

# BRIAR TURNER

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Botanic Gardens and Parks Authority

Master Builders Association of Western Australia



# BOTANIC GARDENS AND PARKS AUTHORITY



Briar Turner and Scott Heffernan with 2022 WA Parks and Leisure award for BGPA digital map project.

BGPA Annual Report 2021/22:

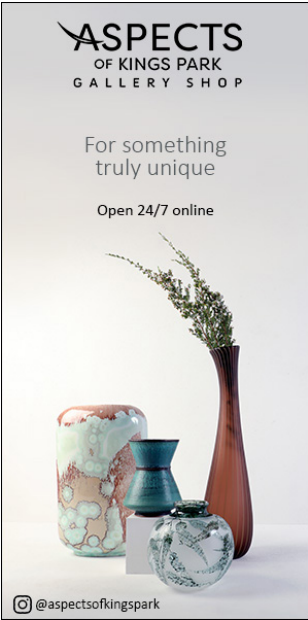
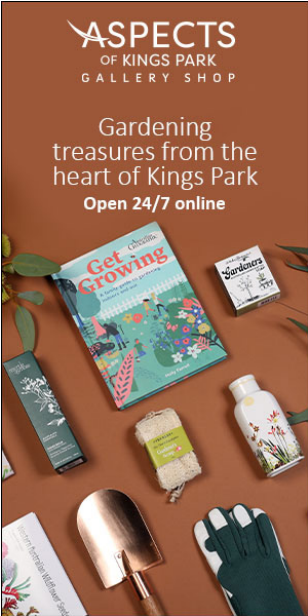


Movement Network Strategy 2022-2032:





Aspects of Kings Park digital advertising campaign examples:  
Often including taking the photos for inclusion in the advertising campaign, I produced the digital advertisements and contributed to writing accompanying copy.  
Social media advertising is included in these assets.



Aspects of Kings Park printed advertising campaign examples:  
I produced print advertisements for various applications including, but not limited to: a variety of newspaper advertisements, billboards, loosnappers, bus shelters and magazines.

ASPECTS  
OF KINGS PARK  
GALLERY SHOP



Something  
unique this  
Christmas

Open 7 days  
9:00 am - 5:00 pm



@aspectsofkingspark

Shop 24/7 online:  
[aspectsofkingspark.com.au](https://aspectsofkingspark.com.au)



ASPECTS  
OF KINGS PARK  
GALLERY SHOP

Find the perfect Australian gift for Mum.  
Shop online or in-store

All profits support Kings Park.  [aspectsofkingspark.com.au](https://aspectsofkingspark.com.au)



ASPECTS  
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Wild and  
exquisite gifts

[aspectsofkingspark.com.au](https://aspectsofkingspark.com.au) | Visit in-store 7 days



ASPECTS  
OF KINGS PARK  
GALLERY SHOP

The perfect gift for her from  
the heart of Kings Park

Shop online or in-store

All profits support Kings Park.  [aspectsofkingspark.com.au](https://aspectsofkingspark.com.au)



Aspects of Kings Park printed in-store signage examples:  
I produced a-frame signage and promotional signage for Aspects for Kings Park



## WIN A DOUBLE PASS

to Perth Moonlight Cinema!


Spend \$100 or more and  
go into the draw to win!




**Terms & Conditions:**  
Offer only valid for in-store purchases, online purchases cannot receive this offer. Entrants must spend \$100 or more in-store gtd. complete the in-store form to enter the draw. Spend of \$100 or more is gtd an automatic entry in and of itself. Employees of the Botanic Gardens and Parks Authority (BGPA) and Department of Biodiversity, Conservation and Attractions (DBCA) are not eligible to win. Offer available from 9:00am (AWST) Monday 28 November 2022 to 5:00pm (AWST) Monday 19 December 2022. Winners will be drawn Thursday 22 December 2022. Entry to the Moonlight Cinema competition is open to all Western Australian residents who spend \$100 or more in-store at Aspects of Kings Park up until 5:00pm (AWST) on Monday 19 December 2022. One (1) entry per \$100 spend only. \$100 or more spend must be in one (1) transaction to enter into the draw. The winners will be drawn at random using an automated process. The winner is responsible for all other expenses incurred during travel to and from the prize location. If the winner is under 18 years of age, the prize must be claimed by their parent or legal guardian. Winners will be notified using the contact details provided during the entry process. Competition winners agree to have their first names published by BGPA. Tickets are electronic and will be emailed to winners. The BGPA shall not be liable for any loss or damage whatsoever suffered including, but not limited to, indirect or consequential loss or personal injury suffered or sustained in connection with either participation or with any prizes offered. The BGPA reserves the right to amend the Terms and Conditions and if we do so, we will publish the amended version on the BGPA website prior to the close of the competition.

# WELCOME


A couple of things to remember  
before entering...




WEAR YOUR MASK CORRECTLY



SIGN IN



DO NOT ENTER IF UNWELL

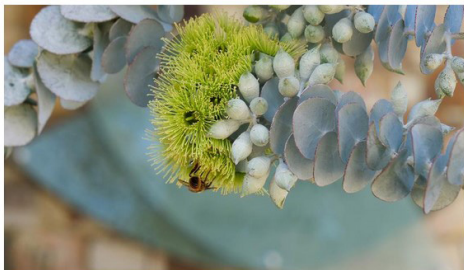


USE HAND SANITISER

Thank you for doing the  
right thing.



I produced a wide variety of e-newsletters using Campaign Monitor for Aspects for a number of different campaigns. I kept the newsletters consistent, but enjoyed varying some aspects of the design to appeal to the specific campaign audience.



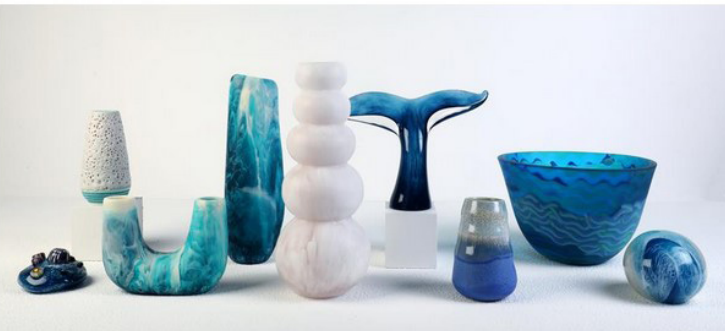
# ASPECTS OF KINGS PARK GALLERY SHOP

No images? [Click here](#)

[ONLINE SHOP](#)

[OUR ARTISTS](#)

[ABOUT US](#)



## Dreaming of a Summer holiday?

Are you planning a getaway this summer?

Before you jet-set off to your next destination, drop into Aspects to stock up on travel essentials and compact souvenirs your overseas loved ones will adore!

We make it easy to get everything sorted in one go with our free gift wrapping service. All you need to do is remember to pack all your unique Australian goodies before taking off.

If you find yourself a bit pressed for time, remember our online shop is open 24/7 with free shipping on all orders over \$100!\*

\* Domestic standard postage.

[Shop products made in Western Australia](#)

# ASPECTS OF KINGS PARK GALLERY SHOP

[ONLINE SHOP](#)

[OUR ARTISTS](#)

[ABOUT US](#)

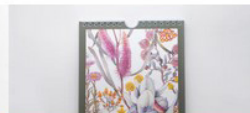


## Hurry! Christmas is only 10 days away.

The big day is fast approaching and we have lots of gift ideas for those left on your 'nice list.' Perfect for secret Santas and Kris Kringles, give a unique, handmade piece of Australia this silly season.

[Shop Christmas gift ideas](#)

## Special secret Santa - gifts under \$50










## April School Holidays Easter Fun

Kulbardi magpie and her feathered friends have lost their eggs in Rio Tinto Naturescape Kings Park. Discover Perth's beautiful birdlife in this fun Easter egg hunt, make your very own native chick, have a go at weaving an egg from natural materials and challenge yourself with our Easter games.

Designed for children aged 5 - 12 years.

**Children must be accompanied by an adult at all times.**

**Session dates and times:**  
 20 April 12:30 pm - 2:00 pm  
 21 April 10:00 am - 11:30 am  
 and 12:30 pm - 2:00 pm  
 22 April 12:30 pm - 2:00 pm



**BOOK NOW**









## Zippy's Kings Park Adventurers

**Book now**  
for ages 3 - 5 yrs

Bush learning for little nature lovers in Rio Tinto Naturescape Kings Park.



**Proudly supported by** 

Book online via Eventbrite or scan the QR code.  
For more information, call (08) 9480 3638







## September School Holidays Nature Lab

Explore Rio Tinto Naturescape Kings Park in full bloom on a bushland scavenger hunt.

Use your bush treasures to create an herbarium collection and a botanical clay imprint to take home. Make a science discovery and play some fun-tastic florable games.



**Children must be accompanied by an adult at all times.**

**Session dates and times:**  
 10:00 am - 11:30 am and 12:30 pm - 2:00 pm  
**Tuesdays:** 27 September and 4 October  
**Wednesdays:** 28 September and 5 October  
**Thursdays:** 29 September and 6 October  
**Fridays:** 30 September and 7 October




**BOOK NOW**







## Alton Walley reading 'Chunyard and the Cheeky Parrot'

from Kings Park and Botanic Garden



**Watch now**



Kings Park Education and Learning printed examples:

I produced school holiday program loosnappers to promote these programs as well as some one-off event posters.



