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Letter from Lauren



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YOURCREATIVE.CO

AUGUST 2025

09)

# Hello to those who still read long form,

As a business grown from diversity, it has been an interesting year that started tough, and ended with clarity. Last year posed some confronting questions for us. What do you do when your whole business is built on diversity and sustainability, but the world seems to be rejecting both?

You stop and analyse, find the cracks in the narrative and try to predict where it's going. What we found was a strong counter-culture against US chaos, leading to thought-provoking briefs from brands who see the commercial side of progress.

Ultimately, we go forwards with a bit more gusto.

Which took us from making a series making a series on the stories of employees pushing D&I boundaries at Australia Post, to branding low-carbon AI Factories, and launching numerous community-led programs.

As always, what we lack in old school experience, we make up for with our unique ability to meet the moment. In November 2024, we financially backed Madam Speaker - a uniquely academic project with a strong change model behind it. This is the first time we've put both service hours and capital behind a project, so I'm excited to share where it's at in the coming pages.

I'm forever in awe of our Director, Liz Indrans, and her dedication to grow the right way. Led by Liz, our newest department - Production - began to shape up this year. Adding a new quality of depth to our projects and storytelling. The department did over 30 shoots in the year!

Commercially, we've matured and launched our new brand. Our new website is a love note to our culture and our proudest portfolio moments. Unfortunately, we'll forever QA and criticise our own work despite the awards it's won!

Now that we've ripped the old website down and put a shiny new one up, it's time to do the same with our physical space, with planning permission to build a new custom design studio in Brunswick just approved.

2025, so far, seems to have an industry-wide cloud of Al catastrophising. For YC, we've been using and reviewing Al for years now. We have built custom bots for the right reasons, and ethical codes on when to put it away. We're using Al for a positive impact where it works.

Good design and original thought is more important than ever. Lesson of the year: a wee bit of conviction goes a long way.

Enjoy our 2024/25 Impact report.



## As we continue to grow, we can ensure that our values continue to propel how we do things at YC.











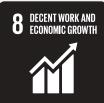




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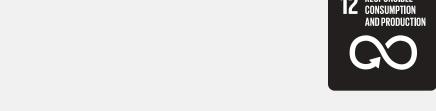














The outcomes of our first survey highlight how our inclusive lens has helped us build our team, and it comes as no surprise that we're a diverse lot:

identify as a person of colour

speak multiple languages

identify as LGBTQI+

33% 22% 39% 50% 28% 11%

Women

are neurodivergent

have a physical disability

**Diversity** 



"Facilitate events and work on projects that would impact those of diverse sexualities and ethnic backgrounds."



"Being able to see women in positions of power, having an almost equal split between women and men. The diverse community-led clients YC have."



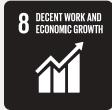
## Our people told us

"Something that makes YC inclusive is its welcoming, supportive culture. Everyone is valued for who they are and we celebrate diversity through our conversation, our work/clients and by holding events like pride movie night!"





"Encouraging inclusive conversations in the workplace, whether it is about race, sexuality or mental health. I feel open and comfortable in expressing my views to everyone."







This year we grew in headcount by 15%, continuing to hire through a lens of diversity. As we move from a small to medium-sized business, we are maturing our hiring practices.

#### Things we've gotten better at:

- Making space for accommodations in the interview process. It's as simple as a question.
- A brand new onboarding process that asks our new YCers what they need to work best, and any parts of their life they'd like us to know about.

Interviewed 20+ people. Noticed women were more likely to come with questions than men.



#### **Board of Directors**

The addition of Liz Indrans, Client & Operations Director, as a shareholder has led to extra diversity on the board, spicy conversations, and a unique perspective on how to grow YC with empathy.

Liz, and our CFO Michael Howe, have been tackling how to sustain the 4 Day Work Week through capacity modelling, building out pay bands across all departments and defining our maternity/paternity leave policies.

Hiring

This year's Annual Creative retreat was hosted in Marysville, a place dear to the founders' hearts and home to our second (smaller) studio.

The theme was Levelling Up—to coincide with our future office refurbishment. This included a healthy dose of reflecting on our processes as individual teams, and as a collective; improvement was the crux. We defined our roles as a studio, creating a body of work around sustainability, process and ethical Al.

