

MEDIA RELEASE

ENGLAND'S EDDIE JOINS CONTENTGROUP AS AMBASSADOR

AUSTRALIAN-BORN ENGLAND RUGBY COACH EDDIE JONES HAS JUMPED
ON BOARD CANBERRA CONTENT COMMUNICATION FIRM TO ASSIST IN
GROWING OVERSEAS MARKET

13 November 2017

Fresh off a win for the Wallabies and the English alike over in the Northern Hemisphere on the weekend, Canberra's contentgroup has today announced a formal partnership with England coach Eddie Jones, who will use his large network of contacts to help win business overseas.

"Opening up a world of opportunity," contentgroup CEO David Pembroke says the collaboration with Jones will help draw people's attention to the problem that contentgroup is trying to solve.

The mission of the business is to help government and the public sector strengthen communities and improve the well-being of citizens through effective content communication.

Jones, who first met Pembroke twenty years ago when they were both working at the Brumbies (Jones as Coach and Pembroke as Communications Director), says simply that he thinks contentgroup "are on to something".

"David and I talk often and share ideas about all sorts of things, from business to sport and high performance. I'm impressed with contentgroup's ambition and also their growth over the last couple of years," says Jones.

Success for contentgroup will mean more jobs and export dollars for Australia, as Jones says "if I can use my contacts and networks to play a role in helping a small Australian company grow in overseas markets and help them achieve their goals then that's got to be a good thing for them and for Australia."

The fortunes of contentgroup and Jones seem to be in sync; while contentgroup has tripled in size over the past 18 months and is forecast to turn over \$6 million AUD this financial year, since taking over as England coach after the 2015 Rugby World Cup, England have won 18 of 19 games, won two Six Nation's titles and completed a clean sweep of Australia in Australia in 2016 under Jones' leadership.

About contentgroup:

Established in 1997, contentgroup has grown into a comprehensive content communication and production company, aimed at helping government and the public sector strengthen communities and improve the well-being of citizens through effective content communication.

MEDIA CONTACT Lydia Stevens | lydia.stevens@contentgroup.com.au | (02) 6273 0232