# Rio Tinto Naturescape Kings Park

## E-newsletter examples:

In partnership with Kings Park Education and Learning and the BGPA Senior Sponsorship and Partnership officer, I produced these e-newsletters on a monthly/bi-monthly basis.



### Zippy's Bush Kindy Kings Park is back for 2023!

#### Term 1: 'I am an Explorer of the World'

This term of Zippy's Bush Kindy Kings Park is designed to develop children's confidence and skills to explore the bushland in Rio Tinto Naturescape Kings Park. In becoming an 'Explorer of the World' children will use their senses to increase their awareness of self and the environment around them.

Through different nature-based activities and investigations, children are encouraged to explore, pose questions, solve problems, and actively construct knowledge.

Each session also aspires for each child to develop a sense of belonging and



### Spring into the park this school holidays

#### Join us in our Nature Lab for a Botanical Adventure

Explore Rio Tinto Naturescape Kings Park in full bloom on a bushland scavenger hunt. Use your bush treasures to create a herbarium collection and a botanical clay imprint to take home. Make a science discovery and play some fun-tastic florable games.

Children must be accompanied by an adult at all times.

#### Session dates and times:

10:00am - 11:30am and 12:30pm - 2:00pm

**Tuesdays:** 27 September and 4 October

**Wednesdays:** 28 September and 5 October

**Thursdays:** 29 September and 6 October

**Fridays:** 30 September and 7 October

#### Price:

\$16 per child

\$14 per child – groups of 21-25

\$12 per child – groups of 26-30

#### Group bookings:

We strongly recommend the following minimum supervision ratios for group bookings.

- 3 - 4 year old: 1 adult to 5 children
- 5 – 8 year old: 1 adult to 6 children
- 9 – 12 year old: 1 adult to 8 children

For groups of 10+ please contact [education@bgpa.wa.gov.au](mailto:education@bgpa.wa.gov.au) to book

Book Now





Other BGPA examples:  
I have produced a great many assets while at  
BGPA on an as-needed basis.

# MASTER BUILDERS ASSOCIATION OF WESTERN AUSTRALIA

2021

Wall Planner

**HEAD OFFICE**  
(08) 9476 9800  
[www.mbawa.com](http://www.mbawa.com)  
35-37 Havelock Street,  
West Perth WA 6005

**MASTER BUILDERS**  
*Building a better industry*

**BRANCHES & DEPARTMENTS**

**Albany**  
 30 Graham Street, Albany WA 6330  
 08 9841 6252 [alby@mbawa.com](mailto:alby@mbawa.com)

**Bunbury**  
 18 Colford Street, Havelock LIA Bunbury WA 6230  
 08 9726 9920 [southwest@mbawa.com](mailto:southwest@mbawa.com)

**Esperance**  
 PO Box 2006, Esperance WA 6450  
 0437 184 365 [esperance@mbawa.com](mailto:esperance@mbawa.com)

**Geraldton**  
 1 Walter Close, Geraldton WA 6530  
 08 9921 5081 [geraldton@mbawa.com](mailto:geraldton@mbawa.com)

**Master Builders Insurance Brokers**  
 35-37 Havelock Street, West Perth WA 6005  
 08 9476 9800 [mba@mbawa.com](mailto:mba@mbawa.com)

**Training**  
[training@mbawa.com](mailto:training@mbawa.com)

**Events**  
[events@mbawa.com](mailto:events@mbawa.com)

**Contractor Legal**  
[legal@mbawa.com](mailto:legal@mbawa.com)

**Safety**  
[safety@mbawa.com](mailto:safety@mbawa.com)

**Membership**  
[membership@mbawa.com](mailto:membership@mbawa.com)

**Technical Advice**  
[technical@mbawa.com](mailto:technical@mbawa.com)

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun								
<b>JAN</b>						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>FEB</b>	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
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<b>NOV</b>																																				
<b>DEC</b>																																				

**SPONSORS**

**bankwest**

**LaunchFinance**

**AHC**

**Midland Brick**

**COMMERCIAL ARCHITECTS AUSTRALIA**

**Keystart.**

**ReddiFund**

**Harvey Norman**

**ENGE**

**CBUS**







Seven new courses added to the Master Builders WA offerings to support member needs

Relationships established with regional TAFEs to facilitate training for regional members

Attained CTF subsidy approval for the delivery of courses online to members across the state

Successful delivery of training sessions via online platform

Diploma of building and construction delivered in regional areas including the South West, Great Southern and Mid West



Trade expos in Geraldton and Perth attended

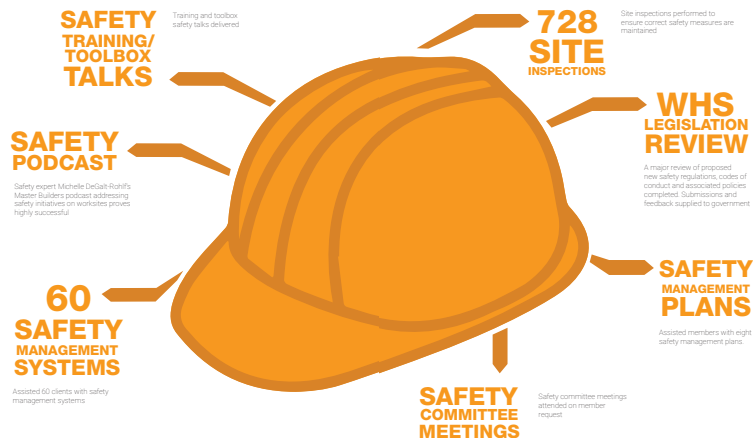
Numerous local council meetings attended throughout the state

Refer a Mate program launched to encourage members to promote the importance of being part of the peak body for the building and construction industry. Creating opportunities to support more businesses in the industry

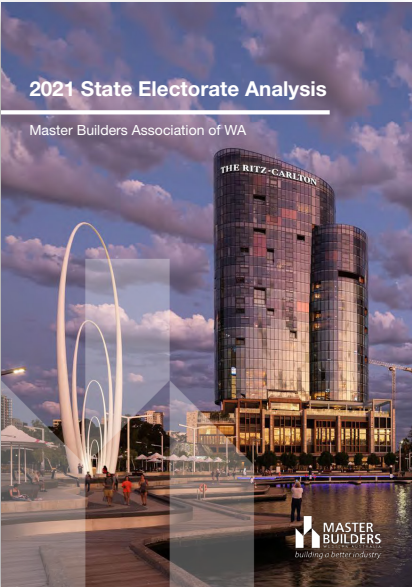
Two of our longest serving members celebrate 100 years with Master Builders in 2019/20. Congratulations to AT Brine and Sons and AE Hoskins Building Services for an outstanding achievement over several generations.

Bunnings trade breakfasts attended to promote the efforts of Master Builders on behalf of the industry. The biggest bacon and egg rolls in town.

Led efforts with members to raise money for bushfire recovery across Australia



MBAWA 2021 State Electorate  
Analysis:



**STRONG BUILDING**  
**STRONG WESTERN AUSTRALIA**

**ABOUT THIS DOCUMENT**

Master Builders Western Australia has undertaken an analysis of state electorates based on state electoral boundaries and 2016 Census data to understand the relative importance of the building and construction industry to local economies and communities.

The analysis ranks the current 59 state electorates in order according to the proportion of people employed by the building and construction industry.<sup>1</sup>

Also identified is the number of small building and construction business owners that reside in each electorate, which are traditionally small builder and trade businesses.

The data shows that 29 (20%) of the 59 State electorates, building and construction accounts for at least 10% of employment, with the highest being Butler with 14.3% of employed residents working in building and construction.

**Top 10 Construction Seats in WA**

1. North West Central (19.4%)
2. Butler (14.3%)
3. Burns Beach (14.0%)
4. Wanneroo (13.8%)
5. Joondalup (13.8%)
6. Vasse (12.8%)
7. Dawesville (12.7%)
8. Wamro (12.2%)
9. Hillarys (11.5%)
10. Landsdale (11.8%)

What is clear from the research is that the northern suburbs of Perth features prominently in construction employment figures, so all political aspirants will need to ensure their policies take this into account.

In the top 10 construction seats, small builder and trade businesses account for 5% or more of total employment.

For interest, the State Electorate with the least number of employed residents working in building and construction is in the State Electorate of Kalgoorlie with only 4.2%.

