

Didi Salamy



Communications & Design Specialist

Designing things with simplicity, hope and heart ♡ Working on projects that regenerate people, planet and prosperity.



Skills

CONTENT CREATION → Photo, Video, Writing

DESIGN → Infographics, Web, Email, Print, Adobe Creative Suite, Canva, WordPress (Elementor), Silverstripe CMS, Figma

PROJECT & CLIENT MANAGEMENT → Trello, HubSpot, CiviCRM, Buffer, Microsoft 365, Google Workspace

SOCIAL MEDIA STRATEGY → Content Planning, Scheduling, Community Engagement

Let's Do Good Work Together

Purpose-driven work is my happy place: NFPs, B Corps, small businesses and anyone with a good idea and a good heart.

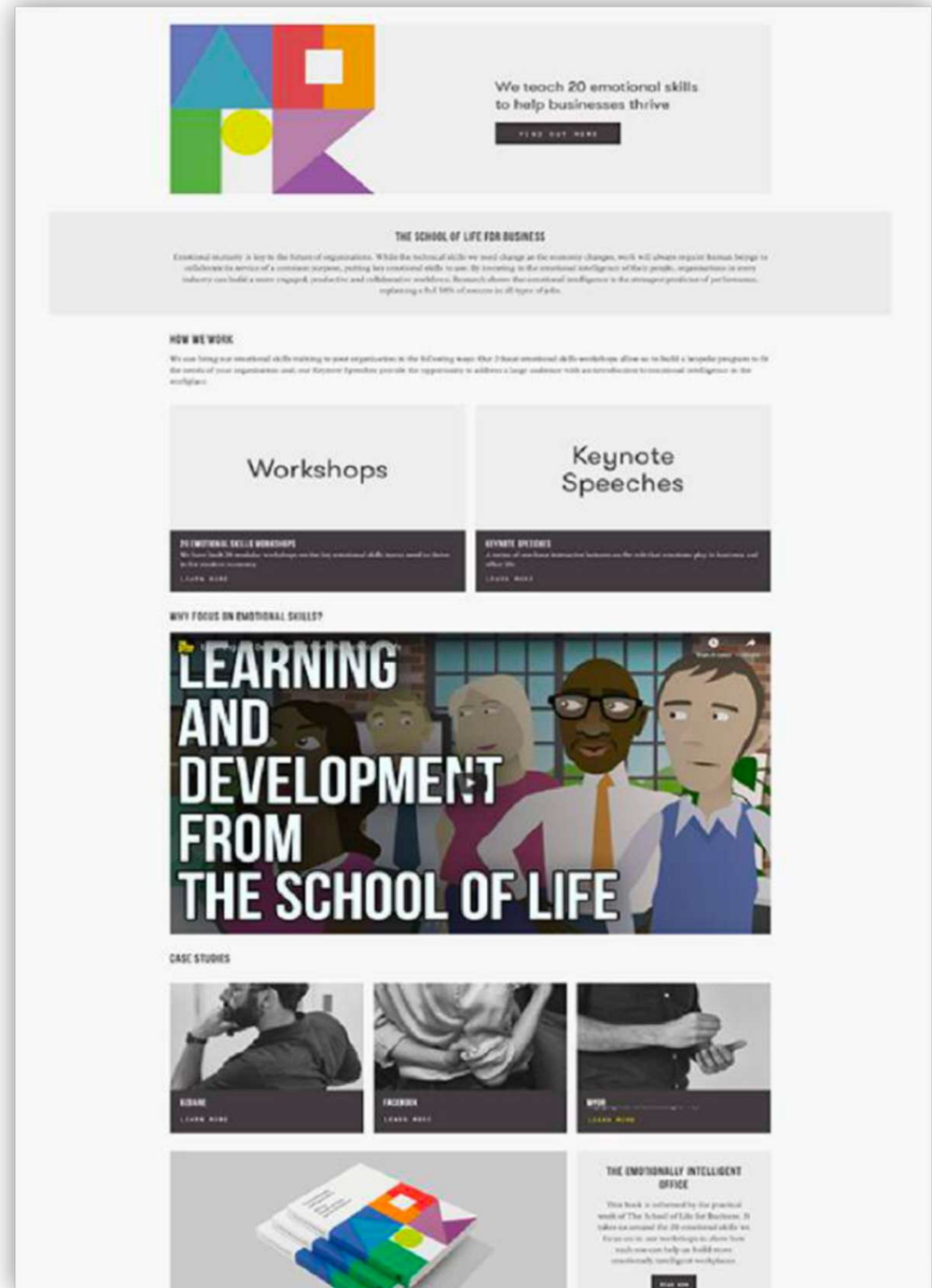
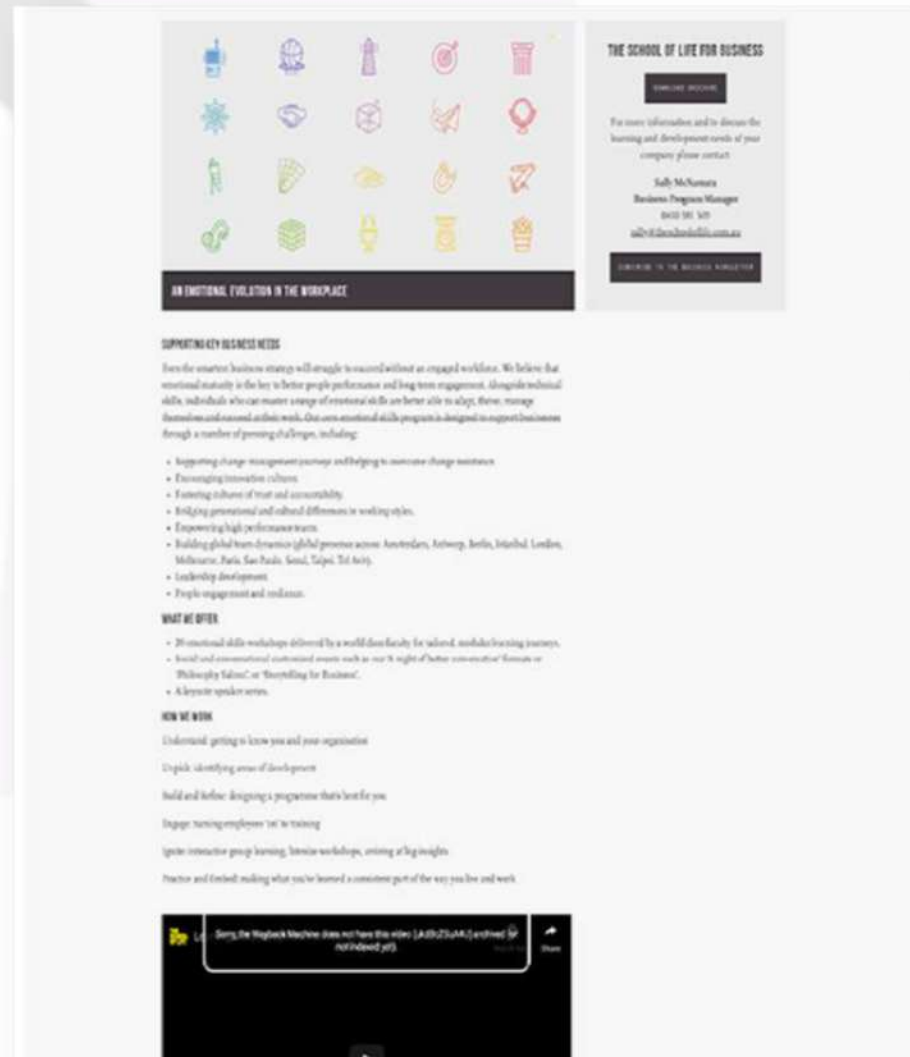
↓ Always open to having D&Ms ♡
<https://Didi.FYI>

