Integral 2 A year in review



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MESSAGE FROM OUR

CEO

CAMERON TUESLEY



Thank you to our clients, partners, and the Integral team. You have all played an enormous role in the company's success. I am looking forward to the challenges of 2023, and the solutions that come with them.

Twenty-one is often referred to as the year of growing up, and in so many ways Integral grew up a lot this year.

We've established a board of directors, refreshed the Integral brand, and achieved our biggest year yet in terms of the number of staff, the scale of work we delivered, and the projects we took part in. In fact, we are now running projects in nearly every state or territory in Australia.

Integral couldn't have achieved this success without our people. For me personally, I am extraordinarily grateful to have the opportunity to work with everyone on the Integral team. It's an exceptional group of people who work here; people who challenge, support and delight consistently.

This year, I am especially proud of the launch of our new brand. It was so much more than an appearance change; it is a new understanding of who Integral is and how we are perceived by our staff and clients. This brand is foundational in the continued growth of Integral. Looking forward, I can see Integral having an increasing and important role in the areas we work.

In the last couple of years, we have started to see a subtle but transformational shift occur. The data suggests that for the first time since the introduction of IT, human productivity is decreasing. Ponder that for a second, technology has stopped making us more productive and is starting to make us less so. I'm sure many of you would have opinions why.

Integral with its wide perspective of strategy, brand, human experience and technology can offer unique perspectives, on both this core challenge and some of the solutions to making sure that our work enriches human experiences and doesn't detract from them.

An exciting challenge lays ahead and I look forward to working on it with all of you.

MESSAGE FROM OUR

CHAIR

CATHY FORD

It has been fantastic to come on board as the inaugural Chair of Integral. As I began this new role, I understood Integral to be a deeply technical business with a good reputation amongst the industry, and I was pleasantly surprised when I joined to learn more about the amount of rigor and history that came with it. The culture is a distinguishing quality amongst other companies, offering a collaborative and inclusive environment where people have a direct influence on the business. Cameron has done a fantastic job at building a business with heart, and I am excited to see where Integral goes over the next year.

Integral is at a pivotal point, where there is a bulk of knowledge, expertise, and a chance for exponential growth in all dimensions; the type of work we take on, the complexity of what we do, and the

team-based opportunities we provide. I am particularly excited to see the expansion of our advisory practice in the new year.

We have spent a lot of time over the past year revisiting our strategy and understanding how we want to shape the business. We'll continue to have a people-first approach, whether it's our clients, partners, or the people that make Integral successful – our employees.

We are all wondering where 2023 will take the industry. I myself, am expecting to see more organisations turn to technology to combat the ever-growing resourcing issues. While technology will play a major role in productivity, organisations need to go beyond that, looking for greater valueadds for their people.



What sets Integral apart from other companies is our culture and dedication to keep our people's perspectives at the centre of our strategy. I have thoroughly enjoyed being Chair of such a hands-on company that truly cares about the people behind the brand.

2022

Key highlights ~200 projects fuelled by

20,000+ coffees!



PARTY TIME!

For 21 years, our clients, have been pushing boundaries, changing the way people live, work, study, travel, take holidays, access government services, community services or healthcare, and we've been in the thick of it with you.



BOARD OF DIRECTORS ESTABLISHED

We established a board of directors and welcomed Cathy Ford to the position of chair, with Founder and CEO Cameron Tuesley, and CMO Amy Ward serving as Directors.



Our Melbourne team is enjoying a fresh new collaboration and coworking space at LaunchPad in Richmond. It even has meeting spaces inside a tram!



BRAND REFRESH

We're a place for the dreamers, the creators, the changemakers to be inspired, think differently and get it done.

new look.



It is more than a wardrobe update though.

It's a whole refresh from the inside out that considers our heritage and culture, our today and tomorrow, our size and shape and personality.

Integral

A fresh new brand that more accurately reflects the trusted, expert, brave, curious and creative people who work with you every day at Integral.









Our Values

Trust

WE DELIVER ON OUR PROMISES.

Collaborate

WE ACTIVELY SEEK DIVERSE PERSPECTIVES.

Create

WE IMAGINE,
DESIGN,
DEVELOP AND
DELIVER.

Delight

WE STRIVE
NOT ONLY TO
SATISFY BUT TO
DELIGHT.

Shhhh....

