

## Who We Are

BBS Communications Group is a national consultancy operating across Australia since 1989.

Our clients are more than just clients. They are our lifeblood. They are what inspire us.

They are the companies and government agencies that drive our economies and our country.

That's why our clients come first and we do whatever it takes to achieve success for each and every one of them – from catching a last minute flight, to offering the brave advice we know our clients need to hear, and always searching for new solutions to old problems.

We are Energetic. Enthusiastic. Proactive. And Pioneering. We don't cut and paste programs. We tailor make them.

And we're proud to say our clients enjoy working with us.

It is because of our clients that we have been in business for more than 20 years, and thanks to their forward-thinking and drive, we have been able to explore new opportunities and create award-winning programs.

## BBS Services

BBS operates across five practice areas: Corporate Communications, Community Engagement, Investor Relations, Media Relations and Digital Media.

In the private sector, we specialise in assisting companies through growth and expansion.

In the public sector, we focus on enhancing reputations and delivering outcomes quietly and quickly for our clients.

In the non-profit sector, we provide smart solutions for old obstacles.

Our services include:

### ***Corporate Communications***

– enhancing reputation through branding, internal communication and government relations.

### ***Community Engagement***

– community and stakeholder engagement programs for public policy, major infrastructure projects and developments.

### ***Investor Relations***

– communication for capital raisings, IPOs and annual reporting, as well as communicating with the financial and investor markets through mergers and acquisitions.

### ***Media Relations***

– generating media coverage, organising publicity strategies, managing issues and crises.

### ***Digital Media***

– creating social media strategies to connect with customers and other key stakeholders, raise brand awareness to support marketing objectives, and to monitor and address public opinion.



## Training

Our real life experience enables us to offer specialist training courses that provide participants with tangible skills, relevant to their industry.

All training courses are tailored to suit your industry and your organisation's training needs, with industry-specific case studies, group theory and individual applications.

They're hands-on. Challenging. And engaging.

Our directors are also two of only 43 people in the world accredited by the global industry body for community engagement International Association for Public Participation (IAP2) to provide the IAP2 Certificate in Public Participation. Another director is accredited to deliver IAP2's Emotion and Outrage course. We have trained more than 500 people across Australia and New Zealand to date.

We provide training in:

- IAP2 Certificate training in community engagement
- IAP2 Emotion, Outrage and Public Participation (EOP2) training
- Media skills training
- Media relations training for community engagement
- Social media 101
- Government relations
- Public speaking and communication training
- Business development, tender writing and networking
- Writing training
- Facilitation training
- Online community engagement.



## Corporate Communications

**Leading CEOs have long understood that a good reputation is a strategic business tool and a critical factor in successful business.**

Reputation can direct customer perceptions and behaviours, affect internal corporate culture and build or destroy stakeholder loyalty.

However, reputation must be actively monitored and managed. It must be proactively fostered through positive engagement with...*customers, staff, stakeholders and the public.*

Our corporate communications team is experienced in reputation and brand building for large corporations and businesses across a variety of industry sectors including, development and infrastructure, health and lifestyle, education, banking and finance, resources and energy and professional services.

Our corporate communications services include:

- Corporate communications strategy development
- Branding positioning and product awareness campaigns
- CEO profiling and reputation building
- Internal communication, including culture and team building

