

**the adman  
collective**

*Your virtual  
marketing team*

BRAND | STRATEGY | RETAIL | WEB | SOCIAL MEDIA | VIDEO | PHOTOGRAPHY

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

*“Talent wins games but  
teamwork and intelligence  
wins championships”*

Michael Jordan



***Unbeatable experience  
Integrated know how  
Competitive edge***

Let me bespoke your strategic and creative team and power your brand or campaign with years of award-winning experience.

The Adman Collective is a collaboration of the best in the communication business. From this experienced and award-winning group, I can customise a team to provide all your marketing and advertising solutions- be it a project, or a full-service campaign.

We are not inhibited by bureaucracy or weighted down with exorbitant costs and head hour rates.

We are nimble, responsive, results focused and with a collective experience across all products and services there is nothing beyond our reach.

# *How does it work for you?*



We have seen and experienced it all.

Politically incorrect to correct- three recessions (maybe four), I have seen it and experienced it all.

In this era of impressions, sessions, clicks, and endless analytics its easy for agencies to dance around the real reason you invest your marketing dollars.

When it comes to the bottom line, I vividly remember the words of one of my first clients,

“Don’t give me bullshit, just give me results”

*Chris Wells*

The ADMAN

## ***How does the collective work for you?***

I'll take the brief, provide the strategy and a creative team based on experience relevant to your project or campaign, manage the project and report results.

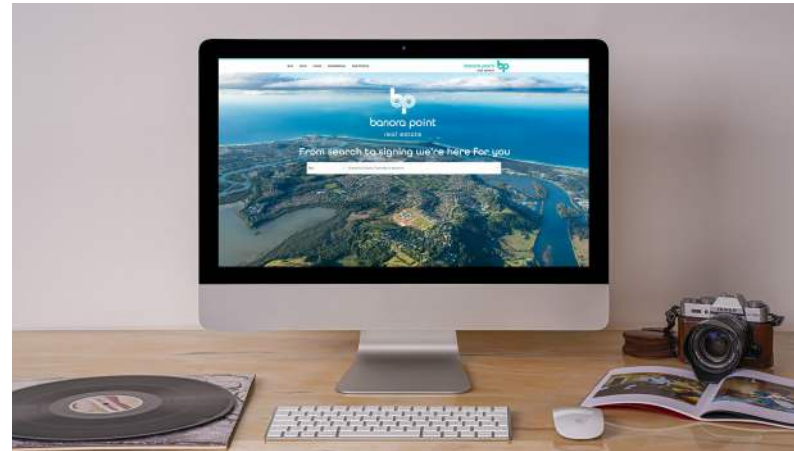
# Teamwork

BRAND



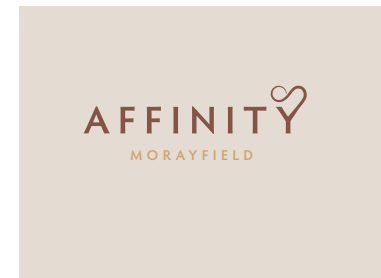
# Teamwork

BRAND



# Teamwork


BRAND DEVELOPMENT






# Teamwork

SALES COLLATERAL



*Living that matches your dreams*

**AFFINITY**  
ESTATE  
Morayfield South

*Creating living environments for Queenslanders.* 




### MORAYFIELD, A FAMILY FRIENDLY ENVIRONMENT.

Who could have guessed farming land just 38 kms north of Brisbane, owned by retired farmer George Hall in the 1960s after his former home in Scotland (Dunrobin), would develop into one of Queensland's most popular live areas?

With the rapid population growth in greater Brisbane, the region emerged among families and retirees looking for affordable land and a more laid-back lifestyle.

Fast forward to today and the Moreton Bay Council has truly recognised the area's potential by masterplanning what is now the thriving community of Morayfield.

The family friendly suburb now boasts both private and state schools, parks, open centres, major shopping centres and a direct rail service that connects commuters to Brisbane and the Sunshine Coast.

