



rowland.

Global Access

Accessing and navigating global opportunities

It's a well-worn cliché, but, in a business sense at least, the world really is getting smaller.

As technology advances, so too does our ability to reach new audiences, explore new markets, and do business on a global scale.

However, with the exponential growth of the digital age and global workplaces, comes new challenges — and opportunities — including uncertainty in a changing world, cultural integration, digital disruption, diversity and inclusion, climate change and the net zero transition, the future workforce and new skills required.

This is where Rowland can help. Through Rowland Global Access — our dedicated global business and advisory practice — you don't go it alone.

With strong relationships and key contacts across government and the business community, Rowland Global Access assists clients liaise with federal and state governments and departments, international government agencies, as well as trade and investment offices including Austrade, Trade and Investment Queensland, and the Brisbane Economic Development Agency.

As one of Australia's leading strategic communication consultancies, we partner with our clients to offer an unparalleled private sector resource for businesses looking to seize offshore opportunities.



Exploring the possibility of going global but unsure where to start? We'll help you find the right information, understand the markets, and secure the right opportunities.



Our clients benefit greatly from our strategic business advice which is grounded in extensive experience and a strong understanding of the corporate, political and investment environments.

We'll assist you establish and maintain effective high-level networks with all levels of government, business, the investment sector, media, local communities, and other specialist stakeholders.

Additionally, through our partnership with global communication agency FleishmanHillard and its parent company Omnicom (the world's leading marketing communication group), we have immediate and expert access to 80 offices in more than 30 countries, and the world's latest tools, channels, and insights.

Our services

- ▶ Corporate communication and reputation management
- ▶ Corporate strategy
- ▶ Data analytics
- ▶ Market research
- ▶ Market intelligence
- ▶ Point-of-entry marketing strategies
- ▶ Regulatory frameworks and procedures
- ▶ Government and political environment analysis
- ▶ Media relations and analysis
- ▶ Social media/digital environment analysis and strategy
- ▶ Direct/supported representation and introductions to business and government
- ▶ Project/product launches, positioning and promotion
- ▶ Stakeholder engagement
- ▶ Community relations
- ▶ Translation and interpretation
- ▶ Social and cultural sensitivities and protocols
- ▶ In-country training, coaching, mentoring and facilitation

Our international and domestic experience

Based in Brisbane, Australia, Rowland has worked with international companies in Asia, the UK, Europe, and North and South America to establish, develop and maintain responsible and sustainable projects — often in the face of relentless stakeholder scrutiny.

Our clients are involved in:

- ▶ agribusiness
- ▶ community and healthcare
- ▶ education
- ▶ energy and utilities
- ▶ government
- ▶ infrastructure and construction
- ▶ mining and resources
- ▶ not-for-profit
- ▶ peak bodies and associations
- ▶ professional services
- ▶ property
- ▶ retail and consumer
- ▶ transport and tourism.

About us

Known for our transformative business communication, Rowland is one of Australia's leading strategic communication consultancies.

Every day we use powerful communication to help our clients solve their toughest corporate and operational challenges, create new market and organisational opportunities, and ultimately, transform and grow their business. With more than 30 years' experience and a team of 70+ professionals servicing clients across the country and the world, we are the 'go to' consultancy for the big projects and the big problems.

Combining five specialist practice groups under one roof means our clients receive expertise across a wide range of communication services and fully integrated, strategic solutions — the right mix tailored for every client's unique needs.

Contact us. We'd love to work with you.

Geoff Rodgers
Chairman

geoff.rodgers@rowland.com.au

Alasdair Jeffrey
Managing Director

alasdair.jeffrey@rowland.com.au

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