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CORETEXT SHOWCASE

Communications strategy, writing, editing, design and production

FEBRUARY 2024

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COMMUNICATIONS AND CREATIVE AGENCY

STRATEGY | COMMUNICATIONS

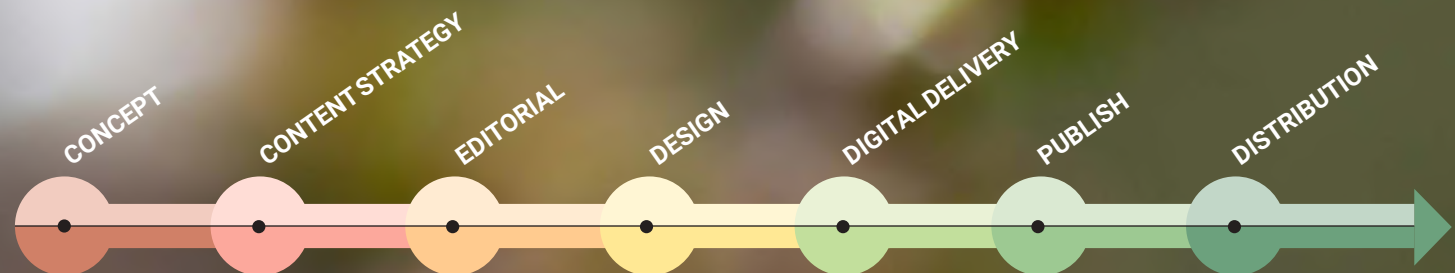
STAKEHOLDER ENGAGEMENT | DESIGN



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ABOUT CORETEXT

OUR VISION

To be integral to the global research and development community's efforts to create and share knowledge that promotes an equitable, sustainable, world

OUR MISSION

To be an agent for community cohesion by developing communications for the research and development sector that inform, empower and motivate people to be positive participants in a changing world

WHAT WE DO

At Coretext we use the latest strategy, communications and graphic design approaches to demonstrate the value of research, development and capacity-building to the economic, social and environmental sustainability of the Australian and global communities.



OUR TEAM

We have a team of experienced professionals to work with you. From executive brand leadership to strategy, from technical writing to social media campaigns, and from brand identity and contemporary design through to project management, we have the depth and breadth of experience to deliver strategic and creative solutions for your communication requirements.

In particular, our experiences in working with clients such as Industry, Innovation and Science Australia, the Australian Academy of Technological Sciences and Engineering, the University of Melbourne, the University of Portsmouth and Cooperative Research Australia mean we are accustomed to working with complex research information, multiple stakeholders, high-stakes situations and time pressure.



EXCELLENCE IN KNOWLEDGE RAISING

Coretext is a national communications and creative agency that was established in Melbourne in 2002.

Our team of 17 writers, designers, editors and strategists provides communications, editorial and design services to government, industry and the education sector; with a particular focus on communicating science, technology, health and agriculture.

We are renowned for our:

- > in-depth science and industry knowledge
- > understanding of research and commercialisation cycles
- > outstanding science, health and rural content creation
- > contemporary graphic design
- > striking visual representations of complex research concepts
- > integrated approach to contemporary communications
- > expertise in connecting organisations with their key stakeholders
- > skilled project management

Organisations that work with Coretext have access to our expert communications specialists with extensive research, government and NFP experience. This is complemented by our creative studio featuring dedicated graphic design, production, account service and creative/art direction capabilities.





