



craig pearce

strategic communication

“Craig is a top-level PR practitioner; provides clear objectives, fine attention to detail and follow up, and continuously looks for new and better ways to communicate our marketing strategy. And he knows how to make us look good.”

Wendy Boland, Brand Manager Industrial and Coated Products, BlueScope Steel



craig pearce strategic communication



Craig Pearce is an award winning strategic public relations professional with 16 years business communication experience. He has a track record of elevating his clients' stakeholder relationships higher into the realm of excellence and effectiveness by:

- investigating, discovering and differentiating his clients' stories and ideas, then 'telling and selling' them – in a creative, compelling and targeted manner – to client stakeholders
- differentiating his clients from their competition and increasing the momentum of their stakeholder buy-in. Building thought leadership platforms for organisations is one method he leverages to achieve this
- consistently delivering value and insights additional to what is commissioned or expected.

Craig's thoughtfulness, tenacity and passion produces content and ideas for clients that saves them time, lessens the strain under which they operate and provides tangible return on investment. He is a trusted business collaborator and partner.

Craig prides himself on his amenability, humour and integrity. Life is work-full. He makes this work a joy, contributing to a positive, can-do approach amongst his collaborators that generates business-relevant results.

When you commission Craig Pearce Strategic Communication, it is Craig who provides all strategic and tactical services. He applies the same degree of attention and endeavour to all work he is commissioned to undertake.

Craig's writing skills, in particular, are in high demand. This skill was honed as a journalist, working for titles across the media spectrum, from *The Australian* and *The Age* to *Vogue* and *Rolling Stone*. It is a vocation in which he maintains a passionate and professional interest.

He is available for retainer and project work in the domains of public relations, corporate communication, marketing communication, issues & crisis management, CSR, media relations and more.

contact details

T. 0438 003 430

craig@craigpearce.info

www.craigpearce.info

www.linkedin.com/in/craignpearce

“Craig is charming, smart, and gives consistently wise counsel that is the right path forward. He is very concerned with getting it right. He is a joy to work with. We were flooded with results at a NATIONAL level with just a few short weeks' notice and a budget that was quite lean. I wholeheartedly endorse Craig. You would be remiss not to hire him.”

Kara Lakkees Udziela, PR Director, iStockphoto



experience and capabilities

Strategic –

- Communication strategy
- Issues & crisis management
- Branding & positioning
- Corporate social responsibility
- Thought leadership
- Strategic alliances
- Marketing communication
- Social media
- Community liaison
- Stakeholder consultation
- Employee communication
- School education outreach

Tactical –

- Media relations
- Writing & editing
- Publication production facilitation
- Publication text provision (e.g. annual/CSR reports, newsletters, brochures etc)
- Database leveraging
- Event management
- Digital/online/social media content

“Craig is definitely a big picture strategic thinker. He is a benchmark practitioner attending to every aspect of public relations with skill and thoroughness. He leads by example and extends his team members to achieve beyond their own expectations.”

Martha Halliday, Community Relations Manager, John Holland (ex-ANSTO)



companies he has worked with



- BlueScope Steel
- BOC
- SilexSolar
- Coffey Geotechnics
- Victaulic



- Sydney Water
- Delta Electricity
- EnergyAustralia



- Australian Nuclear Science and Technology Organisation
- Sydney Ultrasound for Women
- Australasian College of Cosmetic Surgery
- Diabetes Vaccine Development Centre



- SAI Global
- Free TV Australia
- Australian Retailers Association
- Australasian Association of Convenience Stores
- Australian Self-Medication Industry

- Perpetual Water
- Easy Being Green
- Daabon



- Centennial Park and Moore Park Trust
- Robert Half International
- Kelly Services
- General Property Trust (GPT)
- iStockphoto
- LexisNexis
- Telstra
- Supply Chain Consulting



- Coast restaurant
- Manta restaurant
- Simon Johnson



- Howorth
- Bluegrass Consulting
- 2iC Integrated Communications





stakeholder liaison

Craig has a successful history of media liaison across the national, mainstream metro environment and in specific, vertical business segments such as engineering, architecture, marketing, manufacturing, science, construction, small business, mining, oil & gas, hospitality, legal, HR/recruitment, retail, sustainability, professional services and more.

He has also been responsible for communication and/or strategic alliance development with stakeholders in different organisations from the Prime Minister/CEO level to those who implement communication tactics.



