



Clarity. Consistency. Confidence

PORTFOLIO

Natasha Muir
Comunications Specialist



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With a Diploma in Marketing and Communications and extensive experience working across both shire and city level local government, I bring a strong combination of technical skill and practical insight to every project. I am fully trained and proficient in Adobe Creative Cloud, including InDesign, Illustrator, and Photoshop, and I specialise in transforming complex content into professional, polished documents.

Known for my attention to detail and commitment to maintaining brand consistency, I create clear, visually engaging layouts that elevate reports, strategic plans, brochures, and corporate publications. My background in government communications has given me a deep understanding of the importance of accuracy, accessibility, and presentation in public documents.

This blend of design expertise and communications knowledge allows me to deliver outcomes that not only look professional but also communicate effectively, helping organisations present their information with confidence.



01.

Client : City of Albany

Project : NAIDOC Week Program

The NAIDOC Week Event Program was developed to showcase a diverse calendar of activities celebrating the theme "The Next Generation: Strength, Vision & Legacy."

The brief was to produce a program that was both visually engaging and accessible, particularly for Elders and community members who would be viewing the publication online.

To achieve this, I created a clean, minimal layout that placed the emphasis on clarity and readability.

Larger fonts were chosen to ensure accessibility, while the text was structured to allow easy navigation through the wide range of events.

Graphic elements were kept simple and purposeful, avoiding clutter while still reflecting the celebratory nature of NAIDOC Week.

Bright, culturally significant images and bold colour palettes were integrated throughout the design to reflect the vibrancy, energy, and importance of the week.

The use of colour was carefully balanced with white space to keep the program professional and welcoming, allowing the content to shine.

The final program successfully combined practicality with design impact, delivering a document that felt modern, respectful, and inclusive.

It provided the community with an event guide that was easy to follow while celebrating culture, identity, and heritage in a way that aligned with the significance of NAIDOC Week.

HELLO. WELCOME Kaya. Wandjoo!

NAIDOC Week 2025 holds significant importance as we come together to celebrate the theme *The Next Generation: Strength, Vision & Legacy*.

This year's theme not only acknowledges the accomplishments of the past but highlights the promising future shaped by the strength of young leaders, the vision of communities, and the profound legacy passed down through generations.

The City of Albany is proud to support and celebrate NAIDOC Week, fostering an inclusive environment where the richness of Aboriginal and Torres Strait Islander cultures is celebrated and honored.

As we embrace this theme, we stand united in recognizing the vital role of Indigenous communities in shaping our present and future. Together, we continue to learn, reflect, and act, ensuring the legacies of our ancestors endure for generations to come.

NAIDOC THEMED STORY AND CRAFT

Thursday 10 July, 10:30am - 11:30am
Child and Parent Centre, Lockyer

Strait Islander cultures through a bring a traditional and Indigenous awareness and appreciation while

This hands-on experience fosters cultural awareness and appreciation while encouraging creativity.

Join us for a meaningful and artistic observation of NAIDOC Week.

Suitable for children aged 3-12

Free event.
Bookings required - albany.wa.gov.au/bookable



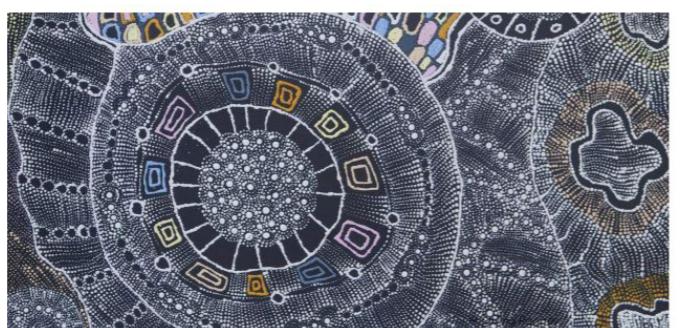
GENERATIONS COLLECTIONS

27 June - 19 July, Tuesday - Saturday 10:00am - 5:00pm
Albany Town Hall

Drawing on a private collection of over 80 Indigenous Desert paintings, this exhibition features second and third generation women artists who, whilst retaining the inherited conventions of traditional tribal lore, are now freely exploring individual stylistic innovation.