With its close proximity to the beaches of Bride Bay and the Sunshine Coast, Morayfield has developed into the perfect location for beach fishermen and families seeking four wheel drive and camping adventures.

Through all this growth, the rural heritage has not been left behind as parks, waterways and cycle tracks all accessible from the Affinity Estate will provide families with a plethora of recreational opportunities and the laid-back lifestyle many are looking for.




### CHOOSE YOUR HOUSE AND LAND PACKAGE FROM AUSTRALIA'S BEST BUILDERS.

Good land is the foundation for the great Australian dream of home ownership, but that's just the start.

Working with Australia's leading builders, Trak Land provides everything you need in a turn-key package.

From the carpets to the roof, our preferred builders deliver the lot, making building your new home a stress-free experience.

For ideas look no further than our first stage release that includes a builder's display village featuring the latest in design and décor.

*Brighton Hansen photography*

# Teamwork

SALES SUITE DESIGN



**AFFINITY**  
ESTATE  
Morayfield South

- Morayfield Shopping Centre 5mins
- Woolfield North Lakes 20mins
- Suppergy Aquatic & Leisure Centre 10mins
- Morayfield Station 5mins
- Morayfield State High 10mins
- Morayfield State School 5mins
- Nature world Education 10mins
- Caboolture Hospital 10mins

**trask land**

## WELCOME TO TRASK COUNTRY

The Morayfield Shire region is home to the Trask team. It's where they have grown up. They know the region, the people, the places. From beautiful beaches to the quiet tranquility of the hills, and the green fields of the hinterland, the region provides an enviable lifestyle. This is where we are developing a new and exciting residential development with a focus on sustainability.

**PLANNING PREMIUM DEVELOPMENTS**

- LOCATION, LOCATION, LOCATION**  
The location is the key to the success of any development.
- MASTER PLAN**  
A master plan is essential for the success of any development.
- EMBRACE THE QUEENSLAND LIFESTYLE**  
The Queensland lifestyle is the key to the success of any development.
- SUSTAINABLE**  
Sustainability is the key to the success of any development.

A Unique Tree House themed park is planned for Affinity Estate.



## AFFINITY ESTATE

Morayfield South

*Living that matches your dreams*



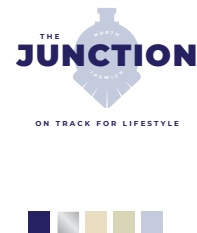
- All sizes and distances subject to final survey.
- Landscaping features including green tree locations shown on this plan are indicative only.






# Teamwork

BRAND DEVELOPMENT



# Teamwork

SALES COLLATERAL





ON TRACK FOR LIFESTYLE

THE JUNCTION  
NORTH ERMINGHAM

ON TRACK FOR LEISURE

THIS IS QUEENSLAND LIVING AT ITS BEST

Food at dining tables for breakfast, another stop in the beachside swimming pool or a nibble at the pool-side cafe and bar.





ON TRACK FOR DESIGN

PLATINUM FINISHES AND INCLUSIONS

- 100% throughout kitchen using dining, breakfast and lounge areas
- Quality cabinet and benchtop uses
- Double oven top
- Custom cabinetry with aluminium-look handles
- Solid timber floor windows
- In-house paint and landscaping to bring out natural colours
- Changing from beach bathroom into main living zone
- Handmade ceramic concrete cook top range hood and aluminium
- Full door security and features
- Handmade and finished stone pool
- 24h Manager
- Access to beach pool and recreation area

QUALITY FINISHES AND FITTINGS



ON TRACK FOR SECURITY

A COMMUNITY DESIGNED TO GET THE BEST OUT OF QUEENSLAND LIVING

118 TOWN HOMES  
200 sqm (approx. 2150 sq ft)  
27.5 sqm (approx. 295 sq ft)  
Hand finished

Get on track & experience the secure community of the Junction at North Junction. A quality of life and convenience package. Welcome to design that can be thought of as the most secure possible with quality of construction.






