



FCR

FINANCIAL &  
CORPORATE  
RELATIONS

# EXCELLENCE

in financial, corporate and investor communication  
since 1985

STATE WINNER

golden  
target  
awards 2019





Clients choose FCR because of our strategic approach and the quality of our advice on how to communicate effectively with their corporate stakeholders, financial markets and media. They benefit from our:

- In-depth knowledge of financial markets, media and a wide range of business sectors;
- Experience, gained over nearly 35 years, of devising strategies to overcome just about every corporate communication challenge that a business can face;
- Thorough understanding of how people absorb information and of why communication succeeds or fails; and
- Stable team in an industry where there is considerable churn, which helps us to contribute additional value to a client's business.

When FCR opened in 1985, we introduced a new communication model. We combined skills in public relations, marketing and graphic design to offer a coordinated approach to investor relations, financial services communication, corporate reputation, and issues and crisis management. As the business, regulatory and media environments have changed, we have continued to refine our services, and today we offer a full range of the latest communication techniques underpinned by our unique experience and insight.

**In a digital world where information can spread globally within seconds, expert communication, based on experience and sound strategies, is more important than ever.**

Our first clients included Coles Myer, CRA and Elders IXL. Since then we've developed communication programs for hundreds of companies and organisations – building investor support, overcoming communication challenges and helping to complete transactions. We have also launched and promoted many of the financial products Australian investors take for granted today.

FCR has led the defence communication in some of the most vehemently contested takeover battles: Xstrata and New Hope for Resource Pacific, Campbell Soup for Arnotts and BHP for Tubemakers, for example. When Lloyd's of London had to explain catastrophic losses, it adopted our Australian communication strategy as its global blueprint. Chinalco

followed our communication advice when it bought its shareholding in Rio Tinto; we assisted German-based Allnex when it acquired NZX/ASX-listed Nuplex; and SEEK used our services to announce record results and a major acquisition.

We assisted the Sydney Futures Exchange and ASX in their pioneering moves from floor trading to today's screen-based system; played a leading role in gaining widespread acceptance for exchange traded funds (ETFs); and advised GE as it built its portfolio of financial services businesses in Australia and Asia. We also helped Magellan to launch its actively managed exchange traded fund and assisted Aberdeen Asset Management and Standard Life Investments during and after their merger.

Our communication strategy throughout the Tampa crisis strengthened the owner's reputation at a time when it could have been vulnerable, and recently we have provided strategic counsel to the same client when a major regulatory issue threatened its business. Our strategies have also helped clients to protect their reputation during activist investor campaigns and following employee and customer fatalities, regulatory failures, industrial action, fraud, data breaches, environmental and social issues, product withdrawals and a wide range of other crises. The consistent high quality of our counsel has been recognised by our peers with the Public Relations Institute of Australia's highest award, 'Best Campaign of the Year', as well as its top 2019 NSW award for Advocacy and Public Affairs.

In a digital world where information can spread globally within seconds, expert communication, based on experience and sound strategies, is more important than ever – whether the aim is to build or protect a business' reputation, influence investors to buy shares in an IPO or on the secondary market, accept or reject a takeover offer, or secure acceptance for a new financial product.

The experience we have gained during the past three and a half decades enables us to contribute exceptional value to our clients' communications. We look forward to contributing our unique combination of insight, creativity and value to our clients for the next 35 years.

**Anthony Tregoning** Founder, FCR





# INVESTOR RELATIONS & COMMUNICATION

Strategic  
counsel

Message  
development  
and  
drafting ASX  
announcements

Analyst and  
investor  
presentations

Investor and  
stockbroker  
roadshows

Continuous  
disclosure  
and corporate  
governance  
advice

Perception  
audits

Drafting  
annual reports  
and investor  
communications

**“Over 15 years, when a significant event has required a well thought out response, we have found FCR able to deliver. They have helped us with results announcements, analyst briefings, M&A transactions, media coverage and our annual reports.”**

