

LGANT LOCAL ELECTION CAMPAIGN

Creative Direction — 20 June 2025

Objective

The purpose of this presentation is to align on a visual direction moving forward for the upcoming local elections campaign.

Each concept explores a different creative approach to engaging potential nominees; showing how design, imagery and messaging can work together to shift perceptions of who can lead.

Alongside visual development, we've also worked to refine the campaign's messaging pillars; ensuring the creative is grounded in clear, consistent themes that speak with authenticity.

This is not a complete rollout, but an overview of how potential creative approaches could be rolled out across key channels. The selected style will guide the development of all campaign materials moving forward, including social and digital content, video, animation, and print materials.

The goal is to land on a look and feel that's flexible, distinctive, ready to roll out quickly and consistently across platforms, being mindful of the need to appeal to a range of ages and demographics.



Core Insight

Great campaigns don't just inform but connect. That connection starts with insight; a simple, powerful truth about people that helps explain why the problem exists. In this case: not enough people nominating, especially from diverse backgrounds — often because they don't see themselves as 'qualified' enough to put their hands up for the role.

Rather than starting with messaging, we start with understanding. What's holding people back? What do they believe, or not believe, about themselves or the role? Because once we unlock that truth, we can speak to them in a way that feels relevant, and motivating. It's what turns a campaign from a reminder into a reason to act.

It becomes the throughline that connects strategy to creative, and ensures everything we make resonates. In this case, our insight isn't about explaining how local government works. It's about showing people that, in many ways, they're already doing it.



Core Insight

We're all councillors already.

In small towns, remote communities, and growing regional centres across the NT, leadership isn't about titles, it's about showing up. From organising the footy raffle to helping neighbours navigate a flood, Territorians step up every day to make their communities better.

But too often, they don't see these acts as leadership, and certainly not as a reason to nominate for local council.

Our insight flips that. By validating the lived experience of locals as leadership, showing that making a difference doesn't require a political background, we open the door to a more diverse field of candidates.

The people who already care about their communities are the ones we need around the table. They just might not know it yet.

Core Idea

The people we need on council are already doing the work, they just don't realise they're qualified.

This campaign approach is designed to:

- Affirm lived experience as leadership
- Reflect diversity across age, culture, gender, and geographic background
- Empower new voices by showing them they already belong and are needed
- Shift the narrative from authority to community connection.

Messaging Pillars

Theme: Why Not You?

If you care about your community, you're qualified.
You don't need a big resume. Just big reasons.
You're already doing the work. Why not take a seat?
There's no one better placed to lead your community — than someone from it.
Better decisions start with people who live them every day.

Theme: Representation Matters

Change starts with someone just like you.
Be the voice that makes space for others.
Diversity isn't a bonus. It's a requirement.
More perspectives. Better decisions. Stronger councils.
Real leadership looks like all of us.
Stronger councils start with broader voices.

Theme: Closest to Community

Councils shape communities, so they should reflect them.
Councils don't just shape policy, they shape places.
Local government turns decisions into parks, paths and possibilities.
Lived-in leadership means knowing what matters.
Local leadership, real impact — shaping our communities.
Where neighbours become leaders, real change begins.

Theme: You'll Be Supported

Experience comes in many forms, support comes with the role.
Leadership is a journey, not a prerequisite.
No one starts with all the answers, leadership grows with on the job.
Learn as you lead — support is here every step of the way.
You don't need all the answers, just the courage to begin.

Creative Approach

Our creative approach builds on the foundation laid in the 2021 campaign, with a refined focus and renewed clarity of message.

A key strategic shift has been separating the act of nominating from the act of voting, removing voting references entirely to sharpen the campaign's focus, allows us to speak directly to potential candidates.

The creative has been designed to feel approachable and authentic, helping to capture attention across a wide range of electorates; including those where nomination numbers have been historically low. By drawing on lived experience and everyday leadership, the campaign remains grounded and relatable; steering clear of the overly polished, corporate tone seen in some interstate examples.

Visually, we've taken inspiration from the LGANT brand, evolving the colour palette for greater impact while maintaining strong ties to identity. The resulting suite of materials is bold and high contrast, deliberately crafted to cut through in print and digital formats. Whether on a crowded community noticeboard, in a social media feed, or printed via local office printers, the visual language is designed to weather quality variation while still capturing attention.



