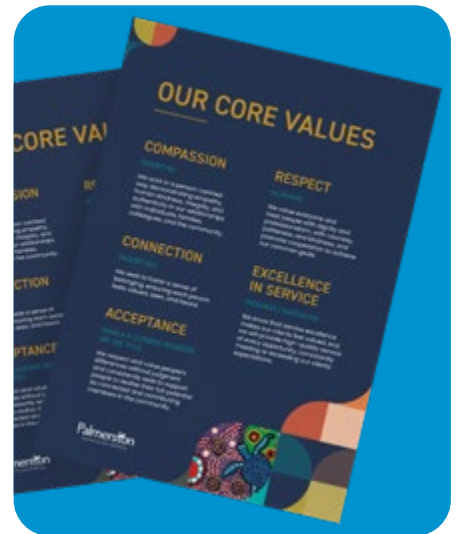
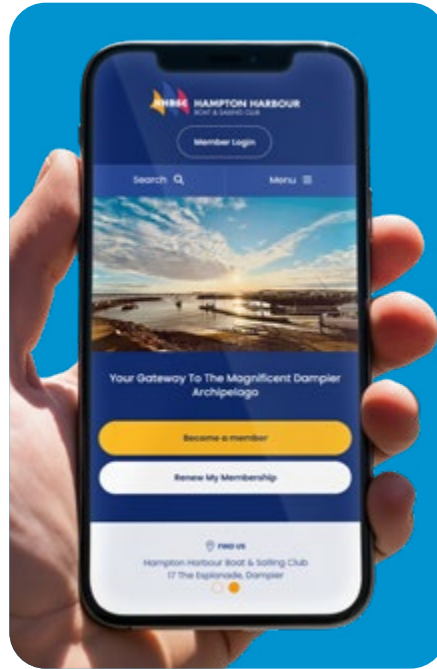


market creations. agency



Elevate your
**marketing and
communications**



Visit our
website

We're a full service marketing agency

About us

Market Creations Agency is a full-service marketing agency made up of a dynamic team of 20+ communication specialists, experienced web developers, and creative graphic designers, working together to deliver memorable, tailored solutions. Based in Western Australia, with full-time resources in Perth, Geraldton, and Karratha, we proudly support organisations of all shapes and sizes across the country.

What we do

For over 30 years, Market Creations Agency has been helping our clients connect meaningfully with their target audience.

We deliver original, creative, and tailored solutions designed to support your goals and meet your unique needs. From fully managed marketing services to one-off projects such as websites, brand development, or annual reports, we work with businesses, government agencies, and not-for-profits across Australia to bring ideas to life.

Our Services



Fully managed marketing



Websites and intranets



Creative graphic design



Annual reports and publications



Social media and email marketing



Logo design and brand development



Campaign design and delivery



Photography



Marketing strategy



Event management



Stakeholder engagement



PR and crisis communications

Managed marketing solutions

An extension of your team

Market Creations Agency can integrate seamlessly with your team, providing either fully managed marketing solutions or strategic support to bolster existing capacity. For some clients, we act like a Marketing Manager overseeing everything from strategic planning and idea generation through to daily execution. For others, we bring the diverse skills of our agency, from graphic design, content creation and even photography, to add creativity, capability, and output to your existing team at a fraction of the cost of hiring an additional full-time resource.



Website design and development

Memorable website designs

Market Creations Agency creates websites and intranets that transform your brand into a visually striking and user-friendly digital experience.

Every project begins with a discovery session to understand your organisation, review your preferences, and explore inspiration sites. This process helps us produce an informed design brief, enabling our designers to bring your vision to life with maximum visual impact. From there, it is typically a 4–6 week process to transform your approved design into a fully functioning website that will leave a memorable and lasting impression on your visitors.

