

Gavin Klose

CV Snapshot

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1991-1997 | Beverley Studios
1986-1994 | Hospitality

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1985-1986 | B.Eng (E&E) - part
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Work History

1986-1994 | Hospitality

I enjoyed working as a waiter and barman during my studies and in my early years of self employment. Even though the hours were long (often double shifts) I always felt that the customers would be happy if they felt the team were happy (and visa versa) - so I often treated it like socialising (with co-staff and customers) and getting paid for it. It was in this environment that I met my wife (scrubbing dishes).

I worked at the following:

- Pizza Hut (5 years)
- Stonyfell Winery (5 years)
- Colonial Restaurant (2 years).

1991-1997 | Beverley Studios

Faced with a recession, a band of my fellow design school graduates began a creative collective in Beverley.

Our group evolved to include a pre-desktop publishing finished artist/illustrator, creative copywriter, photographer and me.

My roles included:

- Business Co-owner/Director
- Creative Director
- Production Manager
- Sales person.

Account highlights included:

- Oliveri Sinkware branding (12 years)
- Elder Hall (Uni of Adelaide) branding/promotions
- Jarrett Industries brochures.

1997-1998 | Gavin Klose Design

The Beverley Studios gang found real jobs so the two remaining members made the strategic decision to create our own brands. I relocated to Kent Town and shared an office with an agency and two other Graphic Design sole traders before I moved into a home/office.

During this time my roles were:

- Sole Business Owner
- HR Director (1 staff)
- Creative Director
- Account Director
- Production Manager.

Some highlights included:

- Early adoption of InDesign
- Australian String Quartet branding/promotions
- WIA catalogues
- EYETEM Magazine.

1998-2006 | DO-DA

I wanted a brand my Gavin Klose Design team could feel part of: so DO-DA was born.

I cofounded/shared office with:

- communicate (Marketing/PR)
- SomeGuy (Copywriter)
- Triplezero (Web Developers)
- Alan Rosewarne (Suit for Hire).

My roles included:

- Sole Business Owner
- HR Director (5 staff)
- Creative Director
- Account Director.

Account highlights included:

- Cibo Espresso brand
- LMC re-brand/campaigns
- City Of Salisbury Aware Magazine (9 years)
- City of Unley brand guidelines
- SuperSA brand guidelines
- Art Festivals branding (various).

2006-2012 (Jan) | Fusion

I sold DO-DA to Fusion.

My roles included:

- Codirector/Shareholder
- HR Director (25 staff)
- Creative Director
- Social Media Director
- Brand Strategy/Director.

Some achievements:

- Fusion's brand positioning
- Brand Focus process
- Studio-wide inductions
- Work experience program
- Team culture (eg Social Club)
- Annual Review development.

Account highlights included:

- HeapsgoodSA campaign
- Adelaide Festival brand
- SPW engagement campaigns
- Savings & Loans Annual Reports
- RDNS re-brand
- Medallion Homes re-brand.

Learnings

Professional Development | Misc

Over the years I have looked for opportunities to develop my leadership and strategy through mentoring, seminars, courses and research. My biggest learnings have been in Emotional Intelligence for HR management.

Some highlights include:

- Certificate IV in Frontline Management (Business SA)
- Executive Leadership (Kneedeep)
- Investment Attraction Course (Innovate SA)
- Daily learnings in the field and on RSS feeds.

Future development

opportunities on my radar:

- Company Directors Course (ICD)
- Governor's Leadership Foundation Course (LISA).

1987-1990 | B.Design (Vis. Com.)

Bachelor of Design (Visual Communication) - University of South Australia.

As a slightly mature-age student I went the extra yards including two trips to Melbourne where I was fortunate to meet with:

- Gary Emery (VIC)
- Brian Sadgrove (VIC)
- Richard Henderson (VIC)
- FHA work experience (VIC)
- Ivan Chermayeff (via fax interview from NYC)

Course highlights:

- 2nd highest grade in final year
- Mt Lofty Spring Water re-brand
- Learning from Lyndon Whaite
- Technology experimentation
- Convincing classmates to start business: Beverley Studios.

1985-1986 | B.Eng (E&E) - part

Bachelor of Engineering (Electrical and Electronic) - University of Adelaide.

Following in my father's footsteps and the guidance of my career councillors I found myself lost in an Engineering degree. However, it wasn't the career path that I wanted. By chance, I discovered that I could actually have a paid career in the creative field - so I used my networks to get me into the school of design.