ON TRACK FOR DESIGN

LIGHT FILLED FRESH OPEN PLAN DESIGNS

CHOICE OF SINGLE LEVEL, OR TWO LEVEL CONCEPTS

Welcome to the Junction at Queensland living. Light filled open plan spaces, ground floor decks and outdoor access to pool. In-house built and finished living areas. Choose from single level design or two level design. Modern living, contemporary with quality finishes and top end construction. All townhomes possible secure parking with internet access.



TOWN HOUSE TYPE B

2 BDR | 2.5 BATH | 1 CAR  
Total area including parking: 145.75sqm  
Total external exclusive use area: 71sqm (to 85sqm)

TOWN HOUSE TYPE B (R)

2 BDR | 2.5 BATH | 1 CAR  
Total area including parking: 145.75sqm  
Total external exclusive use area: 71sqm (to 85sqm)



# Teamwork

## RETIREMENT



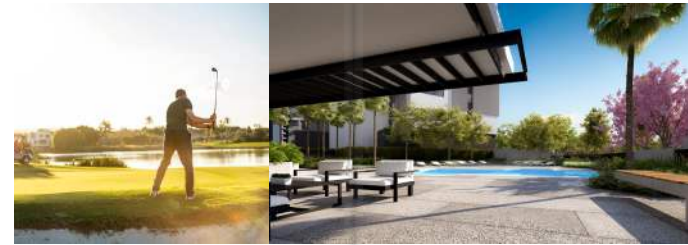
**AN INTEGRATED RETIREMENT LIVING OPTION ON THE GREEN BEHIND THE GOLD**

Convenient, peaceful yet connected to the broader community, just outside the congested centre of the Gold Coast, but within minutes to all the best aspects of the Gold Coast.

This boutique grand community where residents are welcome and exclusive, positioned in the 380 hectares 'Palm Meadows' enclave with seven parks at your doorstep.

Pacific Fair, Robina Tennis Centre, The Star Casino, Broadbeach's high end entertainment precinct, all the best beaches, and the M1 to Brisbane within minutes of your doorstep.

Élevé is the right place with the right pace to enjoy your retirement.



### ON PAR - THE CLOSEST, BEST VALUE RETIREMENT LIVING OPTION ON THE GOLF COAST.

Ideal for non-golfers and golfers alike, surrounded by open green space nestled in the Palm Meadows enclave.

The club house and first tee is a stroll away with one of the best golf courses just over a 10 minute drive.

Not a golfer - then enjoy the green behind the Gold Coast, relax and enjoy the unobstructed views over the green from the cafe, walk the dog, wander the walkways and lakes, play tennis, work out in the gym, enjoy the Day Spa or relax by the pool and raise your cup.

### WHY ÉLEVÉ IS NEW RETIREMENT THINKING.

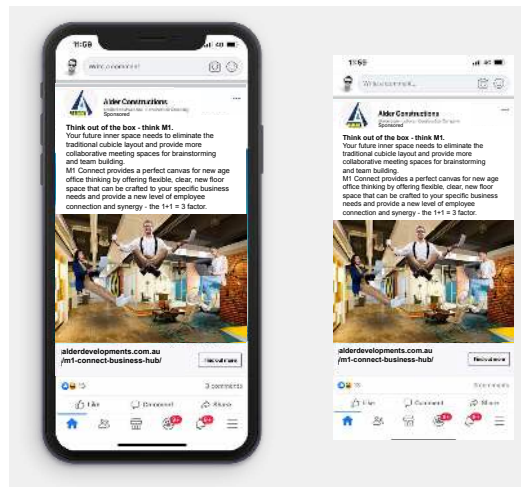
We believe today's retirement options should improve your profits, not take them, and most deliver genuine, *Extra Value and Returns*.

Élevé is freshkind ownership not just a lease. Now you don't have to keep investment returns for lifetime. In Élevé you keep your original investment, and 100% of the capital gain and profits 15 years to keep and are smudged by excessive exit fees, ongoing costs and charges.

