



| STRATEGIC COMMUNICATIONS | INNOVATIVE SOLUTIONS | SPECIALIST EXPERTISE |

## INDEX

Introduction	1
Service Methodology	2
Service Offering	3
Services	4
Government Relations	4
Issues and Crisis Management	5
Marketing Communications	6
Investor Relations	7
Stakeholder Risk Analysis	8
Litigation Public Relations	9
Specialist Corporate Communications	10
Profiles	11
Client Base	18
Recognition	19
Contact	21

## INTRODUCTION

Riley Mathewson Public Relations consultancy focuses on developing and executing strategic communication solutions that contribute to the fulfilment of your corporate strategy.

We provide professional PR services including marketing communications, social media, government relations, investor relations, issues and crisis communications management, stakeholder risk analysis and litigation public relations. Added to these are more specialised corporate communications disciplines such as internal communications, information programs, media liaison and community / stakeholder consultation and engagement.

Our commitment to excellence has earned us 22 State and national awards for both private and public sectors.

Riley Mathewson's highly skilled senior practitioners and support staff are focused on contributing to your business goals.

We have experience across just about every industry sector, with in-depth exposure to the resources, property, retail, transport, hospitality, personal services and beverage sectors. For reasons of commercial confidence we can't publish all of our clients, however for a selection of our client base, past and present see page 19.

Riley Mathewson Public Relations is locally owned and operated, managing national and international work from Perth, and through the Edelman Group with offices in more than 40 countries. You can also follow us on LinkedIn, Facebook and Twitter.

## SERVICE METHODOLOGY

Our business is driven by your specific objectives. We seek first to understand you, your organisation and its goals, before we seek to advise or recommend.

Rather than sell the same services to everyone, we recommend the strategy and techniques that best fit your needs and requirements.

Each campaign is developed and implemented by a team of highly professional consultants whose individual and collective expertise and experience ensure clients receive strategic advice balanced with effective implementation.

Our professional and support staff are focused on contributing to your business goals. Our senior practitioners are the practitioners who manage your account and execute your work.

RMPR is committed to providing consistently high quality work and excellent service for our clients, and has a number of structured and proven systems to support this - from production schedules and program timetables, through to easy-to-read, transparent invoices, and a 24-hour emergency response service.

## SERVICE OFFERING

We offer a full suite of communications services that are driven totally by our clients' needs. These services include marketing communications, government (lobbying) and investor relations, issues and crisis communications management, stakeholder risk analysis and litigation public relations. Added to these, we provide specialised corporate communications disciplines including internal communications, information programs, general media liaison and community / stakeholder consultation and engagement. Whilst we often integrate social media and other digital services into our campaigns across these disciplines, we also offer stand-alone consultancy in this space.

We also offer clients exclusive access to proven stakeholder models, sophisticated digital medium skills, practical issues and media management procedures, and a panel of senior associates with expert knowledge of government, finance, information technology and legal matters.

## SERVICES

### Government Relations

Effectively engaging with the various arms of government can provide effective guidance for sensitive issues, gain support and assistance, influence regulation and enhance corporate positioning.

The specialist assistance provided by Riley Mathewson can ensure your organisation's message is communicated in an effective and professional manner.

Services offered include:

- Government liaison and negotiations
- Influencing legislative change
- Research and issues monitoring
- Policy assessment and analysis
- Preparation of position papers
- Submissions and presentations to government

Our regular contact with senior public servants, State and Federal Ministers, local government, NGOs and other community representatives gives our clients an understanding of the current issues, knowledge of the internal workings of government, and access to decision-makers. All RMPR senior staff are registered lobbyists.

## SERVICES

### Issues and Crisis Management

Effective, on-going issues management strategies and readily available crisis communication procedures are important for the mining, energy, manufacturing, construction, food production, information technology, infrastructure, hospitality and health industries.

Our practitioners are skilled at developing and implementing strategies for clients confronted with major crises or issues of public concern. Our processes combine various public relations techniques to build, maintain and strengthen relationships with media, government, investors, customers, employees and other community stakeholders.

Our issues and crisis management services include:

- Stakeholder risk assessment, analysis and mapping, communication and liaison
- Relationship building and corporate positioning
- Preparation of crisis media management procedures and manuals
- Sophisticated integration of digital / social media into issues and crisis communications programs
- Coordination and staging of mock crisis scenarios
- Management of crisis communications

The ability to act quickly and decisively is critical in protecting reputations as is the need for clear and consistent communications. For this reason, Riley Mathewson also offers a 24-hour emergency response system, with around-the-clock access to experienced practitioners.