We also went tobogganing on Lake Mountain and hosted our 'Your Annual Creative Awards'.



Liked by **Ij.crystal** and **others**yourcreative.co Did someone say the YC annual retreat?

This year, we closed the office and headed to the traditional lands of the Taungurung people, Marysville, for our annual retreat. For us, it's a chance to hit pause and connect as a team, reflecting on another year of impact.

Our focus was on the past, present and future, brainstorming ways to better align with our values regarding sustainability and collaborative processes.

yc yourcreative.co

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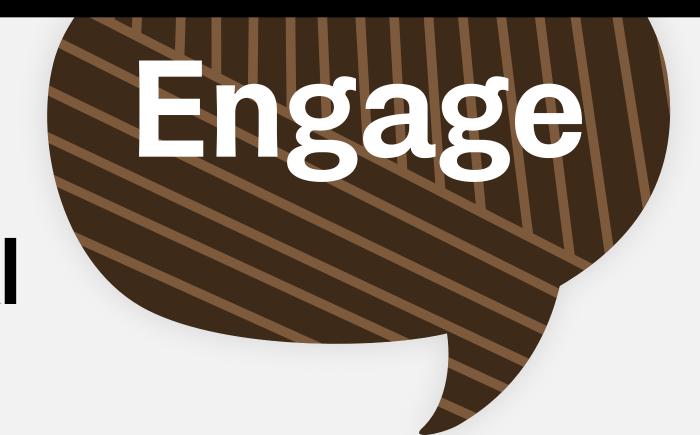
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## Last year we designed and developed an Aboriginal Home Ownership Hub for Aboriginal Housing Victoria.







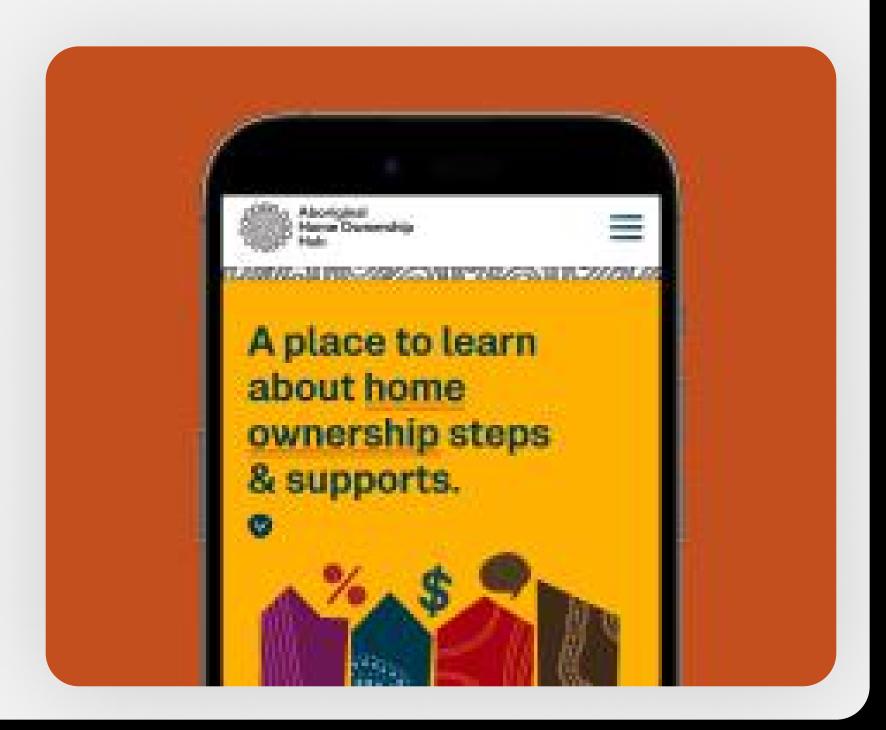


Last year we designed and developed an Aboriginal Home Ownership Hub for Aboriginal Housing Victoria. The Hub was a direct response to recommendations made at the 2023 Aboriginal Housing and Homelessness Summit, and is a part of the wider framework 'Mana-na woorn-tyeen maartakoort'.

