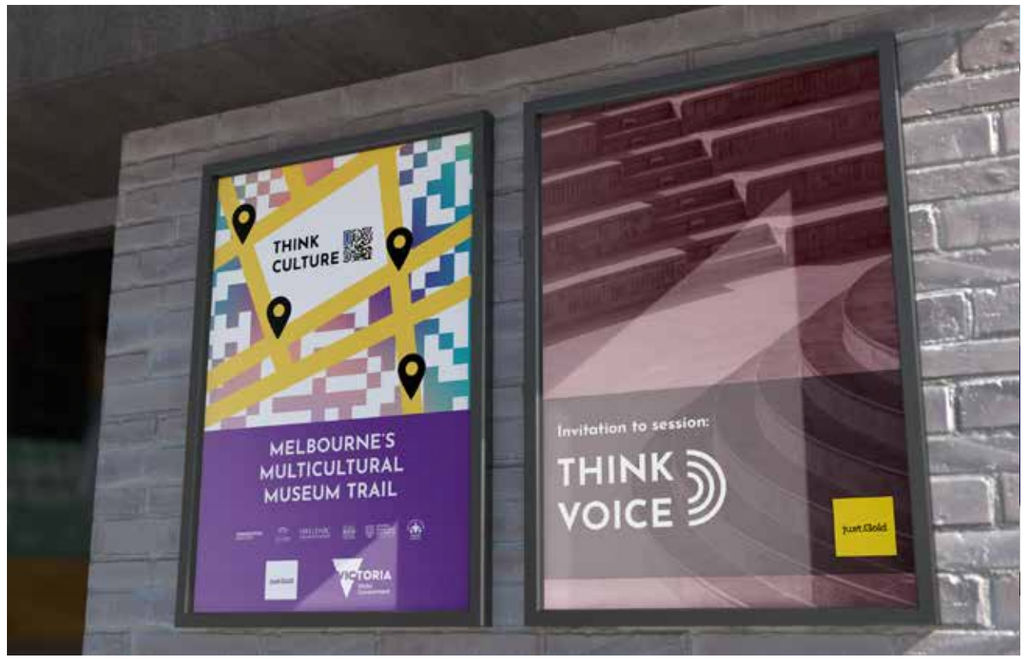
Deliverables

- Platform architecture and strategic roadmap
- Visual identity and campaign design
- Event production, speaker curation, and evaluation frameworks
- Digital content and cross-sector partnership tools

Outcome

Think has hosted over a dozen activations, attracted national media, and been adopted by institutions seeking inclusive civic engagement. It is now a flagship model for public leadership through lived experience.

THINK



Autistic Pride Day ↘

A Global Campaign and Civic Platform

Building the world's most visible neurodiversity campaign from the ground up.

Overview

Autistic Pride Day (June 18) lacked coordinated leadership, visibility, and infrastructure. Through the Aurum Foundation, Just Gold developed and leads a global campaign and civic platform—centred on neurodivergent leadership and public visibility.

Challenge

Autistic people were underrepresented in leadership roles and storytelling. The day lacked consistency, credibility, and global infrastructure.

Approach

Delivered using The Praxis Framework, we:

- Created annual themes: Everyday Autistic (2023), Taking Off the Mask (2024), Unapologetically Autistic (2025)
- Launched the first national symposium and expanded to a national conference stream under Think Autism
- Built and distributed toolkits, campaign assets, and global access resources

Deliverables

- Annual campaign identity and strategy
- Toolkits, captions, and digital content for partners worldwide
- Event delivery across Melbourne, Sydney, and digital platforms
- Accessibility, evaluation, and partnership strategy

Outcome

Autistic Pride Day now reaches millions globally. It has become a flagship Australian campaign for neurodiversity—community-led, inclusive by design, and built to shift systems, not just narratives.

AUTISTIC PRIDE DAY

Shared Studios x Twitter

Melbourne Portal Activation

Bringing Melbourne into global civic dialogue.

Overview

Just Gold was engaged by Twitter and Shared Studios to deliver the Melbourne leg of #Tweetups—an immersive international activation connecting cities via AV portal.

Challenge

We had two weeks to activate an international civic experience—managing venue sourcing, stakeholder engagement, and global coordination under high-visibility conditions.

