

2026

Captura Group

Strategic Marketing,
Communications
& Design Partner

Strategy. Design. Delivery.
We make it happen.



CAPTURA
GROUP

10+
years

delivering strategy, campaigns and design for growth focused organisations.



Trusted by AustralianSuper, AFL, IAG, AIIA, Nillumbik Shire Council, Federation Square and leading sport organisations.



Part of the ODIN360 network – expanding our capability with access to an unmatched senior consulting team in tourism, sport and major events.



Multi year partnerships across finance, government, associations and sport.

About Us

Captura Group is a strategic marketing, communications and design consultancy that helps organisations turn marketing investment into measurable growth and engagement. We combine senior strategic thinking with hands on delivery, working across the full marketing lifecycle from insight and planning through to campaigns, content, digital, events and reporting.

Our team has led and delivered work for super funds, insurers, industry associations, councils, venues, major sporting organisations, education providers, health ventures and charities. This breadth means we bring fresh ideas, proven frameworks and practical experience that transfer between sectors. We make the most of your existing budget by giving you full access to our team of experts. Instead of juggling multiple suppliers or hiring expensive in house resources, we pull everything together into one clear, integrated strategy – so every dollar works harder to grow your business.

Captura operates a flexible, delivery model, whether you need strategic planning, campaign delivery, design studio capability or a full outsourced marketing function, we tailor our team specifically to your objectives and budget assembling the right mix of specialists for each project. We can support clients through retainers, project engagements or embedded roles, and scale as needs evolve – often in partnership with the ODIN360 consulting network.



What makes us different

Your marketing partner, not just a supplier

We work as a true partner – whether embedded in your team or as a trusted external agency. We take time to understand your goals and adapt our engagement model to suit your needs.



Proven in complex environments



Trusted by AustralianSuper, IAG, AIIA, Nillumbik Shire Council, Federation Square, Western Bulldogs, Marymede Catholic College, Levin Health & Uncle Bob's Club, among others.

End to end capability under one roof

We bring together strategy, design, content, digital, stakeholder engagement and project management so you work with one partner across the full program.



Senior led delivery

Each engagement is run by experienced practitioners from start to finish, rather than being passed to junior staff with limited real world experience.

Practical and outcome focused

Our work is grounded in data, insight and operational realities, with clear roadmaps and measures of success for each engagement.



We work within your existing budget



More often than not, we can deliver the strategy, team and execution you need within the budget you already have – at a fraction of the cost of building this capability in house.

Flexible and scalable

We scale teams through our network of subject matter experts, plus ODIN360's senior consultants across tourism, sport, events, government and infrastructure.



Easy to work with

Clients value our responsiveness, ability to navigate internal stakeholders and willingness to work within existing processes and systems while still suggesting improvements.



Our capabilities



Creative, design and content studio

Captura Group operates as a full creative studio, creating brand identities, visual systems and content that bring strategies to life across digital and physical channels. Our team delivers concept development, design and production for campaigns, programs and corporate communications. This means you can brief one partner to refresh your brand, design all campaign assets or templates to deliver ongoing content across the year.

Brand & identity

Brand evolution and logo development, such as the refreshed AIIA brand and visual identity aligned to its new strategy and “future” positioning, and the rebrand of the iAwards program across digital, event and print environments.



Publications & collateral

Design and layout for publications such as AIIA's Connector Magazine and Events Magazine, as well as member documents, white papers, policy submissions, survey reports, membership prospectuses, value guides, pricing guides and event flyers in digital and print ready formats.



Campaign & program design

Creative concepts and campaign asset suites for programs like the iAwards, including entry promotions, finalist and winner communications, event collateral and sponsor activation materials, as well as campaign imagery and templates for member recruitment, advocacy, delegations and major events.



Events & signage

Event branding and wayfinding, including lectern artwork, stage and digital screen content, venue signage, delegation handbooks, Eventbrite tiles and digital signage, plus visual systems and templates that your teams can adapt for ongoing programs and state events.



