



Christine O'Leary

Executive Consultant

Christine specialises in issues management, media management and professional development. She has 15 years professional experience after graduating with a Bachelor of Business in 1993 and a Graduate Diploma in Public Relations in 2001. She is presently on maternity leave and is expecting her first baby in August.

Prior to moving to the Territory from Adelaide in early 2004, Christine held senior public relations roles in the finance, not-for-profit and government sector. Since arriving in Darwin Christine has managed communications and marketing for the \$1.1 billion Darwin Waterfront Project, the Arafura Games, the Alice Springs Masters Games and the filming of the \$130 million Baz Luhrmann epic, *Australia*, starring Nicole Kidman.

Christine is widely respected in the Northern Territory media and public relations industries and is a lecturer in public relations at Charles Darwin University.

Christine is a professional member of the Public Relations Institute of Australia.

Areas of expertise

- Stakeholder engagement strategies
- Crisis management including strategy and training
- Proactive and reactive media management
- Sponsorship strategies and management
- Government relations and lobbying
- Communication planning

Industry experience

- Construction and major projects
- Government (local and state)
- Tourism
- Mining and energy
- Finance
- Not for profit
- Sport and recreation

Key client assignments

- Toga (communication strategy, stakeholder engagement, strategic counsel)
- Waterfront Project (strategic communication management)
- McArthur River Mining (media strategy, government relations)
- TAC (marketing communication, B2B communication)
- Alice Springs Solar City (media and communication management)



Think outside the circle.

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