Free exhibition. No bookings required.

Images:
Below: Artwork (detail): Lukarrara Jukurpa - Hilda Nakamarra Rogers, 2017. Acrylic on linen.
Right: Stirling Ranges. Credit: Museum of the Great Southern



CURATORIAL - THE OUTLAWING OF CULTURAL BURNING ON MENANG BOODJA

Tuesday 1 July, 10:30am - 11:30am
Museum of the Great Southern

Archaeologist and Fire Specialist Dr Sean Winter takes a closer look at the Western Australian Regulations that were passed as early as 1847 to limit Noongar cultural burning practices. These regulations were intended to curb the spread of uncontrolled wildfires, but they ultimately had the opposite effect.

European legislators did not understand that controlled burns managed the vegetation and minimised damaging bushfires—fires that have occurred annually across Australia since European settlement in 1788. Dr Winter urges a return to the acceptance of controlled cultural burning to mitigate the increasing threat of fires in our region.

Dr Sean Winter is the Cultural and Statutory Fire Co-ordinator at Wagyl Kaip – Southern Noongar Aboriginal Corporation.

Gold coin donation welcome.
No bookings required.



NAIDOC OFFICIAL OPENING

Sunday 6 July, 2:00pm
Albany Town Hall

This year marks a significant milestone—the 50th anniversary of NAIDOC Week.

We invite you to join us for a free community event that will acknowledge this momentous occasion and officially launch the 2025 NAIDOC celebration.

This event will be a time to reflect on the achievements of Aboriginal and Torres Strait Islander peoples, honour their contributions to our society, and celebrate their vibrant cultures. It's also an opportunity to unite the community in recognising the importance of NAIDOC Week as we look toward the future with the 2025 theme: *The Next Generation: Strength, Vision & Legacy*.

Don't miss out on this important occasion to stand in solidarity and celebrate a future shaped by strength, vision, and legacy.

Free.
Registrations required - albany.wa.gov.au/bookable

Image: Binalup / Middleton Beach Festival 2021.
Credit: Kysta Gulle Photography

NAIDOC BALL HOSTED BY SOUTHERN ABORIGINAL CORPORATION

Saturday 26 July, 6pm - 11pm
Albany Entertainment Centre

Celebrate the rich history, culture, and achievements of Aboriginal and Torres Strait Islander peoples at the annual NAIDOC Ball, hosted by the Southern Aboriginal Corporation in Albany.

This prestigious event shines a spotlight on Indigenous trailblazers who have made significant impacts in areas such as arts, sports, education, health, justice, and leadership. It's a night of celebration and recognition, honouring those who have paved the way for future generations.

The NAIDOC Ball also provides an opportunity for the Indigenous community to come together, share stories, traditions, and aspirations, and build stronger connections with the wider community.



ILLUME BY BANGARRA DANCE THEATRE

Friday 18 July, 7:30pm
Albany Entertainment Centre

From the extraordinary Bangarra Dance Theatre comes an iridescent new theatrical experience, drawing together music, visual arts and dance to explore the ways light has captivated and sustained Indigenous cultural existence for millennia.

Today, artificial light pollution disrupts ecosystems and obscures the dark night sky, devastating First Nations people's connections to sky country and limiting their ability to share celestial knowledge and lore. First Nations people stand on the precipice of the world under threat.

Minning Choreographer Frances Rings and Bard Visual Artist Darrell Sibosado's collaboration explores the awe of light, a bridge between the physical and spiritual worlds. It charts the impacts of light pollution in a climate emergency. Illume asks the urgent question: is the deep wisdom passed down from elders enough to illuminate a path forward from the shadows of a dark future?

Journey with us through a kaleidoscope of images, patterns and synergies into the otherworldly language of light.

Tickets required.
Book at tickets.artsculturetrust.wa.gov.au





02.

Client : City of Albany

Project : Year in Review 2024 - 2025

The brief for this project was simple – “make it look better.”

The original document lacked visual impact and didn’t reflect the professionalism of the organisation.

I redesigned the cover using the City of Albany’s brand colours and clean geometric shapes to create a modern, cohesive look.