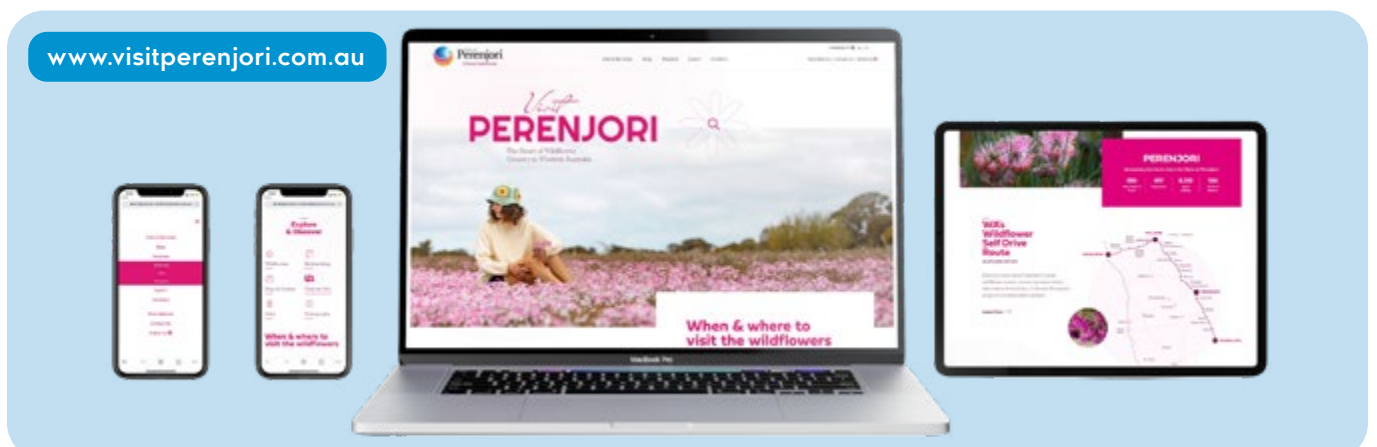
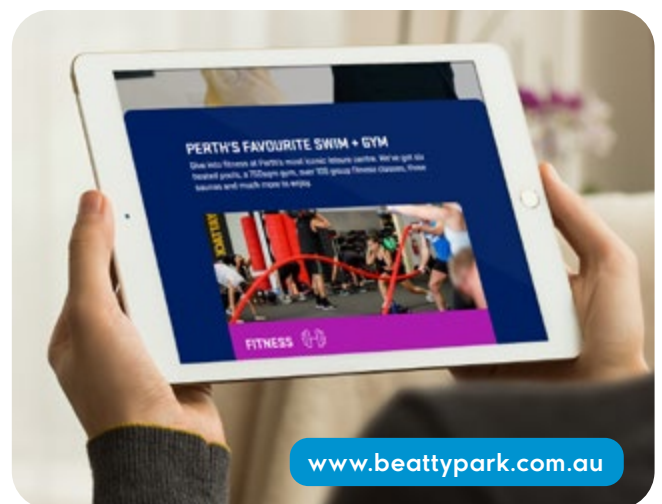
Spark CMS

Our proprietary Content Management System, Spark CMS, powers over 500 websites, including more than 100 local government sites across Australia. Designed to meet the unique needs of Australian organisations, Spark CMS offers tailored modules, an intuitive interface, and full scalability. Owning the IP allows us to continuously improve and adapt the system to meet your evolving requirements. We can develop bespoke solutions for almost any challenge and create API integrations with your other systems, building a dynamic, all-encompassing digital hub for your organisation.

Hosting your site with Market Creations Agency

At Market Creations Agency, we invest heavily in our hosting environment to meet the cyber security needs of our larger-scale clients. This ensures all clients benefit from one of the most robust and secure hosting and redundancy systems in Western Australia.

All our websites are hosted in partnership with our sister company, Integrated ICT, and powered by Hewlett Packard Enterprise (HPE), with all data stored in a Tier 3 data centre in WA and backed up daily to a secondary site over 400 kilometres away. With monitoring, redundancy, and 99.9% uptime, your website remains secure, available, and performing at its best.



Social media marketing



Content that captivates

Market Creations Agency can help your team plan and deliver social media content that is strategic, engaging, and flexible.