Course highlights:

- 1st year Credits and Distinctions
- Passed 2nd year!
- Made some great friends
- My brain was 'hard wired' to solve problems.

1980-1984 | High School

Daws Road High School.

I was a bit of a nerd at school (I loved doing homework) but luckily I was OK at sport so people still liked me. I dropped Art after year 11 as after being advised to pursue Architecture, Engineering or Medicine.

Year 12 grades:

- Physics 98%
- Maths 2 97%
- Maths 1 88%
- Chemistry 88%
- Economics 81%
- (Average 90.4%)

Profession

UniSA Design | Teaching

I have always felt that a good way to learn is to teach.

Since the very early days of my career I have enjoyed guest lecturing, tutoring and providing external assessment at UniSA.

It has been encouraging to get feedback from some of my (now) contemporaries that I had a positive influence on inspiring them to start their own practices.

I also created subject content including assessment criteria for the following terms:

- 1996, March-June
- 1996, August-November
- 1997, March-June
- 1997, July-November
- 2000/2001, August-November.

AADC | Executive Committee

In 2004 I was asked to be the representative from the Design community in the repositioned Adelaide Advertising and Design Club. I was able to share insights into the “cultural divide” between the Design and Advertising communities.

I helped to re-introduce TAFE and UniSA back to the AADC in order to help position the organisation and the Advertising industry for its future generations.

I also chaired the Design sub-committee and briefly chaired the Education sub-committee.

One of my proudest achievement in my two years with the committee was designing the current 3D laser crystal AADC awards.

TafeSA/UniSA | Advisory Groups

In 2005, I was invited to review the TafeSA Croydon Design and Advertising program. I advocated a shift in balance from ‘technical’ to ‘ideas’ - particularly in the early stages of learning. As a result there has been a recent lift in the creative standard of graduates.

Since April, 2008 I have been on the UniSA School of Art, Architecture and Design Advisory Group. Many of the group have been attempting to free the school from the constraints of academic recruitment and inject some digital DNA into Visual Communications program.

I have also provided support for improved work placement programs with industry.

UniSA Marketing | Social Media

In 2009 I was approached by the UniSA School of Marketing to provide assistance in providing industry guidance on the impact on social and digital media in marketing. As well as three guest lectures, I lead the creation of a Facebook Page to share and explore views and information on the impact on Social Media.

In 2010 I provided industry input for a research paper “The Social Media Leap”. It was selected for an ESOMAR conference held in Berlin where I presented with coauthor Dr Karen Nelson-Field.

Future research topics have been tabled including seeking empirical data on why people share content on social media.

Referees

Previous business partner:

John Chaplin
Fusion (Director)
0412 923 750
john.chaplin@fusion.com.au

Previous student/employee:

Matthew Horsnell
Frid Horsnell Design (Director)
+46 (0)76 235 96 09 (Sweden)
matthew@fridhorsnelldesign.se

Previous client RDNS (CEO):

Dale Cleaver
Campbell Page (COO)
0417 820 726

Longest standing current client:

Kathy Drogemuller
Paracombe Wines (Owner)
08 8380 5058
kathyd@paracombewines.com

Interests

My family

I love my family. My beautiful, generous and open hearted wife has completed my life by also bringing my daughter, Molly, and son, Digby, into the world. I love my kids and especially look forward to our regular “Jump on Daddy” tickle-fights!

Long work hours happen in peak times - but life is too short to miss out on the special time with family. Right now, breakfast in the mornings and story time at bed time is everything to me.

My art

In 1999 I decided to find an outlet for my own creativity outside of work. I could always draw pretty well and had dabbled in painting in the past but I wanted something that was not going to inhibit me by fear of failure. It had to be fun.

A happy accident of dripping some polyurethane paint ignited a passion for dripping mixed paints and varnishes.

The resulting art is hard to explain - but most people think that I am producing ceramic tiles. Think: Rosalyn Gasgoine meets Beaumont Tiles.

I have even exhibited over the years - and sold a bit too - and feature some pieces here: gavinklose.etsy.com

My (their) music

I am the only person in my family who is not proficient in playing music. My parents still publicly perform, my brother composes soundtracks and teaches music and my sister composes, performs and teaches music as well.

My musical talent is, that I am really good at listening to it.

I am always reading album reviews, adding to my iTunes wish list, and compiling Playlists. Whenever I am alone I have got the iPhone attached to my ears listening to something.