The School of Life: Business

Web Design (Silverstripe CMS)

Turned a text-heavy business page into a scannable layout, with clear paths to workshops, keynote speeches and case studies.

BEFORE



Rural Workforce Agency Victoria: Outreach Refresh

Style Guide · Print · Web Design

Gave the Outreach program a clearer home online, then built a style guide and program factsheets so everything feels like one family.



Coordination of Indigenous Eye Health (CIEH)

RWAV.com.au/Outreach/CIEH

Improving access to eye health care for Aboriginal and Torres Strait Islander clients across the full spectrum of eye care, ensuring services from referral, initial consultations, treatment and return to the community. A component of the Closing the Gap - Improving Eye and Ear Health Services for Indigenous people.

Indigenous Eye Health Coordination (CIEH) improves access to eye health care for Aboriginal and Torres Strait Islander clients across the full spectrum of eye care. This includes ensuring integration of services from referral, initial consultations, treatment and return to the community. Coordination of Indigenous Eye Health is a component of the Closing the Gap - Improving Eye and Ear Health Services for Indigenous people.

CIEH Objective:

Improving access to eye care for Indigenous patients through the improved coordination of services, including improved linkages between a range of services required by patients and enhanced delivery of these services.



RWAV.com.au/Outreach
T 03 9349 7800 (option 2)
E VicOutreach@RWAV.com.au

What CIEH Funding Will Cover:

The funding for CIEH covers RWAV staff resource to ensure the coordination of the activities in partnership with external stakeholders. Similar activities with ear health coordination program.

