

## A SNAPSHOT OF OUR DEFENCE CAPABILITY

“WE KNOW AND UNDERSTAND DEFENCE...AND WE CAN HELP YOU TO SUCCEED.”

– DAVID PEMBROKE, CEO AND FOUNDER OF CONTENTGROUP

## WHY PARTNER WITH CONTENTGROUP?

Content Group Pty Ltd (contentgroup) has been delivering valuable and effective strategic communication, stakeholder engagement and content creation services to defence clients for over five years.

As a trusted small-to-medium sized enterprise (SME) based in Canberra, contentgroup can help the defence sector meet local supply chain requirements under the Australian Industry Capability Program.

*“Now more than ever, strategic communications needs to be recognised as the critical link between government and industry. Government must effectively communicate what it needs from industry to protect the national interest. Industry needs that clear message from government in order to plan, gear up and deliver the best capability which the warfighter can utilise to complete the tasks we ask of them as a nation.”*

– **David Pembroke, CEO and Founder of contentgroup**

The basis of contentgroup’s work is our **evidence-based Direct to Citizen Communication and Engagement framework** for best practice content communication (which was developed with the Australian National University through federal government funding). The framework places an emphasis on understanding the needs, wants and pain points of key audiences and the tactics you need to apply to influence them. It is the perfect structure for managing the complexity of the defence environment.

contentgroup is also a member of the Australian Defence & Industry Network (AIDN).

### DEPARTMENT OF DEFENCE: CAPABILITY ACQUISITION AND SUSTAINMENT GROUP (CASG)

Between 2016 and 2018, contentgroup embedded a five-person team into CASG to support reforms arising from the 2014 First Principles Review. As well as delivering a communication strategy, we set up new communication channels in the form of a weekly business bulletin, a bi-annual newspaper, a monthly DepSec message, video content and a redesigned corporate intranet site.

### CENTRE FOR DEFENCE INDUSTRY CAPABILITY (CDIC)

This year, we have provided videography and webinar support to enable CDIC’s engagement with defence industry. View video:

<https://vimeo.com/442260748>



### DEPARTMENT OF DEFENCE: JOINT SYSTEMS DIVISION (JSD)

In 2020, contentgroup worked with JSD to deliver a strategic communication and stakeholder engagement strategy and plan. The strategy and plan are being used to support stronger relationships in JSD, the broader Defence organisation and industry partners.

### DEPARTMENT OF DEFENCE: SEA1442 PHASE 5

In 2019, contentgroup was engaged to support a program to improve communication capabilities within the Royal Australian Navy. We produced an industry engagement strategy that is currently being used before the project’s official approach to market. We also developed key content and design products including scripts for keynote speakers, 300 one-page flyers, a style guide and project banners.

## STRENGTHS AND SERVICES

### STRATEGIC COMMUNICATION

We provide strategic communication and stakeholder engagement services to develop and implement strategies, identify, and address communication needs, better understand stakeholder perspectives and build positive relationships. These services/products include, but are not limited to, the following:

- » strategic communication framework and plans
- » market research and in-depth stakeholder interviews
- » community and stakeholder engagement strategies
- » review and audit of existing communication practices
- » developing key messages and strategic narrative

### MEDIA SUPPORT AND EDITORIAL SERVICES

The contentgroup team understands the value of quick turnaround times in providing media and editorial services. Among our team of professionals are expert writers and former journalists. Some of the authoring services available under this category are listed here:

- » blogs, articles, opinion pieces and media releases
- » speechwriting and briefing documents
- » electronic newsletters and FAQs
- » media training sessions for nominated spokespeople
- » pitching news stories, organising interviews and preparing talent

### SOCIAL MEDIA AND WEBSITE SUPPORT

Communicating on social media is a cost-effective and powerful way to build trust with citizens. Our team is skilled at crafting content that engages online audiences, while managing the unique presentation requirements of our clients. Our social media services include, but are not limited to the following:

- » search engine optimisation (SEO)
- » social media training to upskill in-house assets
- » website design, development, maintenance and hosting
- » advertising set-up and optimisation
- » creative drafting and video production

### VIDEO PRODUCTION AND WEBINARS

contentgroup's production team is ready to cover your event, presentation or press conference. Our **in-house studio located at Level 3 City Walk Centre, 2 Mort Street Canberra, ACT 2601** is fully equipped and functional with a green screen, white/black curtains, LED lighting, full HD/4K cameras and a teleprompter. Our post-production capability includes artistic editing, motion graphics and infographic animation, licensed music and captioning. If you require a **webinar** to be recorded, we can host at our studio or at your own facility using your preferred technology platform.

### PODCAST PRODUCTION

With a podcast, you can speak directly to your audience and dial-in guests from Skype, Zoom or phone calls. We can even help you publish your podcast on Spotify, Pandora and Apple Podcasts. We are experienced podcasters, and practice what we preach – contentgroup has two podcasts: GovComms and Work with Purpose. Work with Purpose is the official podcast of the Australian Public Service and is produced by us in collaboration with the Institute of Public Administration Australia.

### GRAPHIC DESIGN

With ever-increasing competition for your audience's attention, it is important to ensure that your message stands out through customised graphic design. Whether it is creating content that adheres to already developed style guidelines or designing something from scratch, contentgroup is ready to meet all your graphic design needs.

We are always looking for ways to fulfil our mission of **helping clients in the defence sector**. We understand the defence environment, culture, and stakeholder relationships. We are trusted for our business and team expertise.

Contact us on +61 2 6273 0232 or [info@contentgroup.com.au](mailto:info@contentgroup.com.au)