Australia's best kept secret...

A day in the life of an average Australian will likely see you encounter at least one thing that Integral and our clients have invented, improved or transformed over the past 21 years...



Seamless, secure access to digital government services for all Australians

Animals and humans who feel loved and cared for because their doctors and vets can now access real-time accreditation and training remotely





Traffic data counts that smooth the flow of traffic during major events



Frictionless online university enrolments for the remarkable people of tomorrow

Smooth, family-first early learning and care experiences that put our little people and their carers first





Fans who can get to the game before the first whistle with a stress-free visitor experience







Yes, we can help you with that...



Strategy and advisory

Brand experience

Digital technology

Program delivery and change

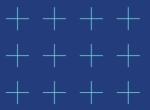
Managed services and support

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Citizen scale digital identity and access management

Enabling secure, seamless access to digital services in a world that is increasingly at risk from malicious actors.

Since 2020, Integral has built a reputation as being one of the most trusted providers of large-scale digital identity and access management solutions in Australia.





In the last two years alone, we have delivered significant citizen scale digital identity and access management solutions for major federal government agencies around the country – enabling whole of government identity and access management.

Whole of government Identity Exchanges and Access Management initiatives are a complex undertaking. Effective implementation of identity brokering, federation and seamless access based on your choice of identity is an important thing to achieve.

Having secure, accessible and fit-forpurpose frameworks and policies for digital identification is a non-negotiable if you want to provide services in a constantly evolving digital world.

Identity exchanges are one piece of that puzzle, bridging the gap between identity providers and service providers. Reliable, integrated exchange services are critical to allow government agencies to deliver digital services effectively.

Strategic change and communications for better employee experience

National technology transformation to improve government services is bolstered by a focus on communications and employee experience through the change



We work to better support, inform, retain, and inspire employees during times of change (all the time).



Our government clients are at the forefront of transforming how Australians access government services and the support they need for everyday living. For one in particular, Integral is engaged to support the delivery of a national technology transformation program, including critical change management, strategic communications and engagement services to:

- Support ~1000 staff across the country.
- Support the introduction of home-based working.
- · Retain staff in a competitive environment.
- Build a cohesive culture and a sense of common purpose in a diverse workforce.

Services include:

- Development of communication and engagement templates
- Regular targeted communications
- Senior leadership engagement
- Culture and diversity programs, recognition, career development support
- Ongoing change management
- Management and improvement of the employee feedback process

The Integral led change and communications program has resulted in significant uplift in employee engagement scores year on year and the effective adoption of change - building the culture and reputation of the teams, positioning them as a centre of excellence in end-to-end project delivery.



Improving the student experience for the remarkable people of tomorrow

Designing experiences for higher education to enable excellence in knowledge, research, collaboration, engagement and advancement.

In 2022 we continued our work with several major higher education clients, a sector we've worked in for more than a decade. In fact, in the last five years alone, Integral has delivered more than 72 projects for university clients.

Together we've designed improved student enrolment portals, simplified online course guides, upgraded learning management systems, established integration centres of excellence, established university data hubs, delivered major transformation and change, and much more.



This year the **University of Queensland** (UQ) engaged us to deliver a data and integration strategy & roadmap. The future operating model (people, process, and technology) emerging from the roadmap will help UQ to enable satisfying digital experiences and data driven decision making through seamless, secure, efficient, consistent, and reliable interoperability and information sharing between solutions. Also in 2022 Integral continued our work with the **Queensland University of Technology** (QUT) and **Griffith University** (GU). At QUT we are a preferred digital enablement and experience provider to help design and deliver QUT's five-year

digital enablement program. This includes digital engagement platforms, learning management systems, digital experience platforms, data and information management and business change for a digital ready workforce.

At **Griffith University**, where for many years we have been a member of their preferred provider panel for Integration and Application development, we supported them through open enrolment to ensure a seamless student experience, customer data insights platforms, learning management systems, integration and more.















Strategic transformation, communications, marketing, digital and brand advisory

IP AUSTRALIA

Content creation around the clock - meeting deadlines and improving customer value

IP Australia (IPA) is an Australian Government agency. They are responsible for administering intellectual property (IP) rights and legislation for patents, trade marks, design rights and plant breeder's rights (PBR).

In 2022 IPA undertook a new public facing website project, with the aim of providing a better user experience than that of their legacy site. Integral was engaged for six months in their Customer Value Program website modernisation project.

