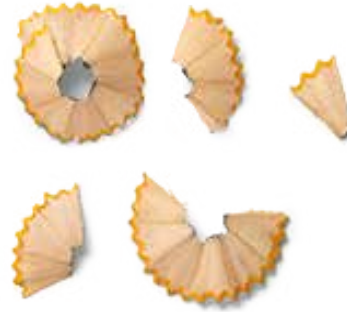


MY PORTFOLIO



Chloe Hodgson

30 Carlotta St
Greenwich NSW 2065

ph: 0420 319 011

e: info@chloecreative.com.au

Me

Through the years I have worked directly with a broad range of clients from FMCG to corporate communications. I design across all media including branding, layout, print advertising, websites, social media management. EDM's, point of sale and other marketing collateral material. I am extremely passionate about design and every aspect and part of the process associated with it, whether that be highly concept driven or simple type layout.

Skills

Extremely motivated, enthusiastic, creative, conceptual, flexible, deadline-oriented, very fast turn around times, great communication skills, easy to work with, can manage large work load, typesetting, and extremely proficient with Adobe's Creative Suite – including Photoshop, Illustrator, InDesign.

Work

When	Who	What	Clients
2016-current	Freelance designer for Chloe Creative	Senior Designer	Apricity finance, The Ship Marketing, Sap Products, Babyology, Hodgson Projects, Dragonfly marketing
2010-2016	Cranbrook School	Senior Designer	In-house
2007 – 2009	Freelance designer through Beetroot Consulting	Senior Designer	Dexus, Mirvac
2005 – 2007	Billy Blue Creative	Mid weight/senior designer	Australian Unity, St Catherine's School, Barker, Meriden School, Cranbrook School, Uniting Care.
2003 – 2005	Blue Fish Branding	Mid weight designer	Kleenex, Uncle Toby's, Sunrice, Running Bare, Better Homes and Gardens
2003	Keystone Hospitality	In-house designer	Cargobar, Bungalow 8, The Loft, The Australian Heritage Hotel and Scubar
2001 – 2003	Bliss (magazine publication)	Designer/art editor	Emap Publishing, London
1996 – 2000	Sydney Graphics College	Bachelor of design	



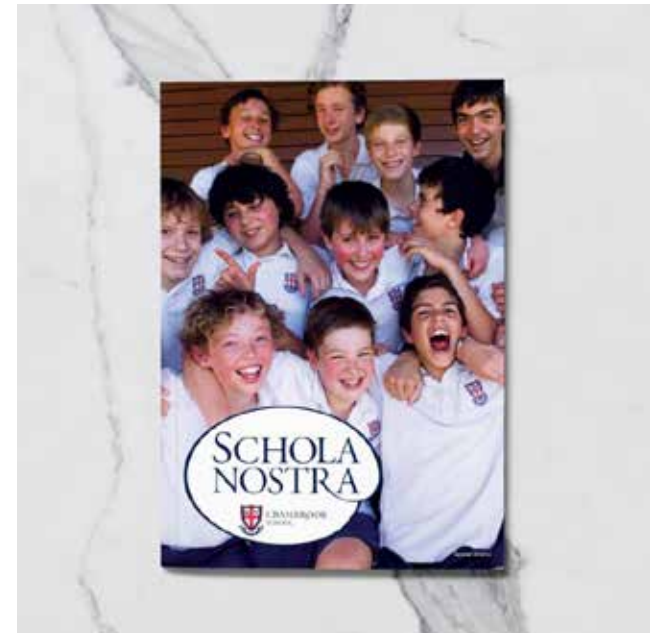
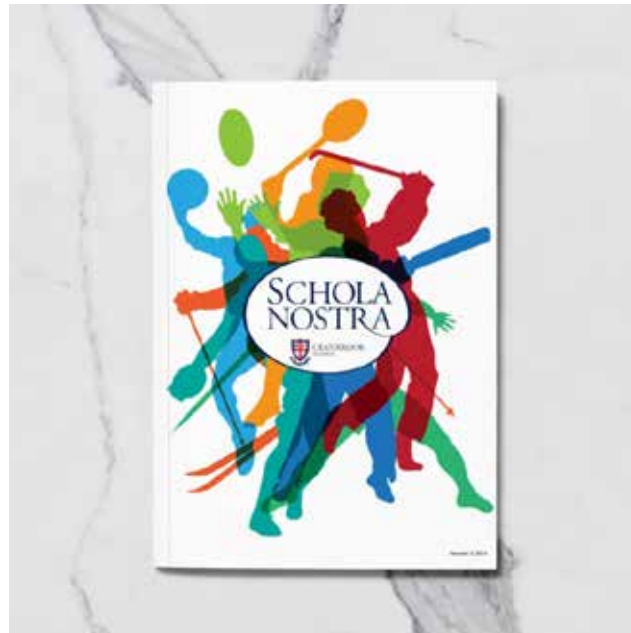
APRICITY FINANCE