<sup>1</sup> Proportion of employed residents working in building and construction

2021 State Electorate Analysis | 3

**TOP 10 METROPOLITAN CONSTRUCTION SEATS**

1. Butler  
North Metropolitan
2. Burns Beach  
North Metropolitan
3. Wanneroo  
North Metropolitan
4. Joondalup  
North Metropolitan
5. Warnbro  
South Metropolitan
6. Hillarys  
North Metropolitan
7. Landsdale  
North Metropolitan
8. Darling Range  
East Metropolitan
9. Kingsley  
North Metropolitan
10. Scarborough  
North Metropolitan

**TOP 10 REGIONAL CONSTRUCTION SEATS**

1. North West Central  
Mining & Pastoral
2. Vasse  
South West
3. Dawesville  
South West
4. Mandurah  
South West
5. Bunbury  
South West
6. Collier-Preston  
South West
7. Murray-Wellington  
South West
8. Albany  
South West
9. Geraldton  
Agricultural
10. Warren-Blackwood  
South West

4 | Master Builders WA

2021 State Electorate Analysis | 5

**TOP 10 CONSTRUCTION SEATS ACROSS THE STATE**

1. North West Central  
Mining & Pastoral
2. Butler  
North Metropolitan
3. Burns Beach  
North Metropolitan
4. Wanneroo  
North Metropolitan
5. Joondalup  
North Metropolitan
6. Vasse  
South West
7. Dawesville  
South West
8. Wamro  
South Metropolitan
9. Hillarys  
North Metropolitan
10. Landsdale  
North Metropolitan

**STRONG BUILDING**  
**STRONG WESTERN AUSTRALIA**

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## Advocacy Platform

Master Builders' Association of WA



## STRONG BUILDING STRONG WESTERN AUSTRALIA

### MASTER BUILDERS POLICY PRIORITIES

WESTERN AUSTRALIAN ELECTION 2021

A strong building industry is a crucial driver of a strong economy. It creates jobs, trains people, drives wider economic growth and builds better communities. The multiplier effect of the building industry also contributes to the broader economic wellbeing of the nation by increasing demand for raw materials, retail products and services, and professional services in fields like architecture, engineering, legal and administration.

We are pleased that many of our recommendations to State and Federal Governments were recently adopted, leaving the WA economy well placed to lead the nation's recovery from COVID-19. The building and construction industry however is particularly vulnerable in the current environment due to its dependence on global supply chains and heavy reliance on cash-flow. The next 4 to 10 years are crucial to ensure the industry continues to grow and support the multiplier effect, enabling a strong economy and positive local job outcomes for the benefit of all Western Australians.

We need an approach that cuts 'red' (bureaucratic) and 'green' (environmental) tape, builds confidence in the industry and facilitates spending to maximise a consistent pipeline of building and construction work – ultimately enabling the industry to build structures that the entire community depend on, and will benefit from for decades to come.

The incoming State Government must make a long-term commitment to productivity, economic settings for housing affordability, asset creating infrastructure, skills development and small business, to drive the next phase in Western Australia. It must also commit to removing unnecessary, outdated or duplicated regulation, addressing key risks and simplifying the legislative framework that is currently holding the industry back.

Our election priorities centre around 5 key themes. We're asking Western Australia's next state government to commit to actions that help the building and construction industry grow, increase our contribution to the economy, improve building confidence and build a better industry.

Advocacy Platform | 3

## BUILDING SAFE & PRODUCTIVE WORKPLACES

*Priority must be on safe and productive workplace culture in the building industry. The incoming State Government must support the development of a building sector that is underpinned by public confidence, focused on proactive safety measures and free from unlawful conduct, maximising the benefits of infrastructure and investment spend.*

**1.1** Establish a dedicated **Building and Construction Minister** to better oversee coordination, government planning, procurement, investment and regulation of building and construction activity. The Minister would have portfolio responsibility for all facets of housing, civil and commercial construction.

**1.2** Commit to progressing important **industry reforms** to build confidence in the building and construction sector, and appropriate regulatory powers, ensuring the implementation of recommendations that are evidence-based and legally and commercially sound.

**1.3** Commit to **ending the abuse of safety** as a bargaining chip in industrial relations matters. Militant and unlawful union behaviour causes disruption to workplaces, hampers construction, stifles productivity, and adds up to 30% to the cost of building community projects such as hospitals and schools – a cost directly borne by the taxpayer. Appropriate resourcing of the

Australian Building and Construction Commission (ABCC) is critical to ensure the law is upheld and strong action is taken against unlawful behaviour.

**1.4** Address the inquiry recommendations to ensure **WorkSafe** operates as an effective and appropriately resourced safety regulator, applying a proactive regulatory approach, and demonstrating commitment to work in conjunction with industry to educate and promote safe work practices and support the development of positive safety culture on workplaces. The new industrial manslaughter laws do nothing to improve safety in the workplace, and the focus must be on proactive safety measures that achieve results.

**1.5** Develop a dedicated, industry focused **training and education program** focused on increasing the ability of the industry to identify, avoid or minimise safety risks, to be delivered by Registered Training Organisations (RTOs) and subsidised by the Construction Training Fund.

**1.6** Invest in **preventable disease programs** to eradicate asbestos through education, incentivisation and eradication programs for public and private buildings, and raise awareness and promote safe practices around the use of silica to avoid silicosis.



## ECONOMIC SETTINGS FOR STABILITY & GROWTH

*Western Australia needs a strong building industry as we continue the transition out of COVID-19, but this will only be possible if we get the economic settings right. Our state must address barriers in key policy areas such as tax, home ownership, land affordability and migration levels to deliver a stronger building industry.*

**2.1** Maintain the **pipeline of work** for the housing sector, including through continuing commitment to social housing, first homeowner grants, and stamp duty exemptions and concessions for first home buyers.

**2.2** Address **impediments to home ownership** through broader stamp duty concessions for all new residential projects and local government stimulus measures to inject growth and support local economies in regional Western Australia.

**2.3** Invest in and expand the State Government-owned **Resystat program**, continuing to support more Western Australians to achieve home ownership through low-deposit home loans and broadening the loan book for the first home buyer market.

**2.4** Conduct a **review into land affordability**, which directly impacts overall housing affordability, to understand the reasons for the significant increase in land prices, and how to best ensure adequate supply and affordability of titled land ready for construction.

**2.5** Promote **population growth** to drive economic growth, attract skills and labour from interstate and overseas and increase investment into Western Australia.

**2.6** Review **taxes, fees and charges** borne by consumers, including stamp duty, the 7% foreign investor surcharge on residential property, uncertainty compliance costs through 'red' and 'green' tape, and state and local government taxes.



Advocacy Platform | 5

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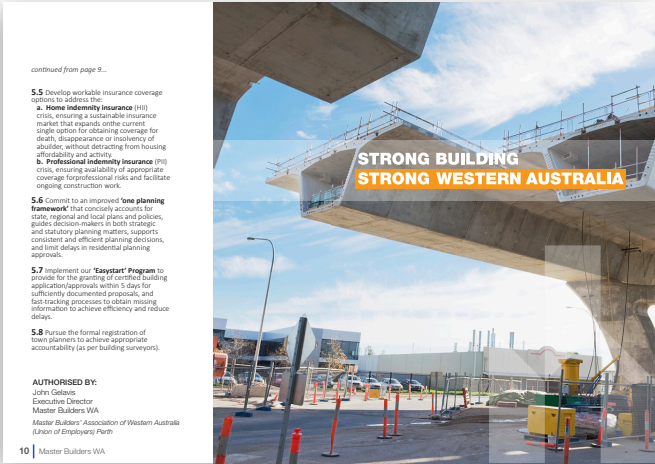
**5.5** Develop workable insurance coverage options to address the **a. Home indemnity insurance (HI)** crisis, ensuring a sustainable insurance market that equates with the current single option for obtaining coverage for death, disappearance or involuntary of abductor, without detracting from housing affordability and activity **b. Professional indemnity insurance (PI)** crisis, ensuring availability of appropriate coverage for professional risks and facilitate ongoing construction work.

**5.6** Commit to an improved 'one planning framework' that concisely accounts for state, regional and local plans and policies, guides decision-makers in both strategic and statutory planning matters, supports consistent and efficient planning decisions, and limit delays in residential planning approval.

**5.7** Implement our 'Easystart Program' to provide for the granting of certified building application/approvals within 5 days for sufficiently documented proposals, and fast-tracking processes to obtain missing information to achieve efficiency and reduce delays.

**5.8** Pursue the formal registration of town planners to achieve appropriate accountability (ie per building surveys).

**AUTHORISED BY:**  
John Gellens  
Executive Director  
Master Builders WA  
Master Builders' Association of Western Australia  
(Union of Employers) Perth



## STRONG BUILDING STRONG WESTERN AUSTRALIA

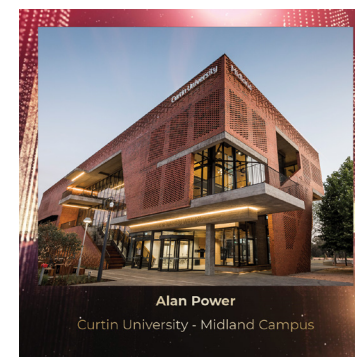




Electronic and paper flyers



Various email campaigns



Social media tiles



Various email signature images





Animated E-ticket



Table place cards



Menu





Master Builders of WA is dedicated to recognising and encouraging women in the building and construction industry through the

## 2020 INAUGURAL WOMEN BUILDING AUSTRALIA AWARDS

**THE AWARDS ARE OPEN  
TO ALL WOMEN WORKING IN, OR SERVICING THE BUILDING AND  
CONSTRUCTION INDUSTRY ACROSS WESTERN AUSTRALIA.**

- The awards will be presented at the 2020 Master Builders-Bankwest Excellence in Construction Awards, to be held at Crown Perth on Saturday 31st October 2020.
- Finalists will receive a complimentary ticket for themselves and a guest to attend the Awards Ceremony.
- Entries can be made by an individual nominee, or a nominator on behalf, with permission.
- This award is free to nominate.