CORETEXT'S ORGANISATIONAL CAPABILITY

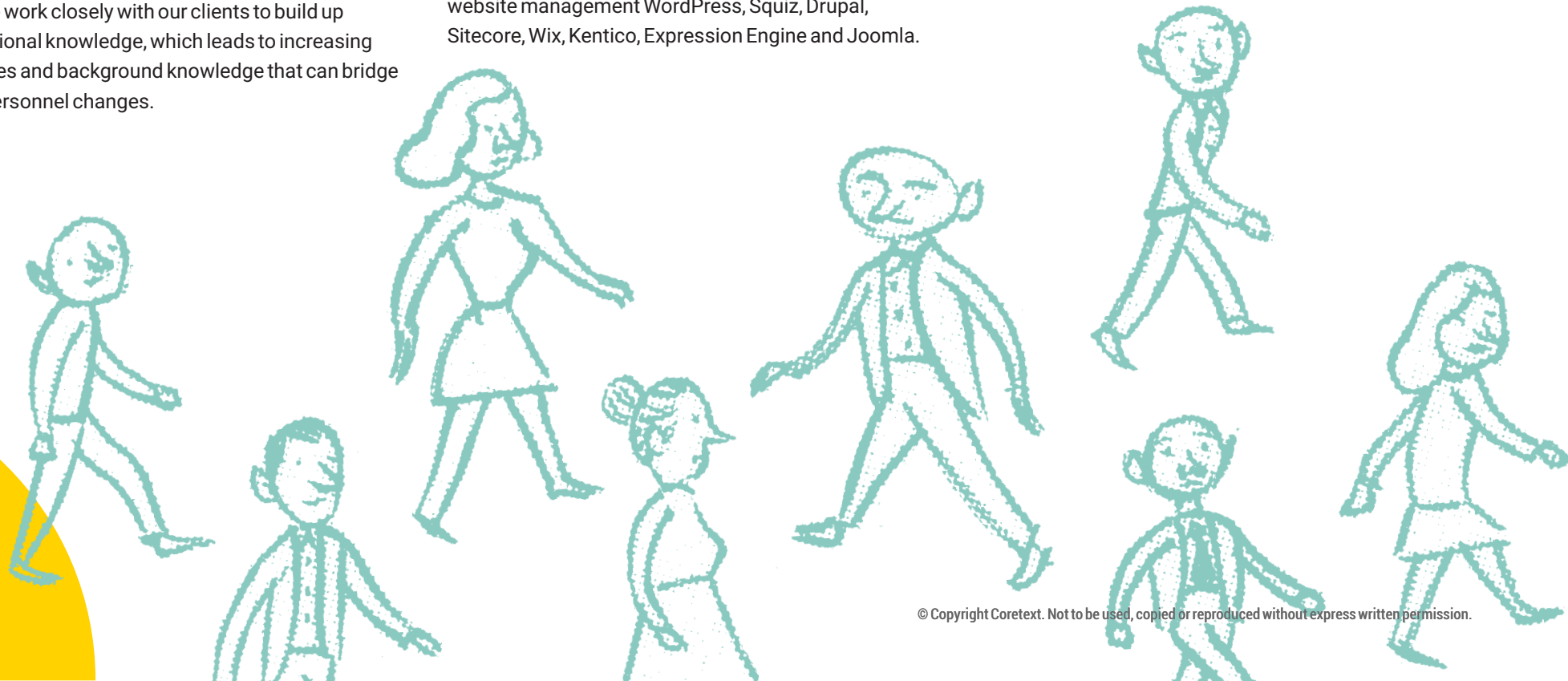
Coretext's strategy, editorial, graphic design and production teams are accomplished collaborators. We understand that successful project outcomes rely on effective communication, collaboration, and feedback between all parties. Our teams work closely with clients, stakeholders, and other areas of the business to ensure that we have a clear understanding of project requirements, timelines, and budget constraints. We keep our clients and stakeholders informed throughout the project lifecycle, providing regular updates on project progress and seeking feedback at every stage. We work closely with our clients to build up organisational knowledge, which leads to increasing efficiencies and background knowledge that can bridge clients' personnel changes.

Coretext's expertise has led to us being accepted onto the Australian Government's Creative and Digital Communications Services Panel.

Over the past 21 years, Coretext has evolved with changes in publishing and communications technologies. Our team today comprises leading practitioners in digital publishing, as well as retaining advanced capabilities for print publications and products. Examples of software used for digital and online products include Joomag and Issuu, and for website management WordPress, Squiz, Drupal, Sitecore, Wix, Kentico, Expression Engine and Joomla.

For project management Coretext uses Simplify, supplemented by Trello, Excel, SharePoint and Smartsheet. We use these programs to:

- monitor hours
- create schedules
- record job specifications
- track individual time spent on specific projects
- track content and design approvals
- track outstanding collateral
- prepare for upcoming tasks and deadlines.