Direction One



Authentically Qualified

This first direction leans into the existing LGANT identity, while introducing a subtle evolution through a modernised orange—bringing warmth and a refreshed energy to the campaign.

Design elements borrow directly from the LGANT logo, to create a series of visual motifs that weave around and interact with portraits of everyday Territorians. These flourishes aren't just decorative, they frame each individual as a credible candidate for council, reinforcing the idea that leadership already lives within our communities.

Each portrait is annotated with a series of handwritten-style labels — nurse, father, sports coach, negotiator—real, lived roles that establish a case for why ordinary people make great councillors. These informal qualifications are typeset in the same marker font used across the NTEC campaign, offering a subtle thread of visual continuity without compromising LGANTS brand ownership.

The result is a campaign style that feels grounded, familiar and inclusive, visually tied to LGANT's identity, but driven by a more human lens. It's been carefully designed to validate lived experience and quietly shift perceptions of who belongs in local government.



Campaign Posters



Local
Government
Elections NT
Nominations

25

Key Dates

Nominations open
Friday 11th July

Nominations close
Thursday 31st July

You don't need
a big resume.
Just big reasons.

To find out more about why
you should nominate for council
visit lgant.asn.au/elections



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Colour Variation
Lighter Scheme

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SCAN TO FIND OUT MORE

LGANT
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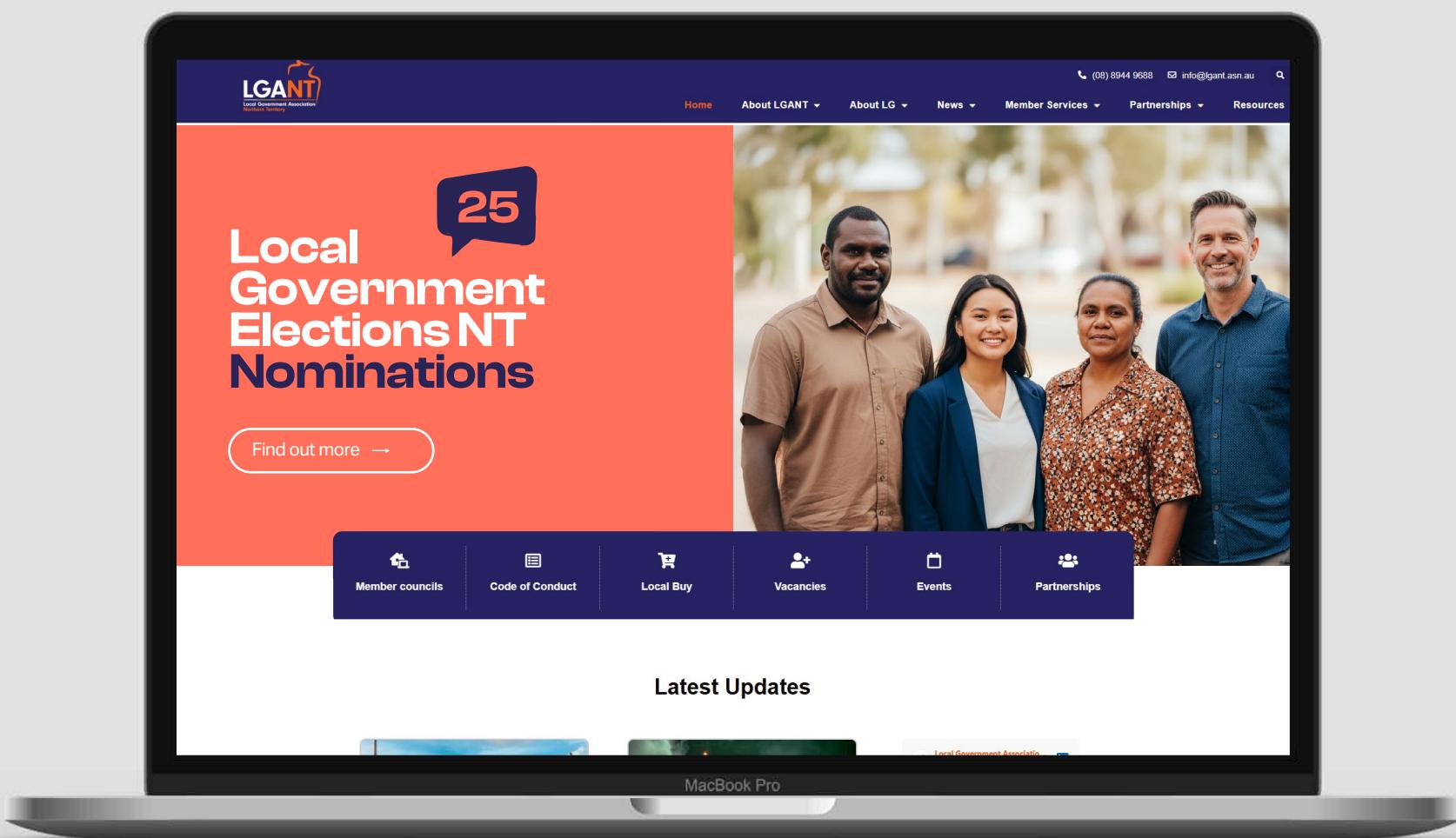
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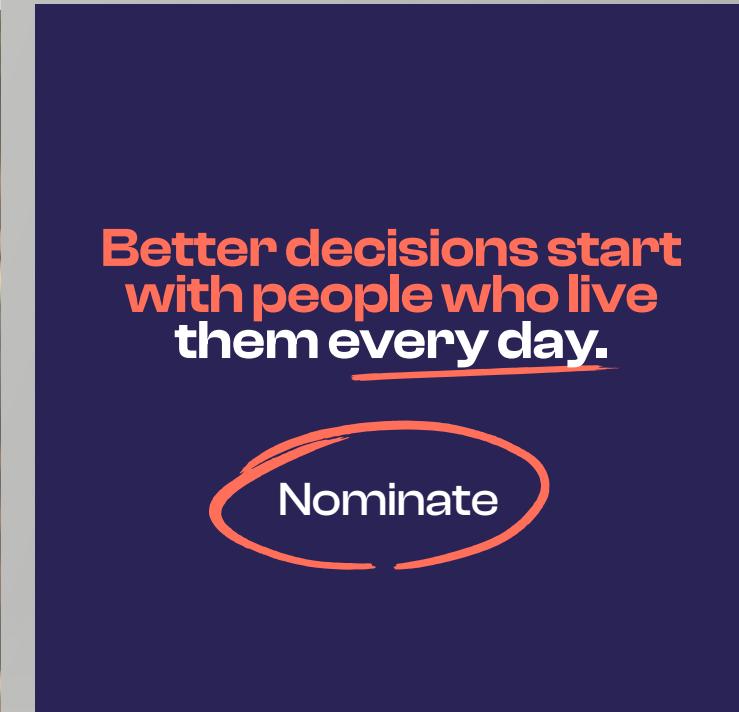
Campaign Poster