Chris Sutherland, Programmed Maintenance Services Limited



# FINANCIAL SERVICES COMMUNICATION

Brand  
development  
and  
management

Media relations  
programs

Product  
launches

Competitive  
positioning  
analysis

Marketing  
material writing,  
design and  
production

Content strategy  
and production

Digital  
marketing  
strategy and  
management

**“FCR has helped build Lifespan’s industry profile at a critical time in our firm’s growth and at a time of great industry change. It has been reassuring to have FCR working beside us as we have communicated with the wider financial services sector in bold new ways over the past year.”**

Eugene Ardino, Lifespan Financial Planning



# CORPORATE COMMUNICATION COUNSEL

Corporate  
reputation  
management

Media  
relations

Media and  
presentation  
skills coaching

Stakeholder  
communication

Thought  
leadership  
programs

Digital  
communication  
and social media  
strategies

Change  
management  
and employee  
interaction

Corporate  
brand  
repositioning

**“FCR gained respect and admiration in our company for having the courage to challenge us when our thinking was wrong, misguided or misinformed. Too many consulting organisations accede to the wishes of the client without question and dare not take the bold steps that you did.”**

Trevor Hall, Hydro Aluminium AS

# ISSUES MANAGEMENT & CRISIS COMMUNICATION

Strategic  
communication  
counsel

Stakeholder  
communication

Media,  
including  
social media,  
management

Incident  
communication  
procedures and  
manuals

Crisis  
preparedness  
training and  
scenario drills

Litigation  
support

Reputation  
recovery  
programs

**“I would like to thank you and your company for your support and guidance during the past two very sad months following the major accident. Your input and guidance to myself and our other managers were invaluable and extremely helpful. Your company’s ability to assist us on demand was very reassuring.”**

Andy Green, Stena Drilling



# TRANSACTIONS

Strategic  
counsel and  
message  
development

M&A  
communication  
campaigns

IPO  
communication  
campaigns

Proxy  
solicitation

Shareholder  
and stakeholder  
communication

Prospectus,  
PDS and M&A  
document  
design and  
production

**“FCR played a key role in developing and communicating  
Resource Pacific’s takeover defence. We would highly recommend FCR  
as an experienced adviser.”**

Paul Jury, Resource Generation Limited



# DESIGN, PUBLICATIONS & DIGITAL COMMUNICATION

Annual reports:  
printed and  
digital

M&A document  
production

Prospectus and  
PDS design and  
production

Corporate  
identity  
development

Marketing  
materials and  
advertising

Websites, digital  
communication,  
scriptwriting,  
webcasts and  
videos

SEO and  
search engine  
marketing/  
Google Ads

Web analytics  
and results  
reporting

**“The FCR team are highly professional. They design and typeset prospectuses within tight  
timeframes and with strict attention to detail, and their around-the-clock service ensures  
transactions proceed as scheduled. We don’t hesitate to recommend FCR to our clients.”**

Mark Gross, Morgans Financial





Helping businesses to communicate,  
influence and succeed since 1985



FCR is able to assist clients in Asia through its 20% shareholder, Strategic Public Relations Group (SPRG), the region's largest independent public relations network. SPRG has over 310 professionals and 15 offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia.  
[www.sprg.asia](http://www.sprg.asia)



FCR is the Australian associate of AMO, the leading international network of strategic and financial communication consultancies. AMO has more than 1,200 communication professionals in 50 offices and has consistently featured at the top of global M&A advisory rankings over the past 15 years.  
[www.amo-global.com](http://www.amo-global.com)



FCR is the Australian and New Zealand partner in the MTI Network, the world's leading crisis communication network specialising in the shipping, energy, offshore and transportation industries. MTI has 22 partner offices around the globe.  
[www.mtinetwork.com](http://www.mtinetwork.com)



FCR has been a supporting member of the Australasian Investor Relations Association since 2004.  
[www.aira.org.au](http://www.aira.org.au)



FCR was a founding member of the Public Relations Institute of Australia's Registered Consultancies Group and complies with the association's code of ethics and consultancy code of practice.  
[www.pria.com.au/aboutus/code-of-ethics](http://www.pria.com.au/aboutus/code-of-ethics)

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