The refreshed design enhances readability, strengthens brand consistency, and gives the publication a polished, professional finish that makes a strong first impression.

03.

Client : City of Albany
Project : Bike Plan 2025 - 2030

This project began as a plain Word document with no visual structure or supporting graphics.

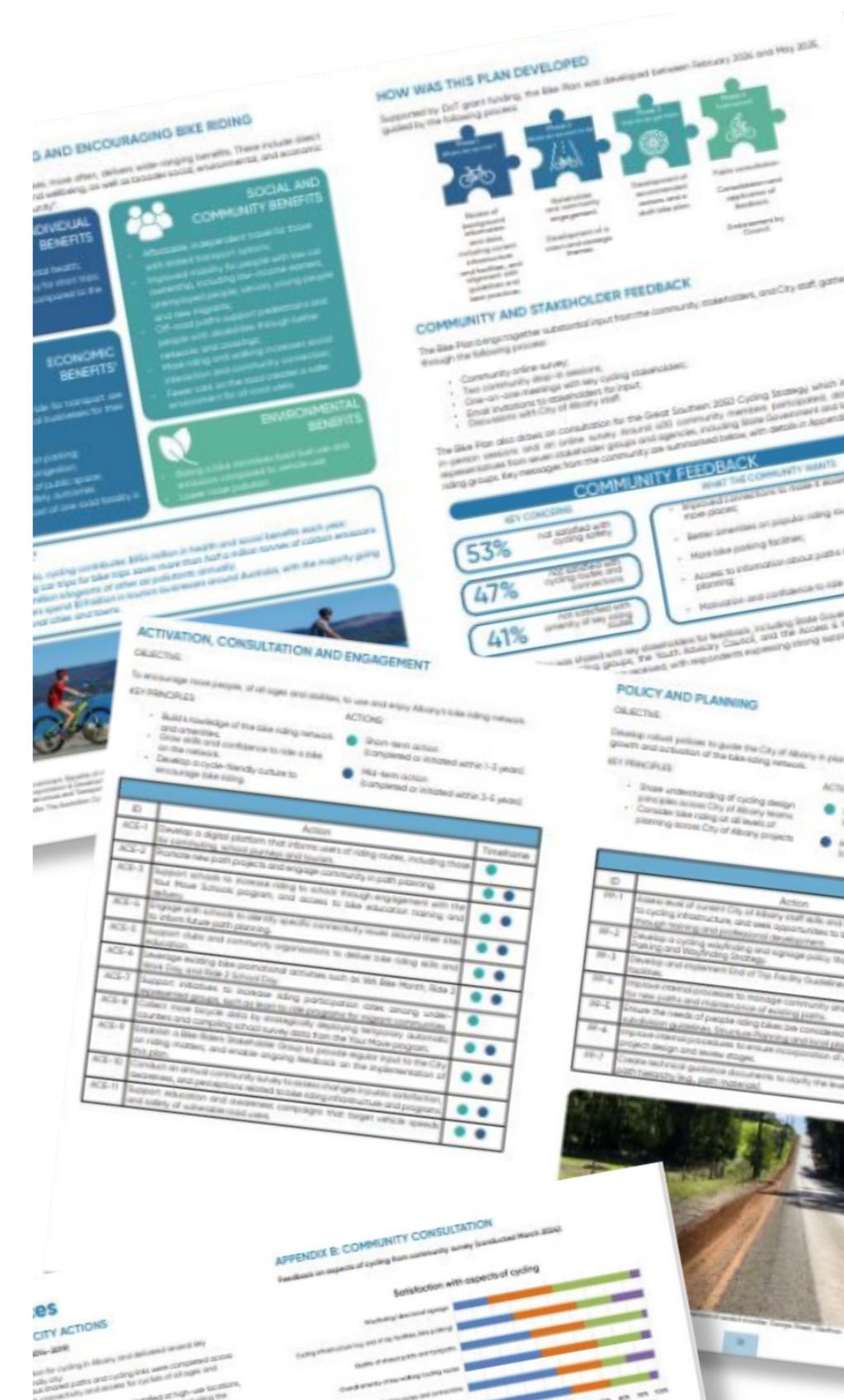
My role was to transform the raw content into a professional, easy-to-navigate publication that would both inform and engage readers.