Music inspires me and, in my world, I believe composers are Gods.

My cricket

I love cricket and would love golf too if I was better at it.

I started playing cricket again when I was 41 and was fortunate enough to captain a renegade Stirling Cricket Club C grade side to a grand final (loss) in 2010 and backed that up again with another grand final defeat in 2011!

I have been on the committee for three years and redesigned our Eagles logo, website and communications.

Highlights include: scoring my maiden century in 2010 and repositioning our Registration Day as a whole-of-club family event in 2011.

My friends

With family life I don't see my friends as much as I would like - but through the kids (and cricket!) I have got to meet many new friends. Stirling is also a great community.

Facebook has become a place where I socialise a lot but it often reminds me too much of work!

I particularly enjoy hosting the occasional night of Texas Holdem'. I am the worst bluffer.

Strategy

For more case study info
fusion.com.au/CaseStudy/Advantage-Adelaide.aspx

Heaps Good SA | Campaign

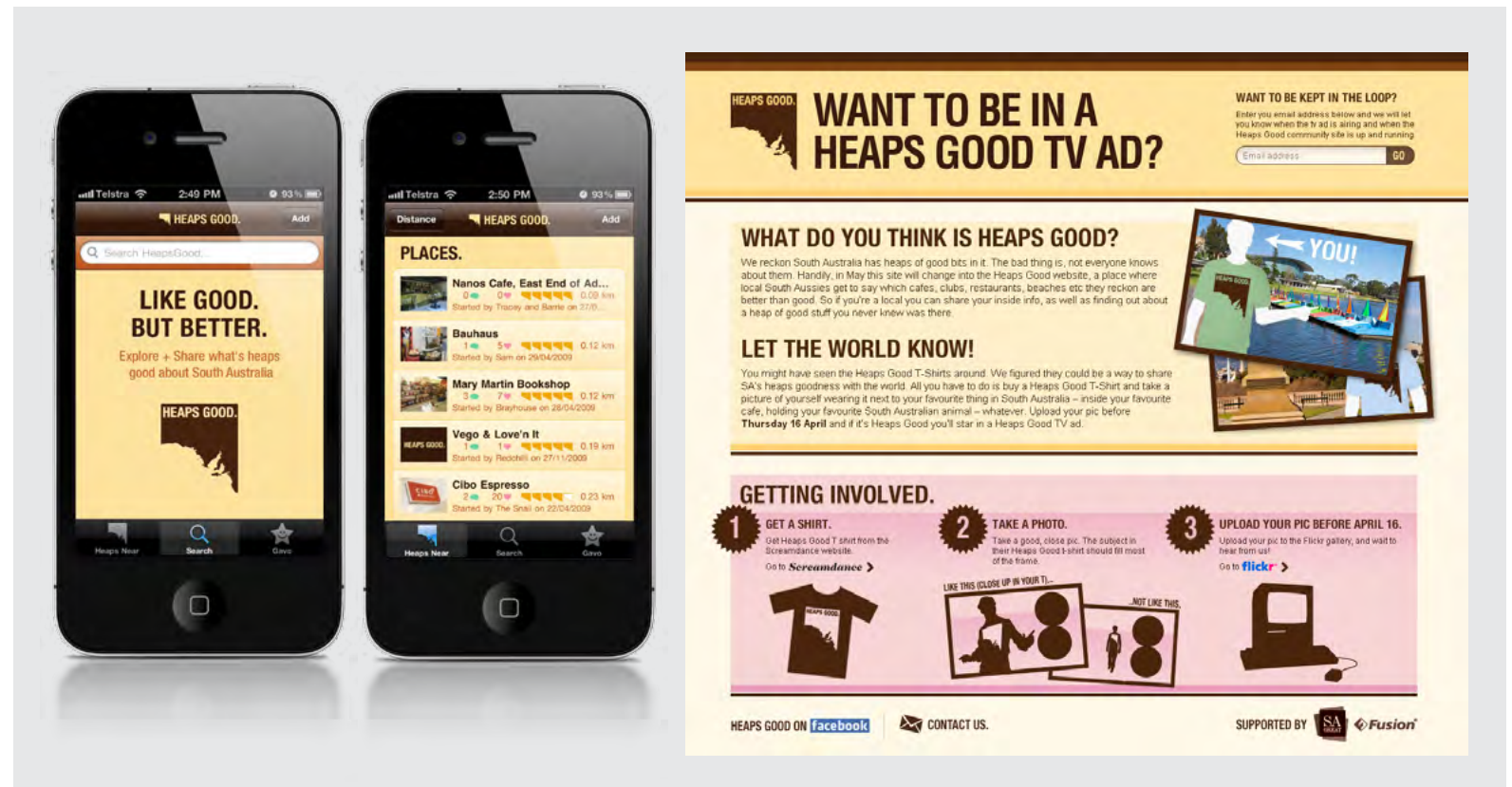
SA Great (now Advantage SA) wanted a campaign to stop the brain drain interstate and overseas. Based on insights from market research, we created a peer-to-peer campaign and integrated a website and app that promoted the sharing of cool stuff amongst young South Australians.