CIEH Locations And Health Priorities:

The priority for CIEH is focusing on the coordination of services across the full spectrum of eye care, including those delivered through the Medical Outreach Indigenous Chronic Disease Programme (MOICDP), Rural Health Outreach Fund (RHOF) and the Visiting Optometrists Scheme (VOS).

As part of the planning and implementation of the CIEH activities, RWAV will be working in partnership with eye health care stakeholders working across the state (including Primary Health Networks, local health services and hospitals, Aboriginal Community Controlled Health Services, eye health care service providers, Victorian Department of Health and local health organisations) to ensure integration of services from initial consultations, to treatment, referral and continuity of care for the local communities.



OUTREACH STYLE GUIDE

June, 2023



Colours

Primary Colours

 BANABIL Wurundjeri word for 'land' CMYK (100,40,0,41) RGB (0,66,150) HEX #004296	 MALOGA Yorta Yorta word for 'land' CMYK (0,28,61,22) RGB (206,146,79) HEX #CE934F	 TOOLANG Taungurung word for 'hill tree' CMYK (14,51,65) RGB (77,96,44) HEX #4D5A3C
 CMYK (28,11,0,14) RGB (153,194,213) HEX #99BDD5	 CMYK (0,9,21,9) RGB (233,211,189) HEX #E9C3B9	 CMYK (3,0,10,26) RGB (184,189,171) HEX #B8E0AD

Secondary Colours

 CMYK (37,51,0,45) RGB (57,44,90) HEX #392C5A	 CMYK (34,100,41) RGB (150,60,0) HEX #963C00	 CMYK (0,51,82,13) RGB (222,106,39) HEX #DE6C27
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Photography



- ✓ Prioritise photography that showcases diversity, equity and inclusion
- ✓ Use landscape photography that celebrates Victoria's natural beauty, avoiding popular tourist attractions.
- ✓ Use friendly faces in a natural environment
- ✓ When using photos from RWAV events, ensure that we have photo permission from everyone included on the photo.
- ✓ Unless you have written permission, avoid using photographs that focus on children. If using photos of children, crop photos to hide their full face.
- ✓ Use statements about deceased persons:
"Aboriginal and Torres Strait Islander Peoples should be aware that this document and the RWAV website may contain images or names of people who may have since passed away."
"Aboriginal and Torres Strait Islander Peoples should be aware that this website may contain images, voices and names of deceased persons."

Outreach Style Guide | Page 7

Graphic Elements

Icons

Eye Health

- Outreach Programs:
 - Rural Health Outreach Fund (RHOF)
 - Visiting Optometrists Scheme (VOS)
 - Eye and Ear Surgical Support (EES)
 - Coordination of Indigenous Eye Health
 - Medical Outreach Indigenous Chronic Disease Program (MOICDP)



Ear Health

- Outreach Programs:
 - Healthy Ears Better Listening Better Hearing Program (HEBBL)
 - Eye and Ear Surgical Support (EES)
 - Ear Health Coordination



Chronic Disease

- Outreach Programs:
 - Rural Health Outreach Fund (RHOF)
 - Medical Outreach Indigenous Chronic Disease Program (MOICDP)



Social Media

Social Media is a way for us to connect with our community online. Prioritise sharing Outreach success stories, current Outreach opportunities, Event Highlights, and Reports/Stats.

Facebook

Images: 1200 x 630 pixels
Stories: 1080 x 1920 pixels

Instagram

Square Image: 1080 x 1080 pixels
Landscape Image: 1080 x 564 pixels
Portrait Image: 1080 x 1350 pixels
Reels & Stories: 1080 x 1920 pixels

LinkedIn

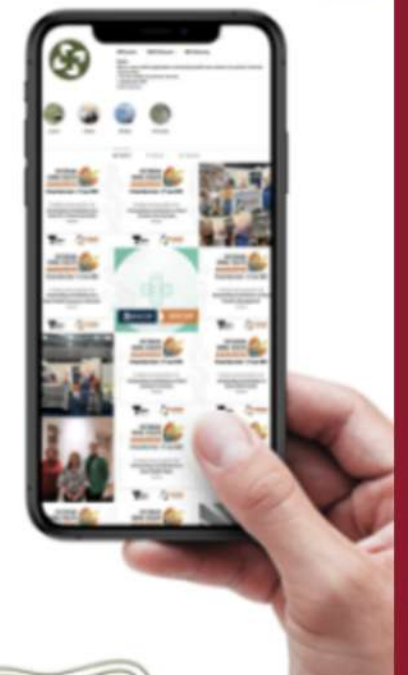
Images: 1200 x 627 pixels

Twitter

Images: 1500 x 900 pixels

Measuring Success:

- Number of Social Media followers
- Number of Social Media likes, comments, shares
- Who is viewing your Social Media content?
- Who is interacting with your Social Media content?
- Are people messaging you through Social Media? What are they saying?
- Number of website visits
- Newsletter registrations
- Event attendee numbers



Outreach Style Guide

Stationery

Fact Sheets

Each Outreach program has an A4 fact sheet highlighting key information, such as a program's objectives, what funding will cover, locations and health priorities, eligible services for funding and how to get in touch. These fact sheets are available to download from each program's online page.