Approach

Using The Ethos Method, we:

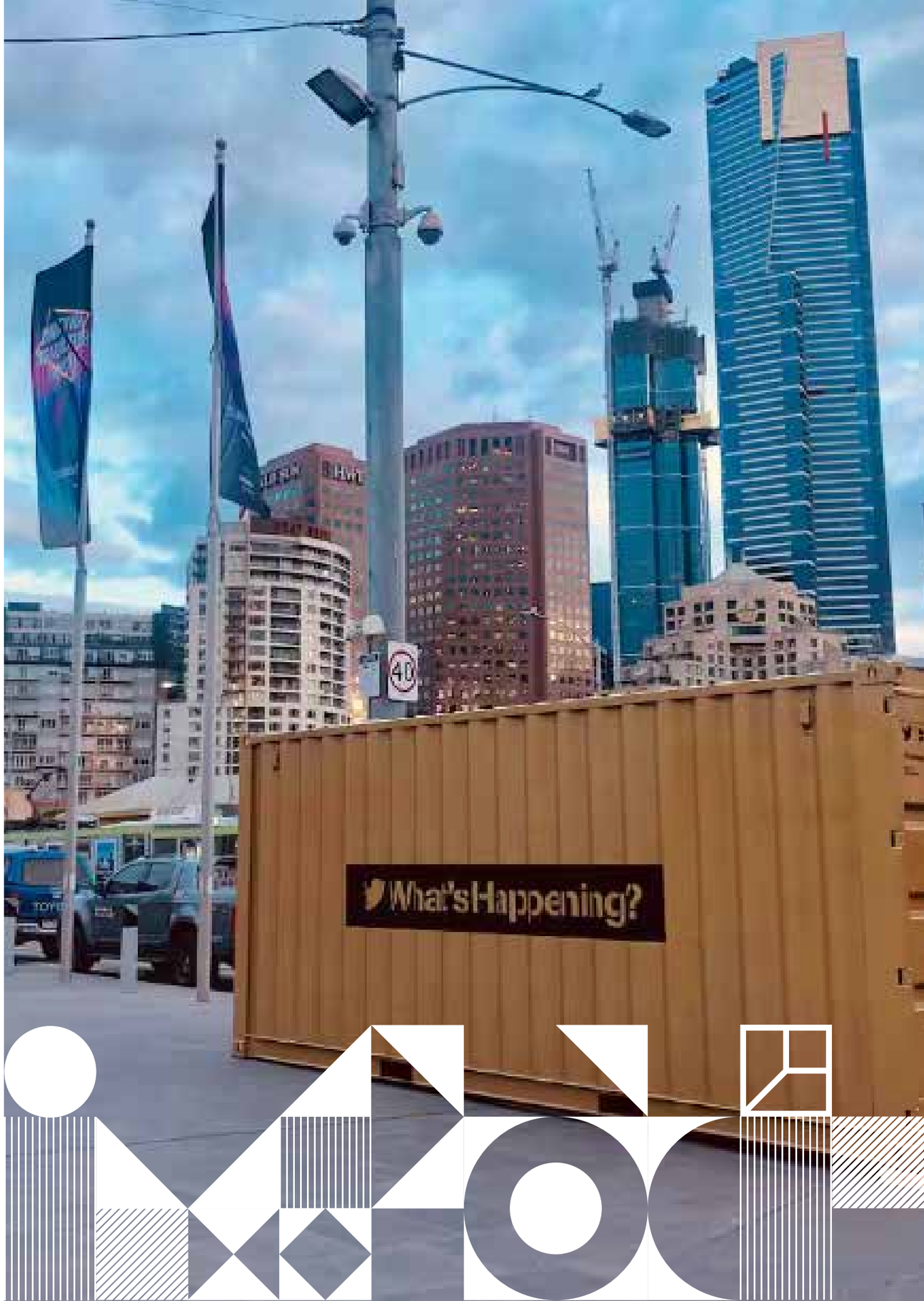
- Secured Federation Square as a flagship venue
- Mapped and engaged local civic leaders, creatives, and advocates
- Coordinated logistics, media coverage, and public access across time zones

Deliverables

- Event planning, logistics, and delivery
- Stakeholder and government engagement
- PR, drone filming, and media support
- Live management and technical troubleshooting

Outcome

Melbourne became the first Australian city to host the global portal—connecting locals to Gaza, Lesbos, and New York. The project demonstrated Just Gold's ability to deliver high-trust, cross-cultural civic activations under pressure.