If you are looking for financial savvy, peace of mind with unrivalled value, there has never been a smarter option, it's where fair means care.

# Teamwork

SOCIAL



# Teamwork

E Brochure



The future of inner space.

Now Leasing **M1CONNECT** COASTAL HUB

## Back to the future.

To say the past business year has been challenging is somewhat of an understatement, especially for CBD office space owners. As employees made the transition to work from home, productivity assessment, cyber security and the need to reinvent processes and policies became the new business order of the day.

In these remote settings where employees collaborate mostly via email, engagement has been much harder for workers to convey and for employers to identify. By participating in virtual events, being active in online meetings and keeping enthusiasm high, productivity was in some situations surprisingly maintained.

However, one vital ingredient was missing – **HUMAN CONTACT** and the **H1 = 3 Factor**.

**IS IT BACK TO THE OFFICE?**

When Apple's CEO Tim Cook said, "There's no replacement for face-to-face collaboration" and Michael Bloomberg said he expects workers to return to the office as soon as they are vaccinated, we can see that "back to the office" is set to become the trend.

For the real advantage we need to look back to a survey by Kurt Lewin the founder of social psychology. He established that "Teams provide superior decision making and execution to individuals and out-perform others in identical tasks, planning, challenges, and projects?"

Quite simply put, Zoom is no substitute for the process of being in a group face to face in real time. It's one aspect of course. The unquestionably improves in all facets of decision-making, creativity and productivity.

## 8 things you need to know about inner space

- 1. BE CLOSE TO YOUR WORKFORCE**
- 2. START THE DAY BY ENDING THE TRIP**

With the office being one of the major risk centers for any organization during an uncertain time, it's important to ensure the office is located in a low risk area and being close to your workforce can be a great advantage.

The M1 Connect is an outstanding choice with its location in South Brisbane in the Gold Coast's CBD up to 10 minutes away.

Continuing now offers a multitude of new options that have become so viable. A shorter locker and storage are not complete and a trust for staff to work, and start their working day. Being a part of a hub and other opportunities? That's also another M1 Connect advantage with its location and also providing another great meeting place for work collaboration.

- 3. FOCUS ON WELL BEING AND HUMAN CONNECTION**
- 4. SEAMLESS TECHNOLOGY**
- 5. STAND UP WORKSTATIONS, NOT DESKS**
- 6. IT'S NOT ALL OPEN PLAN**
- 7. CLASS WALLS WORKSTATIONS, NOT DESKS**
- 8. TALK TO OUR SPACE PLANNERS**

Facilitate increased staff interaction by blending home elements such as working laptops, integrated furniture and meeting tables. All of which can be switched up as an open office plan. These modular meeting areas extend staff interaction, working time and foster a "home away from home" environment.

The key of staying from this is being your hybrid research points for a variety of workstation layouts in a central area. This environment provides you to maintain the flexibility to scale with.

It's time to look after your biggest asset (your employees) with well-being desks. These can be programmed to automatically rise at set times and improve the well-being of your staff.

Some of the advantages of stand up workstations are: increased team collaboration, increased productivity, improved health and well-being. All of which can be designed into your M1 Connect floor plan and negotiated as part of your lease agreement.

When open office plans have been done, there are still some when a company grows as a company. It's the flexibility, safety, and meeting team give you the opportunity to scale, create, work and meet in complete silence and privacy if needed.

Some a consecutive hour or so, designed desks allow you some needs and let us work through your design and lease arrangements. In our Gold Coast, your business and your staff.

When you need more privacy and isolation than an open office can give you, glass walls can offer many of the same benefits as an open plan, but with the security you require by being sound-proofed to the adjoining space to prevent the quiet of the room that gives you otherwise busy away.

## A local investment.

Economic investment in South East Queensland's major city centres is generating a pipeline of projects and future prosperity for the region.

The Gold Coast economy is booming with an anticipated \$30 billion of infrastructure investment across key sectors – health, retail, transport & infrastructure and tourism & entertainment, to accommodate the city's growing population.