A4 registration form and flyer



The Women Building Australia Awards are open to all women working in or servicing the building and construction industry across WA.

Nominees may be nominated by someone else or they may nominate themselves for one or more of the award categories.

The nominees are judged on a range of criteria including demonstrating positive contributions to the industry through a combination of leadership and support of diversity and inclusion. Furthermore, nominees are required to show their commitment to high standards of excellence and continuous learning. This may be demonstrated through awards won, testimonials from peers or clients, or evidence of various personal and professional development achievements. Finally nominees outlined how they are role models for healthy work practices, whether that comes in the form of work-life balance, mental health awareness or an unparalleled commitment to safety.

A4 Finalist Pamphlet



Certificates



Social Media Tiles



Express and email banner



Newspaper advertisement



Campaign Monitor header



Express and email banner



EDM header



Social Media tiles





Complete weekend itinerary



Event signage



Menu





E-Ticket



Express banner



Animated GIF Email banner



EDM headers



Email banner



Social Media tile





EDM header



EDM invite image



Menus



Express banner



Many Social media tiles





**Industrial Manslaughter Seminar - New WHS Laws**

Feb 26 | 7:00am - 9:15am | University Club of WA

**Do you know the new WHS laws back to front?**

**We do.**

*Don't miss this must-attend session*

**BOOK NOW** Visit: [www.mbawa.com](http://www.mbawa.com) for more information

**Industrial Manslaughter Seminar - New WHS Laws**

Feb 26 | 7:00am - 9:15am | University Club of WA

Join our **Head of Legal, Advocacy & Professional Services, Cathryn Greville**, as she provides an overview of the new industrial manslaughter laws.

*Don't miss this must-attend session*

**BOOK NOW** Visit: [www.mbawa.com](http://www.mbawa.com) for more information

**Industrial Manslaughter Seminar - New WHS Laws**

Feb 26 | 7:00am - 9:15am | University Club of WA

Are you a

- Technical & Professional specialist
- Builder
- Sub-contractor
- Supplier
- Tradesperson
- Student

These laws apply to **YOU**

**BOOK NOW** Visit: [www.mbawa.com](http://www.mbawa.com) for more information

Social media tiles

**Industrial Manslaughter Seminar - New WHS Laws**

Join us for breakfast on **February 26th** at the **University Club of WA** to learn about these important new WHS laws.

**BOOK NOW**

Express and email banner

**Industrial Manslaughter Laws Breakfast Seminar**

Menu

Menus

**Industrial Manslaughter Seminar - New WHS Laws**

Don't miss out on this **must-attend** seminar detailing the new industrial manslaughter and corresponding safety duty provisions under the Work Health and Safety Act 2020 that will come into effect soon.

**Friday 26 February 2021**  
**University Club of WA**  
**7:00am - 9:15am**  
(Breakfast served at 7:15am)

This seminar will be of great value to:

- Builders
- Sub-contractors
- Suppliers
- Tradespersons
- Students
- Technical & Professional specialists

**CLICK HERE TO FIND OUT MORE AND/OR TO BOOK NOW**

EDMs

**Upcoming Courses**

Master Builders WA Training

**What is an 'Officer' under the new WHS laws?**

The new industrial manslaughter laws capture all employers and their officers, with significant monetary penalties and jail time for offences and no insurance available. This session will assist you in understanding the term 'Officer' under the new WHS laws and who in your business will be considered as the Officer.

**WHAT WILL YOU LEARN?**

1. Significant implications for health and safety management in the building industry of the Work Health and Safety Act 2020 (WA)
2. Understanding of the term 'officer' under Work Health and Safety Act 2020 (WA)
3. Understanding and ability to identify 'officer' roles within their organisation and know to seek advice for clarification
4. Understanding what an 'officer' practically needs to do in respect to 'due diligence' to fulfil their health and safety duties
5. Awareness of the offence categories and significant penalties that apply to duty failures.

**COURSE INFO**  
DATE: 8 April 2021  
DURATION: 2 hours  
9:00am - 11:00am  
LOCATION: Level 3, 35 Halscross Street, West Perth

**COURSE PRICING**  
PERTH  
Member - \$181.00  
Non-Member - \$201.00  
CTF - \$82.00

**WHY ATTEND?**

This course is aimed at providing knowledge and understanding of the process for considering what is reasonably practicable in ensuring health and safety within your workplace. This session will address duties and penalties associated with Section 18, critical changes that will impact a workforce and processes within a workplace that will assist in becoming and remaining compliant.

**As a residential builder - How do I manage subcontractors and my safety duties?**

**WHY ATTEND?**

The new industrial manslaughter laws are encouraging our residential builders to understand, review and focus on the management of their subcontractors and all the related safety duties. This session is aimed at focusing on the practical tips for managing Sub-Contractor safety within the residential aspect of the building and construction industry.

**WHAT WILL YOU LEARN?**

1. Awareness of the forthcoming Work Health and Safety Act 2020 (WA) and its significant implications for the building industry
2. Understanding of what is meant by 'reasonably practicable' in the Work Health and Safety Act 2020 (WA) and how it is used to qualify duties to ensure health and safety
3. Understanding of the factors that must always be taken into account when considering what is reasonably practicable in the circumstances
4. Understanding the relevance of capacity to pay
5. Understanding and application of a thorough process in considering 'reasonable practicability' to safety situations in the construction context

**COURSE INFO**  
DATE: 10 April 2021  
DURATION: 4 hours  
11:30am - 4:30pm  
LOCATION: Level 3, 35 Halscross Street, West Perth

**COURSE PRICING**  
PERTH  
Member - \$441.00  
Non-Member - \$641.00  
CTF - \$124.00

**COURSE PRICING**  
PERTH  
Member - \$169.00  
Non-Member - \$209.00

Master Builders WA is awaiting the outcome of the CTF subsidy approval for this course.

Training Flyer - at session

**What you need to know**

WA's New Industrial Manslaughter Laws

WA has recently introduced new Industrial Manslaughter (IM) offences and additional duties on safety service providers under the Work Health and Safety Act 2020 (WHS Act).

These laws are not part of model national law yet but more onerous obligations on employers and safety services in WA than anywhere else in the country. Onerous safety duties apply to provision of WHS advice, training and testing services (SQA).

It is imperative that all businesses understand the laws, commit to proactive safety measures and culture, review safety systems and responsibilities to ensure approach is fit for purpose, used appropriately, and effectively and seek specialist safety advice and support to manage safety as a non-negotiable priority throughout the business.

**Category 1 Offence (Highest level offence)**

- Captures persons who knowingly engage in unsafe conduct which causes death (criminal culpability). Knowledge - act/omission required.
- Individual offence: will be proven if person charged:
  - has a health and safety duty as a person conducting a business or undertaking (PCBU);
  - engages in conduct (by act or omission) that causes the death of an individual;
  - the conduct constitutes a failure to comply with the health and safety duty; and
  - engages in that conduct knowing it is likely to cause the death AND in disregard of that likelihood.
- Officer of a PCBU offence: will be proven if PCBU:
  - has a health and safety duty as a PCBU;
  - engages in conduct that causes the death of an individual;
  - conduct constitutes a failure to comply with its health and safety duty; and
  - conduct is attributable to 'any neglect' on the part of the officer OR done with consent/connivance.
- Death not limited to a worker - Individual captures a broader category (i.e. visitors).
- Penalties: Up to 20 years jail; Fines up to \$5 million for individuals/\$10 million for body corporates.

**Category 1 Offence - expanded to include death (Lower level offence)**

- Again, separated out into individual and body corporate (through officer) offences.
- Much lower threshold required than existing state OSH Act or other jurisdictions with IM (not criminal culpability).
- For individual to be charged (instead of PCBU), NO knowledge, negligence or recklessness is required.
- Offence requires a person charged simply to:
  - have a health and safety duty as a person conducting a business or undertaking (PCBU);
  - have failed in that duty (i.e. death or serious injury has occurred); and
  - the failure to cause the death of, or serious harm to, an individual linked to the duty not a person's actions.
- Again, death not limited to a worker. Broadly can capture all workplace fatalities.
- Penalties: Up to 5 years jail (reduced from proposed 10 years) Fines up to \$680,000 for individuals, \$3.5 million for body corporates.

Laws information flyer - at session

**What you need to know**

WA's New Industrial Manslaughter Laws

Join our **Head of Legal, Advocacy & Professional Services, Cathryn Greville**, as she provides an overview of the new industrial manslaughter laws.

This **must-attend** session will cover the new industrial manslaughter and corresponding safety duty provisions under the Work Health and Safety Act 2020 that will come into effect soon. The new industrial manslaughter laws capture all employers and their officers, with significant monetary penalties and jail time for offences and no insurance available.

**THESE NEW LAWS APPLY TO YOU**

- Builders
- Sub-contractors
- Suppliers
- Tradespersons
- Students
- Technical & Professional specialists

Ensure you are equipped with the latest information regarding this controversial area of law.

