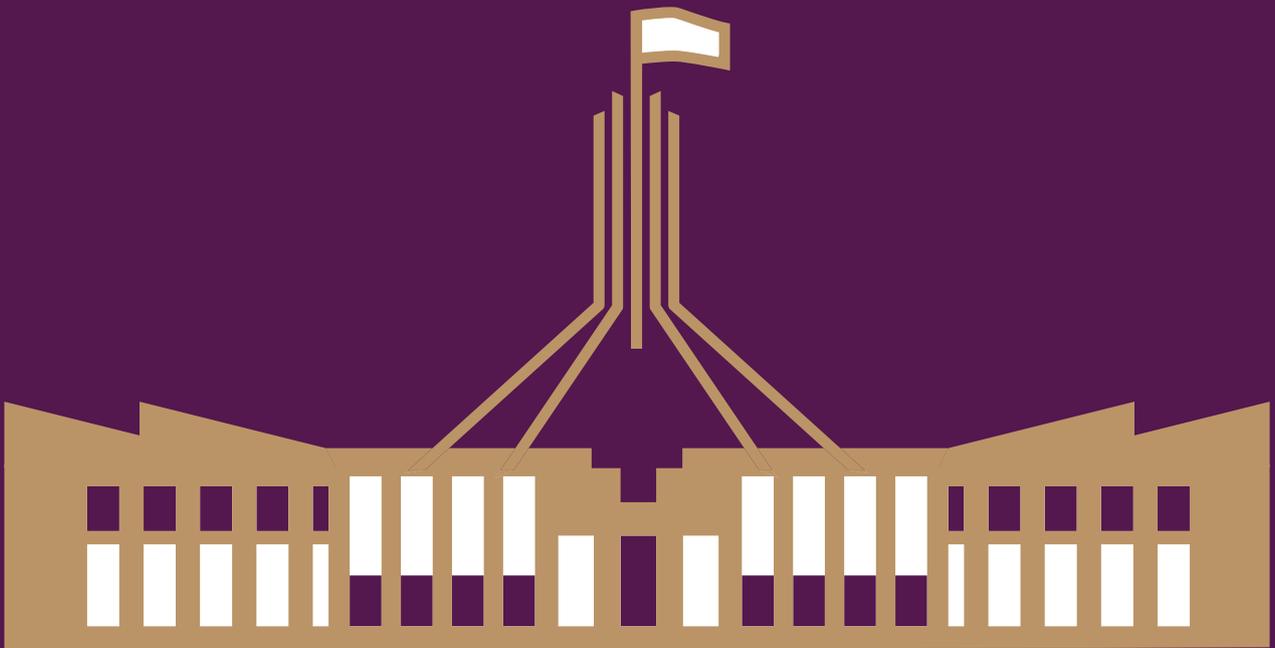




TAURUS ©
GOVERNMENT RELATIONS

**The power of
strategic influence**



**We help you navigate the
corridors of power**

Access to Government is all about making things happen

At the present time, our Governments are dealing with some of the toughest decisions in history - trying to strike a balance between health issues as a result of COVID-19 and, in turn, not allowing the economy to slip so far into recession that it will take decades for the nation to recover.

Reaching out to Government on different issues, and then making them take notice, has always presented its hurdles and this current climate has certainly not made it any easier. Quite clearly, it is seriously more difficult. That said, it is important that individuals and businesses are not prevented or deterred from reaching out to our decision-makers on issues that impact their lives and livelihoods.

With more than 1,000 clients over 25 years our highly experienced Government Relations team cuts through the red tape

Making sure your voice is heard

Reaching out to Australia's decision-makers should be easy, but, unfortunately, some businesses and individuals give up in frustration when trying to go it alone.

The list of Government, both Federal and State bodies, is endless. More often than not, it results in those seeking help talking to the wrong people, department or agency when they seek assistance or wish to clarify issues that have an important bearing on their business activities or on personal matters.

“

Being able to communicate your point of view effectively to gain the attention of Government is vital if you genuinely want to make an impact and create change.

”

Sharon Williams
CEO and Founder, Taurus Group

Taking your case to the highest level

At Taurus we are known for our trademarked TaurusBullseye© methodology, ensuring our efforts meet your objectives and deliver tangible business impact, every time. Finding the best way to achieve these successful outcomes is a strategic business decision and requires careful planning.

We have professionals from Government circles on team. This provides us with an intimate understanding of the internal practices of senior bureaucrats, as well as, the mechanics of Government and how elected officials, and their staff work with public servants as well as parliamentary officers.

Our team also consists of journalists working in the political sphere so the TaurusGovernmentRelations© team is representative of people with both Government and media backgrounds as well as other professionals with marketing and public relations credentials.

We have a long-standing and trusted relationship with political parties of all different persuasions

Issues and Crisis Management

In the current climate, Governments are engaged in issues management almost daily. In doing so, they have become more skilled in handling matters as a probing 24/7 media machine digs deeper into issues.

Influencing and swaying different audiences to think a certain way is captured under the heading of Issues Management that sometimes spills over into Crisis Management. Others might call it Damage Control or The Dark Arts.

The essential steps in Issues Management adopted by different bodies will vary dramatically as the jousting unfolds in the media. People and businesses can be drawn into these events. Helping our clients navigate these sometimes-rough waters is an art form and a core skillset of the TaurusGovernmentRelations© team.