Video & motion content

Concepting, scripting and producing brand videos and motion assets such as the AIIA brand refresh video, plus animation and editing of program videos including iAwards entry promotions, delegate overviews and end of year milestone pieces for AIIA and other clients.



AIIA brand & iAwards

Refreshed AIIA's brand and evolved the iAwards identity, then applied them across web, social, video, publications and national events, with Captura delivering all creative, design and content as a trusted marketing partner.



Our experience

Strategy

- **Basketball Australia – National strategy**
Co developed a four year strategic plan defining vision, growth objectives, strategic pillars and a prioritised project pipeline across commercial, participation, data, marketing, facilities and governance.
- **Levin Health – Marketing strategy**
Developed an integrated marketing strategy and detailed plan to grow Levin Health's medicinal cannabis brand, aligned with IPO timing, priority audiences and measurable performance metrics.
- **Uncle Bobs Club – Growth strategy**
Produced a focused strategy to help a volunteer driven children's charity strengthen fundraising, member engagement and community impact with clear priority activities.
- **Nillumbik Shire Council – Business and tourism**
Multi year program including strategic review of Business, Tourism, Marketing and Events, three year action plan, brand refresh, tourism partnership analysis, events audit, grant program design, issues and options analyses for key community assets and festival reviews.

Technical & Digital

- **Federation Square – Digital experience**
Led strategy, business case and roadmap for a precinct wide digital experience (screens, IPTV, Wi Fi and related tech) and reviewed digital/direct marketing and automation options, identifying 22 additional digital projects.
- **Challenger (IAG) – Data and martech**
Reviewed the marketing and digital environment to develop business requirements documentation including roadmap for a marketing database and Customer Data Warehouse and quick win projects including data centralisation, segmentation, automation and third party data integration.
- **AFL / Western Bulldogs – West 17 data platform**
Helped deploy the Lexer data platform to build a single view of 308k fans (up from 196k), increase contactable records to 115k and enable data driven crowd build, joint campaigns and high performing digital content.
- **AFL – State Leagues streaming program**
Project managed the design and launch of a new State League and elite pathways streaming ecosystem, overseeing technology platforms, app and web integration, UX, commercial model and marketing strategy to aggregate 474+ matches into AFL digital channels.
- **Charles Sturt University - Martech**
Assist in identifying business requirements for CSU marketing database platforms and creating tender documentation for market analysis and vendor selection.
- **Sport England – Facebook partnership**
Helped establish the UK's first government partnership with Facebook (four year, £20m program) and develop the Community Sports Hub using Facebook applications for national governing bodies.
- **Melbourne Storm – data platform and loyalty**
Implemented a data warehouse and marketing automation integrating 27 data sources and created Lightning Rewards, a fully integrated loyalty program tracking 519k+ fan activities across web, social and in stadium channels.
- **Melbourne Storm – digital growth**
Led the digital team to grow Facebook audience from 85k to 416k+ and significantly lift video views, page impressions and time on site, supporting record membership and game day revenue.
- **Ezybead, ODIN360, Global Sunrise -**
Design, development and deployment of new organisation website.

Our experience

Marketing & Communications

- **Australian Information Industry Association (AIIA)**
Long term marketing and communications retainer providing outsourced marketing, design, publications, video and campaign management across the association and iAwards program.
- **AustralianSuper**
Planned and delivered internal communications campaigns for multiple fund wide projects, including insurance enhancements, data and risk initiatives and leadership programs, using EDMs, intranet content, videos and stakeholder briefings.
- **Marymede Catholic College**
Reviewed marketing operations, designed the future state team structure, supported recruitment, delivered local area marketing for Mernda and the new Doreen campus, and implemented a chatbot to handle enrolment enquiries.
- **NECA Education & Careers**
Developed and implemented a market research program to improve course content within the electrical RTO with annual check in's.
- **Independent Brewers Association**
Developed and executed Marketing strategies for the IBA, as well as the industry conference and awards programs.
- **Western Bulldogs Kids Strategy**
Designed and delivered the Kids Strategy, from research and stakeholder engagement through to strategy and activation roadmap, supporting junior fan growth and family engagement.