**Health**  
Asia-Pacific's emerging health and innovation hub, the 200-hectare Gold Coast Health & Knowledge Precinct is a unique global business location for high-tech industry development, research collaboration and jobs of the future. Supported by \$5 billion in infrastructure, including a world class university and two major hospitals, the precinct is a new way ahead for Australia's leading lifestyle city.

**Retail**  
Westfield Coomera, a \$470 million greenfield development, is the newest retail and dining precinct in the northern Gold Coast. This precinct is adjacent to Coomera Station – a key rail interchange, located in one of Australia's fastest growing residential suburbs. The Gold Coast has an abundance of thriving retail precincts with Helensvale well serviced.

**Infrastructure & Transport**  
The Gold Coast Light Rail is the biggest transport infrastructure project undertaken on the Gold Coast connecting Helensvale to Southport and Surfers Paradise CBDs. This investment has also provided a combined \$387 million upgrade of the M1 Motorway at Springwood and Dugaldstone to Smartway Lanes as well as the \$270 million expansion of Gold Coast Airport.

**Tourism & Entertainment**  
With over 12 million visitors a year, the Gold Coast is a prime tourist destination. The northern tourism and theme park hub of Helensvale – Movie World and Dreamworld is well connected to the entertainment precincts in Surfers Paradise and Broadbeach – home to The Star Casino, Gold Coast Convention and Exhibition Centre and IFCM and its southern beaches.

## M1 Connect construction timeline

Offer to Lease	Q1 2021
Construction Commencement	Q2/Q3 2021
Build Delivery Time	40 Weeks
Occupation	Q3/Q4 2022

**"EXCLUSIVE FIRST CLASS TENANCY ACCOMMODATION IN AN UNRIVALLED GOLD COAST LOCATION"**

**M1CONNECT** COASTAL HUB



# Teamwork

WEB





# *Teamwork*

Photography- Marine and adventure



# The collective



## Julia Fisher

Graphic designer

Julia has over 20 years experience as a graphic designer working with advertising and marketing agencies for clients around the world such as Auckland Council, 2degrees, Fonterra, Pickles Auctions and Pioneer Energy Services. Layout is her strength, and she prides herself on attention to detail, a no-nonsense approach and a problem solving attitude to design.

Under her own name as a freelancer she has created brands for many small to medium size businesses, designed business documents as well as creating a large range of packaging and labels for food, products and beverages.



## Shane McGregor

Art Director Photographer

Shane has spent over 30 years actively and creatively as a Designer and Art Director in advertising, specializing mostly in large scale property developments including residential, apartments, tourism and leisure. He has worked with Australia's leading property developers all across the east coast from Melbourne to Cairns.

His skills range from Graphic Design, Art Direction and Production. Shane has worked with some of Australia's leading photographers and with all of his collected experience he is now also capturing images behind the lens specializing in his love for architecture and people.

He prides himself on old-school work ethics and dedication to his profession.



## Michael Broad

Branding/logo design

With over 20 years experience specialising in branding and logo development here are just a few of the companies that Michael has helped shape their Corporate identity:

The Vintage, The Glades, Lakelands, Golf Courses. The Lakes, Newcastle Golf Club, Urbia, River, Flinders, Anvill Creek, Eyensbury, Rhapsody, Brooklyn, Sanctuary Cove, Mavis Quad, Wirrina Cove, Casuarina. One 50, Swell Sculpture Festival, Boilermaker Film and Television, Rugby Gold Coast, Sugarbowl, Isabelle and Lee. Ox Corp, Power Strategic, Astra Resources, G Property, Bengal

# The collective



## Garrett Russell

Wordsmith extraordinaire

Garrett Russell has crafted words for print, radio, television, film and online for his whole working life. His career has encompassed living and working in London, Hong Kong and Jakarta as well as his South East Queensland base. From copywriter to creative director, he has held positions at advertising agencies as diverse as Leo Burnett, Masius, George Patterson, Ted Bates, Clemenger and boutique shops including Black Ink.