Stationery, tender documents, brochures, ebook, marketing documents, social media imagery



HODGSON PROJECTS

Identity, stationery, website, uniforms, tender documents, photography, social media management



CRANBROOK SCHOOL

Magazine design; design, layout, art direction, illustration



Karen Archer

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, lacus sed purus. Vivamus faucibus. Ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec oris mauris, et scelerisque orci.

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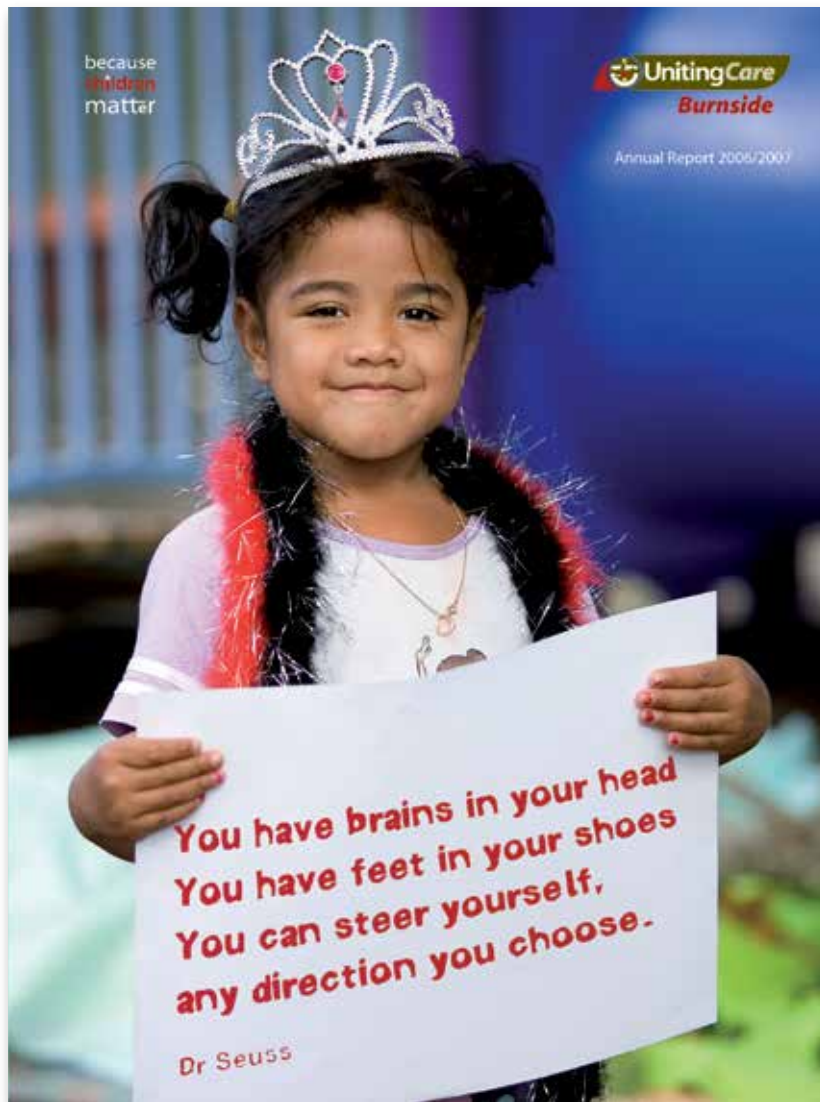
Sincerely,

Karen Archer



KAREN ARCHER

identity, stationery, marketing collateral



UNITING CARE BURNSIDE

Annual Report 2007; Design, art direction and execution



ACCOUNTING/TAX

AT NAVWEALTH OUR CLIENTS COME FIRST.
By integrating accounting and taxation services with those of wealth advisers we are able to provide our clients with collaborative solutions, services and advice that go far beyond the traditional service approach. Our integrated advice solutions not only address the past but also look to the future and the path that lies ahead.

