CASE STUDY 3

Communication collateral for a national not-for-profit organisation

Client: Breast Cancer Network Australia (BCNA)

Breast Cancer Network Australia

Designgrant was approached 14 years ago to assist BCNA design some rudimentary low-cost communication materials. We decided to work for this organisation on a *pro bono* capacity, and as BCNA grew, so did the demand for our design, art direction services and our experience in producing significantly large-volume printed projects.

Since then, BCNA has managed to garner some significant funding and support from key sponsors and the Australian Government through Cancer Australia, and in turn Designgrant have been commissioned to design, produce and project manage all of BCNA's major communication projects.

Every year over 15,000 women are diagnosed with breast cancer, and each of those women are sent BCNA's *My Journey Kit* - a resource pack of informative booklets, diary, messages of hope, CDs, newsletters and fact sheets. Women diagnosed with secondary breast cancer are sent a similar kit called *Hope & Hurdles*. Designgrant was responsible for the design and production of both these kits, and all associated promotional materials.

The kits comprise of items that demand several advanced printing techniques, and we manage the complicated print procurement, estimation process and packaging logistics for these kits each year.

Designgrant has designed and produced in excess of 400 different communication projects for BCNA over the past fourteen years, with more than 75% of these falling within our *pro bono* commitment.

Naturally, given the necessity to steward funds carefully, Designgrant is constantly striving to solve design problems efficiently and economically for this client. We have managed to transfer a range of products to the online environment recently, however given the older demographic of the majority of the target audience, there is still a strong preference by this client to produce economical printed publications.

We are currently producing a range of resource booklets in plain English and four other languages for a growing culturally and linguistically diverse audience. Designgrant has extensive experience in producing translated and printed materials in languages other than English for Cancer Council Victoria and The Royal Childresn Hospital, Melbourne.

- *My Journey Kit*
- *Hope & Hurdles Kit*
- Community Liaison Kit- A manual for women promoting BCNA in their communities
- Member Group Kit - A manual for women running BCNA support groups
- *Sexual wellbeing* booklet
- *Men and breast cancer* booklet
- *She has breast cancer, how can I help* booklet
- Booklets on secondary breast cancer in the Lungs/Liver/Brain
- BCNA Annual Report 2004 - onwards

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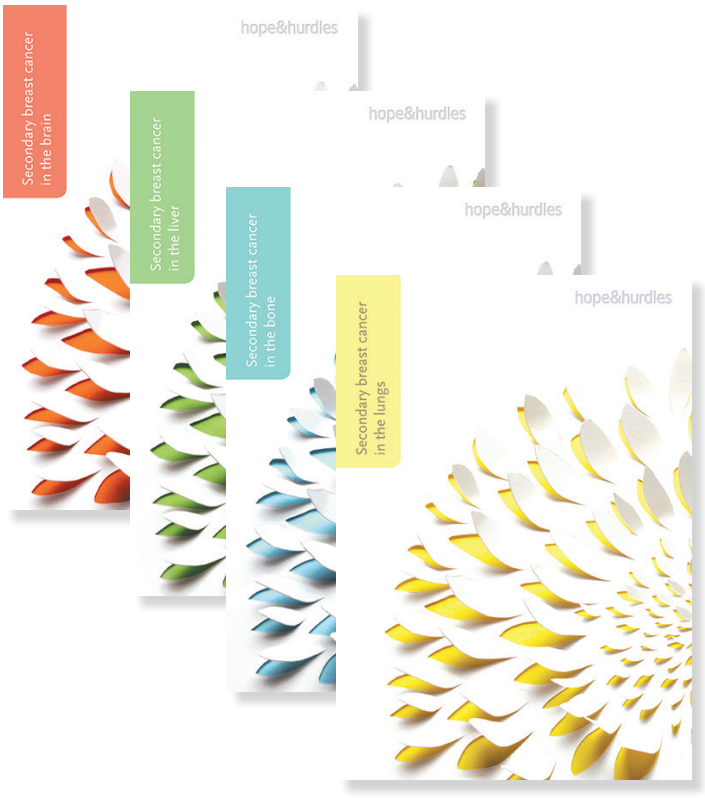
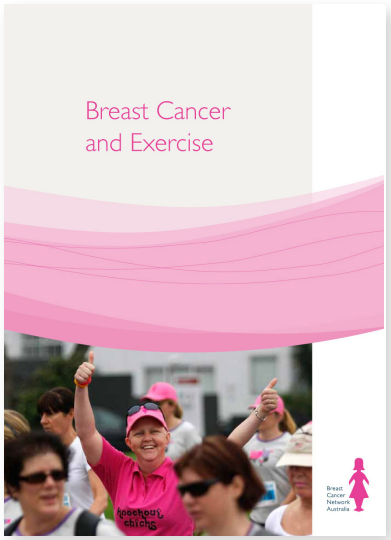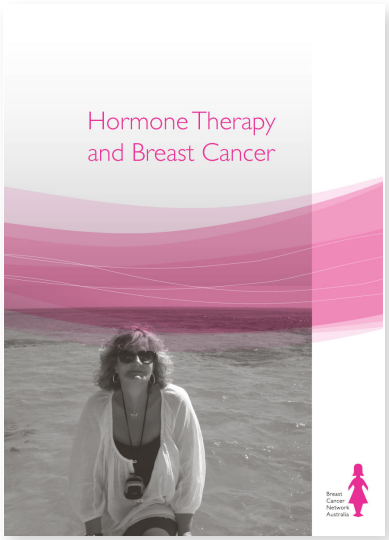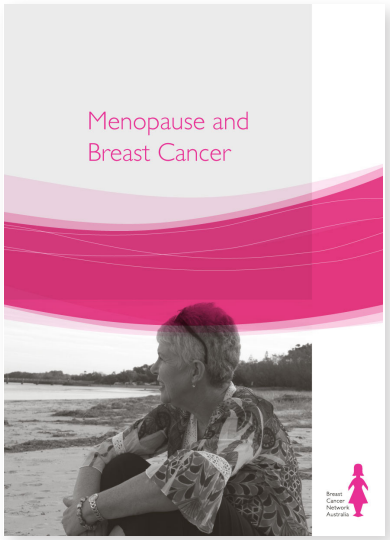
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