The Hub provides a knowledge base for homeownership, and was launched through consultation across Victoria's aboriginal communities. On recommendations, AHV briefed the addition of a mortgage calculator to the hub that includes share equity calculations.

It's an example of the power in consultation and feedback, allowing a digital product to evolve post-launch, into what is hopefully a series of community-led financial tools.





## At the forefront of Australia's HIV response, HEM has a diverse set of organisation-supporting programs.





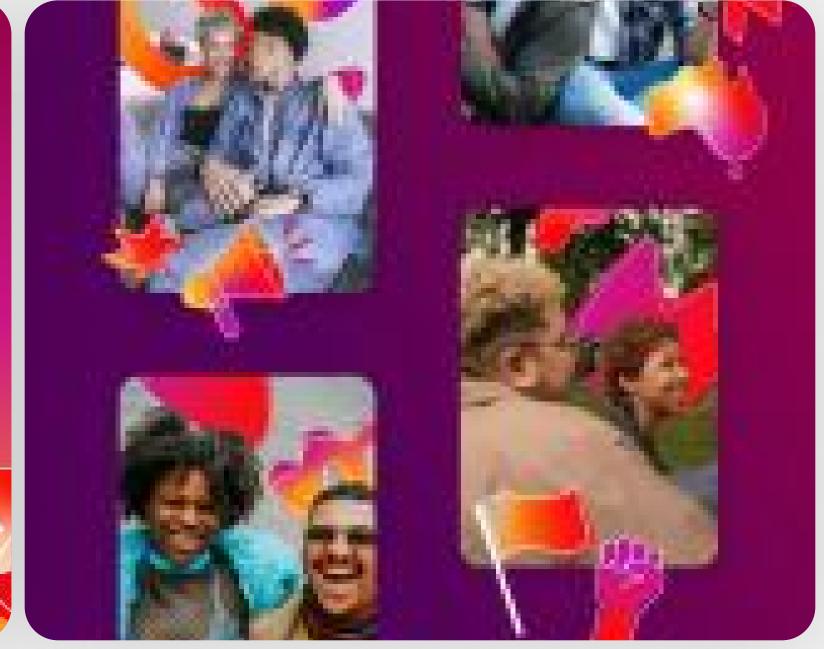


A focus in the past 12 months, over our continuing creative and digital partnership with Health Equity Matters, has been on projects that strengthen support for multicultural groups, with the goal to close the gap in HIV for culturally and linguistically diverse populations. Notably, the launch of the CALD resource hub on the Health Equity Matters website.

From a design perspective, we've refreshed the brand identity, cementing elements from the digital revamp into the core visual identity. This led to an internal launch of a new brand, facilitating help desk support and on-going communication design consulting.

At the forefront of Australia's HIV response, HEM has a diverse set of organisation-supporting programs. With this in mind, we continue to prioritise accessible, approachable, easy-to-use design assets.







# Progress at Post



We've been working for AusPost for five years now, ever since we launched their new Employee brand. In 2024, uninspired by Australia's D&I corporate content, we pitched a content series concept to Post, and the amazing Employee Brand and talent team immediately said, "Let's make this happen."

The premise was to recalibrate how corporations talk about diversity & inclusion. Instead of polished pieces, Progress at Post is a candidate interview series with individuals who themselves have pushed for, or are pushing for, initiatives that aren't fully realised yet. It's about uncovering the work-in-progress moments at Post, showing an authentic commitment to creating an inclusive and progressive workplace by letting the employees speak freely about their journeys as they push for change.

The internal push to get this approved, finding the stories, and making the talent feel comfortable speaking about the uncomfortable, was all wonderfully challenging.





Progress



## It's never a dull year when you are the creative partners of The Victorian Women Trust (VWT).

After last year's Rural Women Online and Together Yes program, you'd think we'd take a break. But as two feminist organisations, we both know we can't rest if we want progress. The rebrand and new platform for Rosie, inviting young women to learn and share taboo topics, went live after years in the making.

A huge cornerstone in both our organisations' year was the launch of Australia's first archive of female speeches: Madam Speaker (we do a deep dive in the next section of this report).