- Prime Minister's Office
- Department of Education, Science and Training
- Department of Health & Aging
- Department of the Environment
- NSW Treasury
- NSW Department of Education & Training



- Australian Chamber of Commerce and Industry
- Australian Science Teachers Association
- Australian Steel Institute



- Greenpeace
- Australian Conservation Foundation



- CSIRO
- Australian Institute of Marine Science
- Defence Science and Technology Organisation
- NSW Office for Science and Medical Research



- The University of Sydney
- The University of NSW
- The University of Melbourne
- Monash University



- Questacon
- Powerhouse Museum
- Australian Museum
- Melbourne Museum



case study examples

Strategies reap results

- Overarching, CSR, education, branding & positioning and careers in science strategies generated for ANSTO
- Market research determined that that all KPIs are achieved over four year time frame, many by 200%

Nuclear reactor launch

- The strategy and coordination behind the official launches – by Prime Minister John Howard – of Australia's only nuclear reactor, OPAL, operated by ANSTO
- Extensive positive mainstream media coverage (all TV stations, 100s of print media stories, metro and regional radio etc); over 95% of political, science, education attendees' views of ANSTO enhanced

Thought leadership for steel

- Liaised extensively with stakeholders to produce case studies, op-eds and industry profiles for BlueScope Steel B2B communication, including for newsletter, website and media placement; provided strategic advice to enhance stakeholder communication
- Differentiated BlueScope from its competition through thought leadership and value proposition emphasis, leading to a positive impact on stakeholder buy-in and multiple media placements. Two additional areas of BlueScope engaged CPSC, including production and implementation of its sustainability communication strategy

Health company increases revenue

- Communication strategy, including re-branding and marketing, of Sydney Ultrasound for Women: media relations, direct mail newsletter copy and production, brochure and website copy, organisation/promotion of professional doctor education events
- Achieved all KPIs; contributed to dramatic increase in revenue for SUFW; won NSW public relations industry gold award

Award winning digital newsletter

- A digital newsletter sent to ANSTO stakeholders to enhance organisational/nuclear science knowledge/advocacy; strategic alliances with research and media organisations instituted to enhance ANSTO credibility, information reach and achieve greater ROI
- All KPIs for increase in database and more enhanced knowledge/perceptions related to ANSTO/nuclear science achieved; won national public relations industry gold award



craig pearce strategic communication

testimonials

“Craig was of invaluable assistance in the provision of our media relations support. As an organisation frequently exposed to high risk situations, having someone always available to provide calm, knowledgeable and thorough support during times of crisis was an absolute necessity.

Craig was able to deliver all this for us – and with a sense of humour! I would certainly recommend Craig's capabilities in this field, as his breadth of experience, vast media network and technical aptitude would no doubt be of similar benefit to many organisations.”

Melissa Hayes, GM Communications, BOC

“Craig came in on an issues management project and quickly came up to speed on the background and our requirements. He was prompt in delivering a well thought out strategy and managed the sourcing and flow of information in a professional manner. I wouldn't hesitate to engage Craig again on a similar project.”

Craig Easdown, Manager Marketing & Communications, Centennial Park and Moore Park Trust

“As my Account Manager, Craig provided excellent PR advice. His wide experience in crisis management was valued and reassuring. He also was proactive with any media opportunities, including creative ideas for product launches and sponsorship.”

Karen Heidtmann, Media Manager, BOC



professional recognition

Government

- Commended Award, 2007 Public Relations Institute of Australia (PRIA) Golden Target Awards (GTAs)
- Gold Award, 2007 NSW PRIA State Awards for Excellence
- For ANSTO education strategy, implementation and results

Corporate social responsibility

- Highly Commended Award, 2006 Public Relations Institute of Australia GTAs
- Gold Award, 2006 NSW PRIA State Awards for Excellence
- For ANSTO CSR strategy, implementation and results

Marketing communication

- Golden Target Award (first place), 2005 Public Relations Institute of Australia
- Gold Award, 2005 NSW PRIA State Awards for Excellence
- For ANSTO digital newsletter strategy, implementation and results

Issues, reputation or crisis management

- Commended Award, 2005 Public Relations Institute of Australia GTAs
- Highly Commended, 2005 NSW PRIA State Awards for Excellence
- For ANSTO spent nuclear fuel transport strategy, implementation and results

Writing

- Highly Commended 2003 Australian Catalogue Association Awards
- Wrote the Simon Johnson catalogue which won the award

Comprehensive/strategic communication

- Gold Award, 2002 NSW PRIA State Awards for Excellence
- For Sydney Ultrasound for Women communication strategy, implementation and results

Event management

- Best Government Exhibit, 2000 Sydney Royal Easter Show
- For Sydney Water

Qualifications

- Master of Arts in Communication Management (UTS)
- Graduate Certificate in Public Relations (UTS)

Speaking engagements

- University of Technology, Sydney and Charles Sturt University
- Conferences/seminars such as PRIA; ARCs; Media, Entertainment and Arts Alliance; Managing Reputation Risk
- Thought leadership articles published in Marketing and trade publications such as Concrete in Australia and Pipeline Australia