Tourism & Major Events

- **Experience Gold Coast – Destination Plan**
Led stakeholder engagement for the Gold Coast Destination Management Plan, using workshops, interviews and surveys to shape a 15 year roadmap for an \$8.8bn visitor economy and Brisbane 2032 legacy.
- **Yarra Ranges Tourism – Yarra Valley & Dandenong Ranges Destination Plan**
Coordinated region wide consultation (2,000+ stakeholders, including Wurundjeri) to inform a 10 year destination strategy and local area plans for sustainable tourism and regional growth.
- **Hepburn Shire Council – Master Plan**
Led engagement to inform the Hepburn Springs Master Plan, ensuring operators, community and businesses shaped the vision, priorities and concepts for sustainable wellness focused tourism.
- **Geelong City Council – Major Events Strategy**
Delivered stakeholder engagement for Geelong's Major Events Strategy, integrating input from 250+ participants into a five year roadmap for event mix, investment and community benefit.
- **Wollongong City Council – Major Events Strategy**
Working with ODIN360 to deliver a contemporary, evidence-based Major Events Strategy for Wollongong City Council. The project will guide event attraction, support and delivery over the next 5 years and position Wollongong as a leading regional events destination

Our experience

Design & Content

- **Australian Information Industry Association (AIIA)**

Design and content development and editorial management of publications, EDM's, magazines, video. Developed and delivered multi trip delegation handbooks, campaign collateral and content to support international delegations and policy driven initiatives.

- **ODIN360**

Brand refresh including designing, building and deployment of a new website, and design of capability statement.

- **Ezybead**

Design, built and deployment of a new website, including change of domain.

- **NECA Education & Careers**

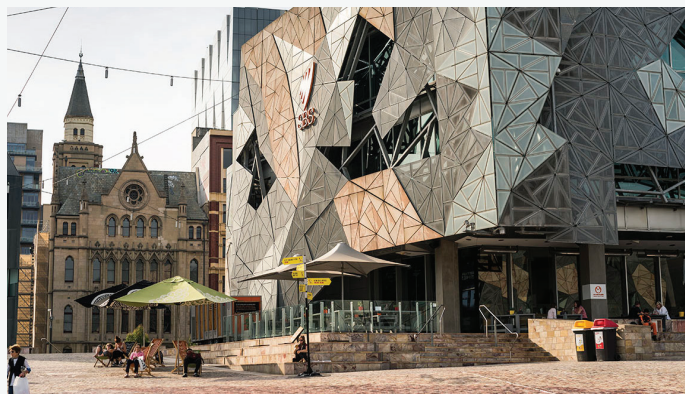
Led the consolidation of five brands into a single unified identity, including the integration of five websites into one and the implementation of API connections across the student management system, HR system and eCommerce platform.

- **Uncle Bobs Club**

Delivered a targeted brand refresh to reposition the club, enhancing its relevance, appeal and connection with existing and new members.

- **Nillumbik Shire Council**

Led a brand refresh to modernise the Council's identity, ensuring it reflected community values, strengthened consistency across channels and enhanced engagement with residents and stakeholders.



Our leadership team

Mike Billing – Managing Director

Mike is the co-founder and Managing Director of Captura Group and is recognised as one of Australia's leading marketing practitioners, having been ranked 13th in CMO Magazine's Top 50 CMOs in 2015.

He has more than 25 years' experience across sport, tourism, venues, government, industry associations and community organisations, spanning strategic, executive and operational roles.

Before establishing Captura, Mike served as Marketing Director at Melbourne Storm, responsible for membership, marketing, events, digital and media. During this time the club achieved record crowds and membership, industry leading game day satisfaction and one of the largest social media followings in Australian sport.

Mike has led major strategic and data driven marketing projects for clients including IAG's Challenger brands, the AFL, Western Bulldogs, GWS Giants, Federation Square, Nillumbik Shire Council, Yarra Ranges Tourism, Levin Health and Uncle Bob's Club.



