



**Tony**Wragg  
CORPORATE COMMUNICATIONS

PROFILE



## PROFILE

**Tony Wragg** is a communications specialist with more than 25 years' experience in corporate and media communications.

An award winning former newspaper and television journalist, Tony developed his communication skills working for a number of public relations consultancies, businesses, community groups and government departments before establishing his own freelance consultancy in 1990.

Since then Tony has developed and implemented communications programs across a wide range of industries including energy, education, health, food, information technology, retail, property, media, infrastructure, telecommunications and sport.

He offers a personalised, results-driven service with uncompromising attention to detail.

## Capabilities and Services

Tony takes a strategic approach on every job – ensuring the right communication tools are applied at the right time.

- **Project Management** – managing communications programs from conception to completion
- **Association Management** – secretariat, marketing, event, and member management services
- **Copywriting** – annual reports, tenders, strategy documents, scripts, newsletters, websites, brochures
- **Events** – creative development and AV management
- **Video Production** – scripting, producing and directing

CREATIVE

FLEXIBLE

STRATEGIC

## CLIENTS

- Austrade
- AAPT
- Alcatel-Lucent
- AGL
- APA Group
- AREMA (national air conditioning & refrigeration association)
- ANZ
- Australian Rugby Union
- Cisco Systems International (Dubai)
- Commonwealth Bank of Australia
- DeakinPrime (corporate arm of Deakin University)
- Disney Channel
- EnergyAustralia
- Flight Centre
- GHD
- Lexmark
- Leighton Contractors
- Lend Lease (Compass & Civil & Civic divisions)
- Macmahon Contractors
- Medical Benefits Fund of Australia (now BUPA)
- Nestlé
- NSW Department of Primary Industries
- NSW Food Authority
- NSW Health
- NSW Trade & Investment
- PeopleSoft
- Sydney Paralympic Organising Committee
- Sydney Catchment Authority
- Sydney Water
- Tenix
- Thiess John Holland (Lane Cove Tunnel Project)
- Tourism Australia
- Wesley Mission
- Woolworths Supermarkets (National)
- UGL

*List features clients past and present*

## PROJECTS

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### Project Management

Tony manages communication programs from conception to completion – working with an in-house team, or identifying and engaging external resources where necessary. He is used to working within tight budgets and critical deadlines.

- **AREMA** – manager of the secretariat for this national association (representing air conditioning and refrigeration manufacturers)
- **Commonwealth Bank** – interactive financial web site for young people (aged 14-21) and national Teacher's Forum
- **Department of Energy, Utilities & Sustainability** - exhibition manager for 'watts'n'drops', a 10-day energy efficiency event
- **Disney Channel Live** – a travelling stage show promoting the Disney cable TV network and its carrier, Austar
- **Sydney Water** – project manager for an interactive display centre replicating an actual floor of SW's (then) new office headquarters
- **UGL** – project manager for an interactive staff induction tool

### Copywriting

Tony has applied his skills as a media trained writer to a number of key business tenders and submissions, brochures, annual reports, newsletters and speeches. He is used to writing to critical deadlines and takes a strategic approach to the structure, design and delivery of all material he prepares.

- **Austrade/Tourism Australia** – series of case studies
- **EnergyAustralia** – award winning annual reports
- **Leighton Contractors** – tender documents
- **NSW Food Authority** – annual reports
- **NSW Trade & Investment** – financial brochure series
- **McConnell Dowell** – tender documents (major NSW projects)
- **Sydney Catchment Authority** – award winning annual reports
- **Tenix** – winning tender documents and marketing collateral

## PROJECTS

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### Video Production

Tony's experience in television (as a cameraman, reporter and presenter) equipped him well for the transition to corporate video production. He writes, produces and directs, drawing on a regular stable of external professionals including camera crews, actors, editors and studio facilities.

