



# SPRINGBOARD AUSTRALIA

Communication | Reputation | Public Affairs | Marketing

*"It takes many good deeds to build a good reputation, and only one bad one to lose it"*

Benjamin Franklin

*Influence | Impact | Outcomes*





# Springboard Australia

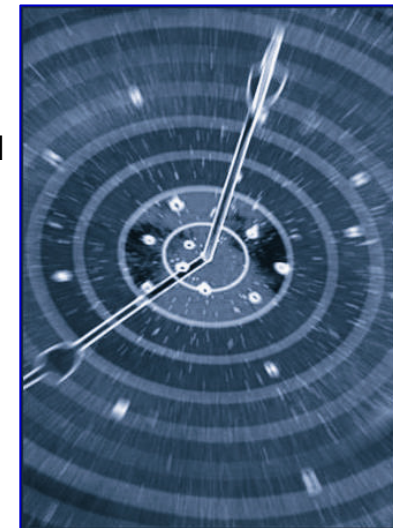
- ⤿ Springboard Australia is a leading-edge consulting company with on more than 20 years of experience in high-level corporate strategy, reputation, communications, public affairs and marketing.
- ⤿ We understand reputation is critical to a company's profitability, growth and success.
- ⤿ Communication is an essential tool to create, build and influence an organisation's reputation.
- ⤿ How an organisation communicates with key stakeholders such as customers, employees, investors, stakeholder, regulators, NGOs, the media, government or the general public is an essential tool to drive its relationships with – and reputation among – these constituencies.
- ⤿ Open, interactive and ongoing relationships between an organisation and its stakeholders are the key to increasing shareholder value, strengthening business partnerships, engaging employees, deepening customer loyalty, aligning government and public interests and above all delivering business objectives.
- ⤿ Springboard Australia uniquely combines our industry experience and political knowledge to provide a complete range of consultancy services to organisations of all sizes. We assist our clients to protect and grow their relationships, reputation and business outcomes.





# Our Approach

- ⤿ We work with our clients to clearly determine their situation, business and communications objectives and undertake multi-faceted research to explore the communications environment, audience and stakeholders.
- ⤿ Using our experience and research we develop client specific strategies and actions to bring to life a campaign to deliver the desired results.
- ⤿ Springboard Australia brings to each of our clients a systematic comprehensive approach putting at the core the delivery of their business objectives.
- ⤿ Executing customised and measurable campaigns using multi-channel tactics then becomes the principle focus of activities.
- ⤿ Measurement and evaluation of the campaign is an ongoing and critical aspect of all our work. We use a range of metrics to demonstrate success, or refine the campaign, in terms of activity, output, impact and outcome.





# Our Services

## **Corporate Communications**

We develop and implement comprehensive communications strategies, including internal and external corporate communications and audits.

We analyse the issues, develop the best action strategy, identify key messages and themes and then work with our clients to increase awareness and acceptance by improving internal, external and stakeholder communications.



## **Public Affairs and Government Relations**

We understand public policy and the operation of government.

Through our exceptional knowledge of how to access government at all levels, we successfully influence public policy and improve our clients' corporate/government relationships.

Our clients are kept informed of critical government decisions, legislation and direction. Helping our clients to influence these activities is central to our work.

## **Stakeholder Engagement and Management**

Creating, assessing and shaping stakeholder relations are also keys part of our work.

Through comprehensive research, mapping, strategy development and tactical implementation we support our clients to build and strengthen stakeholder relationships to achieve their business objectives through ally and coalition building.





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# Our Services

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## **Media Strategy, Relations and Training**

Our experience as senior media advisers at the local, state and national level enables us to develop and implement effective media relations programs to meet our clients' needs.

We understand the importance of day-to-day relationships with generalist and specialist media. We devise proactive strategies to promote and explain our clients' position.

On behalf of our clients, we keep the media well informed of major issues and developments through our network of influential journalists, editors and presenters. We can act as a media spokesperson for our clients, explaining and advocating their position.



## **Issues and Crisis Management**

We have a strong background in developing and implementing effective campaigns to manage critical issues. We identify and analyse all aspects of the issues confronting our clients before developing and executing strategic solutions.

## **New Media**

Understanding and using the powerful tool of the Internet is a critical part of modern communications and reputation management.

We work with clients to develop and manage new media strategies from their corporate web presence, podcasting, blogging and mobile to related reputation management techniques.





# Our Experience

- ⌚ Our principals have extensive experience assisting leading global and national companies across a variety of industry sectors, including telecommunications, information technology, mining, resources, energy, aviation, health, infrastructure, financial and professional services, and retail.
- ⌚ Recent experience has included:
  - ⌚ Providing counsel to an ASX 100 company, on all communications needs relating to its infrastructure and mining project including corporate communications strategies relating to its international bond issue and crisis management surrounding Australian Securities and Investment Commission investigations and investor relations.
  - ⌚ Providing counsel to one of Australia's largest Internet Service Provider (ISP), on corporate positioning, reputation management and regulatory issues as a result the sale of Telstra.
  - ⌚ Delivering strategic corporate communications and stakeholder management for one of Australia's largest energy companies to assist in their successful \$2 billion merger and acquisition of a state-owned retail electricity enterprise as well as issues and crisis management.
  - ⌚ Corporate and CEO positioning and profiling for one of Australia's major professional services companies as well as assisting with their bidding for a large State Government contract, establishing and managing an Advisory board and general public relations strategies.
  - ⌚ Assisting with the introduction of a global new media company's introduction into the Australian market, including consumer campaigns, corporate reputation and positioning as well as issues preparedness and management.





# Our Experience

- Additional work has included:
  - Devising and implementing a strategic public affairs campaign to deliver a Government election commitment, it resulted in the election promise being fulfilled in the first post-election Budget and the passage of significant legislative reform. The reforms, previously sought for some time, significantly benefited the client.
  - Providing corporate communications and profiling for a major international banking organisation as part of their global conference held in Australia 2006. The campaign garnered an unprecedented level of media attendance and coverage including a 12-page feature in major national newspaper.
  - Launching a new Bond for a global insurance firm into the Australian market as well as providing communications advice regarding their work on climate change and undertook media training for senior executives.
  - Our especially designed media training course was used to train more than 40 senior executives in one of Australia's fastest growing companies. The course gave these head office and regional managers the background, knowledge and skills to develop relationships with the local media outlets so they could better position the company to their community and potential business clients.





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# Tim Grau – Founding Managing Director

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Tim Grau, the founding Managing Director of Springboard Australia, has more than 20 years experience in providing high-level strategic counsel in corporate affairs, reputation management, communications and public policy at an international, national and local level.

Founding Springboard Australia in 2000, Tim quickly established an impressive range of international and national clients. He assisted them to promote and grow their reputation, relationships and business.

While working for a global public relations firm, Tim also led and grew a strong team of specialist consultants providing clients with strategic counsel in corporate reputation and positioning, stakeholder engagement and management, government relations, financial communications, issues and crisis preparedness and public policy advocacy.

Tim has many years experience as a senior communications and public policy adviser, including as Chief of Staff and Communications Director to Federal Governments and State Premiers and Ministers. He has a powerful knowledge and understanding of public policy, government, the political process, crisis communications and issues management.

He has worked with high profile global companies as well as industry associations and some of Australia's fastest growing SMEs across a wide range of sectors, including aviation, mining, energy, infrastructure, resources, financial and professional services, retail, ICT and healthcare.

Tim is also a commentator for national media outlets such as ABC Radio, *The Sydney Morning Herald* and *The Australian*.





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## Key Contact

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# Notes