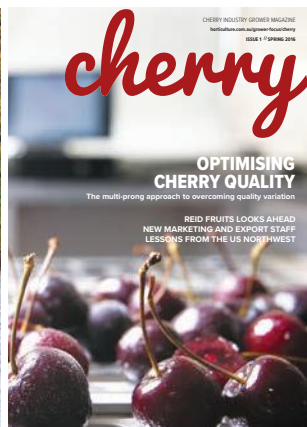




WHY CHOOSE US

Connection to the material

At heart, we are journalists and designers with a fascination for 'how things work' and the people who make it happen. We specialise in bringing research to life by showing how it delivers tangible benefit in the real world. In practice, this means Coretext produces content (case studies, profiles, reports, social media posts, magazines) for research and innovation bodies that showcases their work and inspires collaboration with innovators and Australian and international companies and industries.



CluniesRossAwards

2017 NOMINATIONS
NEW FORMAT AND CATEGORIES
CALL FOR NOMINATIONS

Nominations for the 2017 Clunies Ross Awards
close Friday 28 October 2016

Connection to the sector

Industry and science are fundamental to our organisation's vision and mission. Coretext works with clients such as AusIndustry, the major Rural Research and Development Corporations, the Australian Institute of Marine Science, and leading universities including the University of Melbourne, Monash University, Swinburne University, the Australian National University and the University of Portsmouth in the UK. This experience, alongside our work with R&D support bodies such as the Australian Council of Learned Academies and Cooperative Research Australia, means we are accustomed to working with complex information, multiple stakeholders, high-stakes situations and time pressure.

We have developed a number of client publications, such as for the CSIRO Division of Manufacturing and Infrastructure Technology, Swinburne University and Monash University, that showcase the research being undertaken within these organisations. These publications have been distributed as an insert in the *Australian Financial Review* with a view to encouraging investment and industry partnerships. In its first year as a quarterly insert in the *Financial Review*, the CSIRO's client magazine *SOLVE* was credited with stimulating new industry partnerships that brought in more than \$4 million in collaborative investments.

Our editorial eye

Our editors are perfectionists. They are skilled in ensuring content has a clear and engaging structure and is suited to the target audience and publishing platform. Coherent structure, spelling and grammar, copyediting and proofreading remain fundamental to clear and accurate communication.



Concept design

Coretext has extensive experience in redesigning and revitalising magazines and publications for clients. We understand that refreshing a publication to redirect its focus and amplify impact is a vital part of engaging with new, wider audiences.

Coretext currently designs a number of subscriber publications for universities, research and development organisations and associations, including *SOLVE* for the University of Portsmouth, *Partners* magazine for the Australian Centre for International Agricultural Research and *Fire Australia* for Fire Protection Association Australia and the Australasian Fire Authorities Council. Recent redesign projects have included *Monash Life* magazine for Monash University (online and in print) and *Counselling Australia* journal for the Australian Counselling Association. Both organisations have reported significant growth in readership and engagement after their magazine redesign.

Established processes

Coretext provides a collaborative, responsive and enthusiastic service. Our success is achieved through rigorous client and stakeholder consultation, meticulous editing and eye-catching design. We provide:

- > client liaison
- > content planning
- > researching
- > writing/reworking
- > editing
- > layout and design
- > proofreading
- > adhering to client approval processes
- > managing printing and mailing house databases
- > creating and supplying digital assets.



OUR VALUES

Accountability

We hold ourselves to account in looking beyond the surface – whether that be of client briefs, conversations with colleagues or the impact we have on this planet.

We say no when it feels right to do so, so we can focus on what's meaningful and valuable to us.

Authenticity

We show rather than tell – in the content that we produce and in role-modelling the behaviours we expect from our clients, our colleagues and ourselves.

We are respectful and experienced – we do not trivialise or disregard the work, knowledge or opinions of our clients or colleagues.



Barley Breeding Australia logo.



Grain Orana Alliance logo.



Creativity

We follow innovations in our industry, adjusting and applying our skills to produce materials that inspire and encourage people to be participants in change.

We work with our clients and each other to improve processes and find solutions to seemingly intractable problems.

Curiosity

We seek to fully understand the problem before moving to a solution.

We don't take things at face value – we work with our clients to present information in the most impactful way.

Integrity

We are thoughtful, honest and transparent in how we engage with our clients and each other.

We speak up when we feel the focus is wrong, when the standard should be higher, or when another voice needs to be heard.



Designing content with purpose and corporate logos with meaning.