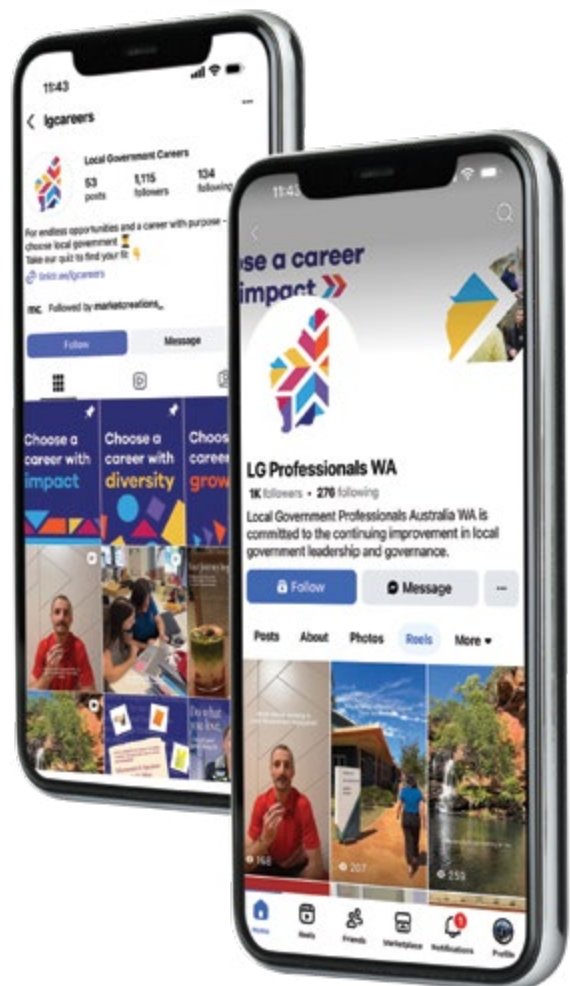
We'll work with you to develop an events calendar and capture known activities so that as much content as possible is planned in advance.

This approach gives us the time and capacity to respond quickly and efficiently to any unforeseen last-minute requests.

We'll also ensure your content is delivered on the right channels at the right times, and with the right mix of content pillars for your organisation. From content creation and graphic design to photography, we can make sure your brand is consistently represented across Facebook, Instagram, LinkedIn, TikTok, and/or YouTube.

Our social media services include:

- Social media strategy and planning
- Content creation and scheduling
- Campaign setup and management, including paid advertising
- Graphic design and photography for social media
- Regular meetings with your team
- Regular reporting and analytics
- Training and workshops to build internal capability



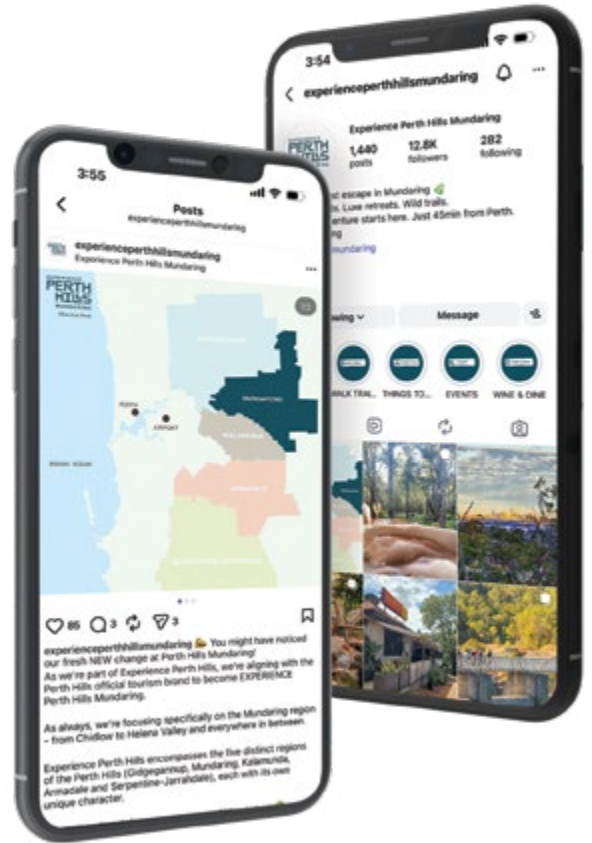
Digital marketing

Display and search advertising

Market Creations Agency can help you create advertising campaigns that tell an authentic and effective brand story.

We work with you to develop campaign messaging, design creative in all required dimensions, and set up your display and/or search campaigns on your chosen platforms.

From there, we continuously monitor, optimise, and report on campaign performance, ensuring your ad spend is delivering against key performance objectives.