- **AGL** – a series of videos for internal and external use
- **ANZ Global Wealth** – opener for leadership conference
- **APA Group** – a series of high energy videos
- **Australian Rugby Union** – a series of educational videos
- **Commonwealth Bank** – promotional video for youth website
- **Sydney Water** – series of videos for internal and external use
- **Woolworths Supermarkets** – weekly staff TV program
- **UGL** – emotive video to launch a new company-wide safety program

### Event Management

Tony conceives and manages major events, product launches, awards programs and conferences. He draws on the resources of a wide range of external professionals to provide a total turnkey event service.

- **APA Group** – stage manage annual Leadership Conference
- **AGL** – annual results announcements
- **Cisco Systems (Middle East)** – events in Dubai, Kuwait and Qatar
- **MBF Health and Well-being Awards for media (6 years)** – state and national awards ceremonies and project management
- **PeopleSoft** – events in five cities across Asia
- **Sydney 2000 Paralympic Games** – conceived and produced all major “announcement” events for the Games and some ceremony visuals
- **Wesley Mission 200<sup>th</sup> Anniversary** – project manager, producer and director for an event attended by 2000+ people at the State Theatre

## **A W A R D S**

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### **Australasian Annual Report Awards (copywriting)**

#### **Gold**

Sydney Catchment Authority Annual Report

#### **Silver**

EnergyAustralia Annual Report

Sydney Catchment Authority Annual Report

#### **Bronze**

EnergyAustralia Annual Report

### **Corporate Awards (video production)**

#### **APA Group**

Safeguard Excellence Award: Best Safety Campaign (2015)

### **Quill Awards, Queensland (reporting)**

Best Current Affairs Report: Television

Best Sports Report: Television

## PLAUDITS

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### **Jayne Whitney**

Consultant (formerly Executive General Manager, People & Culture, UGL Limited & former Group General Manager, Corporate Affairs, Tenix)

*Tony's results are excellent and his commitment is unquestionable. His value lies not only in his expertise, but also in the way he challenges and develops ideas. I don't think we have ever presented a project to Tony where he has not changed it to shape a better outcome. On top of this, he is a great guy to work with and engages colleagues right across our business.*

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### **Jane West**

Communications Consultant & former Communications and Marketing Manager, Sydney Water

*Tony has outstanding creative capacity, excellent writing and technical skills, delivers on time and on budget, and is a great team player.*

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### **Mick McCormack**

Managing Director, APA Group

*My sincere thanks for your valuable contribution to our Leadership Conference. The smooth running and professionalism of the event was in large part due to your work and it really adds to the overall impact of the conference to have this level of output. We appreciate the attention to detail and overall coordination you brought to this event.*

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### **Maureen Lum Mow**

Brand Manager ANZ Global Wealth & former Marketing Manager, Retail, EnergyAustralia

*Tony's work is exceptional. He is a dedicated professional and always provides 150% service. He has the unique combination of providing strong strategic thinking and creative flair.*

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### **Mark Padwick**

Managing Director, Sanden International & President, AREMA

*Tony's enthusiasm, organisational skills and genuine dedication to what he does has been a breath of fresh for AREMA. He has raised the bar on how we operate – by introducing a new online member management and accounting system, streamlining our meetings and events and improving how we market ourselves. What we appreciate about Tony is how he value adds to everything he does.*

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## REFEREES

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### Jane West

Communications Consultant  
& former Communications and Marketing Manager  
Sydney Water  
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### Jayne Whitney

Consultant (formerly Executive General Manager, People & Culture, UGL  
& former Group General Manager, Corporate Affairs, Tenix)  
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### Mark Padwick

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& President, AREMA  
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### Judy Douglas

Communications Consultant, TransGrid  
& former Head of Employee Communications, AGL  
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### Martin Smith

Former Executive General Manager, Safety, UGL  
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### Maureen Lum Mow

Brand & Communications Consultant, ANZ Global Wealth  
& former Marketing Manager, Retail EnergyAustralia  
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## CONTACT

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