



**STRATEGY
ENGAGEMENT
ANALYSIS
ADVOCACY**

From the Chairman

We are strategic advisors to captains of industry, public policy decision makers, community leaders and institutional investors.

Our natural home is at the intersection of business, politics and media, and our network stretches across the most senior ranks of Australian newsrooms, boardrooms and Cabinet rooms.

We tell our clients the truth, without spin, and represent them to others in the most professional manner possible.

We're also involved in external initiatives that stretch our professional network and allow our team to have a positive impact on the communities in which we live, work and play.

Christopher Brown AM
Executive Chair

christopher@taylorstreetadvisory.com



"Our team of corporate advisors, strategists and public affairs professionals solve problems and build networks. We work with our clients on projects that matter."

Christopher Brown AM, Executive Chair



Faith Halliday
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What We Do

Taylor Street Advisory helps our clients to solve problems, build markets, craft messages and win projects. Our team boasts deep experience across public, private and non-government organisations in targeted sectors:

- Infrastructure & Transport
- Property, Retail & Agribusiness
- Public Sector Agencies
- Finance, Technology & Professional Services
- Arts, Sport, Major Events & Tourism

We are not your traditional consultants and we are not afraid to get our feet wet down in the trenches with you.

We have the best contact network in the country and we use it to help you solve your problems, grow your reach and build trust with your key stakeholders.

Our team will tell you how it really is. We help you cut through the bureaucratic red tape and we are greatly invested in our clients' fate.

TAYLOR STREET Advisory

Strategy | Engagement | Analysis | Advocacy

Executive Stakeholder Engagement

TSA is good at lots of things; but what we do best is bring smart people together to shift the dial. We access our elite network to help our clients identify, access and influence their external audiences.

- Deliver key stakeholder perception audits
- Provide insiders' advice on media and PR
- Recruit community leadership panels
- Reach and influence decision-makers
- Conceive and host strategic events

Our stakeholder audits are highly regarded, and no one is better at accessing the senior players who will influence your reputation. Our intel and analysis can de-risk your liability and we can 'teach you how to fish' with IP transfer of our network, executive coaching and event secrets.

"TSA was commissioned to assist the organisation to communicate with its stakeholders, to better understand its external environment and to assist the executive with its strategic engagement as we developed this Commonwealth-funded freight facility. The firm's unique mix of experience and network helped us to build our brand, engage our customers and navigate the regulatory environment. It was considered a successful business partnership."

Dr Kerry Schott AO
Chair
Moorebank Intermodal



Political & Regulatory Advocacy

We put you in the conversation and secure you a seat at the tables where decisions are made. We are connected to the people you need, can access the intel you want and help you access those who can determine your fate.

- Analyse your regulatory situation
- Design and advise you on how to execute a political strategy
- Assist your efforts to secure approvals & exemptions
- Advise on how best to break red tape and navigate hurdles
- Provide intel on factions, Parties & campaigns

Our innate knowledge of the Australian corporate, media and political landscape helps us to help you ensure that political and bureaucratic intransigence doesn't get in your way.

"Lendlease has utilised the services of TSA on a number of key urban regeneration and infrastructure projects including Barangaroo, the PPP bid for the ICC Darling Harbour, Western Sydney Airport, Sydney Metro and Bays Precinct. They've assisted our team with insights into key regulation, stakeholders, industry communication and issue management. We value the energy and commitment they provide."

Michael Zorbas
Group Head, Industry Affairs
Lendlease



Research & Policy Analysis

TSA is home to a devoted research and policy team unpacking local, state and federal matters, allowing you to be on the front foot.

- Write policy and grant submissions
- Crunch data to build your narrative
- Commission and oversee experts
- Analyse policy and political issues relevant to your business objectives

We are your ears to the ground and can decipher the political spin from the policy gems. We know what data will provide a compelling evidence base to achieve the results you are seeking.

"Keolis Downer engaged Taylor Street Advisory to provide external advice on the strategic communications and engagement elements of its bids for Sydney's Inner West and Northern Beaches bus contract regions. Through its professional network, depth of experience in government relations and strategic corporate nous, TSA provided a valuable perspective to our teams on the hot-button issues for key stakeholders and communities to help inform cohesive and compelling bid strategies."