OUR PORTFOLIO

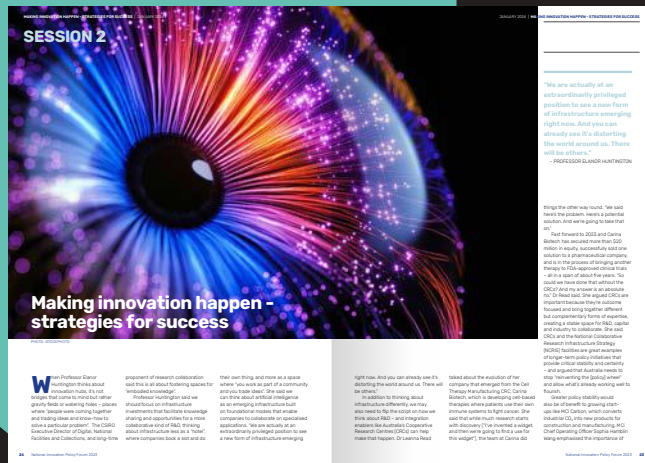
INCLUDES PRINT, WEB CONTENT, DIGITAL DESIGN AND SOCIAL MEDIA



University of Portsmouth's, SOLVE magazine written and produced by Coretext.



FRDC's Social Objectives manifest, designed by Coretext.



Cooperative Research Australia's National Innovation Forum 40-page summary magazine designed by Coretext.



La Trobe University business proposal, designed by Coretext.

OUR PORTFOLIO

For printed and digital communications

Coretext is active in designing and crafting content (words and images) for all channels of digital media. Print publications are effective conduits for driving a readership to the organisation's online resources. We live in an increasingly visually orientated world where communicators are required to present information that engages and is absorbed swiftly and, more importantly, is of value across a variety of channels.



Seaweednews.au website design, online news design, e-newsletter and social media. [See online](#)



Coretext produces all visual content for *Monash Life* magazine online to strict brand guidelines. This includes the supply of visuals for banners, and social media posts (as well as the print magazine). [See online](#)

Social media campaign including Instagram stories and tiles.

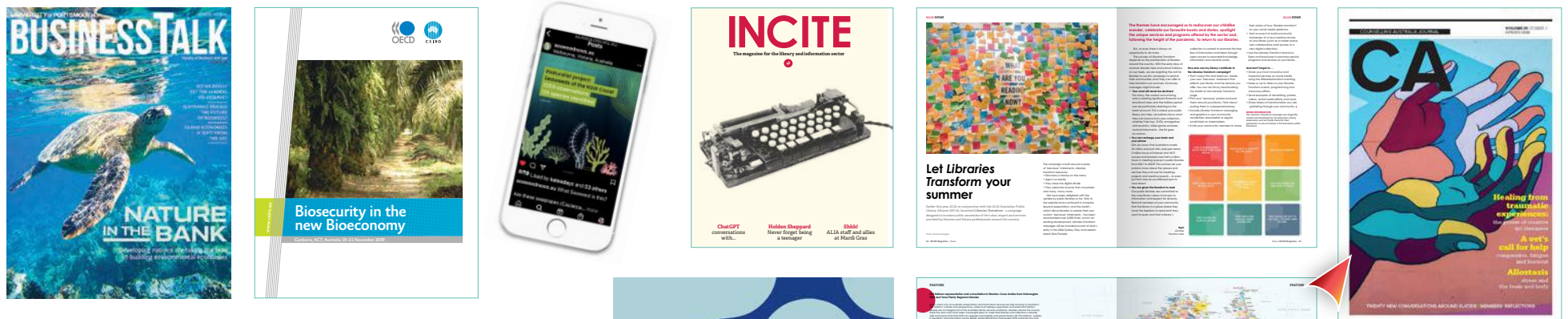


youtube.com/watch?v=X4uBKfXCaE0

coretext.com.au/post/world-bee-day-and-the-gift-of-honey

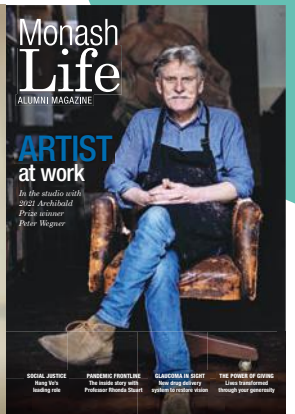
Coretext produces stories both in print and digital format.
[See online](#)