**Do you know the new WHS laws back to front?**

**We do.**

*Don't miss this must-attend session*

**THIS SESSION WILL BE LIVE STREAMED**

**DATE/TIME:** Friday 26th February, 7:00am - 9:15am, breakfast served at 7:15am

**VENUE:** University Club of WA, Crawley

**PRICE:** Member: \$179 face-to-face (if CTF eligible, you pay: \$113) \$65 for online session  
Non-member: \$279 face-to-face (if CTF eligible, you pay: \$213) \$125 for online session

Promotional Flyer





## 2021 WOMEN BUILDING AUSTRALIA AWARDS

**THE AWARDS ARE OPEN  
TO ALL WOMEN IN THE BUILDING AND CONSTRUCTION  
INDUSTRY ACROSS WESTERN AUSTRALIA.**

- The awards will be presented at the 2021 Master Builders-Bankwest Excellence in Construction Awards, to be held at Crown Perth on Saturday 17 July 2021.
- Finalists will receive a complimentary ticket for themselves and a guest to attend the Awards Ceremony.
- Entries can be made by an individual nominee, or a nominator on behalf, with permission.
- This award is free to nominate.

**ENTRIES CLOSE COB 14 MAY**

A4 registration form and flyer



Express and email banner



Newspaper advertisement



Social Media Tiles



EDM image

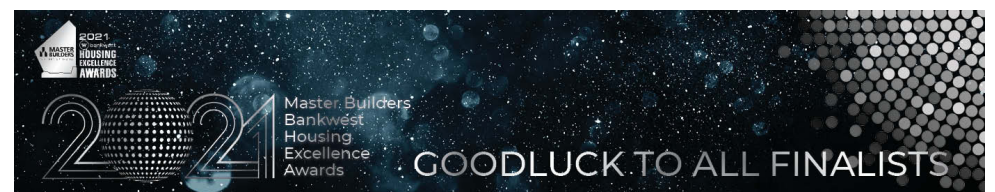
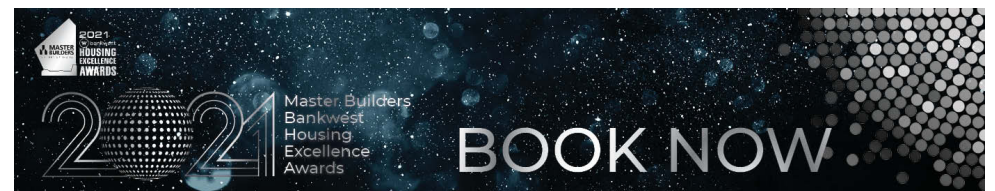




Email campaigns



Email campaigns



Various email signature images



Various E-tickets

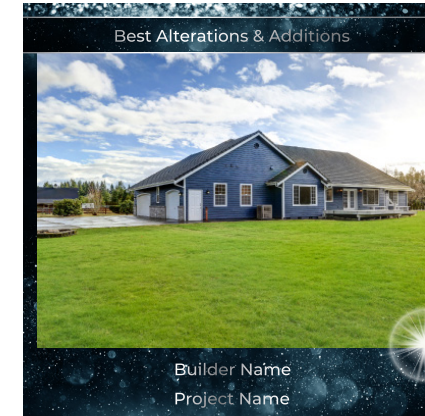
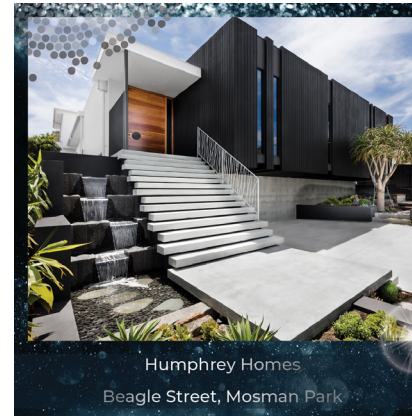




Electronic and paper flyers



Newspaper advertisements



Social media tiles



Menu



## How to Vote

- ✓ In order for your vote to be valid, all boxes must be completed. Place the number one ("1") in the square opposite the candidate of your choice. Indicate your preference for all the other candidates by numbering the other squares in your preferred order.

☐ 1 Candidate name

- ✗ Do not make any other marks on the ballot paper.
- ✓ When the ballot paper is complete, gently tear off the ballot paper and place it into the envelope labelled Construction Council.
- ✓ Complete and sign the back of the Construction Council envelope checking all details are correct.
- ✓ Seal this envelope and place into the reply paid envelope.
- ✗ **DO NOT** seal the reply paid envelope until both council ballot envelopes are inside.
- ✓ Post reply envelope allowing sufficient time to reach the returning officer before the close of the ballot.
- ✓ Ballot closes **5pm Thursday 29 October 2020.**
- ✓ The method of counting the ballot is based on the principle that the candidate with the largest number of votes shall be elected.

John Mitchell  
**RETURNING OFFICER**

## In this ballot package you will have:

- 1x** Housing Council Election ballot paper.
- 1x** Construction Council Election ballot paper.
- 1x** Envelope labelled Housing Council for the corresponding ballot paper to go into.
- 1x** Envelope labelled Construction Council for the corresponding ballot paper to go into.
- 1x** Reply Paid envelope for the two ballot paper envelopes to go into.

## Remember:

- ✓ Your Housing Council ballot paper must be inside the Housing Council envelope and your Construction Council ballot must be inside the Construction Council envelope.
- ✓ Complete and sign the back of the ballot envelopes checking all details are correct.
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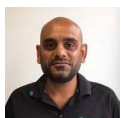
Please note that the order of the candidates on this ballot paper was drawn by lot by the Returning Officer in the presence of a witness.

Master Builders WA  
Level 3, 35-37 Havelock Street  
WEST PERTH WA 6005  
ph: 9476 9800



**Construction  
Council Election  
2020**

## Construction Council Candidates



### Prav Mepani

In my 18 years' experience, I've gained vast experience at all levels. I train and mentor staff within my business. My contribution when upholding committee positions will offer great benefit to other members in providing feedback and focus on taking forward new ideas and implementation for the betterment of our industry.



### John Buckingham

I will endeavour to stop, and if possible reduce, the amount of red tape in our industry. If a policy or decision is going to increase the amount of red tape, or it cannot be compensated with a reduction elsewhere, in the bin it goes. I bring to the Council over 30 years experience as a builder.



### Sam Karamfiles

I am a third generation builder, 75 year family history in the Southwest, 25 year MBA member and current Chair of MBA Southwest, studies in Diploma of Building, Architectural Drafting and Builders Registration, I believe I bring experience and will be a conduit for regional builders and their issues.



### Anthony Chillino

I have been an active member of the council for circa 10 years. Being a business owner brings a unique & personal perspective to industry issues. I have worked in the industry for nearly 25 years – predominantly in Perth, but also regional WA. I believe that my personal experience enables me to positively contribute to the MBAWA Construction Council.



### Stephen McConkey

I am eager to be re-elected to the construction council for another term. It is an exciting time at MBA with strong advocacy on behalf of members being carried out. I hope to continue my role as a Board Member and involvement in judging for Health and Safety Awards and Apprentice of the Year awards.



### Sean Gavin

For me, its about adding value and giving back to the industry. I'm an experienced builder and board member that enjoys listening to others and learning. I believe in the MBA and share its core values of Integrity, Success, Service and Collaboration.



### Ryan Dixon

At age 25 I commenced my residential and commercial building company in Esperance and within three-years established a second office in Kalgoorlie and now reside in Perth. I held positions on the MBA Esperance/Goldfields and Future Leaders committee. I would like to continue supporting the industry through the MBA.



### Shaun Hughes

I have been working in the construction industry for 15 years having started as an apprentice carpenter. I have been an active member of the construction council for the last two years and am one of the younger members. Being active within the industry, I am aware of key issues being faced by builders today.



### Stephen Okill

I love working for my clients and I get a real kick out of helping people achieve their potential. My roles have spanned specialist subcontractors, contractors, consultants and clients. The industry has been good to me and I feel it's important to give back to it to ensure its long-term viability.



## Construction Council Election 2020

☐ Prav Mepani

☐ John Buckingham

☐ Sam Karamfiles

☐ Anthony Chillino

☐ Stephen McConkey

☐ Sean Gavin

☐ Ryan Dixon

☐ Shaun Hughes

☐ Stephen Okill

**A total of six (6) nominees will be elected to Construction Council.**



## How to Vote

- ✓ In order for your vote to be valid, all boxes must be completed. Place the number one ("1") in the square opposite the candidate of your choice. Indicate your preference for all the other candidates by numbering the other squares in your preferred order.

☐ 1 Candidate name

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John Mitchell  
**RETURNING OFFICER**

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Master Builders WA  
Level 3, 35-37 Havelock Street  
WEST PERTH WA 6005  
ph: 9476 9800



**Housing Council  
Election 2020**

## Housing Council Candidates



### Ray Kershaw

As a member of the Housing Council for 10 years and a Board Member for the past 2 years, I'm eager to continue on the Council as I feel I have a good understanding of MBA and the advocacy position it holds. As a regular contributor I bring my experience from my building company of which I am director.



### Jay Mangano

As a Registered Builder and passionate business owner for some 20 years, I believe in giving back to the industry, being a member of the council would provide such an avenue. Being very hands on I can bring much to the table, and will do so with integrity and vigor.



