

# Sue Loftus

ELM COMMUNICATIONS



## Work Experience

### COMMUNICATIONS CONSULTANT

Elm Communications | July 2022 - Present

Following 12 successful years in the public service, I decided to take the leap into the private sector and join Elm Communications as a Communications Consultant. At Elm we are focused on supporting government agencies and local Canberra institutions to improve their communications from the inside out. We love working with a diverse range of clients to provide high-level communications plans and detailed long-term strategies. We support teams to consider what services they are providing and how they can be adding maximum value to their organisation.

### STRATEGIC COMMUNICATIONS ADVISOR

Clean Energy Regulator | May 2019 - July 2021

As a Strategic Communications Advisor, I was the account manager responsible for the direction and implementation of strategic communications for the Emissions Reduction Fund, the National Greenhouse and Energy Reporting Scheme and the Safeguard Mechanism. My role was to provide advice to business areas and the executive on strategic communications and reputation management for these schemes. Key achievements:

- Successfully led communications for five Emissions Reduction Fund Auctions
- Successful launch of the Safeguard Mechanism publication
- Communications lead for the Climate Solutions Fund taskforce
- Led annual publication of the National Greenhouse and Energy Reporting Scheme publication
- Delivery of projects including website content refresh for the intranet and website
- Delivery of scheme communications strategies for the Emissions Reduction Fund, the Renewable Energy Target, and the National Greenhouse and Energy Reporting Scheme.
- Organisation and delivery of a number of high-profile events including the world's first issuance of a soil carbon credit ceremony.

## About

I am a passionate, results-driven, team-oriented strategic communications professional with extensive experience in internal and external communications.

With a focus on strategic communications, I am committed to working with my clients on best-practice communications solutions. My experience in end-to-end strategic communications means I can help clients develop high-level organisational strategies right through to content creation and implementation – no matter the complexities.

## CONTACT



0418 984 463



[sue@elmcommunications.com.au](mailto:sue@elmcommunications.com.au)

## SOCIAL



[sue-loftus](#)



[@ElmComms](#)

## COMMUNICATIONS OFFICER

Clean Energy Regulator | January 2018 - May 2019

In this role I was focused on supporting the Strategic Communications Advisor on the implementation of communications strategies and plans for various schemes administered by the agency. This included:

- Content creation for the website, presentations, broadcast email and other forms of collateral such as fact sheets, and pamphlets.
- Editorial for technical user guides
- Infographic design and development
- Drafting of media releases and responding to media enquiries
- Providing communications support and advice to business areas
- Event and workshop coordination and assistance.

## SENIOR REGULATORY OFFICER, AUDIT AND ASSURANCE

Clean Energy Regulator | August 2012 - December 2017

- Development and execution of the agency's auditor education and engagement strategy
- Coordination of annual audit and assurance workshops; managing all communications, event logistics, registrations, setting of the agenda and presentation development
- Successfully launched the Auditor Inspection Program, including managing procurement and budgets
- Website content creation; translating technical information for audiences
- Management of monthly auditor update newsletter

## Previous experience

### CORPORATE SERVICES OFFICER

Climate Change Authority | March 2014 - March 2015

- Secondment to the Melbourne office to lead corporate services for the organisation.

### COMMUNICATIONS OFFICER, STAKEHOLDER ENGAGEMENT UNIT

Department of Climate Change and Energy Efficiency | May 2010 - July 2012

### PROGRAMS OFFICER, SOLAR HOTWATER

Department of the Environment, Heritage and the Arts | May 2009 - May 2010

### PROGRAMS OFFICER, SOLAR HOMES AND COMMUNITIES

Department of the Environment, Heritage and the Arts | May 2008 - May 2009

## Education

### DIPLOMA OF SOCIAL MEDIA MARKETING

Monarch Institute | 2022

### PERSONAL SKILLS

Performance driven with a focus on delivering outcomes.

Strategic thinker who can see the broader picture.

Initiating and maintaining good working relationships

Excellent interpersonal skills.

Time management skills with ability to prioritise and multitask.

Creative writing skills in fast paced environments.

## A little about me

If you are wondering about the gap in my service that's because in 2021 I took a year off work to have a baby.

Along with my daughter, I live with my husband, stepdaughter and our dog, Otis.

I love all things travelling, food, dogs and strategic communications of course!

