



**Laurelle Halford** MPRIA  
**Alice Springs Manager**

Laurelle manages our Alice Springs Office and service key clients in Central Australia.

Laurelle has lived and worked in Alice Springs for eight years in the tourism industry, government and event sector. She has worked with Desert Knowledge Australia, guiding public relations and marketing on the project since its infancy. She has managed and promoted several key Central Australian sporting and arts events, and within the tourism industry, has worked both with and as a tour operator to promote tourism product and experiences to a local, national and international audience. In her time in Alice Springs, Laurelle has worked in varying capacities with both the Northern Territory and national media for events such as major national conferences, tourism events and the indigenous arts industry, and for environment & sustainability organisations.

She is a keen contributor to the community serving on various local committees and boards in an advisory or volunteer capacity. She serves as a director on the Tourism Central Australia Board.

Laurelle is a Member of the Public Relations Institute of Australia.

**Areas of expertise**

- Communication planning
- Marketing communication
- Campaign management
- Account management
- Event management
- Media management

**Industry experience**

- Tourism
- Government
- Research and education
- Environment

**Key client assignments**

- Alice Solar City
- Desert Knowledge Australia
- Desert Knowledge Cooperative Research Centre
- Alice Springs Town Council
- Desart
- Ngapartji Ngapartji
- Various tourist operators



Think outside the circle.

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