



Ensuring you are heard by those who matter



Glenn Schaube

Director

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GRS Communications was founded with a vision of providing practical and effective public relations services to address the growing corporate and government call for improved sustainability – economic, social and environmental.

GRS has emerged as an agency that delivers. GRS is a member of the Registered Consultancy Group of the Public Relations Institute of Australia (PRIA) and a multi-award winning agency.

- Winner of the PRIA 2008 Victorian Awards for Excellence - Public Affairs category.
- Runner-up (highly commended) for the PRIA National Golden Target Awards 2008 - Public Affairs category.
- Runner-up (highly commended) for the PRIA 2009 Victorian Awards for Excellence - Public Affairs category.

We offer a high value proposition to our clients who benefit from many strategic advantages:

- considerable depth in communications and issues management
- strategic methodology and proven results
- senior qualified consultants with 20 or more years experience
- management capabilities that come with significant career achievements
- year-round 24/7 at-call service
- rates that match the value we provide
- resources to handle large complex programs and smaller one-off projects

A select pool of associates in the areas of graphic design and advertising, print, film, photography, events and exhibition coordination, and web design and technical support add considerable depth to our services.

We deliver a range of considered public relations and marketing communications services, that take account of sensitive, issue rich, operating environments.

Our strategic practice areas and leading proficiencies include:

Government Relations

GRS offers a unique strategic approach and political acumen that delivers a high level of political currency to our clients, and ensures positive relations with governments at all levels.

Media and Issues Management

Media issues management and promotion are our 'bread and butter'. Our people have led many strategic programs involving political campaigns, mergers, privatisation, health issues, marketing communication and education programs .

Stakeholder and Community Relations

The comprehensive range of well orchestrated and energetically implemented programs build positive reputations and maintain active relations with government, industry and community stakeholders.

Marketing Communications

Whether it be in maintaining already positive perceptions, addressing a declining profile or reinventing an image, GRS provides effective public relations that enhance the interests of our clients.

Journalism and Technical Writing

GRS excels at making the complex simple and reader-focused. From detailed federal budget submissions, procedure manuals, or information concerned with educating and informing stakeholders and customers, GRS demonstrates leading proficiency.

E-Communications

Our fully integrated programs ensure the cross promotion and communications through traditional public communications channels and e-communication including the construction and delivery of web based facilities and tools.

VIP Events and Sponsorships

Our team have conducted numerous launches and special events involving industry leaders, senior management teams, and various state and federal ministers.

- Insulation Council of Australia and New Zealand (ICANZ) stakeholder and government relations
 - Federal Energy Efficient Homes crisis communications
 - Federal Energy Efficient Homes legislation
 - ICANZ 2007 Federal Election Campaign
 - ICANZ Insulation Health Issues Management
- Enact Energy and the Green Project corporate positioning and market communications
- Australian Oilseed Federation (AOF) stakeholder communications
- Canola Association of Australia market reporting
- Soy Australia market reporting
- Grampians Wimmera Mallee Water Authority merger transition communications
- Fletcher Insulation 'Pink Batts' promotions and special events
- Fletcher Insulation Dandenong plant emissions' issues management
- Education sector community-based promotions and marketing for secondary colleges
- Inaugural GAYAZ Expo promotions
- Techni WaterJet competitor issues management and promotions
- Goulburn-Murray Water Eildon Weir upgrade funding and drought crisis communications
- Patties Bakery acquisition of Four'n Twenty and associated brands
- Pivot Limited and Incitec fertiliser business merger and marketing communications
- Glenelg Water corporate communications strategy development
- EcoRecycle Victoria ministerial relations and state-wide marketing and education programs
- Australian Wheat Board national and international media relations and crisis communications
- National Electricity Grid Management Council's introduction of the commercial grid
- Sancella Libra Fleur crisis management strategy and national product recall
- Telstra Corporation corporate public relations programs
- Telstra Australian Women's Hockey Team Sponsorship and Olympic Team program
- City West Water sustainability report community consultations
- Ferntree Computer Corporation government relations and issues management

We have an enviable reputation of achievement for our clients.

We ensure projects are delivered on time, on budget, and present instructive insights for the benefit of future programs:



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