Our Team

Our Team

Kyriakos Gold

Just Gold Founder & CEO, Chair of Aurum Foundation

Kyriakos Gold is one of Australia's leading voices in social enterprise, platform strategy, and inclusive public design. He is the founder and CEO of Just Gold—Australia's first certified social enterprise creative agency and management consultancy—the Chair of Aurum Foundation and the creator of initiatives that shift how government, business, and community engage with public impact.

He has led nationally recognised programs including Autistic Pride Day, the Think platform, and inclusive governance strategies for the Australian Sports Commission, Victorian Government, and national cultural institutions. His work is known for combining deep systems thinking with accessible, real-world outcomes—turning policy into platform, and insight into visibility.
Kyriakos was inducted into the Victorian Multicultural Honour Roll, received a commendation from the NSW Parliament, and was Highly Commended for Person of the Year at the 2023 Victorian Pride Awards. Under his leadership, Just Gold has been a two-time finalist in the Telstra Best of Business Awards (Accelerating Women, 2022; Building Communities, 2023), a Melbourne Awards Inclusion finalist (2023), and a two-time finalist in the Victorian Pride Awards for small business excellence.

He was a PhD researcher at Centre for Social Impact, holds a Juris Doctor and Executive MBA from RMIT, and qualifications in law, media, and international studies. A non-practising Australian lawyer and former award-winning journalist, Kyriakos continues to lead platforms that reimagine participation, equity, and visibility at scale.

Our Team

Dr Judy Tang

Director, Aurum Foundation
→ Expert in Clinical Neuropsychology and VMC Commissioner

Dr Judy Tang is a nationally recognised expert in clinical neuropsychology, ageing, and mental health advocacy. As Director and Clinical Neuropsychologist at Invictus Health, she delivers specialised neuropsychological assessments and brain well-being services across legal, government, and community sectors. Her practice spans medico-legal and community health settings, where she partners with law firms, insurers, and public institutions to support complex cognitive and behavioural needs.

Judy brings over 15 years of experience in clinical practice, research, and systems-level mental health initiatives. She has led workshops and seminars for professional peers, government agencies, and community organisations, and remains a visible advocate for mental health reform and culturally inclusive care. Her early research at the Lincoln Centre for Research on Ageing informed state and national aged care strategy, particularly through her work with dementia patients and carers. She has also served as a Rehabilitation Consultant for CRS Australia.

A trained mediator and accredited Mental Health First Aid Instructor, Judy is a Fellow of the Australian Psychological Society's College of Clinical Neuropsychologists (CCN), and an active member of the Australian Association of Gerontology (AAG). She has previously held national and state convenor roles across key APS interest groups in Psychology and Culture, and Psychology and Ageing.

Judy is a frequent keynote speaker at global conferences and a published academic in the areas of healthy ageing, cross-cultural neuropsychology, dementia, pain, and intersectionality. Her commitment to inclusion extends beyond clinical work—she currently serves as a Board Director at the Victorian Pride Centre and is one of Victoria's 12 Multicultural Commissioners, advising on strategy to promote equity and cohesion across the state's diverse communities.

Georgia Prattis

Director, Aurum Foundation
→ Pioneer in Equity-Centred Leadership and Organisational Transformation

Georgia Prattis is a nationally respected leader in inclusive leadership, intersectionality frameworks, and equity-centred reform. With more than 30 years of experience across government, emergency services, universities, and the community sector, she has shaped how institutions build capability for cultural change.

As Director of the Aurum Foundation and Principal Consultant at Myriad Global, Georgia leads major reform programs focused on inclusive governance, systemic equity, and organisational resilience. Her approach blends intersectional analysis with applied adult learning—ensuring change is not only embedded but sustained.

Georgia has designed and delivered national frameworks in workplace inclusion, gender equity, unconscious bias, and violence prevention. She is a sought-after facilitator, educator, and strategic advisor to organisations navigating complex cultural landscapes.

Her qualifications include a Master of Educational Studies, Diploma in Education, and Certificate IV in Training and Assessment. Across every project, Georgia brings the rare combination of practical insight, reflective leadership, and deep cultural literacy.

Our Team ↘

Purpose-led services that drive meaningful change and measurable results.