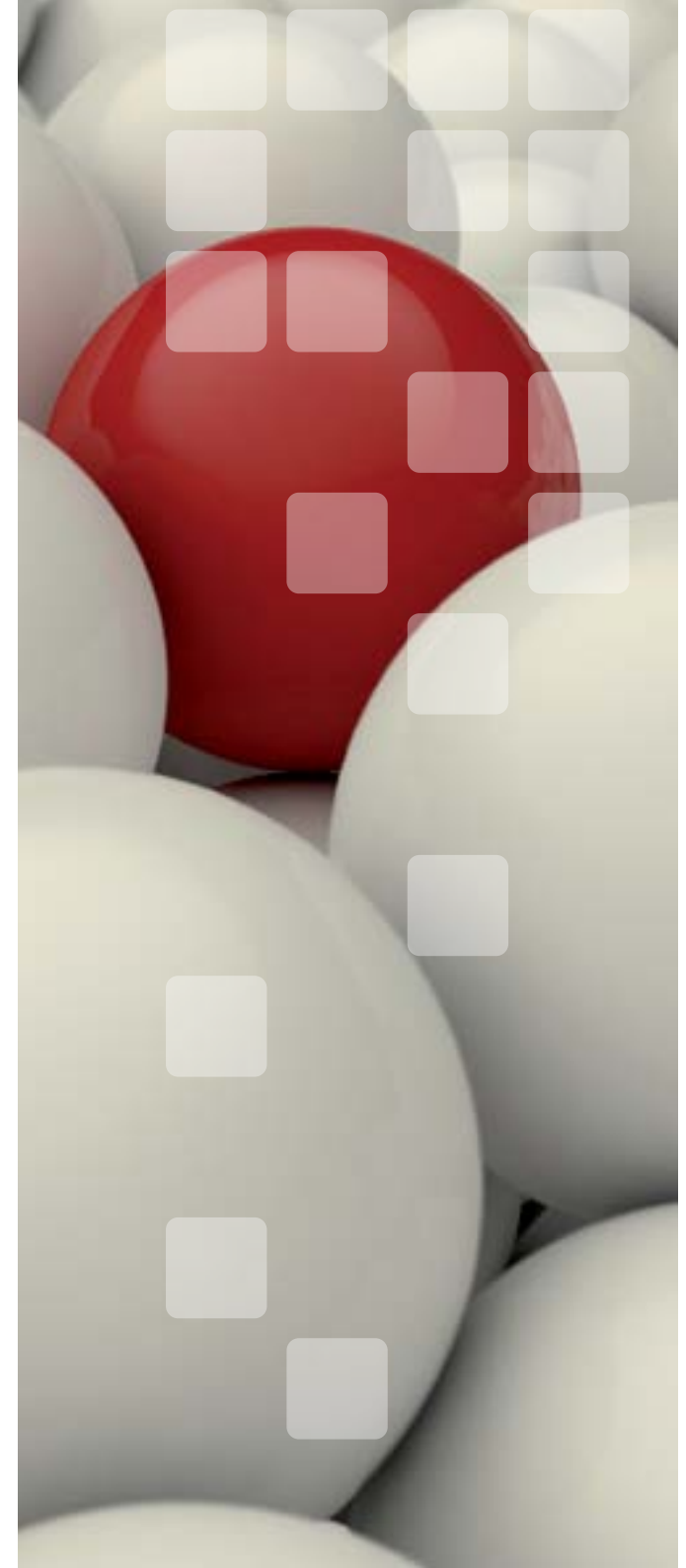
- Reputation issues management and recovery
- Corporate Social Responsibility policy and strategy,
- Government relations – local, state and federal
- Business-to-Business marketing strategies
- Stakeholder perceptions audits and client/customer relationship strategies
- Tender strategy and bid writing
- Communication audits
- Presentations and marketing communication materials.

Our specialists also tailor training programs to clients' industry needs in:

- Presentation skills
- Executive communication coaching
- Business development
- Networking
- Facilitation skills.

The BBS team has worked on:

- QIC
- University of Queensland
- Leighton Contractors
- John Holland Group
- Pharmacy Australia Centre of Excellence
- REIQ.





## Community Engagement

**Effective community engagement delivers long-term sustainable decisions in a way that saves time and money.**

It strengthens stakeholder relationships, builds goodwill and fosters ownership.

However, without the right approach, engagement can inflame outrage, push out timelines and budgets and compromise decision-making.

As an advocate of the International Association for Public Participation (IAP2), BBS undertakes world's best-practice methodologies and processes for our engagement programs.

It's why we have worked on some of Australia's largest infrastructure and planning projects.

It's why we have won Australia's most prestigious engagement honour — twice.

It's why we ensure that the right decisions are made.

BBS' community engagement services include:

### Practice

- Strategy development and implementation
- CE framework development
- Internal engagement
- Facilitation
- CE audit and peer reviews
- CE simulations.

### Training

- IAP2 Certificate Course
- IAP2 Emotion and Outrage Course
- IAP2 Awareness Course
- IAP2 Decision Makers Course
- Tailored training programs
- Online Engagement Course.

All IAP2 courses are internationally accredited and regarded as the best in the world. BBS Directors are not only accredited to facilitate these courses, but also have award-winning community engagement experience to draw upon.

The BBS team has worked on:

- Urban Land Development Authority
- Seqwater
- City North Infrastructure – Airport Link project
- TransLink
- Energex
- Department of Infrastructure and Planning - Ebenezer Regional Industrial Area
- Leighton Properties - Townsville and Hamilton Harbour
- Southbank Institute of Technology
- Federal Department of Environment - Water Division
- Council of Mayors SEQ
- Melbourne Water
- Gold Coast Airport.

## Investor Relations

**When communicating to the financial and investor market, time really does mean money.**

No other market is as reactive to information as the financial industry. Whether you are planning to list on the ASX, report to the market, undertake analyst briefings or develop an annual report, BBS will ensure your information is succinct, accurate, timely and well-targeted to the financial sector.

Our investor relations team has developed communication strategies for capital raisings, IPOs, company announcements, analyst and institutional presentations and ongoing investor communications programs.

At a strategic level, we focus on repositioning companies via strategic communication with investors and analysts.

Beyond our listed clients, our team works on M&As, trade sales and buyouts, as well as reporting for public companies and financial institutions – all with the aim of managing corporate growth and change.

BBS investor relations services include:

- Analyst briefings
- Investor communications (announcements, newsletters, updates, briefings, online)

- Annual reports
- Financial media relations
- Boardroom lunches
- Full-year and half-year reporting
- ASX announcements
- Board or management appointments / restructures
- Mergers and acquisition communication strategies
- Insolvency.

The BBS team has worked on:

- Devine Limited
- \$75 million IPO for Dominos Pizza Australia New Zealand
- \$71.7 million IPO for Retail Food Group
- Campbell Brothers
- Bank of Queensland
- Discovery Metals
- QIC
- Queensland Teachers Credit Union.