### Luke Leeder

Having been a member of the housing council since 2017 and regional Chairperson for the Great Southern Branch 2013-2016, I understand the distinction between metro and regional issues. I represent the younger generation of elected council members and am outspoken on topics including Builders Registration and Licensing of Trades.



### Sam Karamfiles

I am a third generation builder, have a 75 year family history in the southwest, have been an MBA member for 25 years and am current Chair of MBA Southwest. I have a Diploma of Building, have experience in Architectural Drafting and Builders Registration. I believe I bring experience and will be a conduit for regional builders and their issues.



### Michael Vermey

I am passionate about the building industry and have worked for many Perth builders in my 26 years. I enjoy contributing back through MBA, who I have been involved with since 2009. I would be honoured to become an elected Housing Councillor and can guarantee my dedication and contribution to the Council, MBA, and the greater construction industry.



### Ryan Dixon

At age 25 I commenced my residential and commercial building company in Esperance and within three-years established a second office in Kalgoorlie and now reside in Perth. I held positions on the MBA Esperance/Goldfields and Future Leaders committee. I would like to continue supporting the industry through the MBA.



### Peter Esslemont

I see a seat on the Council as being a great opportunity to use 30 plus years of experience in the building industry in WA to help contribute to bringing about meaningful changes to the Building Industry.



### Michael Agostino

I would like to join the Housing Council to assist with future beneficial change. Being Managing Director of a cross tier SME with an annual turn over of over \$12-15 million, I am exposed to aspects of our industry which would allow me to provide beneficial input to further progress our industry.



### Anthony Lumbaca

As an active co-opted member of the Housing Council since 2017 I am happy to further support the Council and MBAWA, and put my hand up to stand as an elected member if the opportunity presents.



## Housing Council Election 2020

- ☐ Ray Kershaw
- ☐ Jay Mangano
- ☐ Luke Leeder
- ☐ Sam Karamfiles
- ☐ Michael Vermey
- ☐ Ryan Dixon
- ☐ Peter Esslemont
- ☐ Michael Agostino
- ☐ Anthony Lumbaca

**A total of six (6) nominees will be elected to  
Housing Council.**

# Branding Refresh Proposal for Master Builders WA 2021

**YOUNG & FUN**

The background of the slide features a series of diagonal stripes in various shades of teal and green, creating a dynamic and modern aesthetic. The stripes are layered, with some appearing more prominent than others, adding depth to the design.