VWT's CEO and all round feminist icon Mary Crooks OAM, announced her retirement in May. The team at YC want to extend our congratulations to Mary for a professional career defined by purpose, flavour and fire. Mary forever meets the time with what is needed, battling on all fronts. She constantly inspires us to do the work. When reflecting, we all remember our first digital project with VWT, eight women in a room of all ages and backgrounds. Before we began, Mary pulled out a pen and paper and asked us, "What could go wrong?"

Mary, thank you for teaching us general risk management, that inspiration can come from personal conviction, and the importance of female friendship to fuel it all.



### 8 DECENT WORK AND ECONOMIC GROWTH 10 REDUCED INEQUALITIES

## We like to say we gave Medibank the 4 Day Work Week idea.

YC is Medibank Group's internal design agency, and this year we're prouder than ever to work with such a forward-thinking group of people. After years of designing internal communications projects, including the group's People brand and a heap of very interesting initiatives on behavioural design principles, this year we went public.

YC helped craft and launch Medibank's external employee brand. Unlike other corporate employee brands, this one is shaped by years of experimentation and a new commitment to challenging the traditional ways of working. We're documenting the process of this challenge — especially their push for the 4 Day work Week.

With a vision to be the healthiest workplace in Australia and the authenticity to say they don't know what that looks like yet, Medibank, Amplar, and ahm, are breaking the corporate mould one honest conversation at a time. Thanks to the team for always backing creative output.









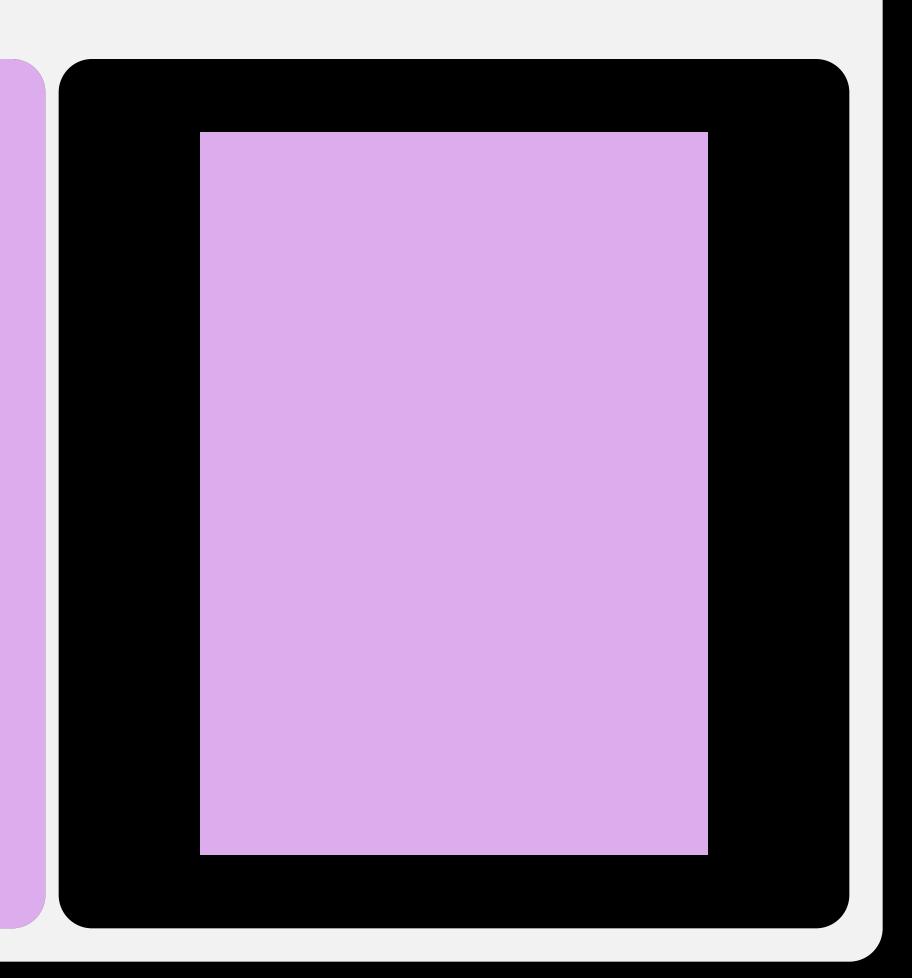
# A new partnership we're excited for is our MOU signed with Key Populations Advocacy Consortium (KPAC) in Papua New Guinea.