David Franks
Chief Executive Officer
Keolis Downer



Corporate Strategy & Management Consulting

We can review your business performance, interrogate your existing relationships, mentor your team and analyse your strategy.

- Work closely with C-suite teams and Boards
- Open access to emerging markets
- Establish and run expert advisory panels
- Test your strategic direction using data, analysis, intel and experience

We can simply help you do business better, introduce deals, manage your internal and external audiences and solve problems with new ideas and big thinking. We bring unique perspective that you won't find in the global consulting firms, with bespoke solutions to your issues.

"Taylor Street Advisory's perspective on how to create value for all stakeholders in an emerging marketplace was invaluable. The team brought their depth of knowledge of issues, together with their rich connections and insights across government, private and community sectors, to provide the strategic synthesis of the moving parts."

Leanne Bloch-Jorgensen
Head, Thought Leadership
NAB



Crisis Management

The Taylor Street Advisory team is best when we help our clients manage crises, whether that's of a reputational, political or corporate nature.

- Provide 24/7 access and on-site support
- Give media advice and representation
- Manage political and industrial intervention
- Offer private advice to your executive team and to your board

We are a steady hand in a crisis, with the capacity to contact those quickly who can help navigate a path forward. Our networks in media, government, security and industrial ranks allow us to help you address your issues quickly, discreetly and professionally.

"TSA was a highly valued part of the successful management of the media and political storm that erupted around our new runway development. TSA's assistance with industry stakeholders, political leaders, aviation regulators and senior media helped us navigate through a Federal Government curfew inquiry, the Griffith by-election, a major infrastructure decision and unprecedented media attention. TSA was responsive, thorough, creative and professional."

Julieanne Alroe
Chief Executive
Brisbane Airport Corporation



Media & Strategic Communications

We are accomplished ‘corporate storytellers’ and use our decades of experience and direct links to the most senior media players to drive positive PR or change the story.

- Design a new media narrative
- Deal directly with editors and producers
- Act as your spokesperson or train your team
- Use traditional and new media platforms
- Produce compelling marketing material

Our job is to get you out of a bind, create a new narrative or use our marketing nous to drive sales and build trust in your reputation. We will ensure your message is heard where it counts and take the mystery out of the media for you.

"The City commissioned TSA to conduct a strategic review of its reputation among key stakeholders, and then design and implement a media and communications strategy to help the City achieve its ambitions. They were successful in securing positive media coverage, political cut-through and renewed confidence among our major stakeholders. TSA has helped the City establish key relationships with important audiences across government, transport, business and media."

Clr. Khal Asfour
Mayor
City of Canterbury Bankstown



Major Project Bid Advisory

Taylor Street Advisory is more ‘social’ than civil engineer, so we can help your expert bid team present a more compelling proposition, especially as social license and community legacy gain more importance.

- Design win themes and build JV culture
- Advise and facilitate social procurement
- Decipher government project priorities
- Gather intel on competitors and clients
- Secure third-party endorsements

Our role is to navigate the political hurdles, industrial bastardry and community ‘NIMBYism’ that can befall infrastructure and major property plays. While your technicians plan the project, we de-risk the regulatory costs to give you a winning edge.

"John Holland Group has enjoyed working with TSA. They have brought precision, perspective and professionalism to the task, and have worked closely with our technical team to help craft a compelling offer to Transport for NSW. The best contribution TSA has made is their focus on a demonstrable culture of collaboration, imagination and partnership with government within our bid strategy."

Larry McGrath
Executive General Manager,
Customer & Corporate Affairs,
John Holland Group



What We Don't Do

TSA is primarily Sydney-centric but has done plenty of projects further afield as required. However, we don't pretend to have a network of national offices or a global horizon. TSA doesn't work for tobacco companies, ‘big oil’ or shonky developers. We are a for-purpose company and are very picky about who we help.

TSA will always follow best-practice governance and disclosure protocols.

While we can all construct artificial walls to manage temporary conflicts, TSA is at its best when we are exclusively and intimately engaged with a select number of prestigious organisations. We work alongside you and we keep our client list small and dynamic to ensure we provide the best possible service delivery.

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