



Anchor  
Excellence

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Anchor Excellence

**Anchor  
Studio**

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## CONTACT

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Unit 2, 11-14 Brookhollow Ave, Norwest 2153, Sydney

## EDUCATION

### Diploma of Graphic Design

Billy Blue College of Design | Torrens University

2018 - 2019

## SUMMARY

Kat is a Graphic Designer with 2 + years of experience based in Sydney, Australia. She is hardworking, reliable and approachable. Since completing her diploma, Kat has been working hard to develop a well-rounded knowledge base of the Graphic Design industry, as well as Aged Care.

Kat has experience in Advertising, Brochure Development, Print Media, Brand Creation, Logo Development and more. She creates contemporary, visually appealing designs that are accessible to an aging audience. She has worked with leading companies such as TOTAL construction and BestMed.

## RESPONSIBILITIES

Ability to create visual media , typography, page design techniques, print and digital assets, design layout, logos, icons and infographics, advertising collateral such as:

- Publication Advertising Collateral
- Brochure Development
- Print Media
- Style Guide Creation
- Brand Creation
- Logo Development
- Slide Deck Creation
- Visual Model of Care Creation

## SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Visual Media
- Typography
- Page design techniques
- Print and digital assets
- Design layout
- Logo Development
- Icons and info-graphic Development
- Advertising collateral
- Problem Solving
- Project Management
- Strong Communication
- Design Thinking

## EXPERIENCE

### Anchor Excellence

Graphic Designer

2020 -



# Brand Awareness



## Leaders Summit | 24-25 March 2022

Since 2010, the LEADERS SUMMIT has been the annual meeting of the leaders of the retirement living, home care and residential care sectors.

The sole focus is the business of ageing, with 400 sector CEOs making individual presentations on their vision for their business and the sector, their strategies and their perceptions of the risks and rewards over the next 12 months out to five years.

In two days, leaders experience in-depth sessions across every major business silo, delivering a breadth of new understanding to allow you to review your own strategies and expectations.

Anchor Excellence was a Gold Sponsor for the 2022 Leaders Summit. Part of this sponsorship was the ability to provide a trade stand at the summit, as well as a double page spread advertisement in the program. Kat created the following branded items for the trade stand:

- Pull Up banners
- AnchorAcademy and HiRA-E Brochure
- Business Cards
- Digital Banners







# Leaders Enabling Leaders.

The Australian aged care landscape is undergoing enormous transformation, and critical changes in the demography have lead to a major shift in focus towards the consumer. This reform has disrupted many aged care businesses, at multiple levels.

In this new arena, leadership is critical. Anchor Excellence was borne of the recognition that any business operating within or alongside the aged care sector will be experiencing varying degrees of impact, across many facets of their business. Many would benefit from a team of leaders to guide them through the new landscape.

Anchor Excellence enables aged care leaders – boards, executives, managers – to strengthen their capability, align to the new industry dynamics, and deliver sustainable businesses, working through a Business Excellence Framework.



Anchor Excellence

# A benchmark for High Impact Risk in Aged Care.

Being able to demonstrate successful High Impact Risk management and clinical and care governance for consumers will be fundamental to delivering 'dignity of care' and meeting quality standards 3 (2) (b) and 8 (3) (d) and regulatory obligations. Anchor Excellence and HIRA-E are here to support you.

HIRA-E is managing the high impact risk of thousands of consumers nationally. Developed by clinical specialists this platform makes recognising high risk easy and supports you to provide safe and quality care that aligns with the ACQS Standards and your provider obligations.

To understand how HIRA-E can support your processes and your consumers' health and wellbeing call (02) 8610 1950 today or scan the QR code.



HIRA-E




"With an experienced team of market leading aged care experts, The Salvation Army Aged Care has enjoyed an enduring relationship with Anchor Excellence.

In particular, I have worked closely with Cynthia Payne, who has become a trusted and valued business partner, whose industry insights are unrivalled. With her advice and guidance always being best practice, practical and grounded in deep industry experience."