Flyers

Flyers are A4 size or A6 size. Flyers are available to download from the Outreach Homepage and print versions will be available at events.

Measuring Success:

- Follows/Engagement on Social Media
- Newsletter registrations
- Number of website visits
- How long are web visitors staying on the website?
- Which Outreach pages are the most popular?
- Event attendee numbers

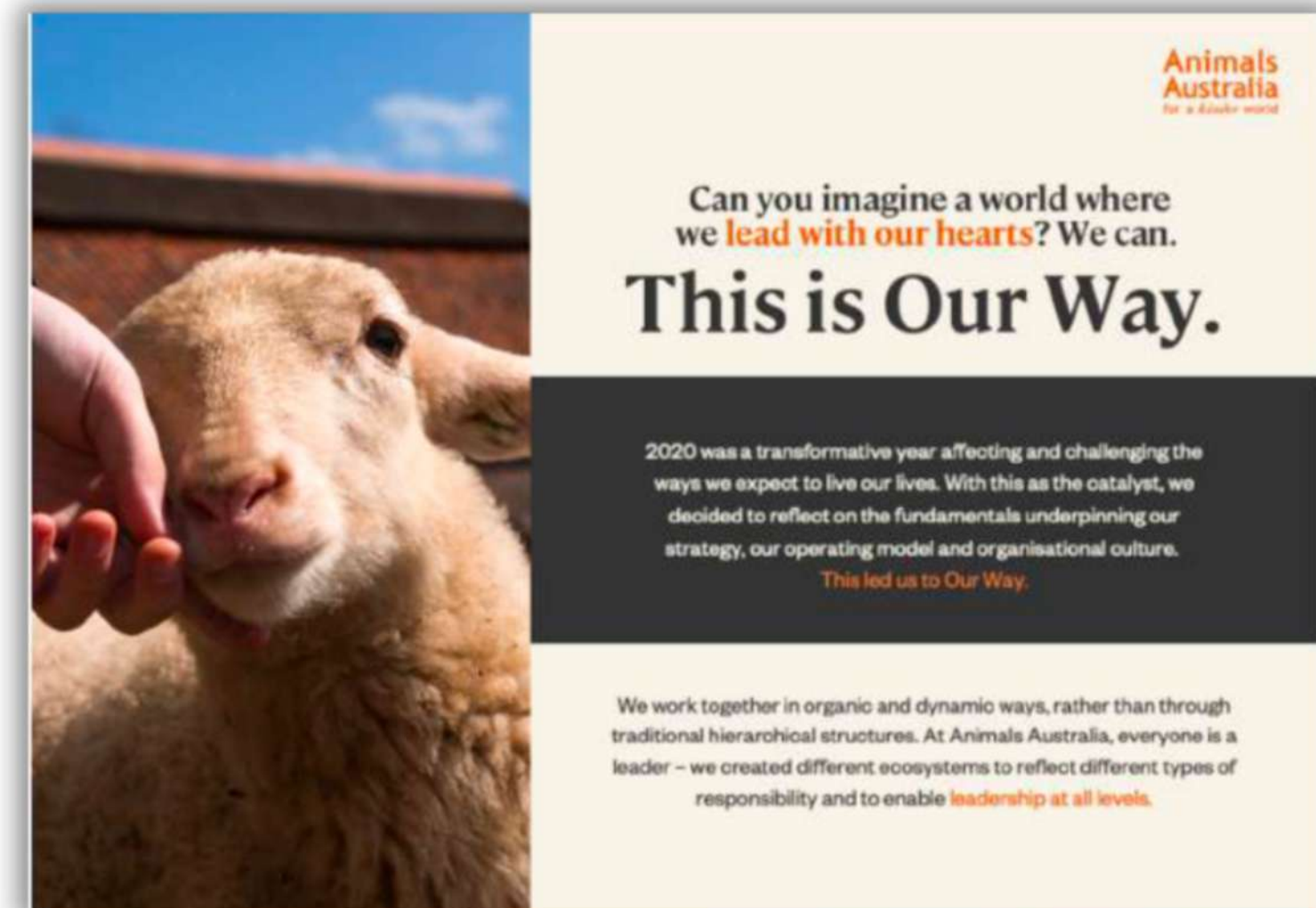
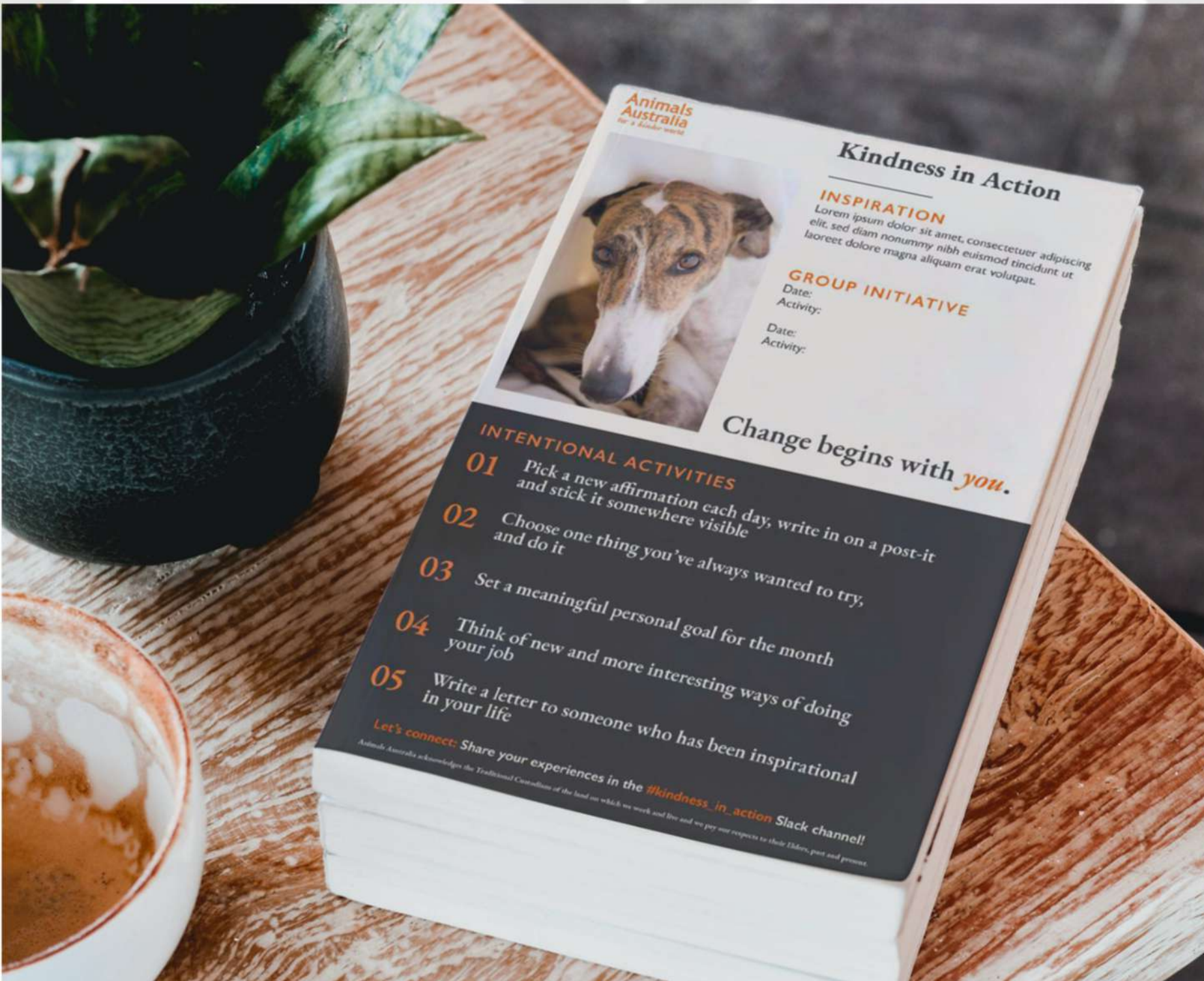


Outreach Style Guide

Animals Australia: 'Our Way'

Print · Culture

A factsheet and a "Kindness in Action" worksheet template that bring the organisation's heart-based leadership approach to life.



