

## Be heard by those who matter

We provide practical, cost effective public relations services to industry associations and not-for-profit organisations.



### About GRS Communications

GRS Communications is a full-service, multi-award-winning agency. We are a member of the Public Relations Institute of Australia's Registered Consultancy Group.

We bring 35 years' experience in corporate and marketing communications with associations and not-for-profits.

GRS Director, Glenn Schaube, is also the immediate past Chair of the National Association of Sustainable Agriculture Australia (NASAA).

He is a director of NASAA Certified Organic and served on the Board of the Organic Retailers and Growers Association Australia (ORGAA).

### Our range of dedicated services

#### Strategy

Our strategies identify the challenges, opportunities and practical solutions, and are:

- results focussed
- individual, tailored and targeted
- delivered on time and on budget
- based on sound research and data
- instructive for future programs.

#### Government relations

We deliver a high level of political currency involving policy and regulatory reform.

This is achieved by:

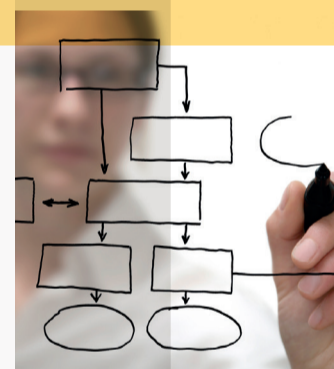
- contributing valuably to policy debate
- delivering simple credible argument
- being a fair knowledgeable voice
- developing messages that resonate, inform and motivate
- supporting industry growth and the broader economic and social environment.

#### Member engagement

We can help your organisation become a first-choice for members and clients involving:

- recruitment and support
- value propositions marketing
- engagement and communication
- program and event implementation
- training and professional development.

Helping associations become an industry leader of choice



#### Stakeholder / influencer relations

We help build cooperation and lower the potential for emergent conflict by:

- fostering productive and supportive relationships
- building networks and raising awareness
- exchanging valuable information and improving understanding
- acknowledging and accounting for the needs of competing interests.

#### Media engagement

Media and issues management programs are strategic, proactive and opportunistic. We ensure all spokespeople are:

- up to date and apprised of emergent issues
- active and practiced in issues monitoring and rapid response
- fully prepared through training, rehearsal and support.