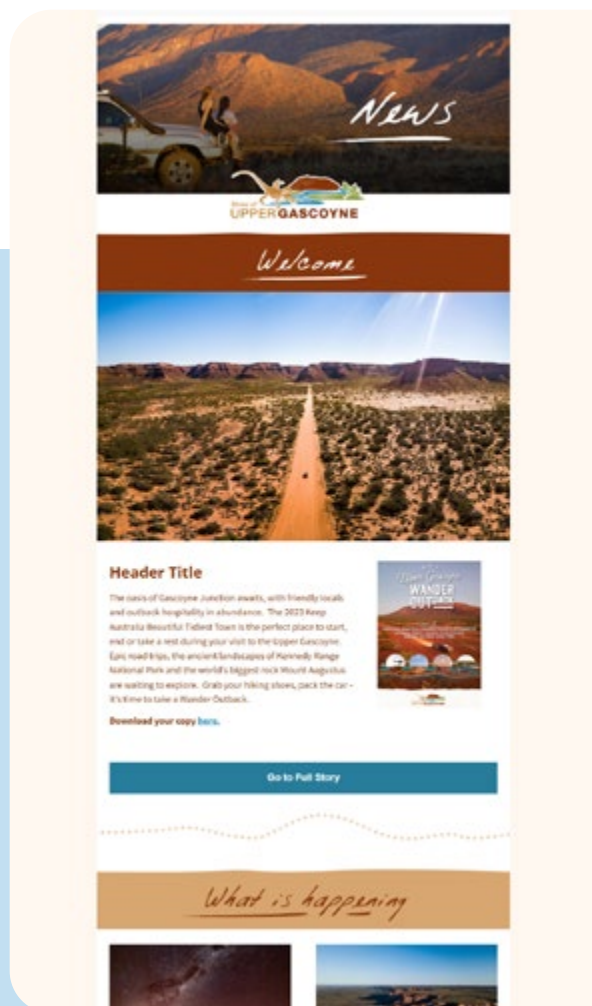
Email marketing

Market Creations Agency can help you take your email communications to the next level, delivering curated stories that engage your stakeholders.

Whether it's regular internal updates, member messages, or monthly roundups highlighting all the good news, we can design customised templates and craft content that resonates with your audience.

We handle all aspects of your email marketing, from strategy and content planning to list management, experimentation with new approaches, and ongoing optimisation.

By building stronger subscriber lists and testing creative content strategies, we help you improve stakeholder communications while maximising open rates and click-throughs.



Branding and logo design



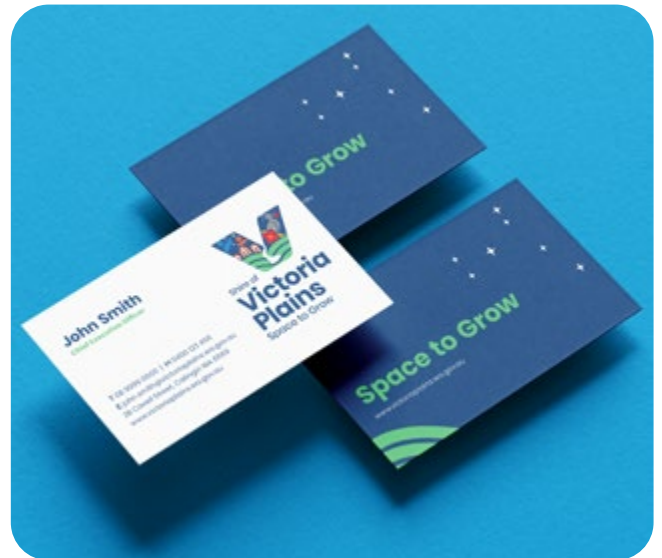
It starts with brand

One of the key ways to get ahead of your competition is by having a strong brand that stands out. Market Creations Agency works with you to develop a brand identity that reflects the spirit of your organisation and can be applied consistently across all communications and marketing materials.

From start-ups to established companies seeking a rebrand, our experienced brand strategists and designers can build a winning brand identity for you. We can also host stakeholder engagement workshops to ensure those who are important to your business are involved in the process, helping to capture your organisation's essence and values.

