

The Flagstaff Group Case study

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Client: The Flagstaff Group

Industry: Not-For-Profit

Target audience: Local residents of the South Coast, people with disabilities

Services: Local initiative campaign



Overview

Flagstaff empowers individuals with disabilities by providing life skills and work opportunities in a supportive, inclusive environment. As a registered NDIS provider, Flagstaff operates various social enterprises, including Print, Mail, and Digital services, Fine Foods with frozen meals, Coffee with a Vision, Commercial Laundry Services, Paper to Paper Recycling, Glove Laundering, Packaging, Assembly, and many other services under Flagstaff Group Services.

This innovative organisation developed the first App on Emergency Planning and the Non-Verbal Communicator in 2022, pioneering tools for emergency preparedness and resilience.

Scope

Flagstaff Group partnered with Cyrius for phase two of the "PrepareAbility" campaign, focusing on enhancing disability support and community preparedness, particularly for bushfire emergencies. Targeting individuals with disabilities, caregivers, and support networks, it develops educational materials and campaigns for emergency readiness. Collaboration with clubs, NDIS providers, and indigenous communities in the Shoalhaven and Illawarra areas is integral. Training, resources, and sensory kits are provided, supported by local media and various communication strategies. The initiative aims to educate the community on assisting individuals with disabilities during crises, fostering community engagement and building a robust support network.

Talk to us about a project – Call Stefan info@cyrius.com.au

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Objectives

The PrepareAbility initiative tasked Cyrius with executing the key “StreetMate” campaign component, crafting a memorable jingle, accompanying full song and producing a TV Commercial (TVC) for WIN TV, a 30 second radio commercial, designing templates for social media engagement, designing a website landing page for sign-ups, and crafting pledge cards for letterbox drops with the commitment message, “I will be a StreetMate and commit to help in an emergency.”

Solutions

The Cyrius team conducted interviews with residents affected by the 2019 fires and 2022 floods, informing key messaging for the “StreetMate” campaign. A catchy jingle and song were written and composed by Cyrius MD Stefan for TV, radio, and online platforms. Our designers crafted campaign elements, including educational pieces, a landing page, pledge card, digital ads, and social media content. The TV commercial was shot on location by the Cyrius team, featuring individuals with disabilities from Achieve Australia. Cyrius played a major role in the TVC campaign launch with a live performance of the StreetMate song to VIPs and stakeholders.

Outcome

The award-winning PrepareAbility program was successful in bringing public awareness of the challenges faced by vulnerable people in an emergency. The “StreetMate” component was received exceptionally well at the launch and the TVC and radio adverts were aired regularly across the target regions, with a memorable jingle crafted by the Cyrius team at our dedicated recording studio. The website landing page facilitated easy sign-ups, and distributed pledge cards saw enthusiastic commitments to advocacy and support. The launch marked a significant step in enhancing emergency preparedness and resilience for people with disabilities in the Shoalhaven and Illawarra regions.

What they said:

“Fabulous work and thank you for you and the Cyrius team’s help. Well, we won two awards at the Emergency

Media and Public Affairs Conference - Community Engagement Winner and Highly Commended for Readiness and

Resilience Yippee! Now we are a multi award winning, disability led program. Thanks for all your help.”

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[cyrius.com.au](https://www.cyrius.com.au)



Cyrius is a digital communications agency located in Sydney. We design, create, and develop digital and offline marketing communications for corporates, government agencies, NGOs, not-for-profits, small businesses, start-ups, and community organisations across Australia.

We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

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