## Media Relations

**Understanding how the media works and enjoying strong relationships with the media can be crucial to creating and sustaining a positive corporate reputation.**

With a staff of former journalists, media executives and media relations specialists, BBS has hands-on experience in dealing with journalists across the country. As the only communications consultancy to annually survey journalists, BBS enjoys excellent relationships with media nationwide.

BBS is recognised as one of Australia's leading providers of media relations services with an approach that is built on:

- Knowing how the media works
- A network of national contacts
- Creativity
- Timeliness
- Passion.

Which is why we have worked on some of Australia's largest private and publically-listed corporations, major projects and government sectors.

Which is why we have been recognised by the PRIA for outstanding media relations campaigns.

From staging state-wide campaigns to managing highly-sensitive issues, we can provide the insight and tactical support to take the pain out of dealing with the media.

Our media relations services include:

### Practice

- Media strategy development
- Media management
- Media kits, alerts, releases and statements
- Media events
- Key messages and Q&As
- Crisis and issues management
- Media promotions.

### Training

- Media awareness for beginners
- Advanced interview skills
- Executive media training
- Crisis and issues media training.

The BBS team has worked on:

- Erin Brockovich tour
- Lend Lease
- Leighton Properties
- Queensland Tourism Industry Council
- Brumby's
- Hilton Surfers Paradise.

## Digital Media

**Yesterday, journalists were a rarity.**

**Today, everyone can write, publish and editorialise.  
Everyday. And from everywhere.**

In the digital world, communication has become faster, more mobile and more complicated.

And it is in this digital realm that the opinions of real people shape your reputation.

Our digital media team is highly experienced in using social networking, blogging and online news to communicate corporate key messages in an anti-corporate world. They understand what works and what doesn't work.

More importantly, we can explain digital media in language that makes sense. We don't need to bamboozle clients with jargon. We just get the job done.

Our national award-winning teams can develop and implement campaigns for product launches, public education and awareness programs, and traffic generation campaigns. We monitor and create public opinion.

And we invest in understanding the digital world and have conducted national research into bloggers and what they want and need.

BBS digital services include:

### Practice

- Monitoring and analysis
- Strategy development
- Social media guideline development
- Social media account creation and maintenance across key platforms (including Facebook, Twitter, YouTube, LinkedIn)
- Social media campaign development and implementation
- Blogger campaigns
- Crisis and issues management applications
- Community engagement applications
- Online engagement course.

### Training

- Social media 101 (beginners)
- Social media strategy workshop
- Tailored training programs.

The BBS team has worked on:

- Hilton Surfers Paradise
- Queensland Tourism Industry Council
- Optometrists Association Australia - QLD/NT
- SP Exports - Intense Tomatoes
- Cystic Fibrosis Queensland
- Eagle Boys Pizza.



## Our Clients

**AECOM**

  
**Hilton**  
SURFERS PARADISE

RETAIL FOOD GROUP  
**RFG**  
STRENGTH IN BRANDS



**REIQ**  
The Real Estate Institute  
of Queensland

  
**seqwater**  
WATER FOR LIFE



**LEIGHTON PROPERTIES**



**Council of Mayors**  
South East Queensland



Queensland  
**Airports** LIMITED

  
**ENERGYSUPER**  
GENERATING YOUR WEALTH



**EAGLE BOYS**  
PIZZA

  
**Lend Lease**

  
**urbanest**  
student accommodation

 **TRANSLink**



  
**DONUT KING**  
Excite your tastebuds!

  
**energyx**



## Contact BBS

BBS Communications Group Pty Ltd

### Brisbane

L 10, 144 Edward Street,

GPO Box 2902, Brisbane QLD 4001

**t** 07 3221 6711   **f** 07 3229 8704

[info@bbscommunications.com.au](mailto:info@bbscommunications.com.au)

[www.bbscommunications.com.au](http://www.bbscommunications.com.au)

### Gold Coast

L 4, 7 Short Street,

GPO Box 1493, Southport QLD 4215

**t** 07 5528 5684   **f** 07 5591 2825

[goldcoast@bbscommunications.com.au](mailto:goldcoast@bbscommunications.com.au)

[www.bbscommunications.com.au](http://www.bbscommunications.com.au)





**BBS Communications Group Pty Ltd**

**Brisbane**

**L 10, 144 Edward Street,**

**GPO Box 2902, Brisbane QLD 4001**

**† 07 3221 6711    † 07 3229 8704**

**[info@bbscommunications.com.au](mailto:info@bbscommunications.com.au)**

**[www.bbscommunications.com.au](http://www.bbscommunications.com.au)**

**ABN 34 010 899 779**

**Gold Coast**

**L 4, 7 Short Street,**

**GPO Box 1493 Southport, QLD 4215**

**† 07 5528 5684    † 07 5591 2825**

**[goldcoast@bbscommunications.com.au](mailto:goldcoast@bbscommunications.com.au)**

**[www.bbscommunications.com.au](http://www.bbscommunications.com.au)**