KPAC is a coalition of organisations that advocate for the rights and health needs of key populations, including sex workers, men who have sex with men, transgender individuals and people who inject drugs.

Papua New Guinea has one of the highest rates of HIV infection in the Pacific region and organisations like KPAC are working tirelessly within the community to reduce numbers.

Our newly signed MOU states that Your Creative is KPAC's design advisory partner—sharing best practice design in the HIV response space, and our experience working with health promotion information for Australian Aid, Health Equity Matters, and multi-lingual queer health information within Kenyan's migrant camps.

We are looking forward to sharing knowledge with their member organisations and hopefully, elevate design among health promotion materials, service design and awareness campaigns in Papua New Guinea.



YC 24/25 Impact Report

# Probono 5%







Each year 5% of our work goes to pro bono hours and projects. This year saw the first self-funded project, Madam Speaker, which included both hours and financial input from our team, in collaboration with our ongoing partner, The Victorian Women's Trust.











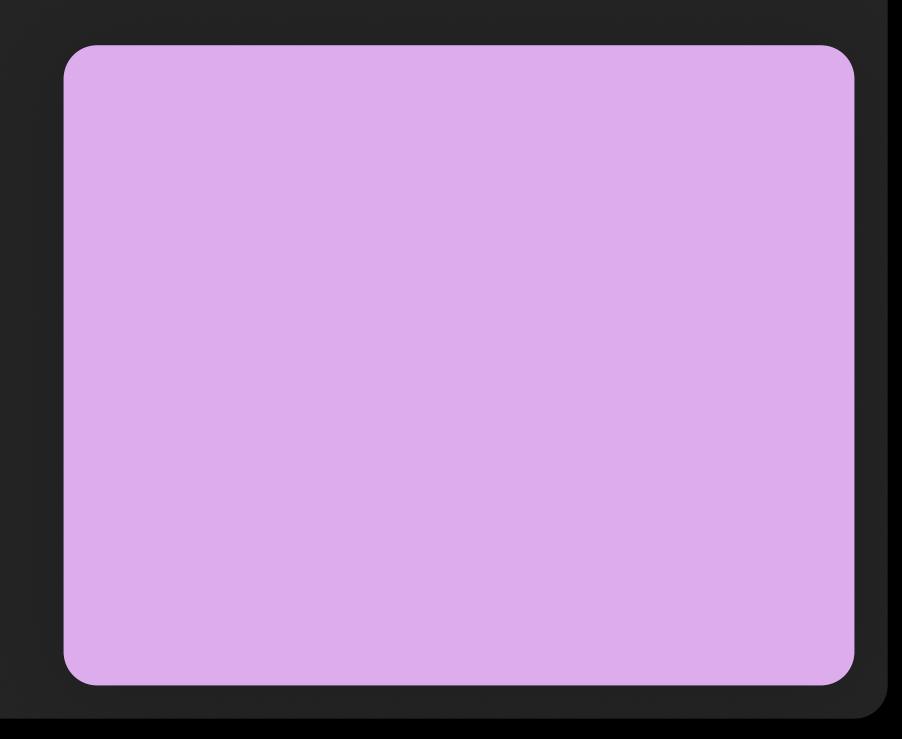


# Madam Speaker is Australia's first digital archive of women's speeches. Created to challenge the historic underrepresentation of women in public records, it curates over 250 speeches across decades.

Designed as a living, accessible cultural resource, it reshapes how Australians engage with leadership, power, and public memory through design. Only 10 percent of archived public speeches in Australia are by women, creating a skewed narrative of authority and influence. Madam Speaker was developed to correct this, not just by collecting speeches, but by reimagining how they are presented, accessed, and valued.

From a design perspective, we've refreshed the brand identity, cementing elements from the digital revamp into the core visual identity. This led to an internal launch of a new brand, facilitating help desk support and ongoing communication design consulting.

