

Strata Pathways Academy

Case study

Client: Strata Pathways Academy

Industry: Strata Law & Education

Target audience: Strata Managers, Strata Assistants, Strata Licensees, Training Managers

Services: Website Content, Website design, Brand Design, Website Build, SEO



Overview

Strata Pathways Academy (SPA) was founded under David Bannerman, Principal of Bannermans Lawyers, as a natural extension of his leadership in the property and strata sectors. With a passion for education and industry development, SPA aims to provide tailored, practical training for the next generation of strata professionals. The Academy leverages Bannerman's reputation for authority and expertise while carving out its own identity as a trusted provider of quality, industry-specific education.

Scope

The Academy is in its foundational stage, building its profile as a Registered Training Organisation (RTO) to deliver a certificate program for strata assistants. Research, interviews, and collaboration with industry professionals have informed SPA's course development. The challenge was to translate this momentum into a digital presence that reflects authority, professionalism, and approachability. A brand-new website was required to introduce SPA to the market, drive enrolments, and support the Academy's positioning as an educational leader.

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Objectives

The project objectives were to create an online presence that engages potential students and communicates SPA's role as a practical, trusted training provider. The site needed to encourage student sign-ups, showcase course information, and provide a simple pathway for enquiries and enrolments. It also needed to balance professionalism with accessibility, aligning visually with the Bannermans brand while establishing a distinct identity. The aim was to deliver a scalable, modern site that supports long-term growth and credibility. Additional customisation was needed to integrate the data collection on the website via API with the RTO LMS platform.

Solutions

Cyrius proposed a simple, editable WordPress site in an online-brochure format with continuous scrolling navigation for easy user flow. The design incorporated SPA's new logo, blue and gold palette, and modern sans-serif typography, creating a cohesive "sister" site to Bannermans while giving SPA its own personality. Key sections included Welcome, Courses, About, Enrolment, and Contact Us, supported by downloadable resources such as learner handbooks and enrolment forms. Functionality included enquiry and enrolment forms, plus student login capability for future scalability. Imagery was chosen to reflect professionalism and approachability, avoiding generic education visuals. The copy was refined to emphasise authority, clarity, and student outcomes, ensuring SPA stood apart from competitors while staying aligned with industry expectations.

Outcome

The new Strata Pathways Academy website launched in early 2024 as a modern, professional platform tailored to its audience. With streamlined design, clear navigation, and an approachable tone, it communicates SPA's mission to guide students through their strata education journey. Enrolment and enquiry forms created an immediate conversion pathway, while a strong content strategy positioned SPA as a credible alternative to larger training providers. By aligning with Bannermans' reputation yet establishing its own identity, the site positioned SPA as a leader in strata-specific education. Authentic brand visuals and bespoke resources build trust, while scalability supports future expansion into additional courses and e-learning. The site now drives student sign-ups, boosts visibility, and reinforces SPA's role in the strata education sector.

What they said:

"Cyrius designed and built our Strata Pathways using smart strategy, creative design, and user friendly UX-UI."

"A true end-to-end partner. It's perfect – thank you."

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We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

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