WHAT'S IT ALL ABOUT?

All Navwealth our clients come first. Navwealth clients benefit from a collaborative and uniform approach to their accounting and financial requirements and forward thinking solutions. In doing so not only do our clients receive necessary compliance services, but through the collaboration with professional advisers, services and solutions are delivered with greater efficiency, co-operation and effectiveness.

The role of a modern Accounting business is much more than preparing statutory returns, reports and declarations. The modern accountant should work as a team with you and your other professional advisers in looking to maximise your financial and taxation opportunities and outcomes. The result is that decisions are made based on an entire set of financial circumstances not just those relating to a professional's skills and expertise.

For small business owners, an individual looking to add a new business or with added complexities, or a larger enterprise with a diverse range of accounting, compliance, and taxation solutions, everyone can benefit from an integrated approach to their accounting and financial needs.



THE BUSINESS OWNER

Do you know, that over the next 10 years, as the baby boomer generation moves into retirement, over 50% of businesses will be for sale – the real question is how many will sell, and for what price?

WHAT'S IT ALL ABOUT?

- It's one thing to make a viable business, it's another thing to have a viable business.
- Of the 500 small businesses that started operating in 2007/08, only 34% were still operating in June 2011.
- 80% of your business owners don't know what the business is worth.
- 80% of small business owners have no exit plan for their business.

Planning to exit your business is as important as planning its establishment. Most business owners, particularly those from the baby boomer generation, do not know what price their business is worth. Failure to plan the exit or succession of your business can not only damage the business itself and any wealth you have created, but can also damage family relationships.

“ 57% of business owners think about succession, but only 17% actually do something about it ”



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ESTATE PLANNING/PROTECTION

The right amount of money, in the right hands, at the right time.

WHAT'S IT ALL ABOUT?

Many believe that Estate Planning is simply making a Will and that Estate Planning is only required in the event of one's death. However, there are many ways to use a thorough Estate Plan and to ensure that your estate is protected and your family is secure.

WHY?

If you don't document your wishes and put in place a thorough estate plan it is likely that none of the following will occur:

- Your assets will not pass to your intended beneficiaries.
- Your beneficiaries will pay unnecessary tax.
- Your estate may be liable to attract probate costs.

Can you confidently say yes to each of these questions?

- Who will look after your children if you were to die prematurely?
- Who will look after your child's education in their later life?
- Are you married?
- Do you have a testamentary trust?
- Do you have an existing will or a will?
- Do you have an Agreement of Binding Conscience?

WHO'S IT FOR?

Anyone with assets, investments or a family relationship.



SELF-MANAGED SUPERANNUATION FUNDS (SMSFs)

WHAT'S IT ALL ABOUT?

A SMSF allows you to take greater control over your retirement savings and to invest in a wider range of assets. You become the trustee and members of your own superannuation fund. An individual can have up to 4 SMSFs and become responsible for the running of your SMSF, including setting the investment strategy, and making investment decisions.

Investing facts about SMSFs

- As at July 2011, the estimated number of SMSFs was 118,149.
- As at July 2011, the total number of SMSF members was 168,148.
- Total assets held as at Dec 2011 was in excess of \$47 billion.
- The net growth of SMSFs in 2011/2012 was nearly 3,300 per month.
- Compared to retail super funds and industry super funds, SMSFs have a 24% and 17% of the superannuation market respectively.
- Memberships are of funds:
 - The vast majority of SMSFs are two member funds (88%).
 - Single member funds comprise 23% of all SMSFs.
 - Consequently, in excess of 90% of SMSFs are single member or two member funds.

“ SMSF members are the most engaged in the superannuation industry, with a keen interest in ensuring their funds operate and perform well and this is borne out by their high level of voluntary super contributions, their funds' superior investment performance and their willingness to seek advice from professional advisers ”

Source: Treasury 2011/12



LIFE AFTER WORK?

WHAT'S IT ALL ABOUT?

