

Sue Loftus

ELM COMMUNICATIONS



Senior Consultant

After a successful career in the public service, I joined Elm Communications in 2022 as a strategic communications specialist. At Elm, we work closely with Commonwealth, state, and territory government agencies, as well as local institutions, to enhance communications from the inside out. By partnering with our clients, we create comprehensive communications plans and long-term strategies that provide significant organisational value.

Since joining Elm, I have led the development of local and national long-term communication strategies and provided tailored strategic advice across major public sector portfolios. My work has included conducting in-depth operational reviews and supporting teams to clarify their service value, strengthen strategic alignment, and maximise resource efficiency. Our goal is always to deliver work that creates clarity, builds capability, and drives sustainable impact.

Work Experience

Director, Strategic Communications
Chief Minister, Treasury & Economic Development | May 2024 - Dec 2025

I took a short break from consulting to return in-house as Director of Strategic Communications, embedding myself within the ACT government to lead the development of whole-of-government (WHoG) communication and engagement strategies aligned to government and community priorities. I provided high-level strategic advice to the executive and the Chief Minister's Office, supporting complex, sensitive and high-profile initiatives with clarity and impact.

I also led the WHoG internal communications function, guiding a dedicated team to strengthen connection, trust and information flow across the service.

About


A great strategy starts with genuine connection.

For nearly two decades, I've worked in and advised governments, private organisations, and not-for-profits — all with one focus: understanding people to succeed.

I help organisations find their voice, align around purpose, and turn complex ideas into messaging that is clear, compelling, and human.


From leading public information campaigns to advising executives and shaping internal communications, I combine strategy, creativity, and insight to help people and organisations communicate with impact.

Contact

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Connect on socials

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 [@ElmComms](#)

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Work Experience

Strategic Communications Advisor Clean Energy Regulator | Dec 2017 - Sep 2022

At the Clean Energy Regulator, I served as a Strategic Communications Advisor, providing high-level executive advice and support on brand, strategy, and reputation risk for key administered schemes, including the Emissions Reduction Fund (ERF), Renewable Energy Target, and National Greenhouse and Energy Reporting Scheme. I led communications for five ERF auctions and coordinated high-profile events, including the world's first soil carbon credit issuance.

I also directed the internal communications and strategy team, maintaining a close advisory relationship with the CEO and Office of the Chair to align messaging with organisational priorities and ensure consistent, strategic communication across the agency.

Previous Experience

Various Program and Corporate Service Roles Commonwealth Government (Multiple) | 2012 - 2017

Developed diverse operational expertise through successive corporate, program, and communications roles across climate policy and energy sector agencies.

Built deep understanding of regulatory and policy implementation across government, with strong capability in stakeholder engagement and public sector frameworks.

Positions included:

Senior Regulatory Officer, Audit & Assurance
Clean Energy Regulator | 2012 - 2017

Corporate Services Officer (Secondment)
Climate Change Authority | 2014 - 2016

Communications and Stakeholder Engagement
Department of Climate Change and Energy Efficiency | 2010 - 2012

Programs Officer, Solar Homes & Communities
Department of Environment, Water, Heritage and Arts | 2008 - 2010

Education

University of Technology Sydney | 2024

Post-Graduate Certificate in Strategic Communications

Monarch Institute | 2022

Diploma of Social Media Marketing

A little about me

Outside of work, I'm usually at home with my husband, our two girls and our dog — pottering around the house and garden, playing tennis, reading a good book (when I can carve out the time), or planning our next little getaway.

I like to think I'm relaxing, although those who know me well would say I'm far more comfortable with a to-do list in hand — staying busy and making the most of every moment.



My youngest exploring the ground of Chirk Castle, Wales in 2025.