LGANT Landing Page



Example Social Application



Direction Two

Part of the Fabric of this Place

This direction presents potential candidates as part of the fabric of the Territory; woven into its stories, landscapes and everyday life. Inspired by the curves and flow of the LGANT logo, we've created a series of graphic 'threads' that weave through each scene; echoing the connections between people and place.

These threads interact with the imagery in subtle, layered ways; sometimes grounding the person within their place, sometimes elevating or guiding the eye across the composition. The approach symbolises how local leaders are not outside the community looking in, but already shaping it.

Visually, the resulting style is expressive yet grounded, less about labels, and more about context. The accompanying campaign language reinforces this, giving weight to the quiet power of everyday experience; and a celebration of leadership that doesn't always come with a title.



Campaign Posters



Local 2025
Government
Elections NT

**There's no one better
placed to lead your
community — than
someone from it.**

You know this place, you should help lead it.
Local Government nominations open 11th July.

Stronger councils start with broader voices at the table, and with the Local Government Elections around the corner, now is the time to nominate.

LGANT
Local Government Association
Northern Territory

Visit lgant.asn.au/elections

SCAN TO FIND
OUT MORE



Local 2025
Government
Elections NT

**Councils shape
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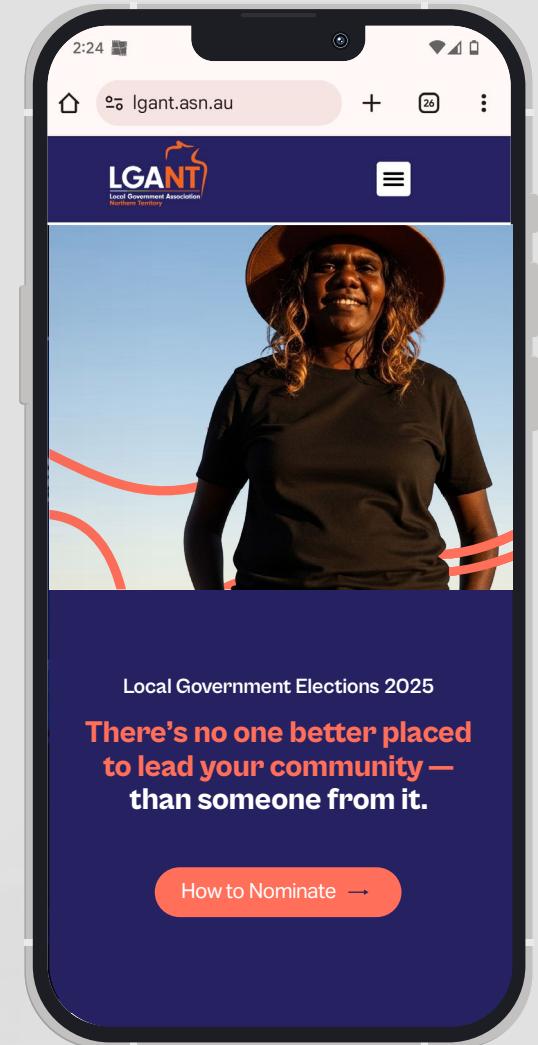
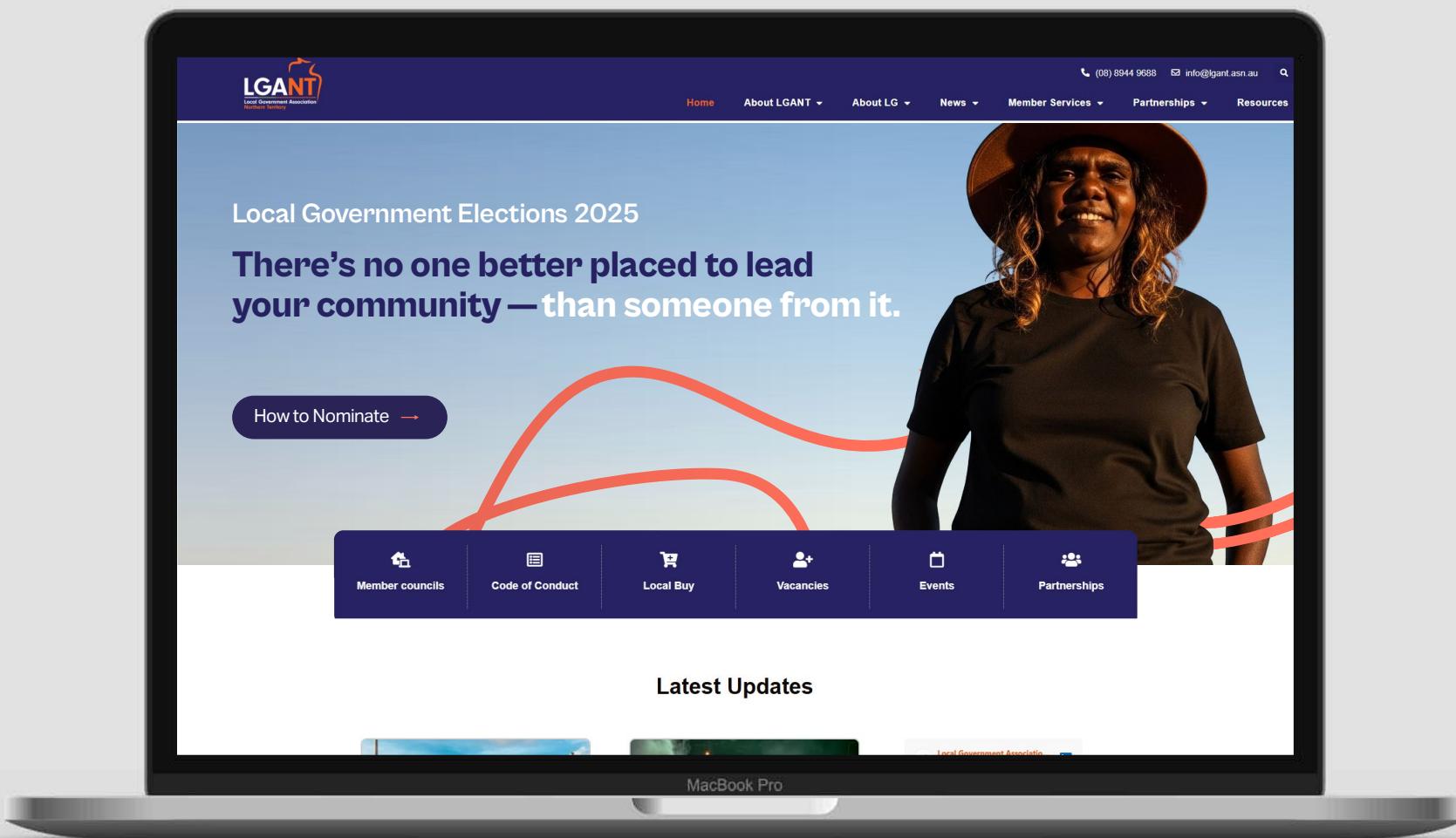
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Campaign Poster