Many business owners of their retirement days, however, fail to plan financially while they have the best opportunity to maximise their retirement savings. This often results in a retirement that is not what they want or need. It is not until they are retired that they realise they need to fund their retirement dreams.

A survey has shown that just 14% of respondents said they were financially prepared for retirement.

WHY?

Start developing the necessary ideas increasing for both income and savings, the more you plan now the more you can support your lifestyle for your lifetime.

Ask yourself:

- Do you know what you would like to do when?
- Do you know how much you are going to need to fund your retirement?
- Do you know when you can reasonably afford to retire?
- Do you know when your lifestyle will be as good as yours now?
- Are you taking action now to give yourself the best chance of a rewarding retirement?
- Do you have a plan?

WHO'S IT FOR?

Every working Australian should be making provisions for their retirement. Retirement planning not only ensures you have enough money to fund your lifestyle in retirement, but also ensures many ways to achieve your lifestyle goals while still working, or in retirement.

If you're over 50 and have some super assets, the 'Retirement' phase could help you benefit from those savings. Super funds offer a wide range of investment options. It could help you to reduce your taxes and ensure your retirement is secure.

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WEALTH & ACCUMULATION

“ One of the biggest myths of our industry is that many believe you only need a financial planner when you are wealthy or have excess funds to invest or spend ”

WHAT'S IT ALL ABOUT?

Financial Planning is not just for the wealthy! Modern advice can help you maximise your financial position and ensure you are making the most of your wealth to ensure you are working for your future.

WHY?

You work hard for the money you earn, it should make sense to have a plan for it. There are many ways of managing your current wealth, planning for your future goals and ensuring your wealth is growing.

WHO'S IT FOR?

Everyone can benefit from wealth advice. Regardless of your income, age, current assets, savings or superannuation, it is time to plan for your future. This is a common goal for everyone who is working.

Do you know:

- How to manage your current assets?
- How to protect your assets?
- What are the most effective investment options?
- Whether your assets are in the right place?
- What your financial goals are and whether they are realistic?



INTEGRATED ADVICE

WHAT'S IT ALL ABOUT?

Navwealth's accountants, wealth advisers and lending work together to provide a full solution for your financial needs. Our integrated advice means more ways to deliver ultimate benefits and financial outcomes to our clients. We believe in more than just financial advice, we believe in a deeper level of understanding of each client's needs and providing comprehensive solutions to maximise wealth accumulation, superannuation and more than just one or two solutions.



The most Navwealth is able to provide you:

- Financial Planning
- Accounting and Tax
- Health Care
- Home Loans, Lending and Debt Advice
- Self-Managed Superannuation Fund Advice and Administration
- Compliance for Individuals and Businesses
- Debt Planning for Individuals and Businesses
- Business and Financial Forecasts
- Business Succession Planning
- Business Valuations
- Financial Marketing
- Share Advice
- Asset and Estate Planning
- Real Estate Property Advice

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About BellRinger Property Group continued

BellRinger's Skills

At strategic development
BellRinger has a proven track record in strategic development, with a focus on creating vibrant, sustainable communities that enhance the quality of life for residents and visitors alike.

Asset Design

BellRinger's design team works closely with clients to create innovative, functional, and aesthetically pleasing spaces that meet the needs of the community.

Collaboration

BellRinger believes in the power of collaboration. We work closely with clients, stakeholders, and the community to ensure that our projects are successful and sustainable.

BellRinger's commitment to strategic development, asset design, and collaboration is the foundation of our success.

Future Success: BellRinger

BellRinger is committed to creating vibrant, sustainable communities that enhance the quality of life for residents and visitors alike. We will continue to work closely with clients, stakeholders, and the community to ensure that our projects are successful and sustainable.

Team Structure

BellRinger's team is composed of professionals with extensive experience in strategic development, asset design, and collaboration. We are committed to providing the highest quality of service to our clients.

Service Offerings

BellRinger offers a range of services, including strategic development, asset design, and collaboration. We are committed to providing the highest quality of service to our clients.

Testimonials

"BellRinger's strategic development, asset design, and collaboration services have been instrumental in the success of our project."

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A New Approach to the Retail Village & Town Centre

Town centres, of any scale, deliver an important element of urban, suburban, and rural communities. They are critical to establishing a character and identity that is unique to their own community. When well delivered and managed, these town centres provide a range of improved physical, emotional, social, creative and economic outcomes.