Port Phillip EcoCentre: Double Your Impact

Social Media · Fundraising

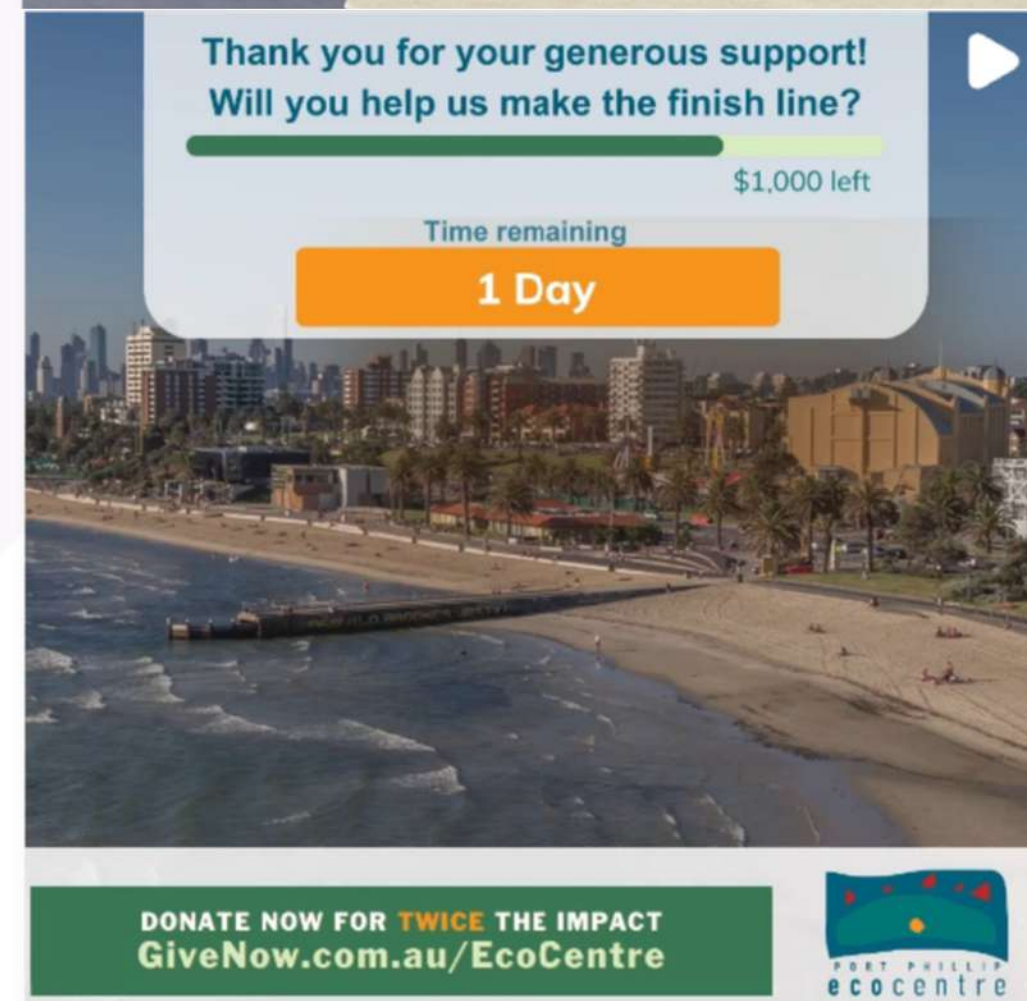
A matched-giving campaign with EthicalJobs, told through warm, hopeful social posts.

It raised \$9,313 against a \$7,000 goal.



