

Australian media outlets continue to undergo substantial change and today, the media landscape is more diverse and more fluid than ever before.

Understanding how the various and vastly-different media outlets operate is crucial to successfully managing an organisation's public image.

With a staff of former journalists, media executives, and media relations specialists, BBS has experience in dealing with journalists working in print, online, on television and on the radio.

As the only public relations consultancy in the country to annually survey journalists, BBS enjoys excellent relationships with media nationwide. We offer professional insight and advice as to how different media outlets operate, the key issues and angles being pursued by leading journalists and the best ways in which our clients can use media to tell their story.

Our capability

- Media strategy (traditional and online)
- Media management
- Crisis and issues management
- Key message development
- Media release writing
- Media conferences
- Simulations



Our Experience

We have successfully managed the media relations for some of Australia's largest private and ASX-listed companies, major projects and within government sectors including:

- Leighton Holdings
- Devine Limited
- BP Australia
- Queensland Airports
- QIC
- Retail Food Group
- The Pharmacy Guild of Australia
- BDO
- AECOM

About BBS

BBS Communications Group is a national consultancy working across Australasia since 1989.

With expertise in media, marketing, public relations, international relations, change management and commerce, we are problem-solvers who apply critical thinking and a fresh perspective to our clients' challenges.

insightful, creative, passionate

corporate communication | stakeholder engagement | media relations | digital communication | investor relations