## SERVICES

### Marketing Communications

It is certainly true that many marketing communications practitioners now regard PR as a fulcrum in the battle to win over consumers' hearts and minds by creating a favourable shift in attitudes and behaviour.

Whatever your overarching corporate marketing strategy, PR has a key role to play in the marketing communications mix.

Riley Mathewson doesn't just take a "media release and ad" or "product placement" approach to this critical PR area. Our professional staff have managerial experience in the articulation of organisation values, strategy and the cross-organisational notion of brand architecture. We seek to understand your brand's DNA along with your communications objectives before leaping into a marketing communications program.

## SERVICES

### Investor Relations

You can have some of the best exploration assets in the world with a management team capable of delivering those assets into reality but if you can't get your story heard in an increasingly crowded market place, your market cap will suffer.

Riley Mathewson Public Relations specialises in providing the right advice combined with the right contacts for new start-ups and explorers transitioning to production – allowing them to be heard.

We don't just focus on resources companies; we assist industrial and services based companies as well.

- Brand protection
- Brand development
- Crisis communication
- Media relations
- CSR – specialists for overseas projects and indigenous participation
- Internal communications
- Compliance reporting
- IPO advice and strategic communications

## SERVICES

### Stakeholder Risk Analysis

Our expertise ensures your stakeholder engagement efforts are directed to the right people at the right time.

Don't take the shotgun approach to communicating with your stakeholders; let us help you identify the issues you may face and then connect you with those critical stakeholders in a focused program of engagement.

Our process provides clear directions for organisational engagement and establishes buy-in from within your organisation around agreed key messages.

We can help you:

- Develop risk statements
- Rank your risks
- Map risks
- Develop communication or stakeholder engagement plans
- Mitigate your risks
- Develop key messages
- Develop stakeholder databases
- Track your engagement efforts.

## SERVICES

### Litigation Public Relations

Winning or losing in the court of public opinion can be just as important as what happens in the court of law – before, during and after everybody has their day in court.

The importance of litigation PR in the corporate world cannot be overstated. While the legal profession has a vital role in determining and resolving the rights and wrongs of a matter, the rest of the world is forming opinions about the business, organisation and people involved. How you present your case in the public domain and to your stakeholders directly influences the equity in your brand and your social operating licence.

Working with your legal advisors to distil legal argument into plain English is fundamental as is the ability to work quickly and professionally with the media to ensure your message is communicated clearly and effectively to stakeholders.

## SERVICES

### Specialist Corporate Communications

Riley Mathewson's senior practitioners possess a broad skill set. Our professional services also include:

- Community / stakeholder program development and consultation
- Stakeholder engagement and information programs
- Corporate Social Responsibility
- Media liaison
- Internal communications planning and implementation

## PROFILES

### Des Riley – Director

MPRIA

Des specialises in the development and direction of communications strategies for large private and public sector organisations. A trained journalist and long-standing member of the Public Relations Institute of Australia, his skills include strategic communications planning, issues and crisis communications management, media relations, writing, event management and production services.



Des has comprehensive, hands-on corporate and public relations management experience across many industries. In addition to major corporations such as DuPont, BHP Billiton Petroleum, Nestlé and Metcash-IGA, his clients have included the Economic Regulation Authority, CHC Helicopters, Goldfields Gas Transmission, JLL (formerly Jones Lang LaSalle), LandCorp, Leighton Contractors, Macquarie Bank Real Estate, Schlumberger, Uniting Church Homes, Urban Pacific Ltd, and Woodside Energy.

He has career-long experience in dealing with a range of difficult and high profile community and industry issues management projects. His clients have included property, consumer, infrastructure, and construction and resources sector companies as well as government departments and agencies.

Prior to establishing his own consultancy in 1991, Des was an Account Director for two of the largest public relations consultancies in Western Australia and New South Wales. His key achievements include a national Public Relations Institute of Australia (WA) award for the management of the national LJ Hooker account as well as State and national awards for LandCorp and the WA Independent Grocers Association.

In addition to completing the 'Growth' and 'Master Class' Programs at Curtin University, Des has tutored in public relations practice at Curtin University and has been a guest lecturer on crisis communications management at the University of Western Australia/ Graduate School of Management MBA program.

