

Capability Statement

Harmonic Advisory is a growth focused strategic communications and stakeholder engagement firm. We specialise in helping clients develop strategies to navigate complex stakeholder environments to access high value business opportunities and achieve successful outcomes.

Clients typically work with us when they need to:

- Create a strategic plan for long term growth
- De-risk, progress and implement key projects
- Launch new products and services to generate growth
- Generate more opportunities, deals and sales
- Elevate and progress stakeholder engagement on key projects
- Identify and establish high value strategic relationships with priority stakeholders
- Build market visibility and foster trust to support strategic objectives and build internal capability

Commercially focused with broad cross-industry experience, we have a proven track record in developing growth strategies that yield dramatic results and contribute several million dollars to the bottom line.

Focusing on strategy and outcomes, we use communications, stakeholder engagement, strategic relationship development and market engagement to help our clients generate growth and leverage opportunities.

In helping businesses develop the right strategies to communicate and engage with the right people at the right time, stakeholder engagement improves, market influence increases and major projects are successfully implemented, usually with lower costs and less friction.

Harmonic Advisory was founded in 2012 by Nina Thomas with a goal of helping clients achieve exceptional and sustainable outcomes. Over this time, we are proud to have consistently exceeded expectations when helping our clients implement growth strategies that yield extraordinary results.

For more than 28 years, Nina has worked with thousands of executives at the highest levels of some of Australia's and the world's leading companies, including PwC, ANZ, ISPT, GE, Federal and Victorian Government, Alligator Energy, BCG, Deloitte, Toll Group, HESTA, Gekko Systems, BHP and NetApp.

Relevant Projects

ISPT (now IFM) Shopping Centre Developments: Bendigo & Geelong

CHALLENGES

- De-risk and lower cost and time in the planning process by building relationships with key government and business stakeholders in Bendigo and Geelong
- Build trust in ISPT, shifting the organisation from obscurity in these regions to being seen as an enabler of economic growth

AREAS OF FOCUS

- Strategic stakeholder engagement, building relationships with Local, State and Federal Government, Key Business Stakeholders and Industry Groups

OUTCOMES

- Established networks with key Members of Parliament, Mayors, Council Members, Bendigo Bank CEO and Board, Geelong Cats Board, key stakeholder and industry groups, as well as other senior influential business and government contacts
- Gained critical insights to inform strategic direction and decision making
- Developed a reputation as a good corporate citizen and one interested in the wellbeing of Bendigo and Geelong
- Client gained the skills and confidence to independently maintain relationships across multiple stakeholder groups, resulting in ongoing delivery of strategic outcomes

Gekko Systems

CHALLENGES

- Launch new product into market where established operators dominate
- Gain the interest and trust of existing customers and prospects
- Showcase the benefits of changing gold processing using recycled and dirty water

AREAS OF FOCUS

- Media and customer launch events focused on gaining maximum interest and engagement to generate sales

OUTCOMES

- Oversubscribed customer launch events leading to strong pipeline of interested prospects
- Front page feature with supporting double-page article in The Age, coverage in eight mining industry publications
- Website enquiries escalated leading to further lead generation and pipeline of potential customers
- The company now has a tried and tested playbook for future product launches and market engagement activities

Relevant Projects

ISPT – Healthcare

CHALLENGES

- Launch ISPT into healthcare sector amid strong competition and low profile for market expertise
- Build visibility, trust and engagement with key stakeholders by adapting existing expertise and introducing innovative concepts to secure major deals

AREAS OF FOCUS

- Establish ISPT brand and reputation in healthcare property market, develop strategic relationships with healthcare operators, investors and stakeholders, build market visibility and trust

OUTCOMES

- Successfully closed two major deals worth a total of **\$1.1b within 12 months**
- Generated a strong pipeline of future deals and an ongoing presence in the healthcare property market
- Packaged and showcased expertise from complementary sectors to bring new thinking and opportunities to healthcare properties

Pacific Private Asset Management

CHALLENGES

- Launch new business into Australian asset management market to attract clients and market interest during recession-like environment

AREAS OF FOCUS

- Establish business, brand and reputation in market, client acquisition, market visibility, build trust and generate referrals

OUTCOMES

- 12 new clients signed within one week of launch (three within 24 hours), equalling 36x return on investment
- Ongoing year-on-year growth exceeding expectations
- Reached 23,000 people on LinkedIn with launch post, including **362 likes, 100 comments, 544 profile views** and **214 company page followers**

Federal Government – Entrepreneurs’ Programme: Accelerating Commercialisation Grant

CHALLENGES

- Build a pipeline of higher quality start-ups to improve delivery of Entrepreneurs’ Programme Accelerating Commercialisation Grant and support more early stage businesses achieve successful outcomes
- Increase visibility, brand awareness, showcase successes and improve business development activities to achieve targets

AREAS OF FOCUS

- Communications and Market Engagement Strategy, implemented across social media, internal communications, stakeholder engagement, content creation and team profiling, management of online channels, media relations, government relations and brand management

OUTCOMES

- Comprehensive Strategic Communications and Market Engagement Program delivered:
- Strong pipeline of high quality entrepreneurs and significantly increased inbound lead generation, stakeholder and market engagement
- Team showcased and sought out as experts in entrepreneurship
- **472% increase in followers, 30,000 people** consistently reached, **2,300% increase in Company Page engagement**

