

Caroline Thurlow BBus(Comn), MPRIA

Communication consultant

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Caroline Thurlow's corporate communication career spans more than 25 years working with a range of industries including professional services (accounting, law, financial planning and insurance), member associations, education, agriculture, real estate as well as medical and allied health.

Education

- 1991 – 1993 – Bachelor of Business – Communication (QUT)
- 2019 – IAP2 Australasia's Certificate in Engagement

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 she graduated from university in 1993.

Beginning her career with a national chartered accounting firm, Caroline has continued her interest and specialty in professional services – accounting, law, insurance, property, financial planning, and engineering.

In 1997, Caroline became the Queensland manager of a national public relations consultancy working on state, national, and international clients. In this role, she developed her management and business skills as well as 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.

In 2010, Caroline returned to a consulting career and now provides marketing and communication assistance to clients in fields such as medicine, allied health, member associations, education and professional services. Throughout her career, Caroline has tutored in communication and public relations and she continues to pursue her passion in plain language writing.

Areas of expertise

Caroline has excellent skills in corporate writing, strategic marketing and communication and stakeholder engagement.

- Strategic corporate communication
- Issues and crisis management
- Professional services and business-to-business marketing
- Stakeholder engagement
- Internal communication
- Corporate writing
- Plain language writing and training
- Strategic business development coaching

Project expertise

Stakeholder engagement

Having recently completed her IAP2 Certificate in Engagement, Caroline has a strong understanding of stakeholder engagement frameworks, design and practice. In her recent role with the *Presbyterian and Methodist Schools' Association (PMSA)*, Caroline prepared a Stakeholder Engagement Framework to work towards improving relationships with the Group's complex stakeholder groups.

Relationship marketing and training

Caroline led a program to develop relationships with *Royal & SunAlliance's* key stakeholders – their largest insurance brokers – to provide marketing and communication skills to improve their business. Caroline rolled out this program across Australia and provided training and strategic business-to-business marketing advice.

Member / Association marketing communication

Caroline has worked with the *Family Law Practitioners' Association of Queensland (FLPA)* since 2011 managing their brand, member marketing and communication. She has also consulted extensively with member associations including *Bicycle Queensland, Australian and New Zealand Education Law Association (ANZELA) and the Australian Insurance Law Association (AILA)*. Earlier in her career, she also 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.

Employee communication

Caroline worked for many years with international insurer *Royal & SunAlliance*. A highlight was her State Public Relations Institute of Australia (PRIA) Award for her staff communication program in the Asia Pacific region – a program focussed on bringing together the 5,000 staff across the region.

Media strategy and implementation

Caroline's recent work with the *PMSA* focussed heavily on media relations in a difficult media environment. Caroline has also run major media campaigns for many organisations including *Tenants Queensland, Bicycle Queensland and LJ Hooker*.

Issues and crisis management

Caroline's 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. Most recently, Caroline worked in house with independent school owner the *PMSA* to manage complex issues and media crises.

Business-to-business marketing

Caroline has worked with a number of smaller professional service firms assisting with business-to-business marketing and communication strategy and implementation. Clients include *MGD Wealth, Lexon Insurance, Oventus Medical, and John Scott Orthopaedic Surgeon*.

Corporate writing

Caroline has a continued passion for corporate writing and has taught in the area for 16 years at QUT, UQ and Edith Cowan University in Perth. She is a clear and concise writer with significant experience in writing appropriately for the audience and the communication medium.

Plain language training

Caroline has developed and implemented plain language training programs for local government and large organisations including *Redland City Council* and *WorkCover Queensland* to improve staff business writing skills.

Website development and management

Caroline has strong skills in not only preparing and writing websites, but also in ongoing management through platforms WordPress and Elementor.