



**Tracy Jones**

**Managing Director**

With four national and 11 state awards for public relations, Tracy is the Territory's most awarded communications professional. She began Creative Territory in March 2006 after 25 years in journalism, politics, government and university.

Her knowledge of the Territory, its culture and the psyche of its residents has helped her to deliver numerous strategies and campaigns that truly resonate with Territorians. She has an intimate knowledge of the challenges of communicating in and across the Territory as well as experience running national and international campaigns.

In the NT Government Tracy worked in senior executive roles in communication and marketing, leading numerous high-profile cross-government projects. She headed up the central government communications unit under both Labor and CLP governments.

Tracy is a Fellow of both the Public Relations Institute of Australia and the Australian Marketing Institute, a Member of the International Public Relations Association and a Certified Practising Marketer.

She is the national President of the Public Relations Institute of Australia.

**Areas of expertise**

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

**Industry experience**

- Transport, infrastructure and construction
- Government (local, state and federal)
- Retail
- Education and research
- Minerals and energy

**Key client assignments**

- TIO (brand strategy and issues management)
- McArthur River Mining (media strategy, government relations)
- Eni Australia (communication management)
- Alice Solar City (brand strategy and strategic counsel)



Think outside the circle.

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