The challenge was to design a tool that felt open, inclusive, and culturally resonant, while being rigorous enough for educational and research use. It had to balance the gravity of public record with the energy of activism. All of this had to be achieved on a limited \$50,000 self-funded budget.



Colabs







# Our friends at science & innovation hub Colabs, got a YC web platform upgrade this year to meet the growth of their business model as they open their second space in Notting Hill.

To everyone's surprise, this piece of Pro Bono work nabbed the Science & Sustainability Website of the Year as well as overall Best Web Design of the year at the Australian Web Awards in May. A showcase of what can happen when creatives have free reign.

**Looking forward** 

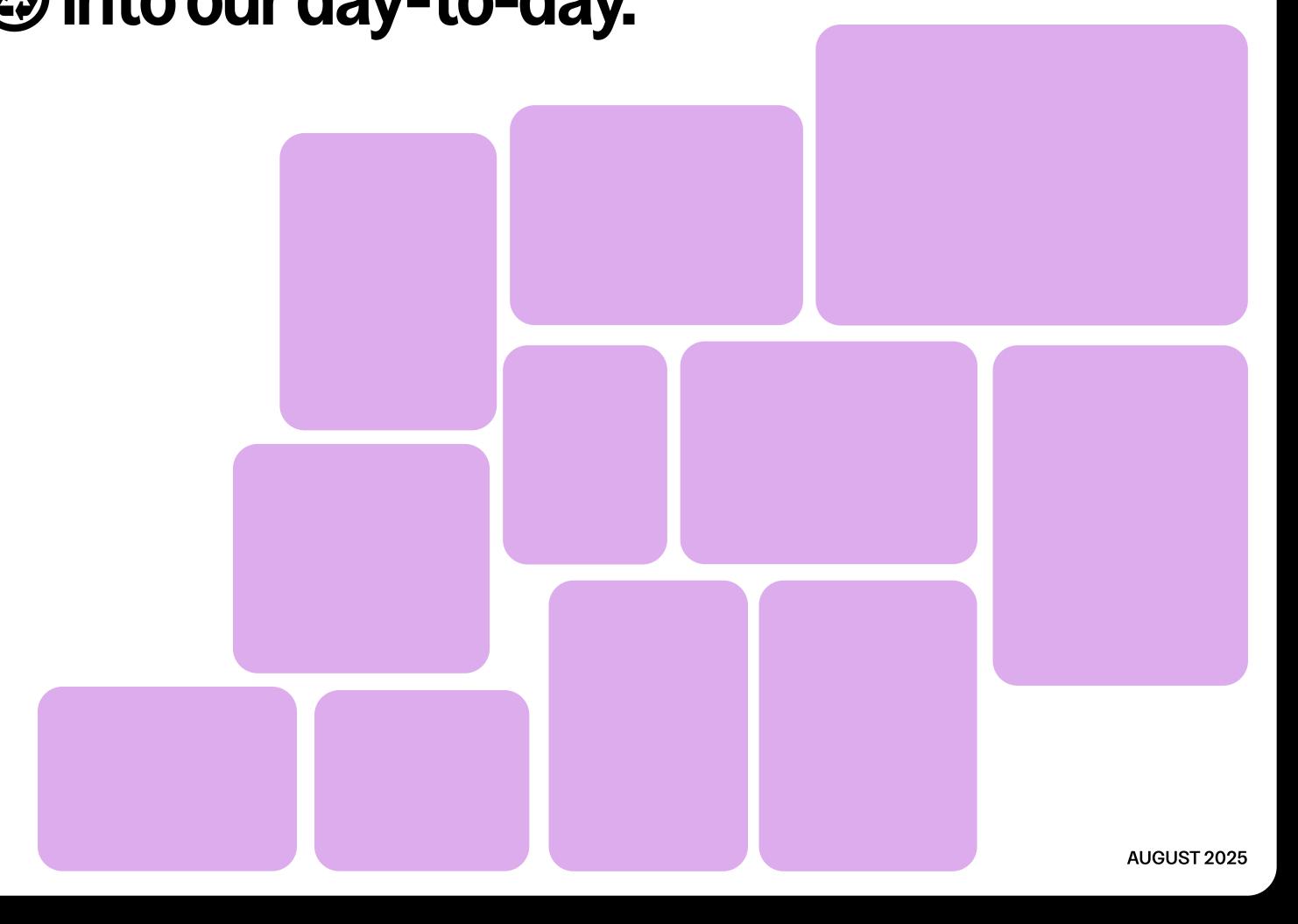
With our new renovations staking up we won't be selffunding a whole project this coming financial year, but we will continue our commitment of our 5% Pro Bono through small projects and going the extra mile for clients with tight budgets.