Angela Kalliakoudis

→ Marketing Lead

Angela manages project flow, stakeholder relationships, and delivery operations across campaigns and creative assets. With experience spanning community engagement, customer service, and marketing coordination, she ensures every detail of execution stays aligned with purpose and deadlines.

Hugh Foster

→ Marketing Coordinator

Hugh blends marketing operations with event support and digital coordination. Known for his responsiveness and team-first approach, he contributes to campaigns across sectors—ensuring content and outreach resonate with intended audiences.

Alex Papasimakopoulou

→ Senior Producer – International

Alex leads our European team and brings over a decade of experience across creative industries, travel, and international event production. Her strengths include project delivery, multicultural communication, and content creation for high-impact global activations.

Christopher Wierzbicki

→ Graphic Designer

Chris brings clarity, craft, and creativity to every design brief. His style is bold but strategic—translating complex content into accessible and visually compelling solutions across digital, print, and instructional formats.

Justin Zaldarriaga

→ Director of Photography

Justin captures the story beneath the surface. With deep experience across industries, his cinematography combines technical precision with emotional resonance—producing content that informs and inspires.

Jordan Scott

→ Videographer, Photographer & Drone Operator

Jordy brings versatility and artistry to every project—on the ground and in the air. With strengths in commercial photography, drone videography, and content editing, he delivers visuals that are both dynamic and purpose-led.

@wearejustgold

Just Gold

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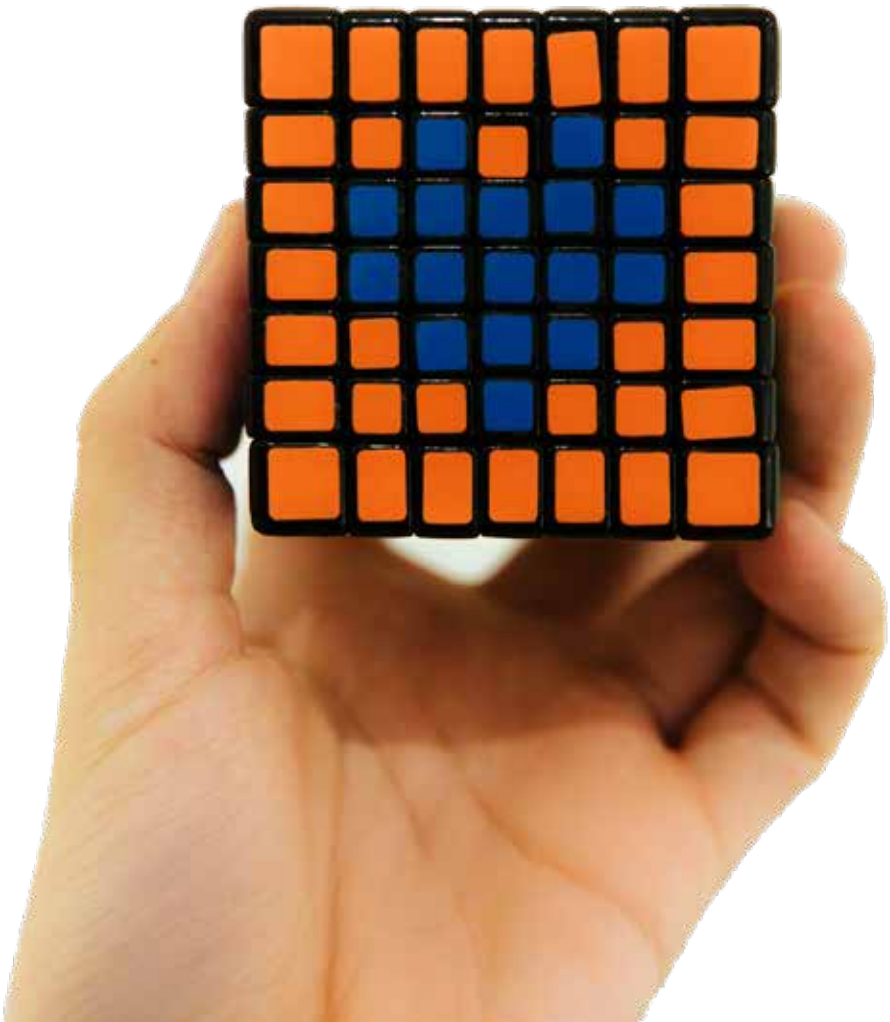
Australia's first accredited social enterprise management consultancy and creative agency.