I created the layout from scratch, applying the organisation's brand colours to ensure consistency and recognition across the document.

To improve readability and highlight key insights, I designed custom infographics and charts that presented complex data in a clear and visually appealing way.

The final product was a modern, professional strategic plan that not only communicated the vision and objectives effectively but also reflected the City's brand identity.

By combining careful formatting, visual hierarchy, and accessible design, the document became a polished communication tool suitable for stakeholders and the community.



04.

Annual Report 2023-2024

Client : Shire of Chittering

Project : Annual Report 2023 - 2024

The Shire of Chittering provided their Annual Report in a plain Word format, and my task was to transform it into a professional, visually consistent publication.

I developed a clean, modern layout that aligned with the Shire's brand identity and ensured the content was easy to read and navigate.

To enhance engagement, I created custom infographics and tables that presented complex data in a clear and accessible way. Brand colours and graphic elements were applied strategically throughout to strengthen recognition and provide visual consistency across all sections.

The final Annual Report balanced accuracy and professionalism with strong visual impact, ensuring council achievements and community outcomes were communicated clearly and effectively to residents, stakeholders, and government partners.



Natural Disaster Response and Leadership

In January 2024, the Shire faced dual crises: bushfires that burned 2,300 hectares, resulting in the loss of three homes, livestock, and significant property damage, followed by severe storms that caused heavy rainfall, road washouts, and power outages. The response to these challenges demonstrated a strong and coordinated approach, with the community and emergency services offering praise for the decisive and empathetic handling of the events.

Bushfire Response

The fires swept through two regions of the Shire, Bindoon and Lower Chittering, forcing the evacuation of around 150 residents, while several farms reported losses of approximately 200 livestock and significant damage to crops, fencing, and other infrastructure. Emergency services worked tirelessly to contain the fires, with over 100 firefighters from local brigades and state services involved in the efforts. The situation escalated and the fires breached containment lines, requiring reinforcements from Perth, the Wheatbelt, and other regions.



Storms and Aftermath

As the Shire was recovering from the fires, intense storms struck, leading to heavy rainfall and flooding. The lack of vegetation in fire-affected areas worsened the impact, causing erosion, road washouts, and damage to over ten roads. Power outages affected more than 500 households as fallen trees and damaged power lines took days to clear.



Exemplary Leadership

Throughout these events, there was a clear and focused response to coordinate emergency resources, manage recovery efforts, and engage with affected communities. The efforts were widely recognised by Shire staff, emergency responders, and residents, who appreciated the support and leadership that guided the Shire through these difficult times. Swift decisions were made to ensure community welfare, with key actions like road repairs, financial aid facilitation, and fire safety initiatives taking priority.



Recognition for Leadership

The response to these crises reinforced the Shire's resilience and highlighted the importance of coordinated, compassionate leadership during times of adversity. The swift and decisive actions taken not only helped rebuild the community's trust but also set a high standard for future emergency response and recovery.



*From storms to fire:
Shire teams clearing
storm damage and a close
call for a local property.*



Client : City of Albany

Project : Maritime Festival Marketing Collateral

As part of the 2025 Maritime Festival, I was responsible for designing and delivering a wide suite of marketing collateral and advertising to support the city's flagship winter program. This included print and digital pieces such as event posters, treasure trail passports, activity sheets, stickers, signage, slideshows, and movie tickets.

In addition to collateral, I coordinated advertising across multiple platforms to maximise reach. This involved producing artwork for newspapers, magazines, billboards, and electronic signage, ensuring each medium carried a consistent, professional visual identity for the festival.

By incorporating the festival's brand colours, maritime-inspired graphics, and bold, clear layouts, I created a cohesive suite of materials that worked seamlessly across print, digital, and large-scale outdoor advertising.

The result was a strong and recognisable campaign that engaged the community and elevated the festival's profile across Albany and the wider region.