< **EthicalJobs.com.au**
wants to double your
donation to Port Phillip
EcoCentre

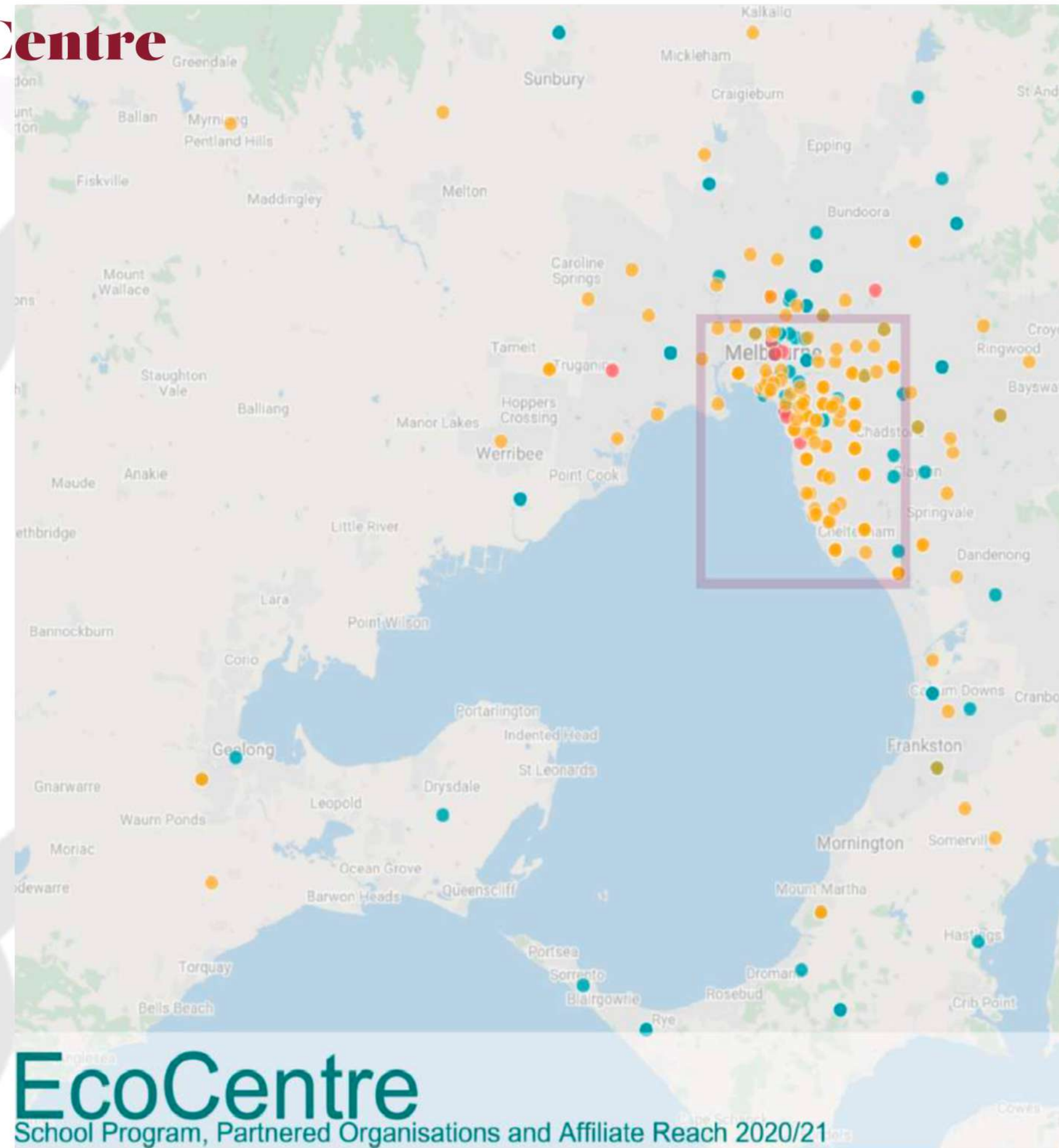
\$9,313 Raised of \$7,000



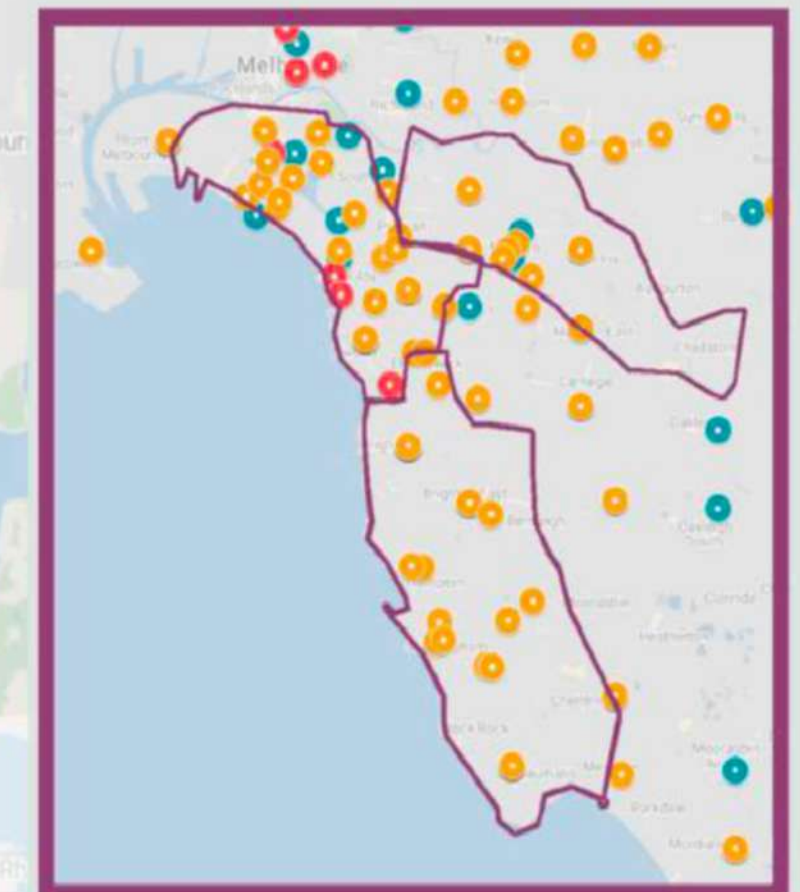
Port Phillip EcoCentre

Infographics

Reach Map



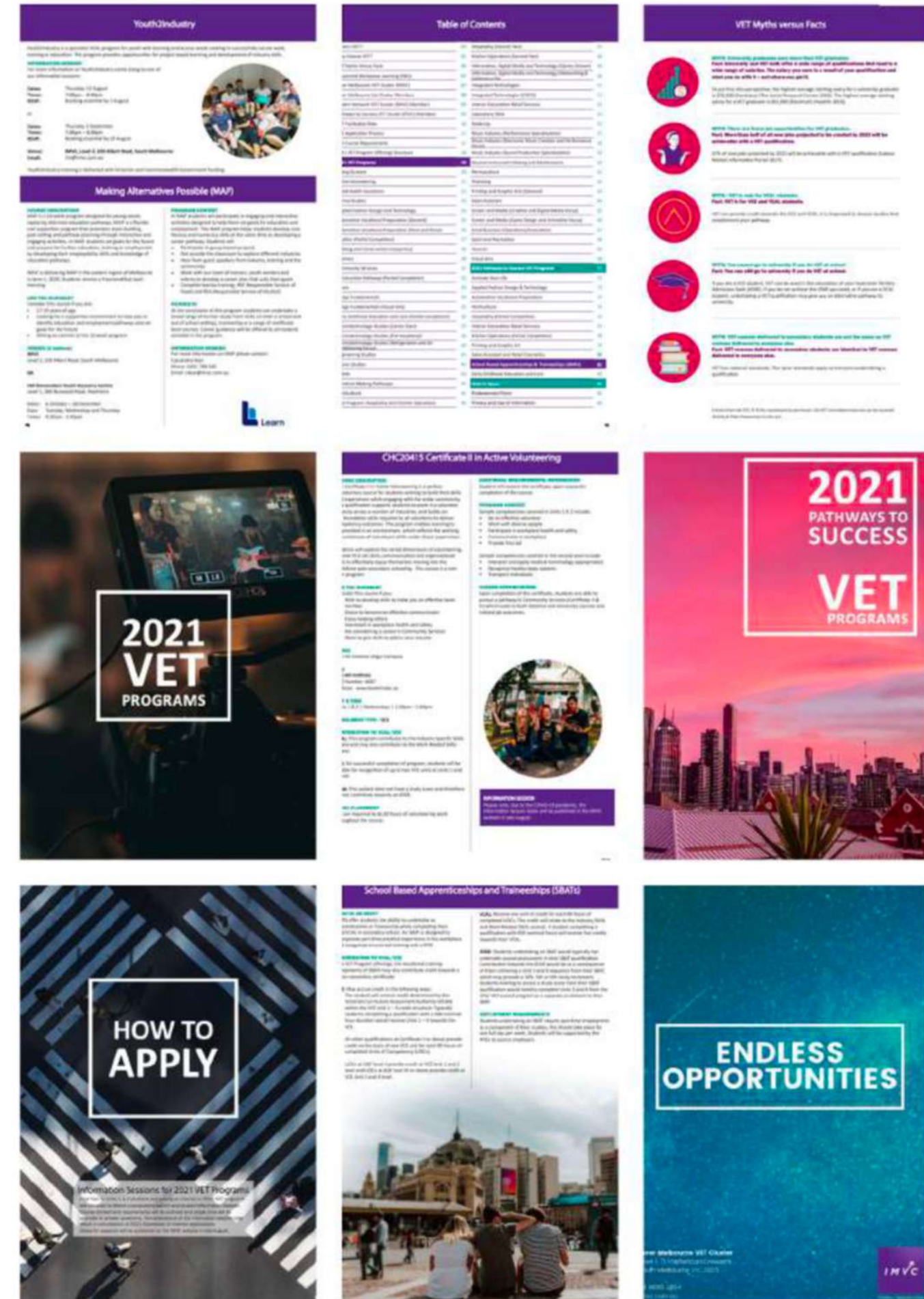
- 176 Schools & Early Learning Programs
+ 5 Schools Programs within Regional Victoria,
and 4 Interstate School Programs
- 27 Affiliates
+ 1 Interstate Affiliate Organisation
- 115 Partnered Organisations
+ 1 Statewide Partnered Organisation,
7 Interstate Partnered Organisations and
3 International Partnered Organisations



Inner Melbourne VET Cluster

Print

2021 VET Courses Guide



Inner Melbourne VET Cluster

Social Media