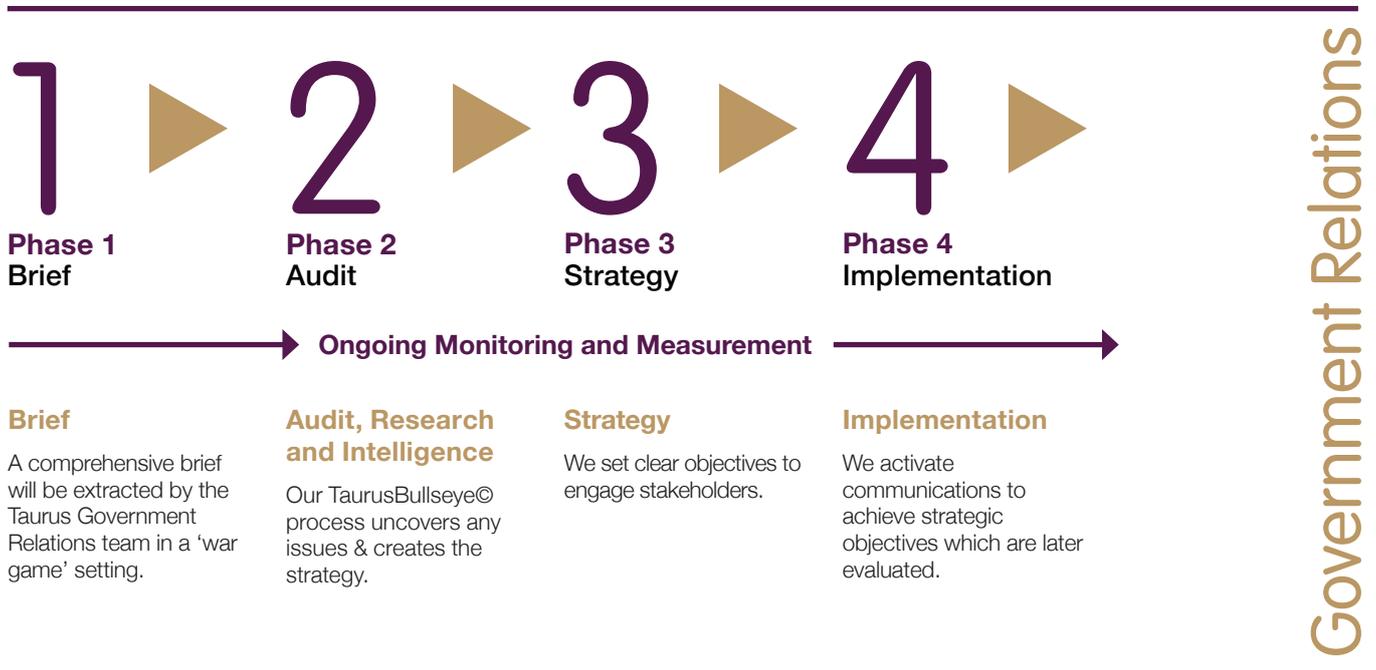
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When written in Chinese, the word crisis is composed of two characters, one represents danger and the other represents opportunity. ”

John F Kennedy

Taurus provides a clear roadmap to the highest decision makers

The TaurusGR© process



Being able to communicate your point of view effectively

The Taurus team will expedite the journey when approaching Government based on our intimate understanding of the political and media landscape.

We work successfully with both small and large companies and have a proven track record of being able to reach out to people at the top and those around them. At the same time, and in the wake of a world faced with ongoing pandemic threats, our ability to keep abreast of changing trends, is a key Taurus strength.

The COVID-19 pandemic is in many ways suffocating other issues across communities and in business. There is no suggestion that people in Government should shy away from these responsibilities but on the other hand individuals and businesses cannot continue to tread water when they have pressing issues that may require Government sanctioning or consideration.

“

The performance of the Taurus team was excellent. We needed an immediate media strategy to deal with a new engagement that was highly political. I would absolutely recommend future businesses to Taurus. They have demonstrated that they can deliver on the brief and are very client focused. Taurus proved good value for money and have continued to provide advice and feedback after the engagement. ”

Alan Walker
Partner, Cor Cordis, 2020

“
The most powerful and meaningful endorsement comes from our clients ”

Ian Dose
Senior Government Relations Consultant, Taurus Group

What does TaurusGovernmentRelations© offer you?

- Working with experienced practitioners with Government and media backgrounds
- The guarantee of contacting the right decision-makers
- Having a voice on decisions impacting you as an individual or a business
- A strategy that has considered the full ramifications for all stakeholders
- Understanding of the 24/7 media landscape
- Media training to be an assertive and respected spokesperson for your brand
- All of the Taurus marketing and public relations services - including, Personal Brand, Social Media, Event Management and Investor Relations
- Access to our exciting facilities, including a fully-fledged tv studio to undertake activities like videos, live blogs and webinars



“

The Taurus Government Relations team is headed by CEO Sharon Williams and Senior Consultant, Ian Dose. We look forward to assisting your company, or you personally, to navigate the corridors of power. ”

*Sharon Williams
CEO and Founder, Taurus Group*

“

Taurus were quick to understand the finer detail of the business which enabled them to give us the best advice and support. ”

*Susan Whyte
Marketing and Communications Manager, UNSW*



Marketing Strategy Entrepreneurs & Startups Public Relations Corporate Brand Identity Social Media

Taurus is one of Australia's highest profile, privately owned, integrated marketing agencies. We deliver strategic marketing, public relations, creative and social media solutions to help drive your business forward. Clients range from smart entrepreneurs to major ASX-listed corporations across the B2B and B2C sectors. We offer unparalleled levels of service with a practical, 'No Bull' approach focused on delivering results based on our unique TaurusBullseye® methodology. We warmly invite you to experience the Taurus way of growing your business!

Introducing The Taurus Group ACN 102 812 000

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