

TonyWragg

COPYWRITING . VIDEO . EVENTS

PROFILE



PROFILE

Tony Wragg is a communications specialist with more than 20 years experience in corporate and media communications.

An award winning former newspaper and television journalist, Tony developed his communication skills working for a number of public relations consultancies, businesses, community groups and government departments before establishing his own freelance consultancy in 1990.

Since then Tony has developed and implemented communications programs across a wide range of industries including energy, health, food, information technology, retail, property, media, infrastructure, telecommunications and sport.

He offers a personalised, results-driven service with uncompromising attention to detail.

Capabilities and Services

Tony takes a strategic approach on every job – ensuring the right communication tools are applied at the right time.

- **Project Management** – managing communications programs from conception to completion
- **Copywriting** – tenders, scripts, newsletters, web sites, brochures
- **Events** – creative development and AV management
- **Video Production** – scripting, producing and directing

CREATIVE

FLEXIBLE

STRATEGIC

CLIENTS

- Abigroup Contractors Pty Limited
- Alcatel-Lucent*
- AGL*
- Alliere (a division of Resimac)
- Austar United Communications
- Australian Mobile Telecommunications Association
- Australian Rugby Union
- Cisco Systems International (Dubai)
- Commonwealth Bank of Australia
- da Vinci Marketing Solutions *
- Department of Energy, Utilities & Sustainability
- Disney Channel
- EnergyAustralia
- GHD
- Hyder Consulting *
- Jardine Lloyd Thompson (& Strategic Claims Solutions)
- J.D. Edwards
- Lexmark
- Leighton Contractors
- Lend Lease (Compass & Civil & Civic divisions)
- Optus
- Medical Benefits Fund of Australia
- Nestlé
- New South Wales Food Authority *
- NSW Health *
- PeopleSoft
- Roads and Traffic Authority (RTA)
- Sanden International (Australia)
- Sydney Paralympic Organising Committee
- Sydney Water *
- Tenix Alliance *
- Thiess John Holland (Lane Cove Tunnel Project)
- Woolworths Supermarkets (National)

** denotes current clients*

PROJECTS

Project Management

Tony manages communication programs from conception to completion – working with an in-house team, or identifying and engaging external resources where necessary. He is used to working within tight budgets and critical deadlines.

- **Agility** – creation and roll out of templates series, intranet site and “how to” guide on the writing, assembly and presentation of company tenders
- **Albury-Wodonga National Highway Route** - announcement exhibition for the extension of the Pacific Highway at Albury-Wodonga
- **Commonwealth Bank** – interactive financial web site for young people (aged 14-21) and national Teacher’s Forum
- **Department of Energy, Utilities & Sustainability** - exhibition manager for ‘watts’n’drops’, a 10 day event showcasing inventors and water and energy efficient products at the Powerhouse Museum
- **Disney Channel Live** – a travelling stage show promoting the Disney cable TV network and its carrier, Austar
- **Sydney Water** – project manager for an interactive display centre which replicated an actual floor of the organisation’s new headquarters at Parramatta

Copywriting

Tony 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.

- **Alcatel-Lucent** – tender documents
- **Alliere** – ‘Property Helper’ interactive CD-Rom
- **EnergyAustralia** – award winning annual reports (x 3)
- **Leighton Contractors** – tender documents
- **NSW Food Authority** – annual report
- **Sydney Water** – brochure series
- **Tenix Alliance** – tender documents and marketing collateral

PROJECTS

Event Management

Tony conceives and manages major events, product launches, awards programs and conferences. He draws on the resources of a wide range of external professionals to provide a total turnkey event service.

- **AGL** – stage managed the company’s Annual Results Announcement and Energy Know How Conference (for AGL’s top executives)
- **Cisco Systems (Middle East)** – events in Dubai, Kuwait and Qatar
- **Lexmark** – developed concept, staging and video for MD sales briefing, launch of staff “Achiever’s Club” and inaugural Business Partner Awards
- **MBF Health and Well-being Awards for Media (6 years)** - entry management, judging and national announcement ceremonies
- **PeopleSoft** – stage managed the World Express Customer Roadshow in five cities throughout Asia
- **Social Ventures Australia** – project managed all presentation aspects of this charitable organisation’s annual blue-chip fund raising lunch
- **Sydney 2000 Paralympic Games** – conceived and produced all major “announcement” events for the Games

Video Production

Tony’s experience in television (as a cameraman, reporter and presenter) equipped him well for the transition to corporate video production. He writes, produces and directs, drawing on a regular stable of external professionals including camera crews, actors, editors and dubbing houses.