Our consultant joined a small global team that worked across time zones optimising content for the new website. The team wrote, edited, and authored content for the Sitecore Digital Experience Platform (DXP). The new site was launched successfully in October.



HELP ENTERPRISES

From digital to brand to information systems to business transformation – partnering with our client to create positive customer and employee experiences through times of big change.

Help Enterprises is a compassionate and progressive social enterprise committed to enhancing the lifestyle, independence, and ambitions of people with disability. They offer a balance of commercial and social initiatives. Their market-leading products and services add value for their customers and create vital opportunities and support for people with disability, injury, and health conditions that interfere with their entry to employment.

Integral has worked with the team at HELP since 2020 and we've loved every minute of it. From strategy to implementation, we've worked together on digital audits, customer journey mapping, persona development, campaign strategy, capability uplifts, brand strategy, digital marketing, performance marketing, PR and media relations, storytelling, content and copywriting, internal communications, change and transformation, information systems roadmaps and more.



Social media marketing that connects and cuts through

QUEENSLAND WALKS

Every body, Every place

Everyday Queensland Walks works hard to advocate for more walkable places which will mean more Queenslanders can choose to walk, roll and stroll. And every year they work even harder during the Queensland Walks month campaign period.

At Integral we're pleased to do our bit in the background, collaborating with the Queensland Walks team to develop the creative strategy and campaign branding, along with implementation of the digital and social media campaign.



73% increase in followers



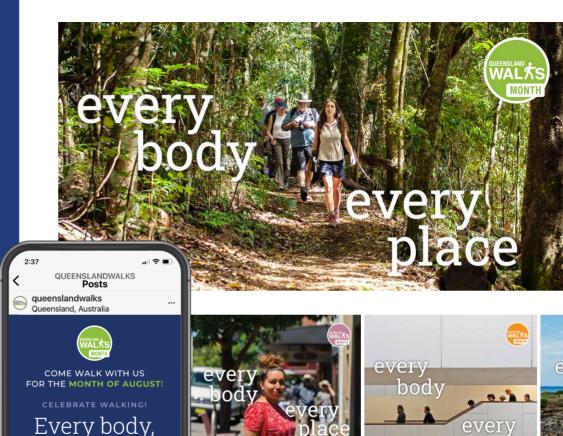
20% increase in followers



21% increase in followers



20% increase in followers











every place

'Tactile Ground Surface Indicators'





POPULACE THREADS

Digital experience helping to change the world, one wardrobe at a time

Populace Threads is helping to change the way we think and behave when it comes to fashion. Built to challenge consumers' views on fast fashion and textile waste, Populace Threads is a resale platform established to be a one-stop-shop for all. The company is passionate about making a difference to people and the planet.

We've worked with the Populace Threads team since the inception of their brand and in 2022 we continued working hand-in-hand to spread the word for this important movement. Together we've developed video and sustainable fashion-based content and implemented social media marketing that has seen a significant uptick in awareness and engagement online. The content approach is tailored for the individual channels [Instagram, Facebook and LinkedIn] as no two platforms and their audience expectations are alike.

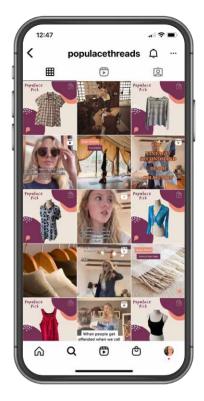








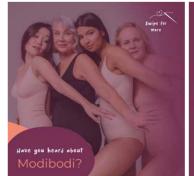
The [Integral] team have been instrumental in assisting Populace Threads in the development of our brand and digital business; and in helping to grow our online presence through digital marketing, content and social media management. As a result of the work we do together, we have significantly increased our brand profile and reach online and are steadily building traction for our start-up venture.





Carla Scott CEO and co-founder of Populace Threads.

Populace Threads Modibodi campaign post





Bringing brands to life

CREATING MEMORABLE EXPERIENCES

Every interaction with your organisation is a brand experience. That means a customer experience, an employee experience or any other stakeholder who has a touchpoint with your brand.

The experiences span visual identity, creative media, awareness that your brand exists, and storytelling - communicating brand elements both externally and internally.