People and Population

5,474	8%	5,930
2016 Census	Increase	2021 Census
50.7% Male	44 Median age	49.3% Female

Our Industry

19.9% Agriculture	15.5% Mining	15.4% Construction
23.5% of total jobs within the region	8.8% of total jobs within the region	10.2% of total jobs within the region

Our Emerging Industries

Transport & Logistics	Tourism
The transport and logistics industry is a growing strength in Chittering, due to new road networks like the Tonkin Highway, upgrade to the Perth-Darwin Highway, rail access, and the opening of the Muchea Industrial Park, providing a competitive advantage over surrounding regions.	Identified as a key growth sector by the Industrial Development Committee, Chittering tourism industry spans a range of sectors. Over a quarter of young adults (18-24) are employed in this sector, a notable demographic given their high representation in the Shire. The growing Tonkin Highway infrastructure has enhanced Chittering's accessibility to Perth, bolstering its agricultural and ecotourism potential. Well-located for tourism, Chittering is well-positioned for future growth in this sector.

Housing

86% Occupied private dwellings	13.8% Unoccupied private dwellings
2,402 Private dwellings	\$ 2,044 Median monthly household wage
\$ 2,100 Median weekly wage	2.8 Average number of people per household
56.3% Owned with or without a mortgage	31.8% Owned outright
8.2% Rented	3.9% Other/Not stated

Education

12% Vocational and University
Cultural Diversity
5.8% Sons & daughters other than English at home
37% Did not answer with through an organization or group over the last 12 months

Council adopted a 3.5% rate increase for the 2024-2025 financial year.

2023 - 2024	2024 - 2025
0.6080	0.5424
7.9079	8.4

OUR STRATEGIC OBJECTIVES FOR 2024/25

Aligning our strategic objectives with community aspirations is key to our Shire's vision. These objectives are actionable steps reflecting our community's deepest goals, aiming to build an inclusive, sustainable, prosperous, and resilient Shire where everyone can thrive.

Strategic Objective 1: Foster a sense of inclusivity, activity & resilience where all members feel safe, valued, supported & empowered.

- Develop a Public Art Strategy
- Commerce preparations for a Reconciliation Action Plan.
- Develop Facility Management Plans for each of the ten facilities.
- Develop a Governance Model for Muchea Recreation Centre.
- Review the Sport and Recreation Plan in line with the major review of the Strategic Community Plan.

Strategic Objective 2: Preserve natural resources and ecosystems for current and future generations by promoting sustainability and environmental stewardship.

- Plant 2,500 trees to increase the Shire's tree canopy through the Trees for Development Residence Program.
- Develop and implement a Landfill Closure Management Plan (LCMP) for the Bindoon and Muchea Landfills.
- Develop a Private Landholder Incentives Strategy or support mechanisms for private landholders that maintain native vegetation on their properties.

Strategic Objective 3: Achieve a balance between development and conservation while enhancing infrastructure and town aesthetics.

- Develop and implement a Masterplan for the Muchea Complex undercover area.
- Develop a park official opening.
- Develop living unit blocks for aged people.
- Develop a park for courts.

OUR ASSETS

Parks & Reserves: 19	Ovals: 3	Netball / Tennis Facilities: 3	Cricket Pitches: 3	BMX Tracks: 3	Public Amenities: 9
Fire Stations: 5	Sport and Recreation including Community Halls: 7	Health Centres: 1	Landfill Sites: 2	Cemeteries: 1	Libraries: 1
Sealed Roads: 230km	Unsealed Roads: 174km	Rate Assessments: 3,235	Trees Planted: 2,000		

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05.

Client : Shire of Chittering
Project : Rates Brochure

For the Shire of Chittering, I designed a community-focused rates brochure that needed to balance large amounts of essential information with visual appeal and accessibility.

The goal was to create a publication that was easy for residents to navigate while still presenting the Shire in a polished and professional way.

To achieve this, I incorporated beautiful, high-quality photographs that highlighted the region and gave the brochure a welcoming and local character.

The Shire's brand colours of green, blue, purple, and orange were woven throughout the layout to strengthen identity and recognition.

A key focus was the use of infographics and visual elements to present complex financial data and community information in a way that was clear and easy to understand.

This approach allowed residents to quickly grasp key details without being overwhelmed by text.

The final design successfully combined professionalism with accessibility, producing a brochure that was informative, visually engaging, and aligned with the Shire's brand and community values.

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