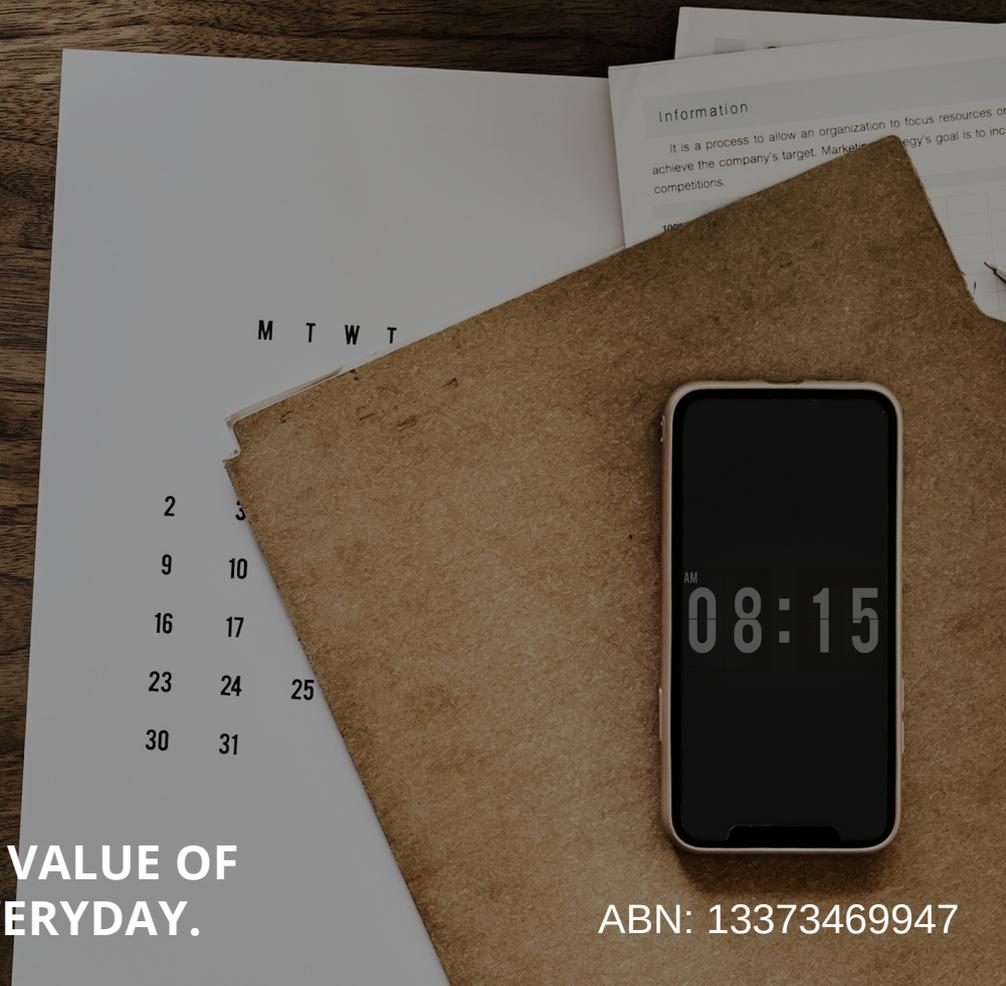


# CAPABILITIES STATEMENT



**ELM COMMUNICATIONS**  
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**DEMONSTRATING THE VALUE OF COMMUNICATIONS EVERYDAY.**

ABN: 13373469947

# ABOUT ELM COMMUNICATIONS

Elm Communications is a full-service communications consultancy based in Canberra. Effective at delivering everything from big projects and high-level planning, to detailed execution and content. Elm Communications is focused on understanding your needs and delivering results which will demonstrate the value communications can provide to your organisation.