Families Magazine

Issue produced every 2 months. digital and print



FCM

We are Focussed Claims

Management specialists



Focussed Claims Management

Brochure - digital and print





Focussed Claims Management website UI and development







Southern Queensland Country Tourism 2021/2022 Annual Report



Pull Up Banners, corporate brochures, suite of case studies

> **Brisbane North PHN** Population Health





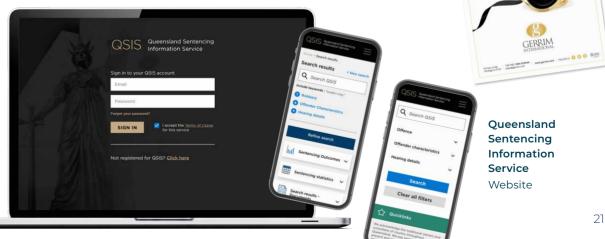


Royal Brisbane Women's **Hospital Foundation** 2021 Donor Impact Report





Photography & design for 2022 product catalogue Website UI



Queensland Sentencing Information Service Website

GERRIM



WORKSAFE VICTORIA

Creating healthier and safer workplaces for all Victorians



One of the largest Red Hat OpenShift on Amazon (ROSA) implementations in Australia

To achieve its strategic goals WorkSafe Victoria has an objective to use the latest technology to develop a more sophisticated ability to streamline and personalise services to lead the way in creating healthier and safer workplaces for all Victorians. To support the strategy and objectives, the W2O3O Program established a technology integration platform, named Integration and Orchestration Platform (IOP), to allow new, legacy and external applications to interact and work together in a seamless manner.

As part of this, Integral has been engaged to deliver the WorkSafe Victoria ROSA (Red Hat Openshift AWS) project migration. The project was only commenced in late 2022 and we have already stood up a proof-of-concept ROSA environment and moved into non-production.

When complete, we will have created one of the largest ROSA implementations in Australia – making a home for all WorkSafe's integration workloads.





GOODSTART EARLY LEARNING

Helping to give Australia's children the best possible start in life





Australia's largest early learning provider, not-for-profit Goodstart Early Learning, operates 650+ centres around the country, helping to give Australia's children the best possible start in life.

Goodstart Early Learning was faced with an end-of-life deadline and functionality gaps in the current solution. Goodstart needed to select and migrate to a new platform to manage its whole of business (bookings, billing, management, and administration for the families and the centres) but more importantly, a plan to guide the staff and families through the monumental change.

We pivoted to match the new undertaking with the right skills, advice, and a challenger partnering model: contracting for outcomes. We invested for time and budget outcomes, confident in the highly skilled teams deliberately formed over the years, able to break down complex transformation into actionable pieces.

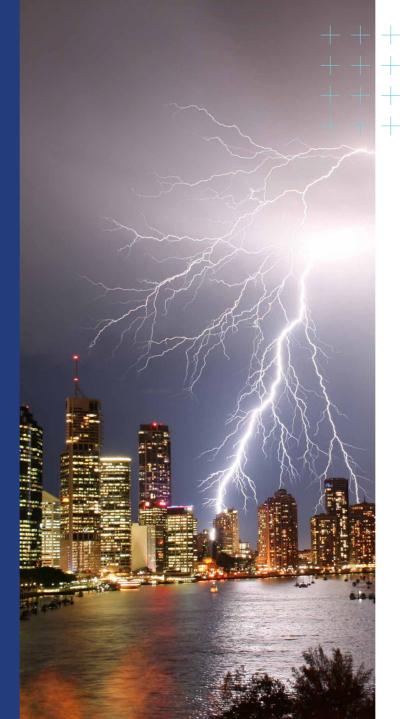
Integral led:

- program management
- the evaluation and selection process (3 months from Discovery to Pilot)
- implementation
- integration
- data migration
- testing
- training development and approach
- change management program

We ensured the transformation and adoption was delivered on time and within budget and scope, with iterative change programs and metrics to understand, improve, and report on progress and success.

BUREAU OF METEOROLOGY

Rain, hail or shine



Reliable, robust and resilient operating environments for critical services

Integral enjoys a long-standing relationship with the Bureau of Meteorology (the Bureau), and this year we've been pleased to continue supporting our critical national weather service with the provision of program architecture and lead architecture capability for their ROBUST program.