My role:

- Account Director
- Strategy/Creative Director

What was delivered:

- Brand strategy/license
- User generated TVC
- Facebook ads
- Bus shelter ads
- User generated Website
- iPhone app
- Social media integration



Strategy

For more case study info:
fusion.com.au/CaseStudy/Festival-of-Arts.aspx

Adelaide Festival | Branding

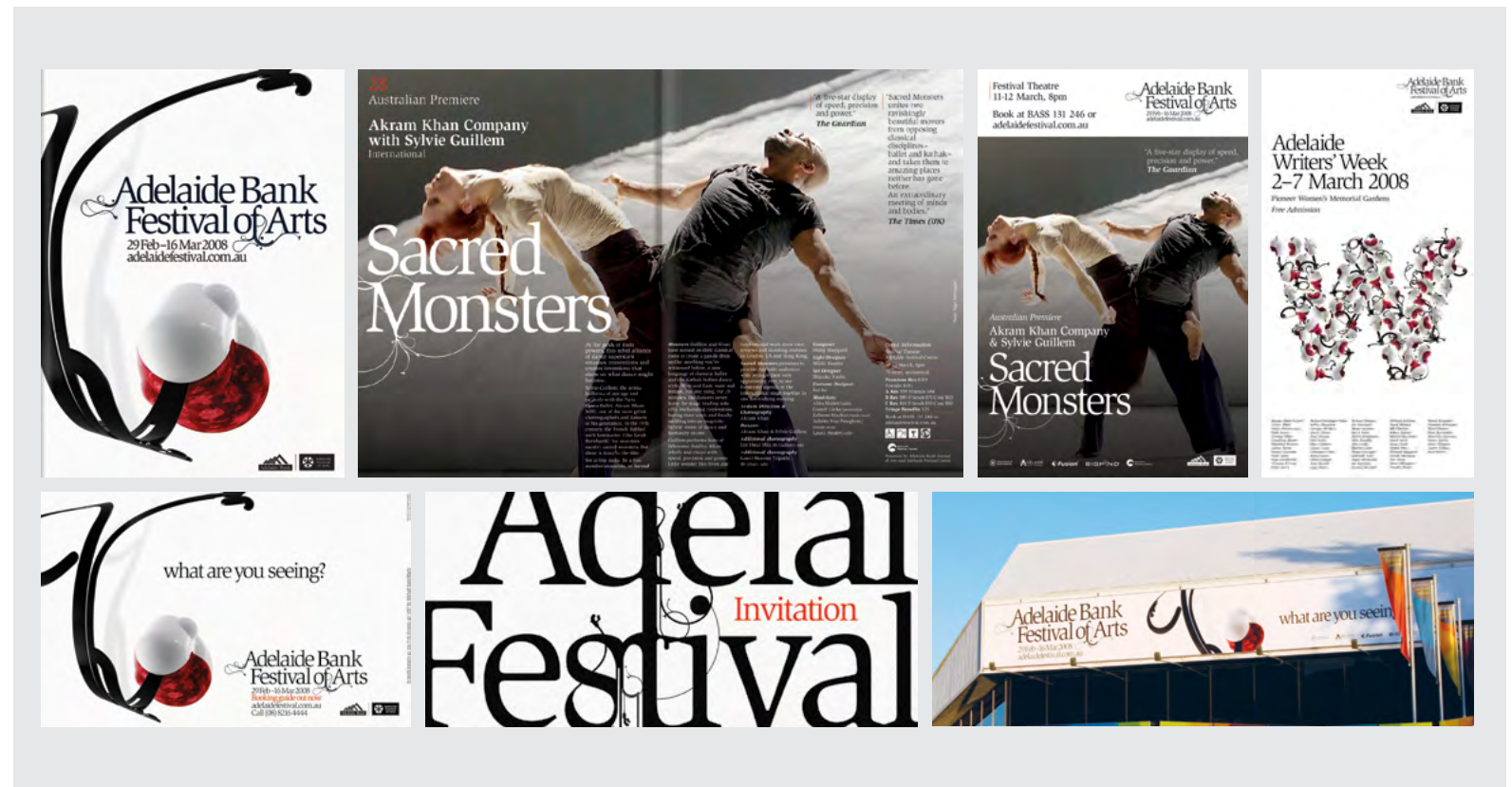
The “gizmo” sculpture had already been commissioned and it was Fusion’s job to make it work as an identity for the 2008 Adelaide Bank Festival of Arts. The tagline “What are you seeing?” underpinned our strategy to create intrigue and interpretation and mirrored typical festival conversation. The award winning “gizmo” tail treatment in the title typography provided further brand flexibility.