Our brand services include:

- Logo design
- Style guide development
- Letterhead templates
- Email signature design
- Business card design
- PowerPoint templates
- Promotional materials
- Social media templates
- Signage and decals



Annual reports and publication designs

Celebrate your story, share your impact

Each year, we work with more than a dozen organisations including local governments, Aboriginal Corporations, and ASX-listed companies, to create high-quality, visually compelling annual reports that capture their brand, achievements, and key stories.



Beyond design, we also support many of our annual report clients with photography services to enhance their materials and, in some cases, create custom items such as infographic tiles or letters to local ministers to highlight key impact snapshots.

Through well-planned content strategies, we ensure your annual report is more than a “tick and flick” exercise, delivering meaningful engagement with your stakeholders and effectively sharing your organisation’s year in review and its achievements with the people who matter most.

We can also help your organisation create a wide range of publications, including:

- Capability statements
- Corporate documents
- Directories
- Strategic plans



"I have worked with many external agencies and you are the best! Congratulations on building a team of professionals who are collaborative, easy to work with, and produce solid results. Everyone was exceptionally pleased with the outcome."

- Lily Lomma, Manager Public Relations & Marketing Communications, Arthritis & Osteoporosis WA

Photography

Give your materials a personal touch

Market Creations Agency offers professional photography services to capture your organisation at its best.

Our team uses high-quality cameras and lighting to photograph your staff in action and capture those candid moments that make your materials stand out, showcasing the human side of your organisation.

Have an event coming up? Our photographers are ready to mobilise and document the full day, from registrations and keynotes to networking sessions and sundowners.

We also provide professional headshots on crisp, clean backgrounds. Every photo we take is captured with a marketing lens, carefully considered for the channels they'll be used on to ensure maximum impact across print, digital, and social media.



Community and stakeholder engagement

Bringing your stakeholders on the journey

Before launching a major campaign or marketing initiative, it's essential to understand your community, their needs, and perspectives.

Market Creations Agency can facilitate a variety of engagement initiatives, both online and face-to-face, to gather insights from your relevant stakeholders.

We provide detailed reports with our findings, including key takeaways and recommended actions, ensuring you have clear guidance on next steps.

As a full-service marketing agency, we can also help implement these recommendations as part of your campaign or project execution, turning insights into action and ensuring your strategies are aligned with community needs.

Our community and stakeholder engagement services include:

- Online surveys
- Phone interviews
- Focus groups
- Facilitated workshops
- Implementation plans
- Qualitative and quantitative reporting



PR and crisis communications



Take control of your narrative

Market Creations Agency helps clients manage and protect their public image while proactively promoting the good news stories that showcase your organisation at its best.

We assist in crafting informed responses to crises and provide guidance to ensure your communications are clear, accurate, and timely. Every crisis is unique, but with our steady heads and experience across a range of situations, we take away the guesswork and help you understand the next steps to get ahead.

Beyond crisis management, we can help you take control of your narrative and share your story on your terms.

This may include crafting media releases for positive news stories, distributing these updates to local media and news outlets, and maintaining regular communications across your own platforms.

Our public relations services include:

- Crisis communication management
- Government and stakeholder relations
- Corporate Social Responsibility communications
- Customer and community engagement
- Strategic media relations



"We've engaged Market Creations Agency on an ongoing basis to support our media relations, and the experience has been consistently excellent. They are professional, prepared, and clearly know their stuff. The process is fluid and easy, from briefing through to approvals and distribution, which keeps our communications moving. Most importantly, they are very open to feedback and respond quickly with thoughtful improvements".

- Sean Fletcher, CEO, Shire of Victoria Plains

Training and workshops

Upskill your team today

Market Creations Agency delivers tailored training and workshops designed to upskill your team and empower them to implement your marketing plan effectively.

Our team provides interactive sessions that focus on improving your marketing and communications capabilities, with content designed to meet both organisational and individual needs.

Our goal is to ensure your team leaves each session feeling confident and equipped to plan, execute, and optimise your marketing strategies.

We can offer training in areas including:

- Spark CMS website updates
- Social media (organic & paid)
- Communication strategy implementation
- Customised marketing topics for panels or conferences
- Branding and style guides
- Media training



Paywise case study

Paywise is a leading provider of salary packaging and novated leasing solutions across Australia.

