



**MARCOMMS**  
AUSTRALIA

The specialist in purpose-driven  
marketing communications and  
public relations

# Our Manifesto

*We believe in a world where brands embrace a purpose that moves humanity forward.*

*That's why we've made it our mission to engage hearts and minds through purpose-driven marketing communications and PR strategies that align culture, communication and customer experience. It's the congruence between these three business dimensions that builds brand trust among employees, customers and stakeholders alike.*

*We tell our clients' stories to make a difference through powerful narrative, compelling branding and high-impact mediums, and strategically position their brand so they stand apart.*

*In delivering our services we'll always stay true to our core values of optimism, respect, relationships, generosity, courage, growth and integrity.*

*We'll know we've been successful when clients tell us they have engaged staff and stakeholders, loyal customers and a reputation built on the positive ripple effect of their work.*



# Who we are



## Our team

Marcomms Australia is an award-winning team of marketing communications and PR specialists. We're passionate about engaging hearts and minds, and building the brand visibility, marketability and credibility of our clients through purpose-driven strategies and masterful communication.



ROS WEADMAN | Director

## Our founder

A multiple industry award winner, Ros Weadman's signature approach of combining big picture strategic thinking with meticulous execution has been honed after more than 30 years in the professional communication industry, including 16 years in public relations and marketing management roles.

Ros is the author of BRANDcode®, a practical PR and marketing guide. She is tertiary qualified in professional communication, business management, psychology and secondary education, accredited with IAP2 and an accredited consultant trainer of Extended DISC diagnostic tool. Ros is a Fellow of the Public Relations Institute of Australia.



# What we stand for

## Our vision

is a world where brands embrace a purpose that moves humanity forward.

## Our mission

is to engage hearts and minds through purpose-driven marketing communications and PR strategies that align culture, communication and customer experience.

## We'll always stay true to our core values:

- ◆ **Optimism** for a better future
- ◆ **Respect** for all
- ◆ **Relationships** built on trust
- ◆ **Generosity** of heart
- ◆ **Courage** to be what we believe
- ◆ **Growth** through lifelong learning
- ◆ **Integrity** in all we do



# What we do



## For business

For business clients, we discover, define then leverage their unique value proposition with powerful marketing messages across a diverse range of mediums at each stage of the customer journey. This helps them stand apart from competitors, build a public profile and attract their ideal customer.

## For government

For government clients, we raise awareness and understanding of a service, policy, project or public issue, and inspire support and collaboration for better community, economic and environmental outcomes. This helps them engage stakeholders, achieve strategic objectives and realise their vision for the future.

## Our integrated suite of strategic services and skills development programs:

- ◆ strategic communications
- ◆ marketing communications
- ◆ public relations
- ◆ media relations
- ◆ community engagement
- ◆ issues management
- ◆ communications audits
- ◆ content writing for digital, social and print mediums
- ◆ brand development
- ◆ branding and graphic design
- ◆ customised coaching, mentoring and training
- ◆ workshops, focus groups and meeting facilitation

# How we do it

We engage hearts and minds through purpose-driven marketing communications and PR strategies that align what an organisation thinks (culture), says (communication) and does (customer experience).

This helps ensure that the right message is delivered to the right market through the right mediums.

## Culture

### THINK

Craft a compelling narrative about the difference you seek to make that encapsulates your vision, mission, values and beliefs.

## Communication

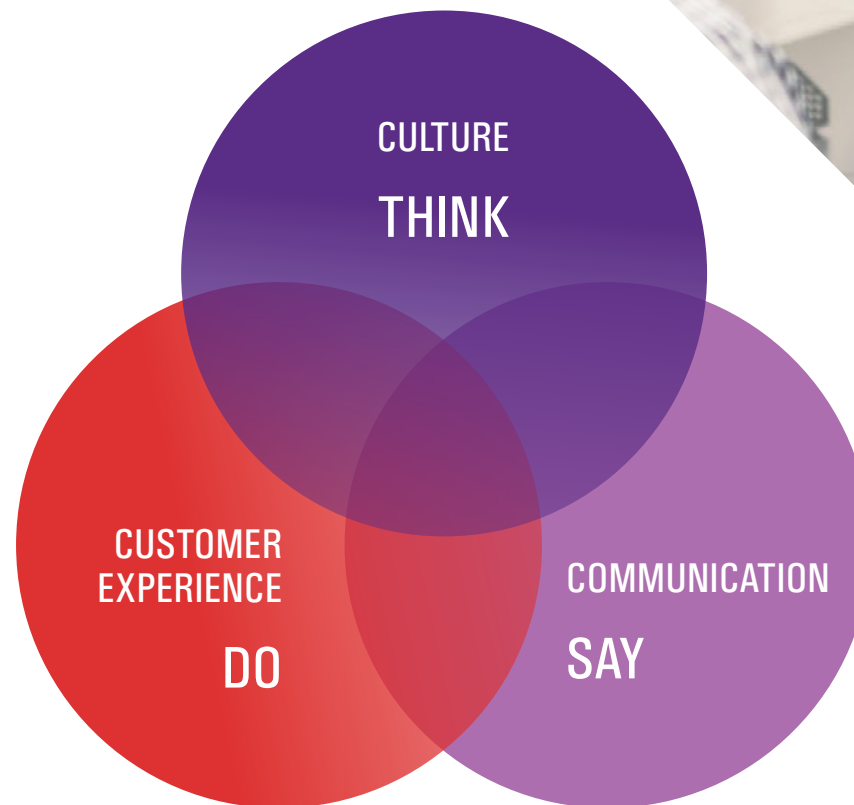
### SAY

Deliver a powerful value proposition and project your brand's unique voice through high-impact mediums.

## Customer Experience

### DO

Customise tools, tactics and techniques based on the needs and preferences of your target audiences.





# What people say



“

Ros's work helps clients get clear on who they are, the needs of their target markets and how they wish to be positioned in the marketplace. Every chance we get, we recommend our clients see Ros first as we know it will be highly beneficial for the final client outcome.

**RICKY VERKAIK** | Director, Zain Digital

Finding Ros Weadman was a breath of fresh air. She listens. She gets it... Everything just works. She is professional, dedicated and timely. And she really knows her craft. Basically, I can't recommend her more highly.

**RAY KEEFE** | Managing Director, Successful Endeavours, Casey Cardinia Business and Professional Services Award Winner 2016 & 2018

Due to the marketing activities that I am doing I am getting more leads than I ever anticipated...I highly recommend Ros to anyone that is looking to take their business to the next level.

**ANDREA JENKINS** | Principal Adviser, Jenbury Financial

Ros's attention to detail was amazing! She asked so many questions and was so thorough in her approach, so that she could provide us with the content that best represented our company. An investment well made and we would, without hesitation, choose Ros every time.

**LANA BONNET** | L&D Picturesque Painting

I have no hesitation in recommending Marcomms Australia to businesses, large and small. They have proven that they are professional, efficient, prompt and personable.

**CRAIG DOUGHERTY** | Managing Director, My Ideal Wedding

Ros was a great presenter and coach. She raised my marketing knowledge and provided me with a great marketing weapon.

**ROBERT CHARBINE** | Minuteman Press Narre Warren

Ros Weadman's passion is infectious. She turns traditional marketing on its head and provides all the tools for success based on her unique marketing code.

**CAROLINE WARD** | Ki Creative



**MARCOMMS**  
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