**Stephen MacIver - National Director of Aged Care, The Salvation Army Aged Care**

"Working with the Anchor Excellence Team was a breath of fresh air. Their processes, guidance and leadership ensured we met our provider obligations, and our stakeholders were taken on the journey and feeling happy about the changes. Without them, we could not have turned the organisation around so efficiently and effectively."

**Mathew Halford and Lillian Stockall - Directors, The Palms Aged Care**



Use code 'LEADERSUMMIT22' for 10% off ANY AnchorAcademy session\*

\*Code valid till 30 June 2022

Anchor Excellence

# Excellence starts with you.

**PROUDLY SUPPORTING THE AGED CARE SECTOR SINCE 2018**

The Australian aged care landscape is undergoing an enormous transformation. The fast paced reform agenda and critical changes in the regulatory environment are leading to disruption for many aged care businesses at multiple levels.

In this new arena, strong leadership is paramount. Anchor Excellence was borne of the recognition that any business operating within or alongside the aged care sector will be experiencing varying degrees of impact across many facets of their business.

Anchor Excellence enables aged care leaders – Boards, Executives, Managers – to strengthen their capability, align to the new industry dynamics, and deliver sustainable businesses, working through a Business Excellence Framework.

Founded in 2018, Anchor Excellence offers a range of specialist services nationwide. The Anchor Leaders are aged care professionals with extensive experience in governance and policy, clinical care, consumer experience, property and asset management, administration and finance.

AnchorAcademy offers full scale transformation to professional development, innovation to outsourcing, and our signature programs are leading the way in aged care support.

AnchorAcademy has provided education to over 3,500 participants, leading to improved capability from Boards, Executive and Middle Management to Care Teams.

HIRA-E is the first platform to deliver an end-to-end clinical and care governance solution, giving you a complete, evidence-based risk register. This online assessment will connect your team to your consumers, improving their lived experience and health and wellness outcomes.

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Anchor Excellence



# Brand Development

## Mind Connections Foundation

Starting a new business or recreating an existing one is always a hard task. Kat was tasked to create a new logo for the Mind Connections foundation as well as develop items to launch the new brand.

The Mind Connections Foundation was founded in August 2020 to improve the community's mental health and well-being through awareness programmes and research. In keeping with our mission, the MCF will actively promote mental health through research activities in the MD curriculum at Western Sydney University (WSU).

The Foundation overseas Medical students in 4th and 5th year MD program, Faculty of Medicine, conduct researches at the Mind Connections Specialists Health Services. Service evaluation and research findings inform a better service delivery, which means common good for the people who benefit from such service delivery.

The Foundation's operations are made possible by the generous donations of our supporters and benefactors. In addition, mind Connections Specialist Health Services supports some operating costs, such as an annual mental health award for WSU medical students, administrative support and office facilities.

The Foundation is currently working to broaden the scope of activities it supports.

Kat developed the following items for the foundation:

- Company Logo
- Pull Up Banner
- Company Colour Scheme



**Changing  
Minds To  
Support Minds.**  
Every mind matters.

Contact Us:  
mindconnectionsfoundation@gmail.com  
(02) 8883 1173  
Suite 115, 10 Norbit Drive Bella Vista  
NSW 2153



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# Model of Care Graphic



## Maroba Caring Communities

A Model of Care is a very important part of Aged Care and is a requirement in all Aged Care homes.

A Model of Care (MoC) defines the way that care services are delivered in an Aged Care home. It outlines best practice and services for a consumer throughout their time at an Aged Care home. It aims to ensure consumers are getting the right care, at the right time, by the right staff members in the right place.

This Model of Care was based off of a drawing given to Kat from the staff at Maroba Caring Communities. It involved Kat using her creative abilities to take the drawing and make it into something all staff members can use and understand.

