

Tracy Jones FPRIA FAMI CPM MIPRA MAICD

Managing Director



Creative Territory founder and Managing Director Tracy Jones is a leader in communication and strategic marketing planning in the Northern Territory and Australia. She has an intimate knowledge of the challenges of communicating in and across the Territory as well as experience running national and international campaigns.

Tracy's methodologies for communication planning appear in several text books and she is recognised throughout Australia for her innovation in public relations practice.

With five national and 12 state awards for public relations, Tracy is the Territory's most awarded communications professional. She began Creative Territory in March 2006 and has previously worked in executive marketing roles in the Government and at Charles Darwin University.

Tracy is Immediate Past National President and current Treasurer of the Public Relations Institute of Australia, the Australian representative to the International Public Relations Association, a member of the State Council of the Australian Marketing Institute and a member of the Northern Territory Government Procurement Council.

Areas of expertise

- Strategic counsel and review
- Issue, crisis and recovery management
- Group facilitation and creative thinking
- Strategy planning
- Brand positioning and development


Industry experience


- Government
- Retail
- Social marketing
- Property development

Key clients

- TIO
- Darwin Waterfront retail precinct
- Darwin City Council
- Menzies School of Health Research
- Northern Territory Government

Find Tracy online

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 [@cre8ivterritory](https://twitter.com/cre8ivterritory)

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