## **1. Inspiration**

most striking elements

## **2. Defining the style**

what makes it young and fun

why for MBAWA

## **3. The style in practice**

typography

colours

imagery

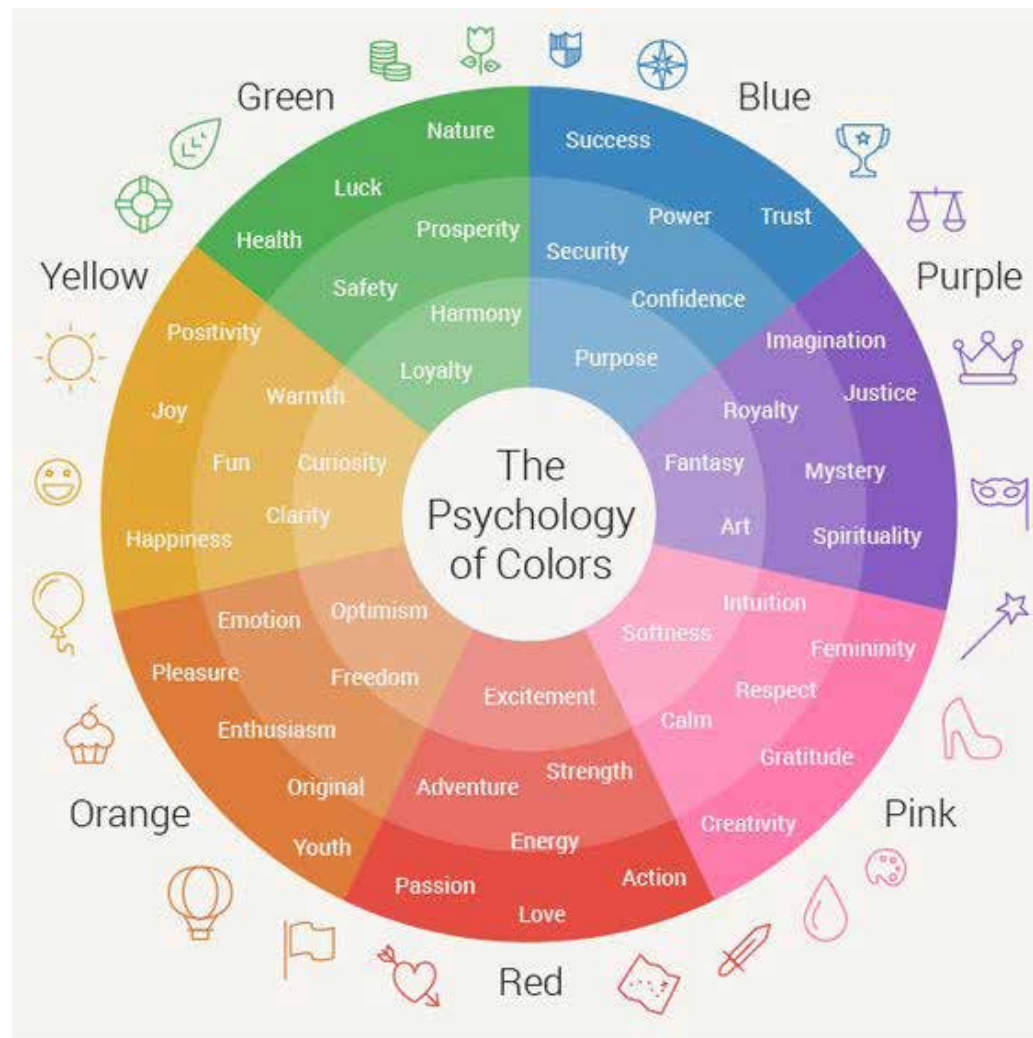
template examples

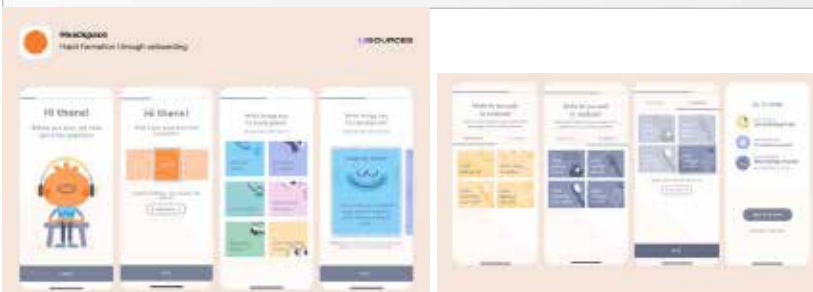
# contents





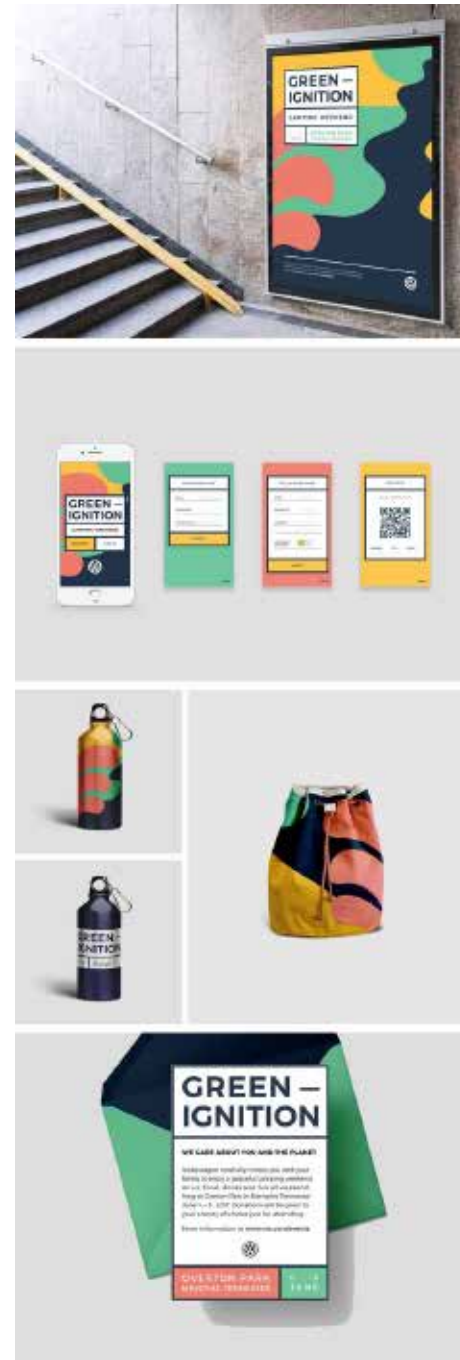
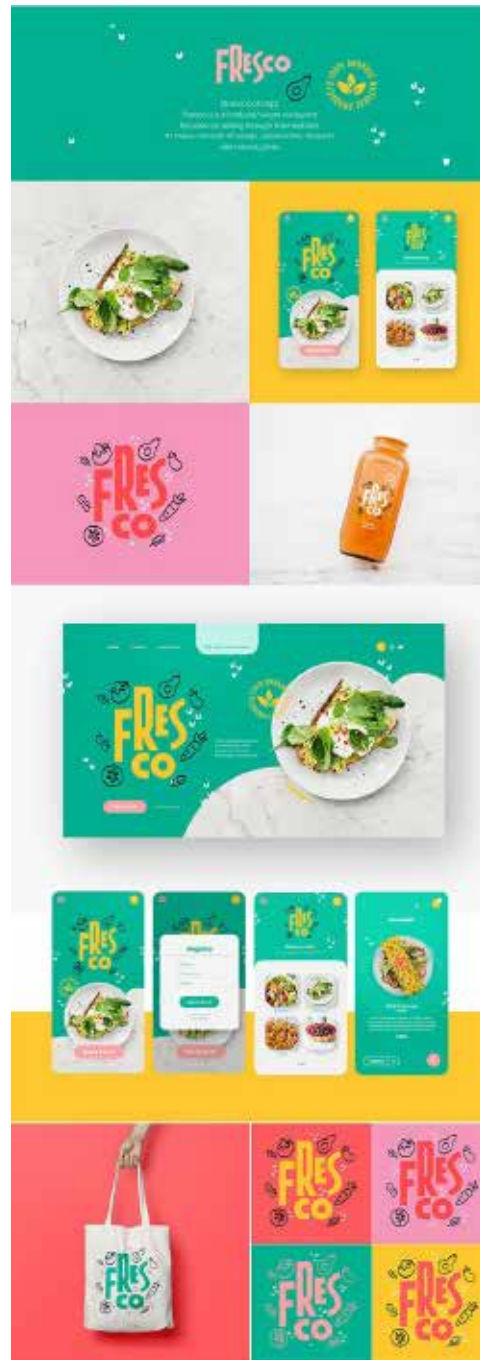
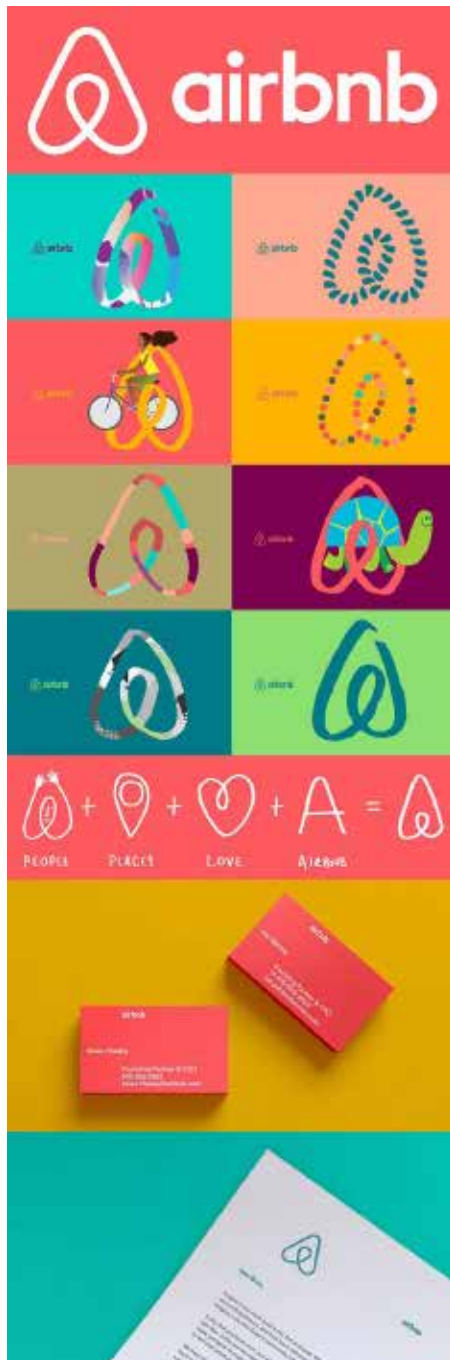
**Inspiration**
















Keep your coffee cozy

Here for the holidays, try limited batch Chobani Coffee Creamer Peppermint Mocha dairy creamer, to give every sip of coffee a perfectly-peppermint note with mouthwatering mocha, a chocolate and coffee combination.


Where to buy






**Innovation**

We believe that innovation goes beyond the cups we make. This is why we launched our Chobani® Food Incubator, a first-of-its-kind program to invest in and cultivate emerging food entrepreneurs focused on making natural and affordable food.



**Giving back**

Since our earliest days, we've proudly supported our hometowns in New York and Idaho. We built a state-of-the-art youth baseball stadium and a community center, and continue to invest in our communities.



**Our people**

Our greatest impact is the one that we have on each other. We owe all of our successes to the wonderful people that contribute to our culture of compassion.

**Dream big,  
win bigger**

Submit your fantasy Chobani® Coffee Creamer flavor for a chance to win \$75,000—and see it on shelves, too. Now that's a dream-come-true.

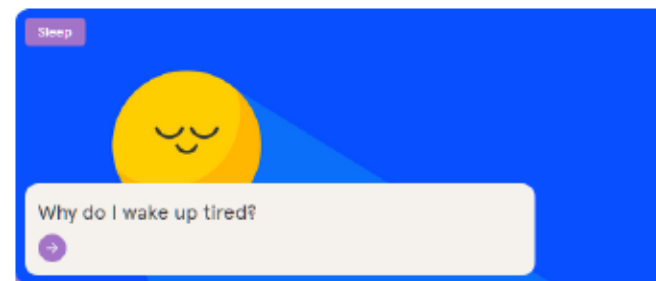
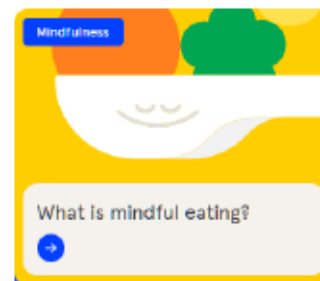
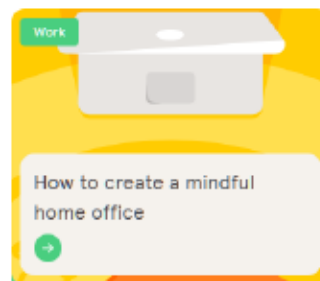
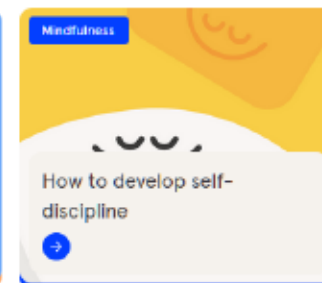
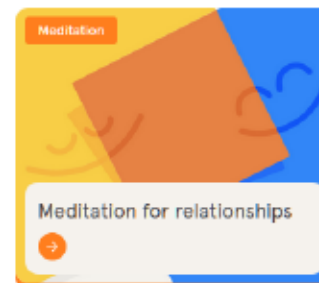
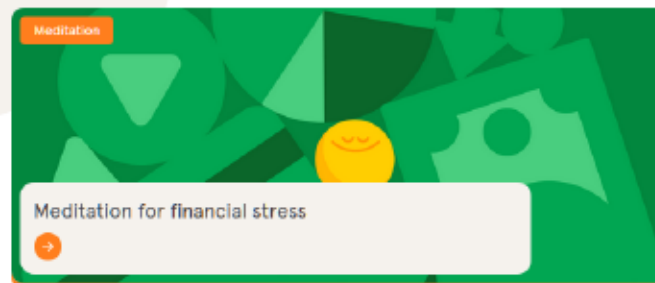
Learn more

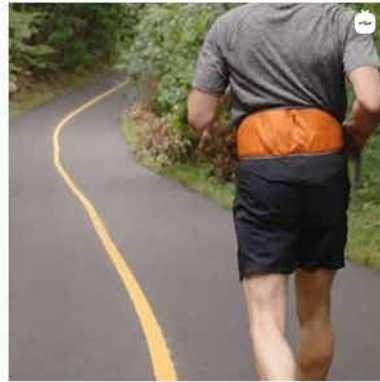






## Latest articles





McDonald's Australia

April 10, 2019 · 🌐

Lift off with our large Raspberry McSpiders, they'll take your taste buds sky high with deliciousness for only \$2!



McDonald's Australia

April 10, 2019 · 🌐

Create a festival for your taste buds with the amazing \$5 McOz lunch deal. It's head banging value you only get at Macca's.



McDonald's Australia

April 10, 2019 · 🌐

Our very own wonder of the world. 24 golden Chicken McNuggets for only \$9.95! You won't have to travel far for this world famous feast, but you better be quick before our offer runs out! Find your nearest Macca's now.







## most striking elements

The most striking elements from my research are those pictured above.

All of these embody the young and fun feel I was aiming for with this style.

The use of colour and bold shapes seemed appropriate for the building industry as the shapes in particular imply a sense of masculinity but still includes a female audience with the use of colour and softer edges.

The solid drop shadow is a very popular trend and it is easy to see why. It highlights headings making them a graphic feature rather than just words the audience may skim over.

It is clear from the inspiration imagery that there is a definite typographical style most common and most effective with the other elements of the style.

Clean lines, bold shapes and high contrast colours feature strongly.