My role:

- Strategy/Creative Director

What was delivered:

- Brand ID guidelines
- All print collateral
- Ad templates (brand and event)
- TVC
- Website



Strategy

For more case study info:
fusion.com.au/CaseStudy/SPW.aspx

SPW | Engagement Branding

Community referrals are important for school recruitment, which is why our strategies for St Peters Woodlands (SPW) seek ways to include the whole school. For the revamp of their print collateral we involved every classroom to create over 30 decorative typefaces. These were used strongly on covers and each spread of their new suite of materials for parents to show off to their friends and families.

My role:

- Account Director
- Strategy/Creative Director

What was delivered:

- All content and copywriting
- Typeface process and delivery
- Various print collateral
- Brand style guide



Strategy

Cibo Espresso | Brand Identity

The owners of the successful Cibo Ristorante in North Adelaide wanted to extend the reach of their popular espresso bar - so they started Cibo Espresso. Rather than follow the trend of “old Italy” coffee bars, they were focussed on delivering a contemporary experience of Italianness and Style.

Our identity paid tribute to the original Cibo and the red logo has now become a new icon for style.

My role:

- Account Director
- Creative/Brand Director

What was delivered:

- Logo
- Menu boards
- Packaging
- Environmental graphics



Strategy

For more case study info:
fusion.com.au/CaseStudy/Savings-Loans.aspx

Savings & Loans | Annual Report

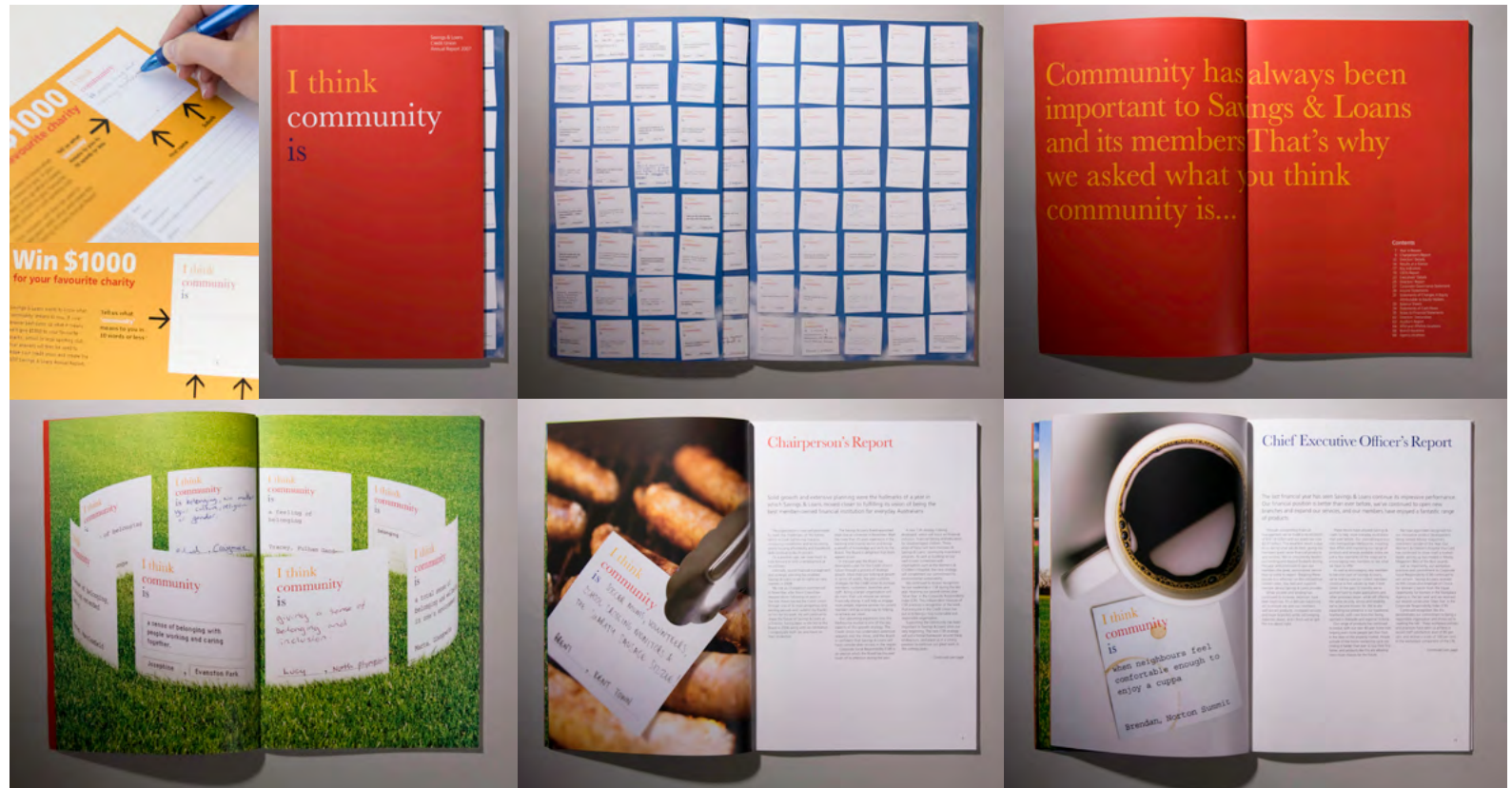
To reinforce their Community brand positioning we helped Savings & Loans be their brand by reporting how members viewed Community in their annual report. Members were invited to submit their thoughts in branches and during online banking with the added incentive of winning \$1000 for their favourite charity. The “I think community is” ideas then drove our creative.

My role:

- Account Director
- Strategy/Creative Director

What was delivered:

- Print and online forms
- Annual and Sustainability print reports
- Interactive online version