- **AGL** – a series of videos for internal and external use
- **Australian Rugby Union** – a series of educational videos
- **Commonwealth Bank** – promotional video for youth website
- **Hyder Consulting** – high energy promotional video
- **Sydney Water** – series of videos for internal and external use
- **Tenix Alliance** – high impact (documentary-style) safety video
- **Woolworths Supermarkets** - weekly staff TV program

PARTNERS

TonyWragg is a member of **The Baobab Group**, a family of like-minded independent businesses, which together create marketing “magic”.

We share ideas and resources.

The Baobab Group delivers a comprehensive range of marketing services (from strategy to implementation) - offering expertise in marketing strategy, advertising, brand development, copywriting, video production, incentive travel and corporate events.

The Baobab Group offer clients an enriching experience by:

Accountable
Fun to work with
Value for money

- delivering consistently unique communications
- building enviable market positions
- breathing life into brands and making them work for a living
- creating memorable customer experiences

Partnering with Tony Wragg in The Baobab Group are:

da Vinci Marketing Solutions

marketing strategy and planning, customer experience programs

Offering the creative thinking, tools and resources which enable clients to understand and leverage their market “uniqueness”. Strategic campaigns for: MBF, NRMA, Gizmo, Sun Microsystems, Macquarie Bank, HP and dingo blue.

the hub agency

brand management, advertising, graphic design

Innovative campaigns, visuals and concepts which help bring brands to life and make them work for a living. Creative campaigns for: Nokia, Apple, Gizmo, Diageo and P&O Resorts.

Incognito Events

incentives, conferences, strategic hospitality programs

Strategic planning and creative fulfilment of full service incentive and corporate hospitality programs and conferences. Memorable events for: Lexmark, Diageo, AGL, Commonwealth Bank and Johnnie Walker.

*The **Baobab** tree is a symbol of endurance, conservation, creativity, ingenuity and dialogue. It is an ecosystem within a tree. Its structured branches - with their hollows, dents and bloated stems - provide shelter. It is a sacred “Tree of Life”.*

A W A R D S

Australian Annual Report Awards (Copywriting)

Silver: EnergyAustralia Annual Report (2001-2002)

Bronze: EnergyAustralia Annual Report (2000-2001)

Quill Awards, Queensland (Reporting)

Best Current Affairs Report: Television (1986)

Best Sports Report: Television (1987)

Jayne Whitney

General Manager Business Development, *Tenix Alliance*

Tony's results are excellent and his commitment is unquestionable. His value lies not only in his specific expertise, but also in the way he challenges and develops ideas. I don't think we have ever presented a project to Tony where he has not changed it to shape a better outcome. On top of all this, he is a great guy to work with and engages colleagues right across our business.

Jane West

Manager, Marketing and Communications, *Sydney Water*

Tony has outstanding creative capacity, excellent writing and technical skills, delivers on time and on budget, and is a great team player.

Lisa Cotton

Director of Social Investment, *Social Ventures Australia*

Our event required a huge level of vision, creative, technical, logistical, influencing and coordination skills. Tony is one of the few people I know who possesses all of these skills. It's so comforting to know that when you brief out a project Tony will deliver it with such professionalism and attention to detail, not to mention humour and intelligence.

Alan Valvasori

Public Affairs Manager, *NSW Food Authority*

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!

Maureen Lum Mow

**Senior Brand Manager, *IAG*
& (Former) Marketing Manager, Retail, *EnergyAustralia***

Tony's work is exceptional. He is a dedicated professional and always provides 150% service. He has the unique combination of providing strong strategic thinking and creative flair.

Judy Douglas

(Former) Head of Employee Communications, *AGL*

The quality of the production elements we've seen since working with Tony have set a new benchmark for Internal Communications. His input has helped turn our Annual Results into an entertaining "event", our conference into a "show" and our Awards Presentation into an "Academy Awards" night.

REFEREES

Jane West

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