Other elements of the overall style include: more graphic imagery over photography, a certain lack of texture in favour of flat colour, and very occasional use of a two colour gradient adding dimension.



**Defining  
the style**



Aa

Bb

Cc



what  
makes  
it young  
& fun

There are a number of elements I have identified that make this style young and fun.

The boldness of the typography effectively reflects a youthful feel. Specifically the block-like letters with rounded edges is a common choice for adolescent and young audiences.

It is bold without being aggressive or shouty. It's chunky yet soft appearance is easy to read and hard to miss.

Bright colours represent another design choice commonly used in appealing to youthful audiences.

Much like the typography, the use of bright colours attracts the attention of the audience and is hard to miss.

Interestingly, orange is often associated with a youthful mood, and as a crucial part of the mbawa brand, it seems important to acknowledge this association.

This style has a distinct emphasis on graphic imagery. This can be presented alongside photography or instead of it.

This is one of the most important aspects of this style and arguably, one of the most influential with younger people.

There is a definite trend of creating graphic images to be consumed by young people. Pictograms are easier to digest and can make a significant difference to how the content is interpreted.

 <b>MBA Blue/ News &amp; Publications</b> #1457a8 RGB (20,87,168) CMYK (95,73,0,0) PANTONE 2728C	 <b>MBA Orange/ Membership</b> #f89909 RGB (248,153,9) CMYK (0,47,100,0) PANTONE 144C	 <b>Dark Grey</b> #595b5c RGB (89,91,92) CMYK (65,56,53,29) PANTONE 425C	 <b>Light Grey</b> #b3b2b1 RGB (179,178,177) CMYK (31,25,25,0) PANTONE Cool Gray 5C
 <b>Services &amp; Advice</b> #f05822 RGB (246,81,20) CMYK (0,80,100,0) PANTONE Orange 021C	 <b>Awards</b> #b2155b RGB (178,21,91) CMYK (25,100,47,8) PANTONE 215C	 <b>Events</b> #662d8c RGB (102,45,140) CMYK (67,98,6,1) PANTONE 526C	 <b>Products</b> #24cecc RGB (368,208,204) CMYK (85,0,28,0) PANTONE 3252C
 <b>Advocacy &amp; Policy</b> #fde01 RGB (255,22,1) CMYK (2,7,96,0) PANTONE 107C	 <b>Training</b> #7fb800 RGB (127,184,0) CMYK (58,1,100,0) PANTONE 388C		

## Helvetica Neue LT Std 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue LT Std 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue LT Std 45 Light

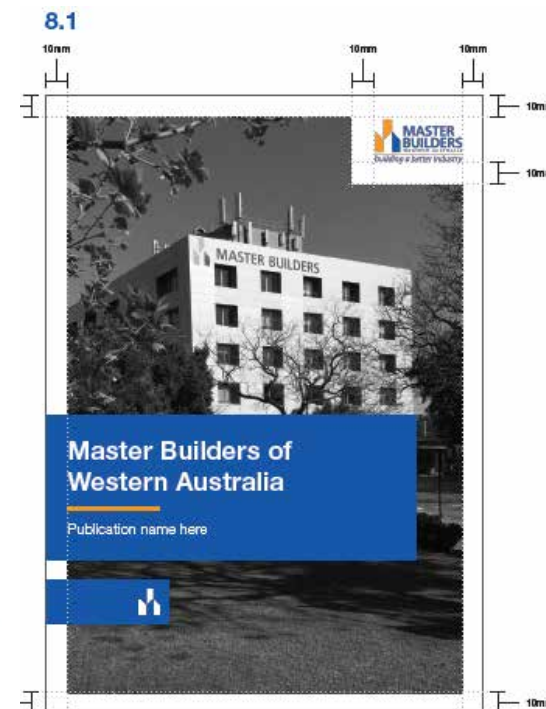
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Helvetica Neue LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Helvetica Neue LT Std 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



## why for MBAWA

As MBAWA already uses quite bright colours in our branding, this style may not be quite as much of a giant leap as one may imagine.

I have noticed in my work for MBAWA that a lot of our content and branded collateral is aimed at an older crowd of gents, however this is not representative of the industry and certainly is not very modern in its approach.

This style would benefit MBAWA as it would help in attracting

a younger audience as well as having a more gender-neutral feel to it.

I can also see this style being a lot more effective on our social media channels, stimulating more engagement and attracting a wider audience.

If nothing else, this style is visually appealing and interesting. The colours in the gradient provoke a feeling of happiness, professionalism and contentment.

The use of contrasting colours makes things pop and makes for a more diverse colour palette, which by extension, makes the branding more diverse.

This style is anything but limiting in its application which is a step in the right direction for the MBAWA branding which has been a bit restrictive in the past. It is consistent with elements that do not change, yet versatile, with elements that can change for different applications.,





**The style  
in practice**

Headings

**Aa Bb Cc Dd**  
**Cocogoose regular**

Body content

Aa Bb Cc Dd

Nunito Light

Catquisti sitat restian ditaeptati ut quat quaspitas  
ma quis mi, con nis solupta tibust odi doluptis  
modiorrore, officabore core, am in et volupti berum,  
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typography

In a concerted effort to keep this style simple and bold, it only employs two typefaces.

These consist of the main heading typeface; Cocogoose, which offers a bold, yet rounded and somewhat soft feel, and Nunito Light.

Nunito compliments the weight of Cocogoose and softens the overall appearance.

It is also an open typeface making it easy to read even at lower font sizes.





Beige

hex #ecd2b0  
RGB 236, 210, 176  
CMYK 7, 16, 32, 0  
Pantone 2309 C



Mustard

hex #f4af23  
RGB 244, 175, 35  
CMYK 3, 34, 97, 0  
Pantone 4008 C



Ginger

hex #f04e25  
RGB 240, 78, 37  
CMYK 0, 85, 98, 0  
Pantone 173 C



Rhubarb

hex #cf1d52  
RGB 207, 29, 82  
CMYK 13, 100, 58, 2  
Pantone 2040 C



Indigo

hex #3d57a7  
RGB 61, 87, 167  
CMYK 86, 74, 0, 0  
Pantone 3590 C



Duck Egg

hex #93d4d3  
RGB 147, 212, 211  
CMYK 41, 0, 19, 0  
Pantone 3242 C



Mint

hex #a4d5aa  
RGB 164, 213, 170  
CMYK 37, 0, 42, 0  
Pantone 344 C

In addition to the Master Builders colours:



MBAWA Blue

hex #1457a8  
RGB 20, 87, 168  
CMYK 95, 73, 0, 0  
Pantone 2728 C



MBAWA Orange

hex #f89909  
RGB 248, 153, 9  
CMYK 0, 47, 100, 0  
Pantone 144 C



Heading Shadow  
Gradient

colours

Contrasting colours play a big role in this style.

This more diverse colour palette will bring a great variety of combinations allowing for a multitude of applications that

won't end up looking one and the same.

This colour palette will further demonstrate Master Builders' WA's desire to appeal to a wider audience.

It is expected that this palette would be added to over time as needed to ensure that not all collateral produced is identical, but rather shows a fluidity and variety within the MBAWA brand.



## imagery

The imagery for this style would be a lot less reliant on still photography with a greater emphasis on graphics alone.

It would **not** suit the style to use photography alone or inconsistent graphics - as indicated above.

Photography that does not incorporate a colour in the aforementioned colour palette, will need to be edited slightly to look as though it belongs.

Images should be in focus with no pixelation, over-exposure or darkness and should not contain any plagiarised content.

MBAWA-generated graphics should strictly adhere to the style guide in reference to the colours used, typography, shadow gradient colour and angle etc.

Any deviations from the graphic style and imagery would be considered as inconsistent with

the branding and removed from any MBAWA affiliated application in an effort to protect Master Builders' WA's image.

Further imagery styling and guidelines will be developed if/when this style is to be used going forward.





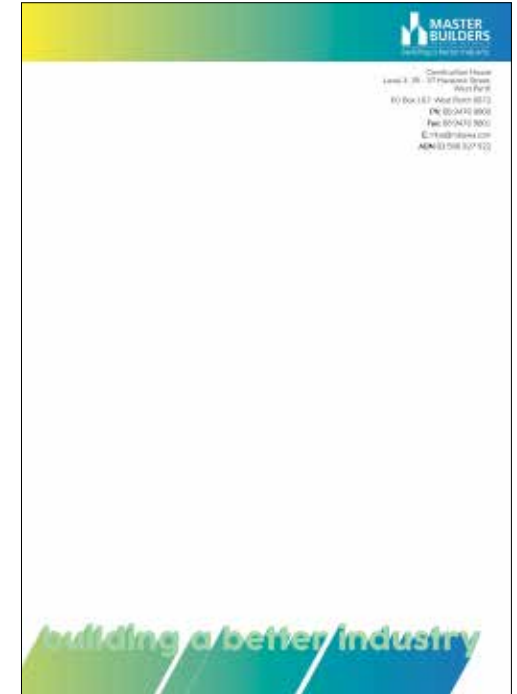
Social media tile



Express header



Member Alert header



Letterhead

## examples

The above are **examples only** and may vary if the style ends up being employed.

Once in use, the style may be developed to best suit the applications being used.