He has also enjoyed a separate career in television, writing scripts for the Discovery Channel, History Channel, and all three Australian commercial networks.



## Sarah King

Web design

A UI/UX designer who has worked with big brand clients such as CUA, Auckland City Council, Deloitte, Air New Zealand and Colliers, just to name a few. With over 11+ years of experience, Sarah has created over 170 websites spanning across diverse industries and business. Sarah excels in problem-solving and designing innovative, engaging and unique user interfaces for projects in the digital space.

Sarah's skills also incorporate branding and print design alongside digital projects.



## Neville Holland

Web Developer

Neville has had a long and successful career in both the IT and building industries. He commenced with insurance & banking conglomerates as a Software Engineer and Network Specialist and later held senior positions at Mirvac, Metricon and Villaworld. In his roles he developed CAD design systems, estimating software and business management programs.

He founded HERNBY Consulting to provide tailored business management, IT and Web Development solutions. He is highly experienced in the WordPress platform and proficient in implementing analytics, effective SEO and integrating social media management.

# *The collective*



## **Daniel Turner**

Film maker

If there was ever a one-man motion picture company, that is Dan.

DOP, sound, editing, grip, live streaming, drone pilot, complete his unique all-round video skills. Dan's portfolio includes some of the highest profile brands in Australasia. They include; Lion, AMP Capital, Ports Australia, V8 Super Cars. Take Dan away from the camera and he excels directing talent as well as providing a great sounding board for developing new video concepts.



## **James Vidgen**

3D illustrator, animation, virtual property tours

As the director and founder of one of the longest standing 3D companies in Australia, James has over 20 years' experience creating amazing 3D imagery and digital content for the building industry.

James runs a diverse team of skilled artists who love to create and bring your projects to life. By using state-of-the-art design programs, a high speed network of computers, and employing in-house some of the best 3D illustrators in the business, every project is handled with care and attention to detail.



## **Conrad Taylor / Colbey**

Photographer, actor, voice overs

Conrad is a well-known face of Australian stage and screen, with over 20 years' experience as an actor and voice over artist. Feature film credits include; The Wolverine, The Final Winter, Ryder Country and Past Imperfect, as well as some of Australia's best-known television dramas including; Water Rats, Flat Chat, Packed to the Rafters, All Saints, Home and Away, Sea Patrol, Underbelly Razor, The Time of Our Lives, and recently the award winning Foxtel drama A Place to Call Home.

As a photographer Conrad has a highly malleable skill set. Whether it's people, property, automotive, sports or product.

# The collective



## Tony Scott

Adventure photographer

Tony was introduced to photography when at 16, was fortunate enough to work with renowned lifestyle photographer Graham Oliver.

Tony has traveled and photograph all types of marine life: Great White Sharks and Sea Lions in South Australia, Mantra Rays, Turtles, Dolphins and Whales in Australia and Indonesia as well as the rare Hector Dolphins in New Zealand.

He has spent the last five years honing his skills in scuba diving and underwater photography. Travelling to Raja Ampat in January 2020 was a highlight for him, combining diving and photography. He says the ocean in that part of the world is truly incredible, the biodiversity of fish and coral is phenomenal.



## Terry Hannigan

Song writer, singer, raconteur

Terry has to be one of the world's best jingle writers.

Terry's career took off in the Mojo era, with multi-award winners like; Here's to Wally Lewis, Every Amco tells a story, Spray Fresh, Nescafe Blend 43 and Build them up with Milo to name but a few.

Add to that the soundtracks to Morning of the Earth, Palm Beach and many National Geographic series and you have an unbeatable talent mixed with years of experience.

The award-winning jingles also produced exceptional sales results for the client.



## James Nash

Designer, drone pilot, artist

I have had the pleasure of working alongside James for over 15 years. James has taken his natural contemporary art skills to the design drawing board. Branding, corporate guidelines, retail campaigns or complex catalogues, James approaches all with enthusiasm and his unique design skills.

James is also a licensed drone pilot a skill that doesn't go unnoticed in the property industry.