BellRinger's commitment to strategic development, asset design, and collaboration is the foundation of our success.

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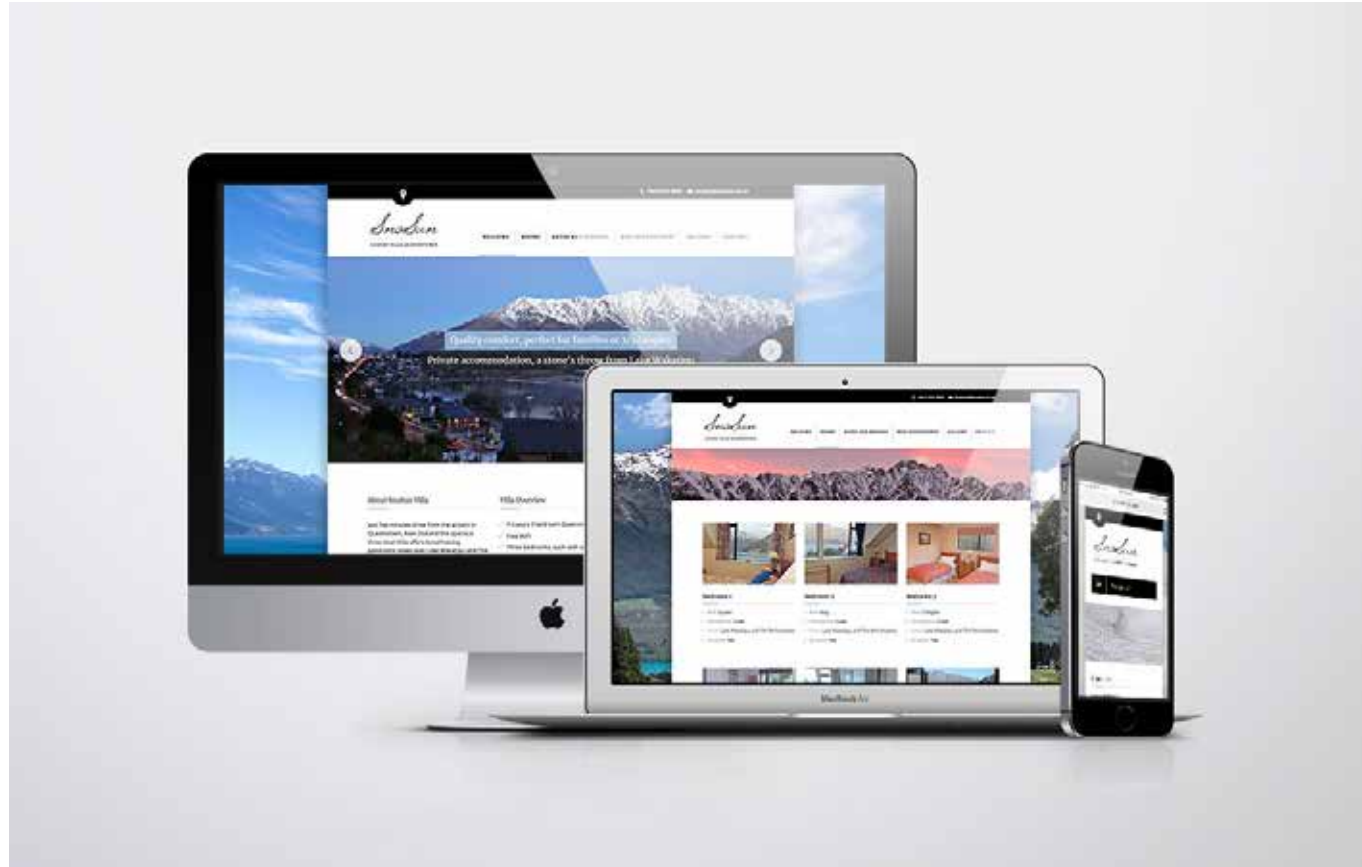
BELLRINGER

Capability Statement document; design and layout



AUSTRALIAN UNITY

Corporate branding; Design and execution.



my^{pa}

my^{auto-admin}

my^{pas}

my^{plan}

my^{security}

MYPA
Brand creation; Design and execution.





VARIOUS COMPANY IDENTITIES AND LOGOS
Brand creation