

PR FOR GOOD™

OVERVIEW & APPROACH

SUADA's mission and pro bono initiative, PR for Good™ strengthens good-purpose organisations through persuasive communications.

SUADA.com.au

Acknowledgement of Country

We acknowledge the Traditional Owners of the many countries and nations that make up this beautiful continent, and pay our respects to the Traditional Custodians of Gadigal (Sydney), Birpai (Port Macquarie) and Naarm (Melbourne) lands where SUADA staff are located. We pay our respects to Elders, past and present.

Who we are

SUADA (suada.com.au) is a public relations agency for organisations driving positive, sustainable change. With smart strategies and persuasive communications, we manage, promote and protect the reputations of those who are making the world better.

We specialise in strategic communications, crisis management, and stakeholder research and engagement, and work with clients in education, water sustainability, literacy, employment and Indigenous education, with a strong focus on organisations who align with one of the United Nations (UN) 17 Sustainable Development Goals.

PR for Good™

PR for Good™ reflects our mission to use the power of persuasive communications for the good of the world. It influences who we work with, how we do business and the services we offer.

It is also our response to the United Nations 2030 Agenda for Sustainable Development and 17 Sustainable Development Goals, designed to stimulate action in areas of critical importance for humanity and the planet.

We provide 150 hours of pro bono PR counsel each year to organisations that are innovatively tackling one of the UN's 17 Sustainable Development Goals. In 2024, our focus is on Goal 6: Achieve gender equality and empower all women and girls.



PR for Good™:

How it works

Each year, SUADA commits 150 hours of pro bono work to organisations driving positive, sustainable change, with 50% of this work directed to Indigenous organisations. We aim to divide this time evenly between multiple clients throughout the year, responding to the unique needs of each organ to Indigenous organisations. We aim to divide this time evenly between multiple clients throughout the year, responding to the unique needs of each organisation.isation.

The services we provide through pro bono work varies, but typically relates to one of the following areas to ensure we can maximise the time allocated:

- **Strategy workshops:** we facilitate half-day strategy workshops to help organisations articulate their brand identity, identify communications and engagement milestones, and brainstorm tactical ideas.
- **Team training:** we deliver media training, stakeholder engagement training or escalation training to teams wanting to prepare for various scenarios.
- **Messaging & narrative development:** we develop key messages, news angles and brand narratives to support new projects, products or services.
- **Media relations:** we develop media announcements that help to promote your projects, products or services, and work with journalists to get your story published in relevant outlets.
- **Content development:** we develop thought-leading discussion papers, op-eds and editorials that help to achieve your communications goals.

While every client and project is unique, we like to follow a similar process of onboarding, project management and evaluation:

1. **Brief:** we'll connect with your team and get initial insight into the goals, priorities, messaging and timelines of your organisation.
2. **Plan:** we'll share a one-page plan with you to provide an overview of recommended deliverables and timings.
3. **Deliver:** we'll deliver on the agreed scope of work, with fortnightly WIPs to ensure that you are continuing to be involved in all aspects of the project.
4. **Evaluate:** we'll send you a wrap up of activity, whether it's an overview of media coverage, insights from the workshop or training, or relevant content.

Our specialties

Communications Strategy

We help you to simplify and focus on the things that will differentiate your organisation and your brand. We consider what will create the most meaningful and lasting impact, and we deliver recommendations that will help to strengthen your market positioning.

Stakeholder Engagement

We help you to build relationships with people who will have the most impact on your brand and business. We facilitate meaningful conversations, identify and capture opportunities that will have the greatest impact, and create narratives that will persuade others to think, feel and act positively about your brand and business.

Issues & Crisis Management

We help you to plan for the worst, whether it's a cyber-attack, product recall, customer backlash or a pandemic. We put processes in place to ensure that the impact on your brand and your business is minimal. We make sure that your senior leadership team and your employees feel confident in implementing a crisis management plan.

Training

We help your staff communicate better through media training and our unique Communicate to Calm workshops – a bespoke program that integrates proven methods of de-escalation, so your employees feel more confident to calm any situation before it becomes an issue.

Research

We help you to understand your stakeholders better so you can deliver more informed, meaningful and impactful communications. We create bespoke research designs, integrating qualitative and quantitative approaches, that carefully consider the needs of your business and your stakeholders.

LET'S TALK

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