## PROFILES

### Richard Taylor – Senior Consultant

Richard Taylor has worked in the communications and resources industry for over 30 years. During this time he has been responsible for all communication requirements for major resources corporations in Western Australia. Prior to joining RMPR he held the position of Investor Relations Manager for a resource consultancy specialising in small to mid-tier listed companies with resource bases located outside of Australia.

He has extensive experience in issues and crisis communications management for BHP's Iron Ore and Transport divisions, as well as Alcoa, LandCorp and the IGA retail group.

Richard also has considerable experience working with State and local authorities on greenfield and brownfield projects and land development industries, as well as community and stakeholder engagement. He has worked with global leaders in crisis communications management and with global corporate consultants such as McKinsey, Motorola, and with Toyota Production System experts.

His experience also includes share registry management; investor communications; government regulatory requirements; stakeholder programs; issues and crisis communications management; community engagement; annual, quarterly and other report writing; and event management.

Recent work with small to medium resource companies was focussed on raising their profiles, delivering positive impacts on share prices, increasing buyer interest and educating the market on company resource bases. He has prepared companies for listing on the Toronto Stock Exchange and worked with analysts and media globally, and within Australia.

His experience has been utilised by Edith Cowan University where he has tutored in public relations theory.



## PROFILES

### Clint Ford – Senior Consultant

BA GradDipMktgMgt MCom

Clint specialises in the planning and execution of marketing, corporate communication and government relations strategies.

An experienced senior corporate manager and consultant, his skills include government relations/ lobbying, community and stakeholder communications, marketing and marketing communications strategy, media relations, issues management and crisis communications. He has extensive corporate sponsorship and community partnership experience as well as a detailed knowledge of CSR.

Clint's clients at RMPR span both the public and private sectors as well as lobby groups across a number of industries including oil and gas, property development and hospitality. They have included Urban Pacific Limited, BHPB Petroleum, INPEX, 3M Unitek, LandCorp, Goldfields Gas Transmission, WA Nightclubs Association, National Lifestyle Villages, Seasons Funerals, Bunbury Chamber of Commerce and Industries, Just Cremations and TNT Express.

His previous experience includes a senior public affairs management role for the Northern Territory Government; export marketing consulting to SMEs; marketing and PR in the professional sports industry; and a senior marketing and community relations management role with Activ, one of the largest community benefit organisations in Western Australia.

He holds a Master of Commerce from the University of Sydney, a Graduate Diploma of Marketing Management from Central Queensland University and a Bachelor of Arts from the University of Canberra.

Clint is a registered and experienced WA and Federal lobbyist who has also conducted lobbying within other states. He has a strong working knowledge of parliamentary procedure in most Australian parliaments.



## PROFILES

### Ray Sparvell – Senior Consultant

Ray has had extensive editorial and public relations experience gained as a journalist and sub-editor as well as public relations and marketing communications experience.

Ray's earlier career covers Army Public Relations in Sydney and Canberra, and content strategy development for Argyle Diamonds' global reputation and that of its pink and champagne diamonds.

He was a co-founder and director of a local integrated communications agency which developed content and collateral for B2B and B2C clients in a wide range of industries. Output included press releases, corporate identity, brochures and flyers, websites, advertising, film and video, trade events, sponsorship management and more. This work led to his invitation to work in Los Angeles for Rio Tinto as part of the team that created the brand story of its USD150 million Quadrem JV project.

Ray has considerable experience in the property sector having worked on a wide range of development projects from the South West to the Pilbara and beyond. His clients have included Rapley Wilkinson, the Nomad Group, Thomas Building and Westate Capital (Westate Property Group) for whom he prepared media releases, flyers, print and radio advertising, annual reports and award submissions.

He is a published fiction writer and the author of two books.

### Qualifications

Bachelor of Arts (Writing)



## PROFILE

### Gail Riley – Office Manager

Gail has been employed in public relations since 1992 with responsibility for bookkeeping, client administrative functions and account co-ordination.

In her 40-year career, Gail has held sales administration, co-ordinating and senior personal assistant positions in a variety of industries including tourism, legal, medical, real estate and engineering.

