



ELM
COMMUNICATIONS

CAPABILITY STATEMENT

Demonstrating the value of communications every day



ABOUT ELM COMMUNICATIONS

Elm Communications is a 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.

Elm Communications is owned and operated by Melanie Gibbons, who has over fifteen years experience in communications within the public, private and not-for-profit sectors. Before starting Elm Communications, Melanie managed a full-service communications team in the Australian Government working on climate change policy and administration.

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 is a strategic adviser who can turn her skills to any communications challenge. Her focus is on providing exceptional service to her clients to ensure they get the best outcome.

Melanie's experience is complemented by academic qualifications with a Master of Strategic Communications, a Graduate Certificate in Public Engagement and Social Media, and a Bachelor of Communications.

"Done well communications can tell the world what you are great at and get you out of a sticky situation. I passionately believe that a professional, effective communications should be at the heart of any business."

Elm Communications specialises in providing professional communications services for both in-house communications teams and business areas that need tailored communications support. Elm 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 of Elm Communications. Elm provides strategy development and implementation, analysis and research, and corporate and reputation management.

CONTENT

Dedicated to developing great content Elm Communications can create communications materials for diverse audience types and writing styles. Experienced in developing long publications, media materials, digital and social media content, and executive reports just to name a few.

FACILITATION

As a trained facilitator, Melanie can work with a diverse range of individuals to extract information, generate engagement and build mutual understanding. Experienced in leading internal staff and external stakeholder workshops to gather information and facilitate active conversations about specific challenges.

FUNCTION

Elm Communications can provide a fresh perspective on your communication function and services. Elm can review your operating model, identify capability gaps and develop processes to get your team operating more efficiently. Elm can help ensure your communications function is aligned to the needs of the organisation.

SUPPORT

With experience in long-term delivery and short-term quick turn around communications projects, Elm Communications can come in and provide additional support to your team. Elm can help get a new project off the ground or some dedicated attention to get an existing project over the line.



Elm
SERVICES

WRITING

With decades of experience in professional communications, Melanie's career has been focused on writing. She tailors her style for the audience and the channel. Melanie is adept at taking complex information and distilling it down to content the audience will understand.

PROJECT MANAGEMENT

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

PROBLEM SOLVING

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

RELATIONSHIPS

Melanie's strength is understanding your needs and outcomes. She prides herself on building long-term effective relationships through creating mutual understanding and exceeding expectations.

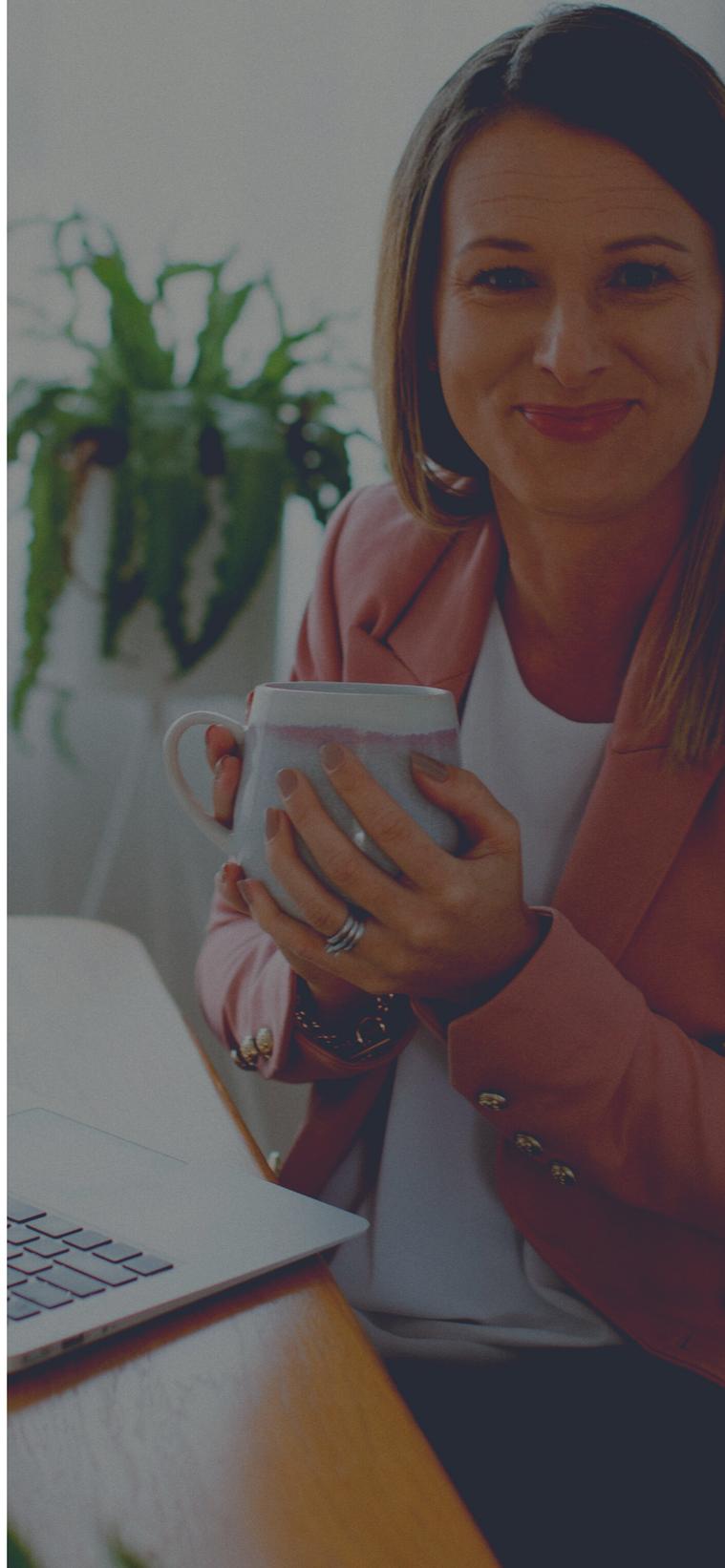
STRATEGIC ADVICE

Melanie is able to provide high-level strategic communications advice shaped by years of experience and professional knowledge. She is able to consider your environment and audiences, tailoring her approach to your circumstances.

CONNECTOR

Melanie connects people together. If you need experience, support or knowledge from a different field Melanie will connect you to the right person.

Elm
STRENGTHS



Contact

ELM COMMUNICATIONS

Elm Communications is always here to help. Please reach out for a chat.

Don't forget to check out the website for free resources and articles about communications, leadership and professional development.



www.elmcommunications.com.au



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"I always knew this was the path for me. Communications is my passion. It's just part of who I am."

- Melanie Gibbons, owner Elm Communications