

# Caroline Thurlow BBus(Comn), MPRIA

## Director

p: 0414 565 575

e: [caroline@altitudepr.com.au](mailto:caroline@altitudepr.com.au)



Caroline Thurlow's corporate communication career spans 20 years working with a range of professional service organisations. With a Bachelor of Business – Communication majoring in Public Relations and Organisational Communication from QUT, she has excellent writing and strategic corporate marketing and communication skills.

Caroline is a Member of the Public Relations Institute of Australia (PRIA) and has won both National and State PRIA Awards acknowledging the quality of her work.

## Experience

Caroline has worked extensively in communication consulting and in-house positions since graduating in 1993.

Beginning her career with national chartered accounting firm, *Hall Chadwick*, she worked in Brisbane and Perth and has continued her interest in professional service firms – accounting, law, IT, insurance, property, financial planning, and engineering.

In 1997, Caroline became Brisbane manager of national public relations consultancy *WCG Public Relations* working on state, national, and international clients. In this role, she honed her management and business skills, while developing her senior communication consulting career.

In 2002, Caroline pursued her business interest taking on the role of General Manager of *Psychology Consultants*, and grew the practice to one of the largest psychology practices in Brisbane. Her management responsibilities included marketing, business development, staff management, strategy and finance.

Caroline now provides marketing and communication consultation to clients in fields such as medicine, allied health, and professional services. Current clients include the *Family Law Practitioners Association (Qld)*, *Bicycle Queensland*, and *Jones Mitchell Family Lawyers*. She continues to pursue her passion in corporate writing by consulting with *Plain Language Australia* and developing her expertise in white paper writing.

## Areas of Expertise

- Strategic corporate communication and issues management
- Professional services and business-to-business marketing
- Stakeholder communication
- Corporate writing
- Plain language training
- Strategic business development coaching
- White paper writing

Connect with Caroline today on *LinkedIn* to view her experience and contacts.

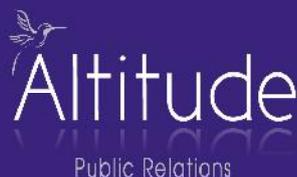


MARKETING  
MEDIA RELATIONS  
CORPORATE COMMUNICATION

"Your attitude, not your aptitude, will determine your altitude" *Zig Ziglar*  
[caroline@altitudepr.com.au](mailto:caroline@altitudepr.com.au)

## Client Projects

- **Employee Communication and Change Management**  
Caroline worked for many years with international insurer *Royal & SunAlliance*. A highlight was her State Public Relations Institute of Australia (PRIA) Award for her employee communication program throughout the Asia Pacific region. The program focussed on bringing together the 5000 staff in the region, many of whom had worked for other insurance companies which had been recently taken over.
- **Stakeholder Communication and Relationship Marketing and Training**  
In Australia, Caroline led a training program to develop relationships with *Royal & SunAlliance's* insurance brokers which focused on building their marketing and communication skills. She continues to provide this training and advise to clients.
- **International Communication and Event Management**  
She also worked with *Royal & SunAlliance's* international communication team to co-ordinate and run a global conference for international staff in Hong Kong. Caroline also co-ordinated the state awards for the QRITC in 2012.
- **Member Communication – Association**  
Caroline worked for many years with *The Queensland Graingrowers Association*, prior to its merge to become *AgForce*. Her success with this client was highlighted winning the National PRIA Award for Member Communication for a program developed to gain member support leading up to the Association rebranding. Caroline continued to work with *AgForce* during their amalgamation. More recently, Caroline has implemented a completed association communication strategy for the *Family Law Practitioner's Association of Queensland*.
- **Public Relations and Media Strategy and Implementation**  
For many years, Caroline consulted with *LJ Hooker* in Brisbane, Perth, and nationally. She worked in both state co-ordination and national management roles strategically developing and implementing their public relations and media program for the franchisees in each state. More recently, Caroline has worked with *Bicycle Queensland* promoting Bike Week in 2012 and 2013, and Queensland's biggest bike ride, the Brisbane to Gold Coast Cycle Challenge.
- **Issues Management**  
Her ability to think strategically about a communication problem and the impact it may have across many facets of a business has been demonstrated throughout her career. While consulting, Caroline developed a successful communication and media strategy and was the spokesperson for a Japanese client closing a wool processing plant in Orange, NSW, resulting in a loss of more than 200 local jobs.
- **Business-to-Business Marketing**  
She also worked with a number of smaller professional service firms assisting with business-to-business marketing and communication strategy and activities. Currently, these clients include *Jones Mitchell Family Lawyers* and several financial advisers.
- **Plain Language Training and Corporate Writing**  
Caroline continues her passion for corporate writing and editing. She has taught corporate writing and public relations at both *QUT* and *UQ* and developed and implemented plain language training programs for local government and large organisations. Currently, she is also developing a niche in white paper writing for financial services and has written 10 papers using a unique blend of her research and marketing communication skills.



MARKETING  
MEDIA RELATIONS  
CORPORATE COMMUNICATION