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Strategy

For more case study info:
vimeo.com/19424230

TAFE SA | iPhone App

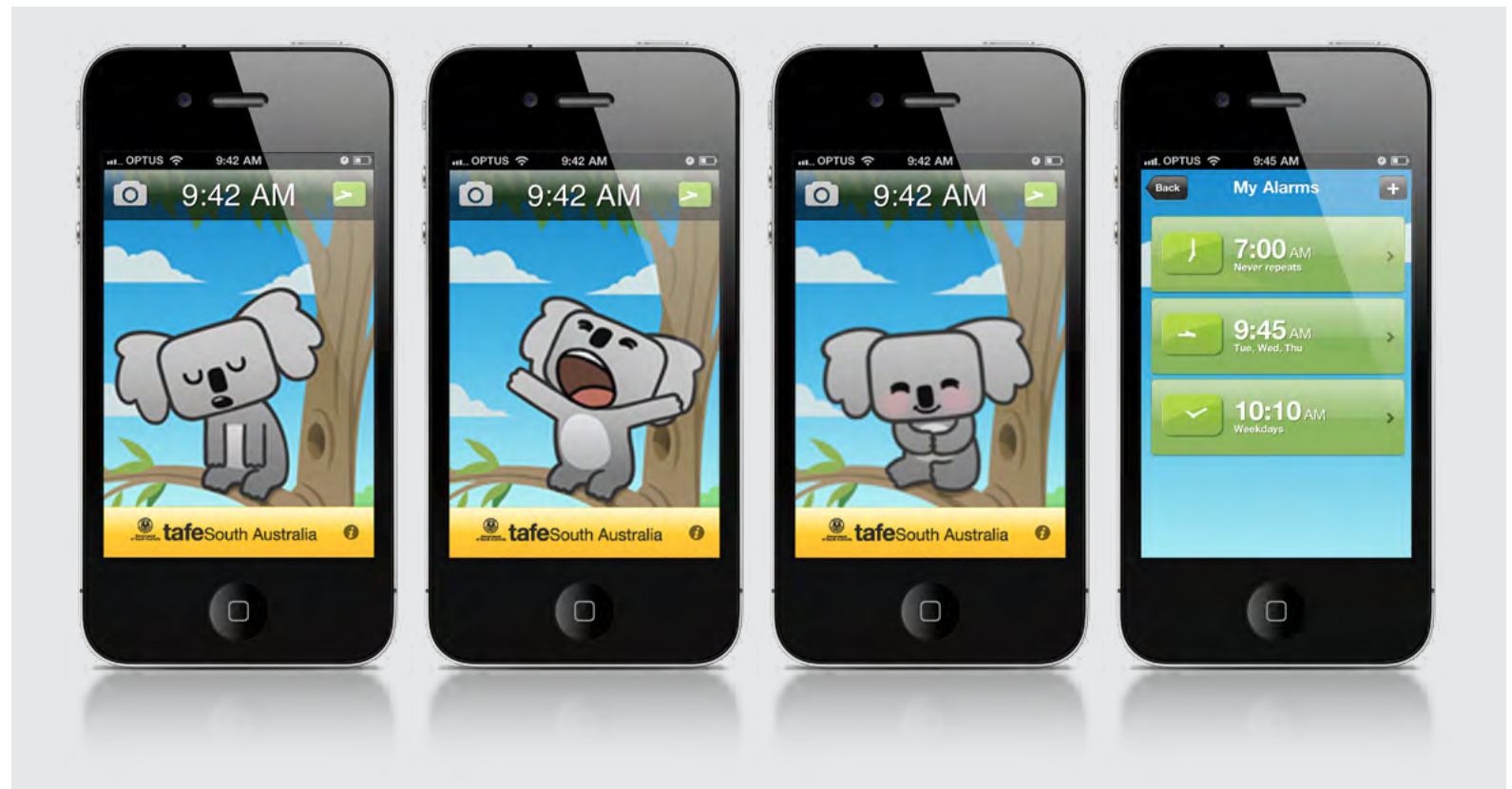
TAFE SA wanted an app to create brand awareness for prospective international students. Our strategy was to create an app that would attract people outside of Australia (everyone loves our Koalas) and would expose them to the brand everyday (an alarm clock). The animated Sleepy Koala proved to be a hit.

My role:

- Account Director
- Creative Director
- Concept

What was delivered:

- App concept and creation
- Koala character development
- Facebook identity & consulting
- Banner advertising



Strategy

For more case study info:
fusion.com.au/CaseStudy/NoQ.aspx

NoQ | Brand Strategy

This start-up Adelaide company came to Fusion to establish early market share in mobile ordering. To utilise limited resources and maximise customer satisfaction we recommended a brand strategy of focussing on one category at a time (eg cafés, florists, etc). This led to a modular identity for multiple apps/categories that convinced early vendors and customers that NoQ was a credible international brand and could be trusted.

My role:

- Creative/Brand Director

What was delivered:

- Brand identity and guidelines
- Print and video promo collateral
- Facebook identity
- Website and app



Strategy

For more case study info:
fusion.com.au/CaseStudy/Santos.aspx

Santos | Engagement

From a simple observation came an opportunity for Santos to leverage their sponsorship of the Adelaide Festival. Thousands of people lined North Terrace during the 2008 festival to wonder at the illuminated buildings of “Northern Lights”. I had noticed that many had brought tripods to take challenging low-light photos so proposed we could help people include themselves in these difficult photos on the return of the spectacular in 2010.

My role:

- Concept

What was delivered:

- Photo booth
- Instant photo prints
- Online photo gallery & sharing



Strategy

For more case study info:
fusion.com.au/CaseStudy/Medallion.aspx

Medallion | Brand Identity

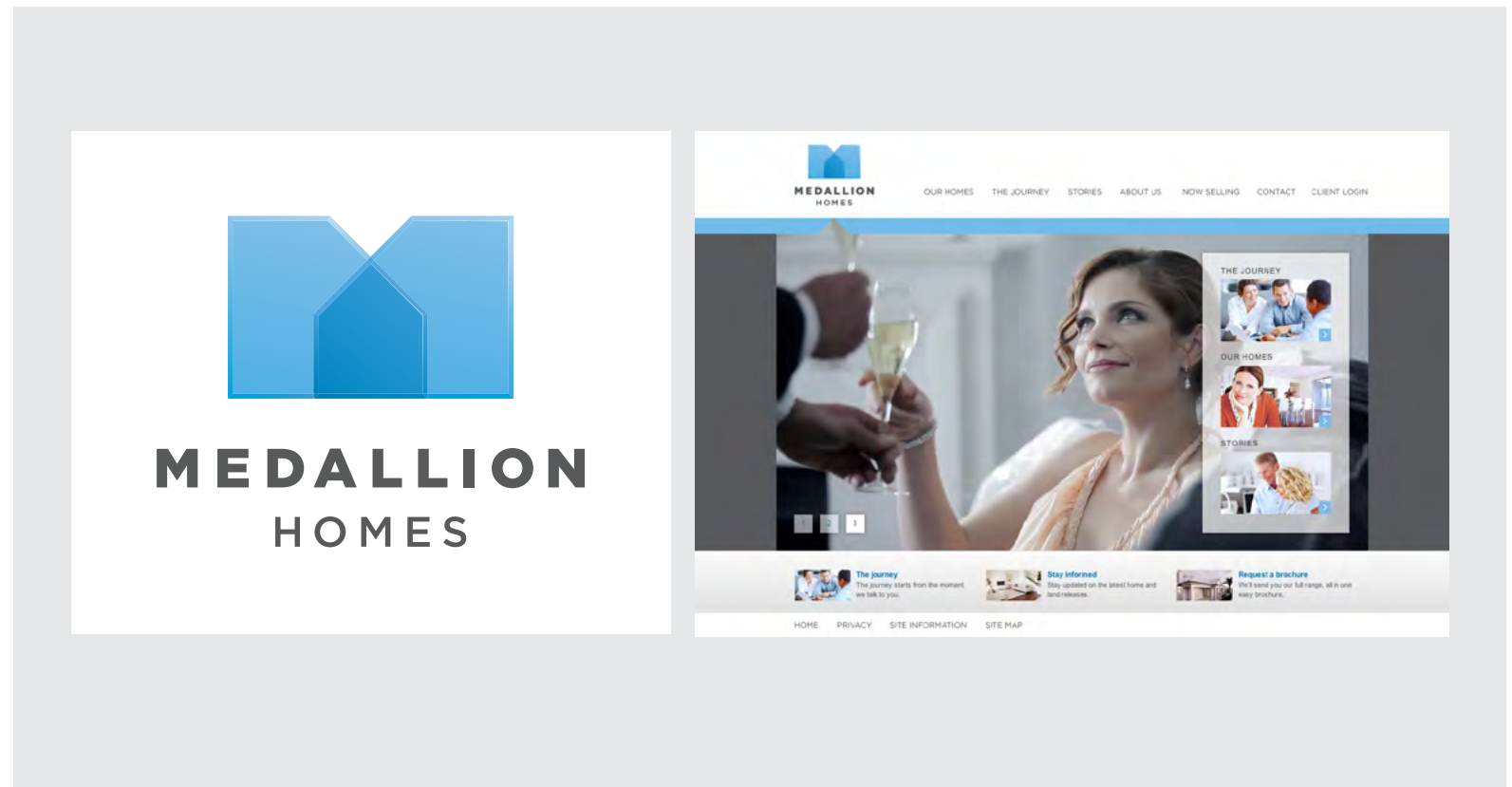
Medallion Homes needed to differentiate themselves from their copycat competition with an identity and positioning that would be hard for others to wear. My Brand Focus process dug deep to uncover and articulate their uniqueness and steered a rebrand and new tagline “Pleasure you deserve”.

My role:

- Creative/Brand Director
- Brand Workshops
- Video Art Direction

What was delivered:

- Brand Focus and guide
- Brand identity and guidelines
- Art Direction of online videos
- Positioning tagline
- Website



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Strategy

For more case study info:
fusion.com.au/CaseStudy/RDNS.aspx

RDNS | Brand Identity

After 116 years of service, RDNS was to both merge its public and private entities and consolidate a brand strategy to avoid interstate trademark barriers. Our Brand Focus process uncovered the driving heart of their brand, articulated its positioning and inspired a cobranded identity upgrade to unify the organisation across Australia.

My role:

- Creative/Brand Director
- Brand Workshops

What was delivered:

- Brand Focus and guide
- Interstate brand name: YourLife
- Cobranded identities & guidelines
- Vehicle livery
- Print collateral templates
- Website