One pro bono project currently in the works is a web app and digital strategy for Djua. The brainchild of proudly Monero-Ngarigo/Taribelang Bunda man Charles Solomon — Djua is an online marketplace that will allow Aboriginal artists to sell their art directly to buyers. We'll be working alongside Charles and his community to prototype the solution and raise funds to launch.

# At Your Creative<sup>™</sup> ☆, we're always looking for ways to reduce ↓ our impact and do better by the planet 畿. We've built some solid habits ⓒ into our day-to-day.

Alongside our standard recycling practices, we also recycle soft plastics, dental care, skincare and makeup packaging through TerraCycle, as well as responsibly disposing of our e-waste and used stationery. We've been utilising the Container Deposit Scheme here in Victoria to recycle plastic bottles, glass, and aluminium cans, and we compost our organic waste to help divert it from landfill and return nutrients to the earth.

We also run team-wide initiatives throughout the year, like Plastic Free July, and organised YC clean ups, where just 30-45 minutes of collecting rubbish makes a real difference to our local environment. Beyond our internal actions, we also recognise our broader environmental footprint and commit to yearly carbon offsetting through Carbon Neutral, supporting certified projects that align with climate action goals. These efforts reflect our ongoing commitment to doing business in a way that respects and protects the planet.

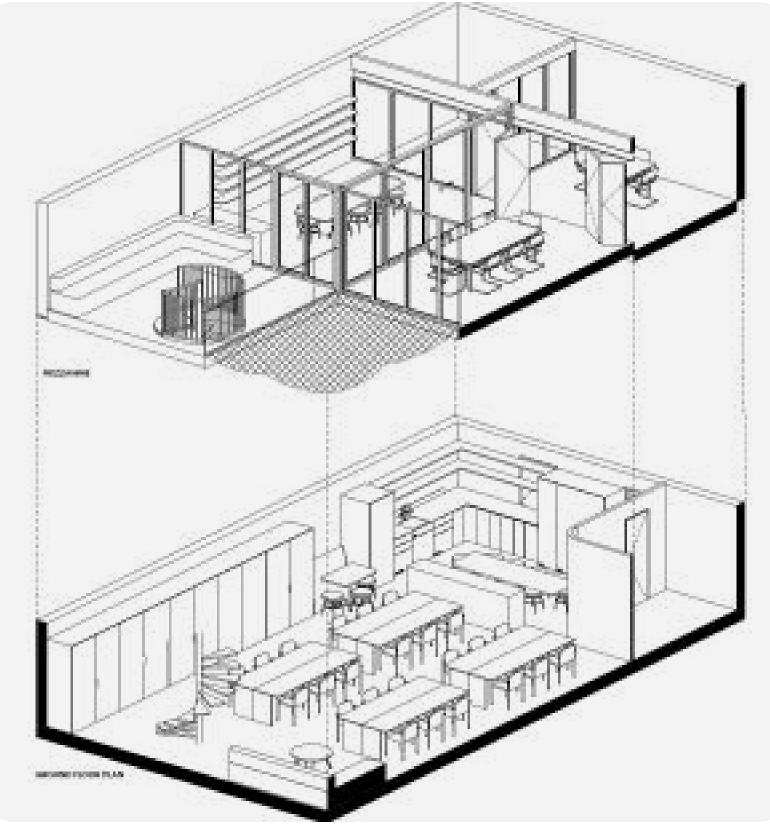


## Designing our new studio



For anyone who has followed our story from the start (9 years ago), you will know that physical space, a studio that provides a work base for all our team, is part of the cultural fabric of YC. We've always strived to create an office that feels nothing like an office — full of colour, conversations and creativity.