ROBUST is a comprehensive rebuild of the Bureau's ICT systems and related business processes and applications, focussed on addressing security and resilience risks. It aims to secure and strengthen all elements of the Bureau's operating environment to provide continuous availability of critical services, mitigating the risks arising from the fragility of the existing ICT environment.



STANWELL

Helping Queenslanders and large Australian energy users to power on

Keeping the spark bright together for over 10 years.

2022 marks more than 10 years working together with Stanwell to support important integration and technology uplift projects. Stanwell is a major provider of electricity and energy solutions to Queensland, the National Electricity Market and large energy users throughout Australia. These days they are getting ready for the new world of renewable energy and need their business and technology to be agile and innovative. They are putting their energy into finding better, cleaner ways to reliably generate, store and move electricity for

their customers and Integral is pleased to do our bit to support this strategic change.

In 2022 the Integral team continued our valuable work with Stanwell. We've provided core integration solutions to help them uplift their integration platform and create a modern integration architecture. This will lead to improvements in connectivity across important operational applications, potential reuse of APIs across parts of the organisation, better processes, improved security, automation and many more benefits. Essentially, helping them to be ready to adapt to future change, reduce risk and improve efficiencies.

AUSTRALIAN TAXATION OFFICE

Dishonest directors disempowered with Directors ID



In 2018, The Economic Impact of Potential Illegal Phoenix Activity Report commissioned by ASIC, ATO and the Fair Work Ombudsman found that illegal phoenix activity costs employees between \$31 and \$298 million in unpaid entitlements and costs the Government around \$1,660 million in unpaid taxes and compliance.

Fast forward to 2022 and the ATO is making great strides to reduce this burden on Australians with the rollout of the Modern Business Registry Program, including the Directors ID project which came into effect this year.

Integral, and our partners, Red Hat have played a pivotal role in the project, implementing significant changes, improvements and new technologies to the ATO architecture. The transformation program is being delivered as a consortium, with Integral principal consultants and technologists leading critical aspects of solution and platform architecture, security design and platform implementation. The program is leading the way for container-based platforms in the ATO. It is the first major implementation of OpenShift, increasing scalability and improving performance to allow the ATO to introduce new clients and registers and keep Australia's business community and employees safe from dishonest directors.

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When you hand good people possibility, they do great things.

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BIZ STONE



Award winning teams



Integral recognised as Red Hat Premier Partner!

"Being recognised as the Red Hat Premier Partner in Australia is testament to the strength and joint commitment of our partnership, and we are truly humbled by the selection. Achieving Premier Business Partner status is a culmination of more than a decade of co-investment to drive true digital transformation for our clients across Australia. In this last year alone for example, Integral and Red Hat have jointly delivered some of the country's most transformational, citizenscale digital identity and access management projects, underpinning significant improvements to the digital government experience in Australia." Cameron Tuesley, Founder and CEO, Integral.



Premier Business Partner Goodstart Early Learning (Goodstart), Xap Technologies, and Integral were jointly recognised as ABA100 Winners for the Change Management and Digital Transformation categories in **The Australian Business Awards 2022**.

The three organisations collaborated to successfully replace Goodstart's core business technology with an industry-disrupting, richly-featured platform, leading the business and end users through a dynamic and comprehensive training and change management program.

Goodstart, with over 600 centres nationally, aimed to create a better user experience for its families and staff, and free up educators where it matters most – children's learning and development.

Together with Goodstart, Integral and Xap achieved Goodstart's project vision by bringing together an all-in-one platform that is revolutionising childcare centre management software and an implementation partner who has put skin in the game to ensure a great outcome.









Collaborating with industry and community

Here are just a few industry events we have sponsored and supported this year









Something Digital, Brisbane

2,500 ATTENDEES

Designed around the theme of Reality Bites, the focus of Something Digital was to shine a light on some of our globe's complex problems with the view to leverage digital technology and innovation to move the needle forward. Integral got on board as a sponsor to support this great event and our digital community.



HELP Charity Lunch, Brisbane

490 ATTENDEES

This year marks Help Enterprise's seventh year hosting Brisbane's Annual Charity Lunch, in support of enhancing the lifestyle, independence and ambitions of people with disability. This event raised over \$200,000 in support of HELP's equine therapy facility, McIntyre Centre. Integral is proud to support such a great initiative.