Laura McGeoch – Managing Director

Laura is the co-founder the Managing Director of Captura Group and is an experienced marketing and communications professional who has worked as a senior communications manager, marketing manager, journalist, writer and editor for more than 20 years.

She is skilled at asking the right questions to uncover organisational needs and developing strategies, plans and content that align with purpose, values and objectives.

Laura has deep change and project communications experience, including work on a SAP implementation at Coles Group, a new registration and licensing system at VicRoads, and multiple fund wide projects with AustralianSuper's Global Risk team. She has delivered marketing and communications campaigns for the AFL and AFLW (Season 7 launch and themed rounds) and for the Victorian Government's Major Transport Infrastructure Authority, leading disruptions marketing campaigns for Victoria's Big Build across TV, radio, print, outdoor and digital channels.

Her background spans private, government and not for profit sectors across sport, health, transport, security and finance, giving her a wide base of experience to draw on. Laura also continues to write feature articles for major magazines and newspapers, maintaining a strong editorial and storytelling lens in all her work.



Kelly Reaburn – Marketing Director

Kelly is a goal oriented marketing and communications leader with more than 20 years' experience across local government, construction, education, industry associations and not for profit organisations.

She has a demonstrated track record in developing and executing integrated marketing and communication plans end to end, covering digital, online, traditional media, event management and awards programs, including the Independent Brewers Association's BrewCon and Indies awards.

Kelly brings strong analytical capability to her work, holding a Masters of Business Analytics and using campaign and data analysis to support evidence based decision making and strategy development. She also holds a Master of Arts and Entertainment Management, and has led rebranding campaigns for local government and industry associations, combining strategic clarity with hands on delivery.

Her experience across branding, campaigns, stakeholder engagement and performance reporting ensures that Captura's work is both creative and accountable.



Our extended network

Captura Group's core team is supported by a trusted network of specialists and partners that allows us to scale and tailor the project team for each engagement. This ensures clients get the right mix of expertise without carrying unnecessary overhead.

Through our network we can draw on:

- **Design and creative specialists** – Graphic designers, brand and layout specialists and creative directors with extensive experience across government, peak bodies, sport, tourism and commercial sectors.
- **Video and production teams** – Videographers, editors and motion designers producing brand videos, event content, animations and explainer videos for initiatives such as the AIIA brand refresh and the iAwards program.
- **Web and digital developers** – Front end and back end developers, UX designers and digital producers who support sites and platforms including AIIA's web presence and other client sites.
- **Subject matter experts** – Consultants in business strategy, transformation, operations, finance, tourism, sport, major events, government and infrastructure, leveraging our relationship with the ODIN360 network.
- **Research and data specialists** – Researchers and analysts who support market research, data strategy, segmentation and evaluation for marketing and commercial decisions.

All specialists work within Captura's project management and quality framework, providing a seamless experience for clients regardless of team size or composition.



Captura Group is a core marketing and communications partner within the ODIN360 consortium, Australia's most experienced consultancy across sport, tourism, major events, infrastructure and local government.

ODIN360 brings together 30+ senior consultants delivering practical, senior-led solutions for clients.

This partnership enables Captura Group to broaden our capabilities with experienced consultants from the tourism, sport, major events, infrastructure and government sectors.



Captura Group and metafan combine complementary strengths to deliver greater value.

metafan provide a purpose-built platform to manage and analyse fan data.

Together, this enables an integrated data driven marketing solution to be provided to clients.

This unique platform uses first party data which is overlayed with other data to provide unique insights and analysis for clients.

Allowing organisations to grow audiences, convert insights into outcomes and deliver stronger commercial value.

Think of Captura when you next need marketing support.

Let's have a chat.

Mike Billing

Managing Director

e: mike@capturamarketing.com.au

p: 0411 352 008

linkedin.com/in/mikebilling/

Laura McGeoch

Managing Director

e: laura@capturamarketing.com.au

p: 0407 546 226

capturagroup.com.au



CAPTURA
GROUP