Following the integration of Fleet Network and beCarWise in 2023, Paywise experienced rapid growth, managing three prominent brands. Market Creations Agency was engaged to boost capacity and maintain efficiency as the business scaled, providing hands-on support and strategic guidance.

Services provided:

- Strategic day-to-day marketing support
- Campaign planning and creative development
- On-site collaboration with dedicated consultants
- Marketing workshops with key stakeholders
- Development of a 2025–2028 marketing strategy
- Brand alignment and growth planning across multiple business units



We engaged Market Creations Agency to bolster our marketing capabilities during a period of rapid growth at Paywise. Within a fortnight, two highly capable team members were embedded in our business, supporting a wide range of initiatives including email marketing, events, website content and marketing strategy, with additional specialists seamlessly brought in when needed.

When we got snowed under, their professionalism, calm approach and genuine care for our business and our people made an enormous difference. They blended into our team culturally and delivered support well beyond our expectations.

Frank Agostino, CEO

Palmerston Association case study

Palmerston Association has been a specialist provider of alcohol and other drug (AOD) services in Western Australia for over 35 years.

In 2024, they engaged Market Creations Agency as their marketing and design partner to enhance communications, brand, and stakeholder engagement across their 13 offices. We work closely with Palmerston to turn ideas into engaging content for social media, newsletters, their website, and internal platforms.

Key projects include rolling out Palmerston's updated logo and brand identity, and a campaign celebrating their Rainbow Tick accreditation, spanning social media, press releases, website stories, radio ads, and PrideFest participation. We also helped develop a strategic communications and crisis management plan, providing templates and frameworks for coordinated responses during emergencies.

Services provided:

- Social media management and content creation
- eNewsletters and website content updates
- Marketing collateral design (flyers, brochures, signage)
- Brand identity rollout and management
- Campaign development and execution
- Media releases and PR support
- Radio advertisements
- Event photography and support
- Crisis communications planning and training
- Pride event materials



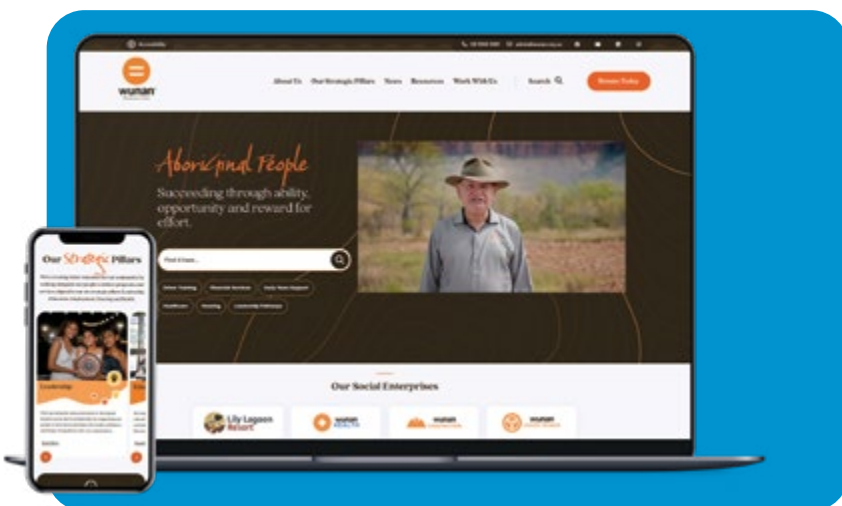
Wunan Foundation case study

Market Creations Agency is the long-term marketing and communications partner for the Wunan Foundation, supporting a wide range of initiatives that help the organisation connect with its East Kimberley community and stakeholders.

Key projects have included the corporate website redesign, branding and website development for Lily Lagoon Resort, and annual reports since 2021, showcasing achievements through compelling visuals and Indigenous storytelling. Our proactive media outreach has secured coverage on ABC, the National Indigenous Times, and other outlets, while our team has travelled to Kununurra to attend Wunan Day and capture content on the ground.

Services provided:

- Social media management and content creation
- Monthly eNewsletters
- New websites for Wunan and Lily Lagoon Resort
- Branding for Lily Lagoon Resort
- Annual reports since 2021
- Event marketing and promotion
- On-site photography for Wunan Day
- Media release and proactive media outreach
- Marketing strategy



Let's talk.

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MAKING A DIFFERENCE ■