Over the last 12 months we've been working with some wonderful women architects on YC 2.0, our new studio. Our location will stay the same but we're closing the doors for 12 (hopefully!) weeks as we rip out the inside of our beautiful heritage-listed home.



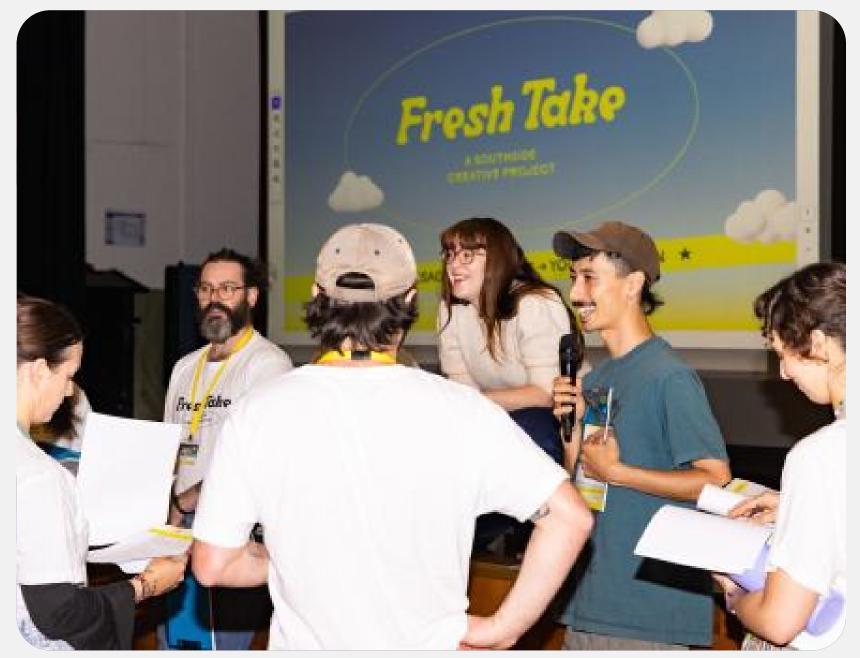




The new studio combines our two shopfronts, applying a modular design system across a two story fit out with an amenities upgrade. The new second floor is designed as a multi-purpose space for workshops, events and constant collaboration. This YC infrastructure project will reset the heritage buildings as one purpose-built design studio. We'll also have room for heaps more YCers!



As we approach our 10th year soon, the leaders at YC feel we've got some wins and stories that others might find interesting. With this in mind, the last 12 months have seen us regularly host and attend industry events. What we've learnt? Making a point to get out and collaborate is invigorating.







#### **Industry Engagement**







#### Auckland Design Week - YC's Principles of Inclusive Design Leadership

James and Lauren flew to New Zealand to hangout with arguably some of the world's coolest, most progressive designers from across brand, motion, interior and product.

In their talk, they shared personal stories of navigating the notion of being a leader before breaking down our YC process model for managing projects and teams.

The models and processes shared are uniquely YC and have been developed over nearly a decade through careful thought and constantly questioning the status quo of leadership. It felt like a big deal to turn it into a presentation. We were overwhelmed by the positive feedback and all the post-talk questions from the audience leading to hours of interesting side discussions on the point of it all.

**Insight:** To actively have a voice, you have to be saying something interesting. Opening up our own processes and sharing is the first step in shaping how we want the industry to be — and what do we want it to be?

#### **AGDA Committee**

This year our Creative Director James Lim was invited to support The Australian Graphic Design Association's 2025-30 Strategic Plan. James is leading AGDA's sub-committee focused on First Nations engagement with a goal of elevating support for First Nations graphic designers across Australia. Go James!

#### Our First Co-Design Science Workshop

Picture this: 50 designers we've never met before and a bunch of scientists with unique biotech businesses, from cancer detection to pet genetics. For this year's Melbourne Design Week, we hosted a night of creative experimentation at Colabs. A 3-hour workshop (with pizza) that took designers and scientists through a fast-tracked co-design process to help the scientists improve their communication design.

Looking forward

With the building of our new beautiful studio space, we're investing in space for ideas and collaboration beyond just our team. Next year we are hoping to engage more directly, regularly open the doors, and build a new wave of design community led by the next generation of industry leaders.