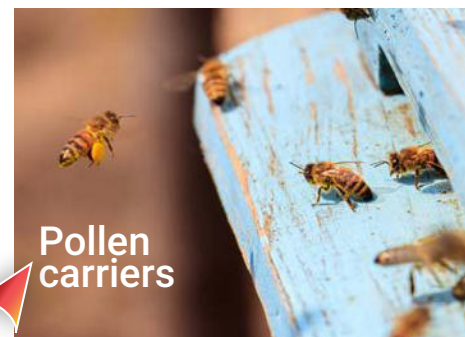
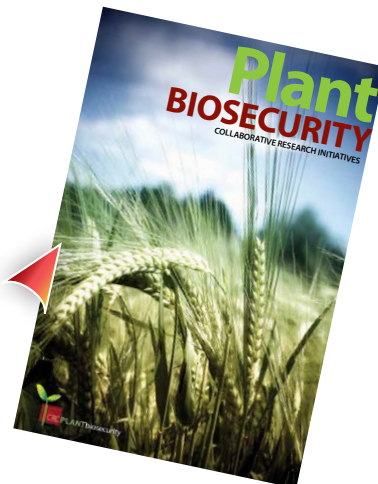


Compelling design and layout, which engages and informs, custom crafted for the specific stakeholder audience and is a reflective extension of their brand. Complemented by informative graphics, inviting photography and clever illustrations.





Compelling and innovative photography that draws in the reader. Informative graphics that tell a story at a glance. Striking and innovative diagrams capture information and inform an audience.



OUR PORTFOLIO

Information graphics

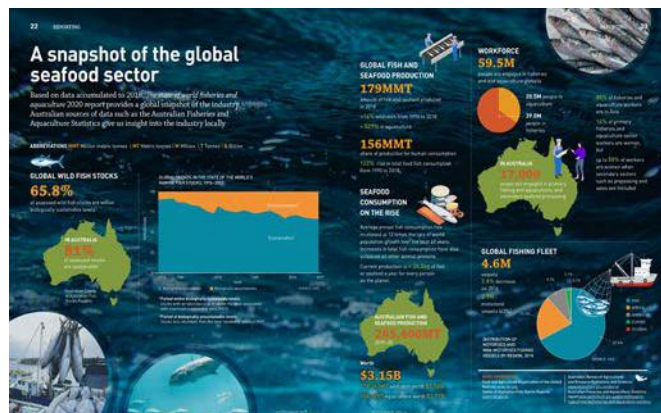
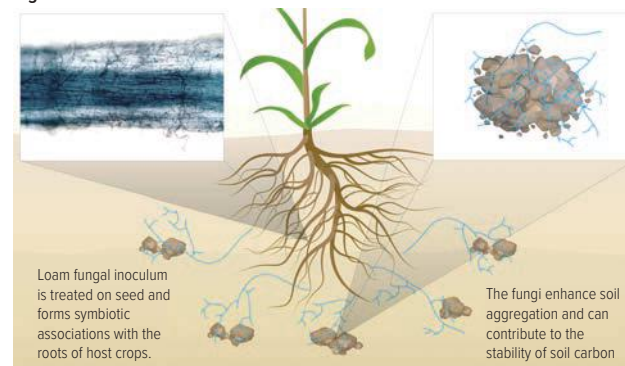
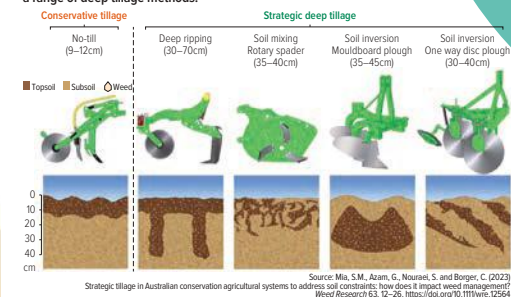


Figure 1: Novel Loam Bio seed inoculum in action.



Source: Loam Bio

Figure 1: Variation in weed seed burial at depth resulting from a range of deep tillage methods.