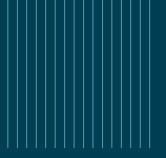




BeerOps, Melbourne

1,022 ATTENDEES

Australia's largest DevOps and Data meetup was back for another year, and Integral was proud to be a sponsor of the Melbourne event. BeerOps is a fantastic opportunity to network within the technology industry and gain insights into what the future holds.



Never stop learning

We're a curious bunch here at Integral! Here are some of the events attended by our team members - covering everything from technology to typography.



UQBSPA Industry Networking Night

Brisbane, May 2022

Recalibrating Your Marketing Strategies: Post COVID Planning

Brisbane, May 2022

Big Design

Brisbane, June 2022

AIIA Awards

Brisbane, July 2022

Gartner IT Symposium|Xpo

Gold Coast, September 2022

B2B Marketing Leaders Roundtables

Brisbane and Sydney, September and October 2022

Adobe MAX 2022

Online, October 2022

NO/BS

Melbourne, October 2022

Tech in Government

Canberra, October 2022

Marketing Innovation: Technologies on the Horizon

Brisbane, November 2022

Networx

Brisbane, November 2022

Lean and Agile Systems Thinking

Melbourne, November 2022

APAC Technology Trends by Forrester

Sydney, November 2022

Kentico Xperience Partner Day

Melbourne, December 2022

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Always ready to lend a hand... or two!





Birthing Kit Foundation

Earlier this year, our team joined up with the crew from Red Hat and Birthing Kit Foundation Australia to, you guessed it, build some birthing kits. Almost 400 birthing kits were assembled to be sent to help women in remote regions of the developing world.

This Birthing Kit Foundation has so far delivered 2.4 million birthing kits to underprivileged women in over 30 rural countries. On top of that, they have trained over 10,000 traditional birth attendants and contributed to the prevention of Female Genital Mutilation (FGM). Great job!

Movember

Movember, the month formerly known as November, is a moustache growing charity event held during November each year that raises funds and awareness for men's health.

Our team of Integral Mo-vers worked hard on growing and scaping their facial locks with a dollar for dollar matching by Integral, they raised a whopping \$4130 for this important cause.

Thanks again to all our supporters for their fantastic support.









Our people are our best asset

We are in good hands...



Cathy Ford



Cameron Tuesley ceo



Kate Boylan

NATIONAL MANAGER
PEOPLE, CULTURE AND CAPABILITY



Ben Scown
DIGITAL DELIVERY DIRECTOR
- SOUTHERN



Warwick Sweeney
CHIEF TECHNOLOGY OFFICER



Amy Ward
CMO & HEAD OF BRAND
EXPERIENCE



Tina Walker Financial Controller



Nicholas Xecanas chief operating officer



Chris Cox
Managing principal



Bernadette Greenock



Cameron Locke



Michael Stone
HEAD OF STRATEGIC PARTNERS

Welcome to the team!

We are happy to welcome 15 new staff to our Integral family

Bernardo Brandao

Mike Eyaotu

Robyn Feather

Claire Frost

Luke Greaves

Daniel Hruszecky

Karl Jackson

Sam Leenderts

Clare Moore

Farah Moussalli

Rajender Negi

Wimal Perera

Neethu Ramachandran

Sharath Ratnakaran

Tina Walker

Graduate Spotlight

Providing opportunities to new talent is something we're passionate about at Integral. We provide intern, undergraduate and graduate employment programs, giving emerging talent the opportunity to learn and contribute to real industry projects.

In 2022 we've been pleased to have 7 under-graduates and 2 interns across digital, development, design and visual communications.

Brad

Emily

Oliver

Cassidy

Josh

Tayla

Celeste

Liam

Tom

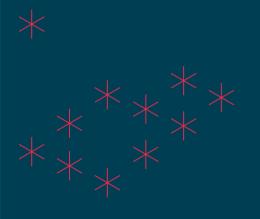


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Having started in Integral's Grad Program before coming on board in a full-time role, I was given the opportunity to hone my skills, through partner training and mentoring by the project lead. I didn't have to think twice when Integral offered me a full-time role. I knew I was coming on board a team that truly cares about the professional growth of its individuals.

Farah Moussalli – Consultant

We like to have a bit of fun too!











Call 1300 305 089 Visit www.integral.com.au Email info@integral.com.au

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BRISBANE **MELBOURNE** SYDNEY **CANBERRA**