

case study

Therapy Focus



client

Therapy Focus
PO Box 20
Bentley WA 6982

www.therapyfocus.org.au

time

Ongoing (since June 2004)

scope

Annual reports
Event collateral
Packaging
Internal communications
Media and community
communications

overview

Therapy Focus is a not-for-profit community service organisation providing therapy and support services to Western Australian children and young people with a disability or learning disadvantage.

They work closely with families, schools, carers and the community to provide a comprehensive range of therapy and support services to improve quality of life for thousands of children, helping them grow and reach their full potential.

objective

Scout Creative has been assisting Therapy Focus in producing its annual reports since 2004. Amongst other projects for them we have also helped with their annual *Symphony of Sunflowers* awareness campaign, which invites the community to plant sunflowers in support of inclusion and participation of children with special needs.

outcomes

The annual report acts as both a financial report and a marketing brochure for Therapy Focus in its continual efforts to raise funds.

Similarly the *Symphony of Sunflowers* campaign has a major awareness raising function, partnering with a number of community and corporate organisations for events and activities to raise money for the client's Help a Child Grow Fund. Scout Creative has successfully supplied a range of collateral in support of this, including packaging, displays, banners, flyers, posters and event invitations.