Source: Mia, S.M., Azam, G., Nouriel, S., and Borger, C. (2023) Strategic tillage in Australian conservation agricultural systems to address soil constraints: how does it impact weed management? Weed Research 63, 1-26. <https://doi.org/10.1111/we.12564>

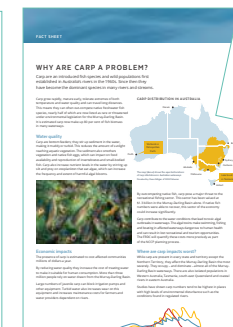
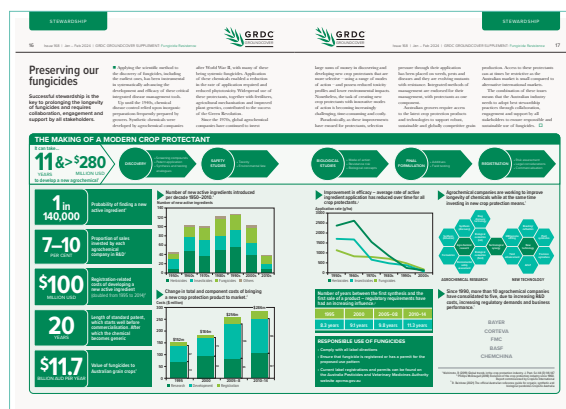
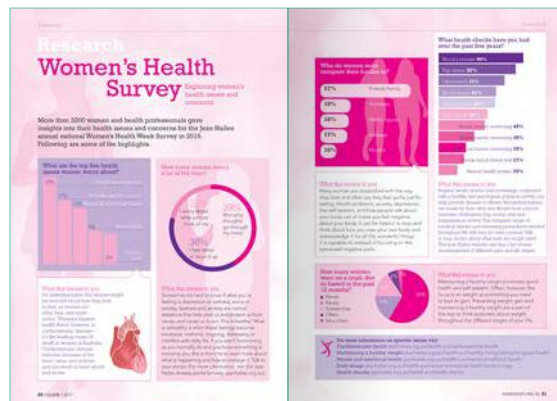
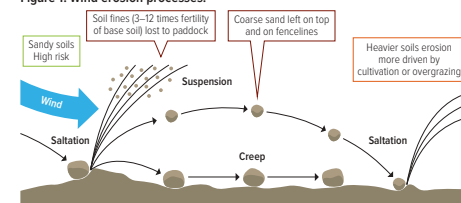
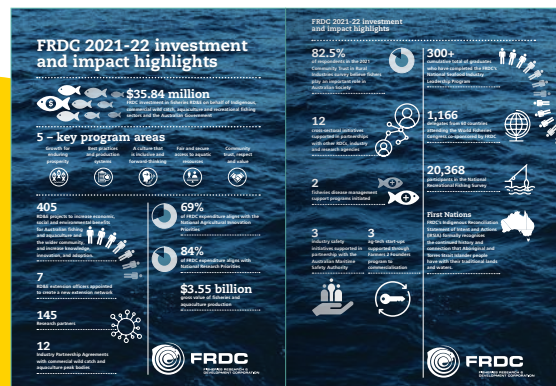


Figure 1: Wind erosion processes.



Source: Mallee Sustainable Farming





CORETEXT REFERENCES

University of Portsmouth, UK

Dorothy Albrecht

DIRECTOR MARKETING, ADVANCEMENT AND
COMMUNICATIONS (RETIRED 2023)

I have worked with Coretext on various projects over a period of more than 10 years. The quality of editorial input, broad scientific and industry knowledge and outstanding design and project management has ensured I continue to recommend and use the truly outstanding and unique services Coretext offers. I look forward to continuing my professional association with the team over the coming years.

Grains Research and Development Corporation

Maureen Cribb

GRDC PUBLISHING MANAGER

Coretext is one of the most consistent companies that I have ever had the privilege to work with. Their commitment and professionalism is unparalleled. Coretext's talented pool of writers, dedicated graphic design team and production staff always deliver and meet GRDC's often 'unrealistic deadlines'.

Columbia University, USA

Professor Glenn Denning

DIRECTOR, MASTER OF PUBLIC ADMINISTRATION
IN DEVELOPMENT PRACTICE, SCHOOL OF INTERNATIONAL
AND PUBLIC AFFAIRS

In my engagement with Coretext on a major book project for Columbia University, I found the Coretext editing team to be responsive, knowledgeable, and professional. I am especially grateful for the quick turnaround of chapters and the team's high attention to detail. Project management and coordination among team members was excellent. I am happy to recommend Coretext's services.



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