Kat used the following skills in this work:

- Illustration
- Typography
- Design Thinking

Through out the process of finalising this design, Kat used her teamwork and communication skills to ensure a smooth process, and effective completion





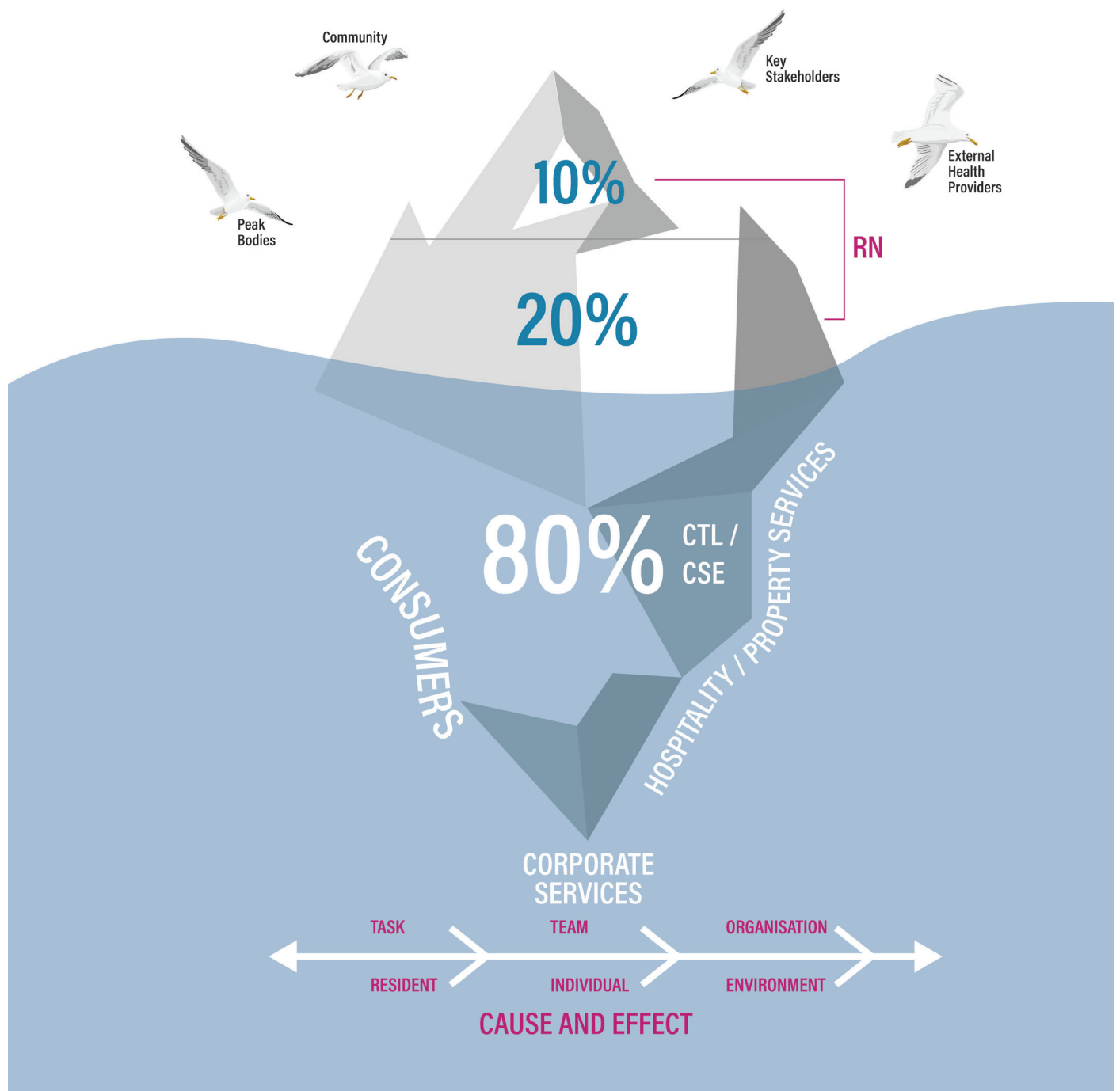
# Clinical Model of Care



Spiritual / Social Engagement

Wellness

DOC/CCP ↔ RNs/ENs ↔ CTL ↔ CSE





# Website Refresh

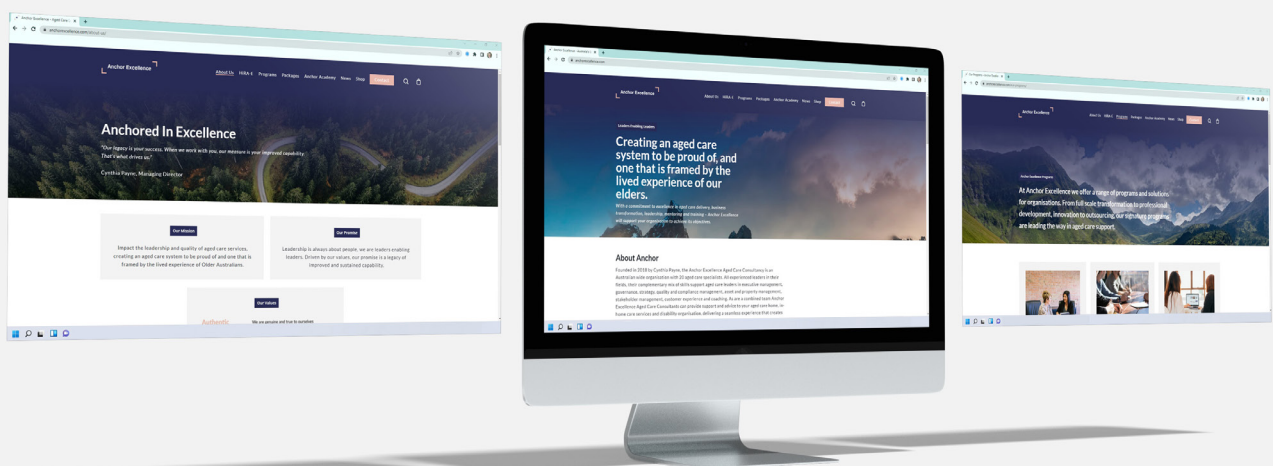


## Anchor Excellence

When Kat first started at Anchor Excellence, the website they were using was substantially outdated compared to their fast paced and forward thinking work. She then worked together with the team in creating a new brand theme, and working that into existing work, and transforming the website to a new brand style.

This work involved training herself on a product she wasn't familiar with (wordpress) while simultaneously working on the front end of the website. Since then, she has excelled her knowledge of the product and is comfortable working in and around the website.

Part of Kat's role at Anchor Excellence is website maintenance.





## Programs

The Aged Care landscape is fast-moving and at times is uncertain and unpredictable. This comes with many levels of risk that needs to be managed in order to provide the safe and quality care that is expected by consumers and their families. To make the transformation required and emerge stronger from the disruptions facing the sector, aged care organisations require strong leadership, resilience and agility. Through our range of services and programs we can assist you to prepare, respond and adapt giving you the resources needed to overcome the challenges you may face.

[Learn More](#)

## Take A Proactive Approach To High Impact Risk with HiRA-E

Anchor Excellence have developed an online High Impact Risk Governance Solution that delivers an end-to-end clinical and care governance framework. HiRA-E is a complete evidence-based risk register that will preemptively identify high impact risk for your consumers, support your care teams to understand, minimise and monitor each individual and the community, and significantly reduce compliance risk.

*Arrange a Demonstration Today!*

## Packages

We bring aged care industry insight, technical expertise and collaborative ethos to the packages we have developed. With deep knowledge of the aged care legislation and the ACQS we can help you embrace the aged care reform agenda. Whether it's forging stronger consumer relationships or leaning into future regulation, our suite of packages and tools have been created to support you and your teams to deliver safe and quality care.

[Learn More](#)

## Anchor Academy

AnchorAcademy provides bespoke education and development solutions to organisations to enable your staff and improve their performance and capability. We have practical, on the ground experience in managing services and working in the business and can tailor your education and support based on your individual needs.

[Learn More](#)

## Our Valued Clients



13,998

Aged Care Consumers Impacted

2,320

Leaders Reached

452

Compliance Turnarounds

3,508

Anchor Academy Leaders