

Copywriting

Tony Wragg is an award winning former television and newspaper journalist with more than 20 years' experience in corporate communication. He has applied his skills as a media trained writer to a number of key business tenders and submissions, brochures, annual reports, newsletters and speeches. He is used to writing to critical deadlines and takes a strategic approach to the structure, design and delivery of all documents he prepares.

Work Examples

- **Abigroup Contractors Pty Limited** – tender
- **Agility** – tender documents
- **Alcatel –Lucent** – tenders and credentials document
- **Alliere** – 'Property Helper' interactive CD-Rom
- **EnergyAustralia** – award winning Annual Reports
- **Fulton Hogan** – tender document
- **NSW Food Authority** – annual report
- **NSW Health** – alcohol information series
- **Tenix Alliance** – tender documents and marketing collateral

Testimonials

Thank you for the marvellous work on our 2007-08 Annual Report. On behalf on the Executive team, I congratulate you for the thorough professionalism and dedication you applied in managing the writing, editing and production of the report. We all agree, it's a great result! **Alan Valvasori, Public Affairs Manager, NSW Food Authority**

The results from Tony's work are excellent and his commitment is unquestionable. Tony's value is not only in his specialist expertise, but also the way he challenges and develops ideas. On top of that, he is great to work with and engages colleagues across our business. **Jayne Whitney, GM Business Development, Tenix Alliance**

Tony's copywriting skills and keen eye for detail helped us to fine tune a number of tender documents and business reports. He is an effective communicator and able to support critical activities in tight timeframes. **Richard Fechner, (Former) Manager Strategy Implementation, Agility (AGL)**