## MELANIE GIBBONS

Elm Communications is owned and managed by Melanie Gibbons, whom has over fifteen years experience in communications within government, not-for-profit and the private sectors in Australia and the United Kingdom. Most recently, Melanie has worked in the Australian Government leading the communications on climate change policy and administration. During a stint in London, Melanie broadened her experience in Government in an international environment and worked in the not-for-profit sector.

With both internal and external communications experience, Melanie believes in an integrated approach to communications. In a varied career, she has developed short term rapid communications plans, and long term complex strategies. Melanie has experience in managing large communications projects including the development of websites and intranets, new government agency start-ups, and scheme closures. Melanie has led internal and corporate communications functions that were highly regarded by Executive and staff, delivering stakeholder engagement strategies, a successful enterprise agreement communications strategy, complex cultural change programs and multiple organisational restructures.

Melanie has a wealth of experience in media relations and issues management having worked on the child support compliance, the closure of the Home Insulation Program and Green Loans, and the launch of the carbon pricing mechanism.

Melanie compliments her experience with academic qualifications having recently completed her Master of Strategic Communications with a dissertation on the Australian Governments use of social media. She also holds a Graduate Certificate in social media and public engagement, and a Bachelor of Communications specialising in public relations and advertising.



# SERVICES



Based in Canberra, Elm Communications specialises in providing professional communications services to Commonwealth, State and Territory government departments and agencies. Supporting in-house communications teams and business areas that need targeted communications advice, Elm Communications brings experience, knowledge and instinct to deliver the outcomes you need.

## Strategy

With a wealth of experience in internal and external communications, planning and strategy is a core strength. Providing internal and external strategy development and implementation, analysis and research, corporate and reputation communications support.

## Content

Dedicated to developing great content Elm Communications can write and edit communication materials for diverse audience types and writing styles. Experienced in developing long publications, media materials, digital and social media content and executive reports to name a few. Digital content is produced to comply with WCAG 2.0 accessibility guidelines.

## Service review

With over a decade of experience working in government communications teams, Melanie is able to provide a fresh perspective on how you are implementing your communications services and support your staff to be exceptional professionals working together to achieve great outcomes.

## Projects

With experience in long-term delivery and short-term, quick turn around communications projects you will get the outcome you are looking for on time and on budget. Elm Communications can provide assistance to get a new project off the ground, or some dedicated attention to get an existing project over the line.

## Digital

Elm Communications will review your current digital communication channels, or help you develop new ones. Services includes developing website strategies, reviewing content and structure, assisting with content development, creating social media plans and undertaking digital analysis so that you better understand your competition and your users.

# CAPABILITIES

Melanie's consultancy strengths include:

## Problem solving

Melanie can critically analyse a situation, and identify workable solution to complex problems or issues with consideration to the internal and external environment.

## Relationship management

Melanie's strength is looking for ways to understand your needs and your approach. She prides herself on building long term effective relationships through creating mutual understanding and exceeding expectations.

## Facilitation

If a workshop or small group consultation is required, Melanie is very effective in bringing divergent thinking together and keeping everyone on track to find workable solutions or identify opportunities.

## Project Management

Melanie takes the time to understand what you need, the scope of the project, potential risk or opportunities, and your expected outcomes. She is then able to outline the steps required to achieve what you need on time and on budget.

## Writing

With lengthy experience in professional communications Melanie's career has focused around writing. She tailors her style for the audience and has experience across a range of formats from long publications, digital content, social media posts and executive reports.

## High-level advice

Melanie is able to provide high level strategic communications advice shaped by the information and insights gathered during a project. This is complimented by years of experience working within professional communications both within government and the private sector.

## Capacity to distil information

Melanie is adept at taking complex information and distilling it down to key soundbites or plain English translations for mass distribution. She is able to grasp complex concepts and utilise that information to inform the communications approach.





Financial plan document with a pie chart showing investment distribution: Stocks (30%), Certificate of Deposits (50%), Investment Funds (15%), and 5% Retirement.

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