As a trained bookkeeper, Company Secretary and Administration Manager, she is responsible for preparing and monitoring all aspects of RMPR's business operations and support staff. Gail is also highly experienced in managing client stakeholder databases, client project and program co-ordination, including supplier liaison and management, as well as budget monitoring and management.

Gail has strong hands-on experience in event organisation and co-ordination including venue, catering, photography and entertainment bookings, invitation mail-outs and RSVPs, venue theming, name tags and signage. She is also proficient in editing Content Management Systems, databases and websites.



## PROFILES

### The Hon. James Clarko AM AE JP – Senior Associate

Jim was a Member of Parliament for 23 years. He was a Deputy Speaker and Speaker of the Legislative Assembly, government whip, member and chairman of the Public Accounts Committee, and held ministerial and shadow ministerial portfolios for 10 years, covering local government, planning, education and racing and gaming.

He is a former President of the Heartlands Tourism Association, which covers one sixth of Western Australia, and includes 44 local government authorities.

Prior to his parliamentary career, he was a Stirling City Councillor for six years, during which time he was a member of the City's planning committee and chairman of the finance, staff and general purposes committee.

Jim provides Riley Mathewson clients with specialist consultation in government relations, particularly legislative interpretation, political research, monitoring parliamentary progress of legislation and debate, facilitation of meetings and lobbying.

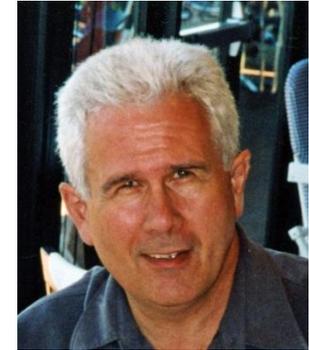
## PROFILES

### Michael Megaw – Senior Associate

Michael has more than two decades of experience as a senior adviser to Federal and State Ministers in Australia, including ten years as a Chief of Staff. This includes nine years with Kim Beazley during his time as Education Minister, Minister for Finance, Deputy Prime Minister and Opposition Leader.

Additionally, he served as Chief of Staff to WA Deputy Premier, and then Leader of the Opposition, Eric Ripper from 2002. This experience covered Treasury, Energy, Public Sector Management and State Development portfolios.

Michael provides Riley Mathewson clients with specialist consultation in government relations, particularly legislative regulatory and policy interpretation. He can assist clients in engaging with and participating in government and parliamentary inquiries as well as political research, monitoring parliamentary progress of legislation and debate, facilitation of meetings and direct lobbying.



## CLIENT BASE

We have experience across just about every industry sector, with in-depth exposure to the resources, property, retail, transport and beverage sectors. For reasons of commercial confidence we can't publish all of our clients, however a selection of our client base, past and present includes:



CITY of PERTH



Economic Regulation Authority  
WESTERN AUSTRALIA



## RECOGNITION

Our commitment to excellence has earned us 22 State and national awards. This makes us one of the most awarded public relations agencies in Perth.

### **PRIA Awards**

(WA) Winner, Award for Excellence : Public Affairs – 2012

(WA) Winner, Award for Excellence : Public Affairs – 2011

(WA) Winner, Award for Excellence : Issues or Crisis Management – 2000

(WA) Winner, Award for Excellence : Comprehensive Communications – 2000

(WA) Winner, Award for Excellence : Comprehensive Communications – 1999

(WA) Winner, Award for Excellence : Community Relations – 1999

(WA) Winner, Award for Excellence : Marketing Communications – 1999

(WA) Highly Commended : Issues or Crisis Management – 2004

(WA) Highly Commended : Special Events - 2001

(WA) Highly Commended : Community Communication – 2001

(WA) Highly Commended : Government Communications - 2000

(WA) Commended : Environment – 2010

(National) Highly Commended : Issues or Crisis Management – 2004  
(National) Highly Commended : Issues or Crisis Management – 2000  
(National) Highly Commended : Government Communication – 2000  
(National) Highly Commended : Comprehensive Communications - 1999  
(National) Highly Commended : Marketing Communication - 1999

(National) Commended : Issues or Crisis Management – 2004

**AMI Awards**

(WA) Winner, Marketing Award for Excellence : Marketing Communications (B2C) – 2014

**Other Awards**

CommsCon Finalist : Government Relations Campaign - 2013  
UDIA Award for Excellence : Residential Development 250 Lots Or More – 2007  
UDIA Award for Excellence : Affordable Development – 2006

## CONTACT

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