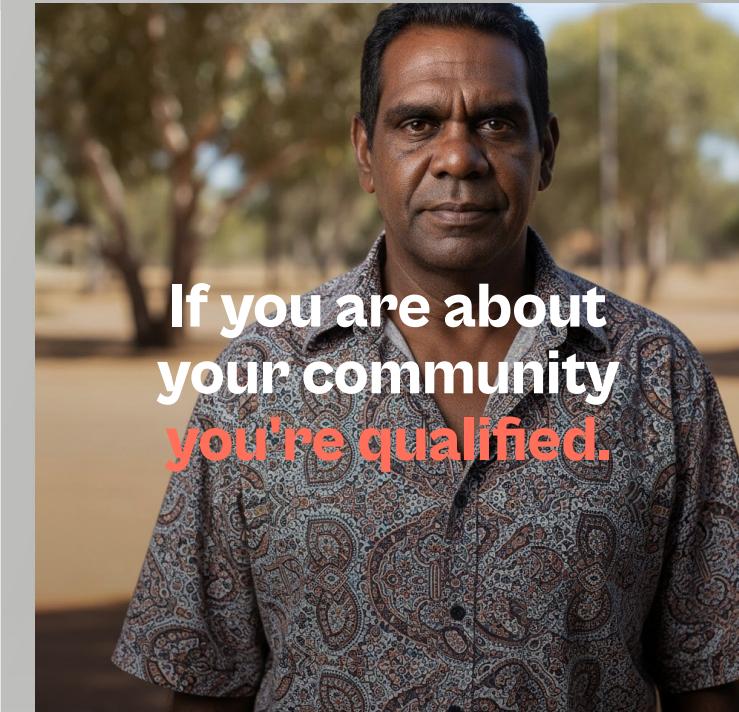
LGANT Landing Page



Example Social Application



A Facebook post from the page "LGANTerritory". The post is sponsored and shows a woman with curly hair standing outdoors with her hands on her hips. The text "Because you're a part of this place." is overlaid on the image. At the bottom, there is a "Learn more" button and a navigation bar with icons for home, search, create, like, and profile.



Direction Three



The Journey Starts Here

This concept centres on the idea that leadership is a journey, not a finished product. No one arrives with all the answers on their first day, and that's okay. What matters is a willingness to step up, listen, and grow into the role with plenty of support on offer along the way.

The campaign shows individuals at different angles to symbolise perspectives and growth into the role. Leadership can look different depending on where you stand, and every perspective has value.

Graphic 'building blocks' are layered into the design, representing both the practical and symbolic foundations of local government. These shapes; simple, modular forms; reinforce the notion that councils are where communities are built from the ground up. Step by step, person by person.

This direction leads with the idea that leadership is something you grow into — showing individuals at different stages, from considering the role to confidently stepping into it. It's designed to challenge assumptions about who should nominate, encouraging those who might not see themselves as 'qualified'. With the right support and perspective, anyone can build into the role. You don't need to have all the answers on day one, just the courage to put your hand up.



Campaign Posters



25
Local Government Elections NT Nominations

Change starts with someone just like you.

More perspectives means better decisions, and stronger councils. With the Local Government Elections just around the corner, now is the time to nominate.

📅 Nominations open Friday 11th July
✖ Closing Thursday 31st July

To find out more visit lgant.asn.au/elections

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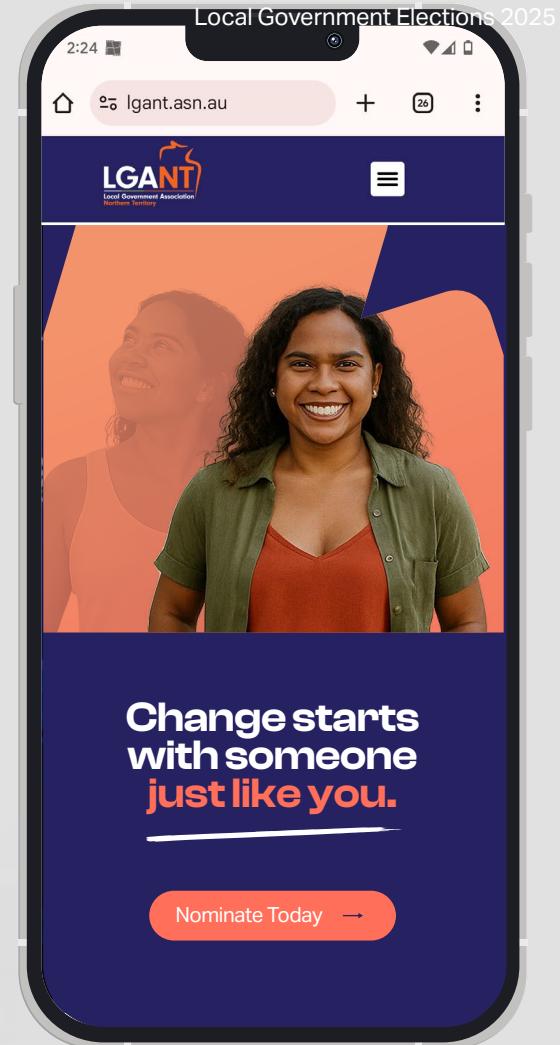
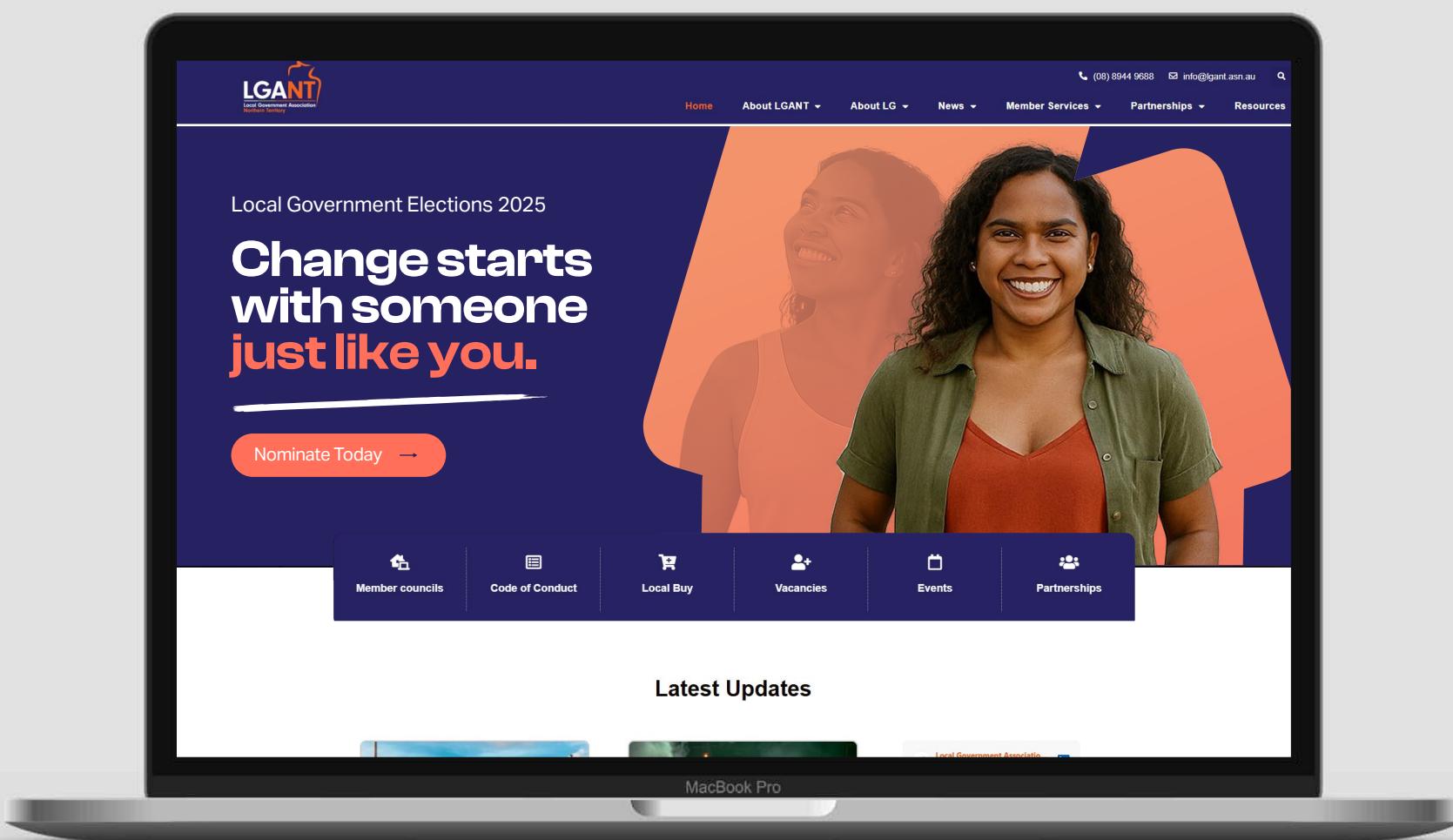
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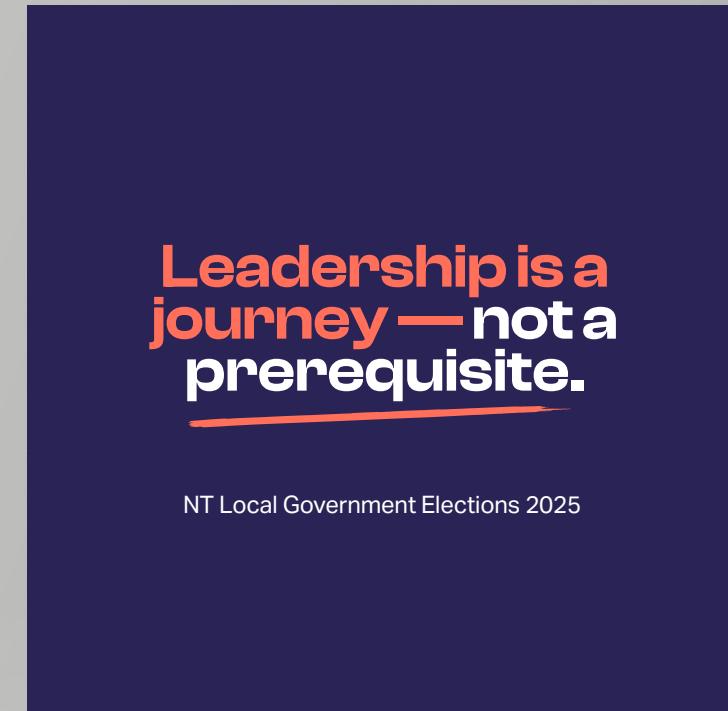
Example Social Application



← Explore

LGANTerritory Sponsored Follow :

Learn more



Immediate Next Steps

Next Week

Deployment of LGANT homepage elements

Complete content audit and nomination page design

Campaign brand deployment distribution

(Facebook and LinkedIn, e-mail signatures etc)

Confirm talent for photography and video production

Finalise bookings, permits, etc for video and photography

Commence video production and photography

(full schedule to be determined by participant availability)

Complete content audit and copywriting for brochure

Commence brochure layout and finalise print quotes/distribution

From 23rd June: Begin process of finalising printed and

digital campaign elements for Council Kit + User Guide

(these will need to be added later for council user section of web page, pending video + photo dependent social content)

Finalise paid social strategy and content calendar

Next Steps



- Feedback on creative direction
- Confirm case study options (urgent)
- Full paid campaign scope
- Social content strategy/schedule
- Meta account admin access
- LGANT Instagram account setup
- Brochure copy finalisation
- Web copy finalisation

Thank You

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