



Contact Us

Statewide connections
Regional insight
Community knowledge

We've got Victoria covered

The Clifton Group is one of Victoria's most respected firms in the areas of issues management and communication strategy.

We have helped a broad range of government and industry clients achieve outstanding results in national and state campaigns involving issues management, media strategy, government and community relations and marketing and promotion.

Victoria is a diverse state. With our Victoria-wide network, we are uniquely placed to use local professionals and knowledge to tailor our projects for best results.

Whether the issue is statewide, region-specific or has a narrow local focus, our rural and regional connections give our clients a local advantage.

We are leaders in negotiating and interpreting the needs and interests of government, community and industry and in helping them work together.

The issues we address are at the top of today's government and business agenda – environment and resource management, new technology, major development projects and financial communications.

**Melbourne
Clifton Group**

Level 6, 189 Flinders Lane
Melbourne 3000
Telephone 03 9654 3522
Facsimile 03 9654 3785
clifton@cliftongroup.com.au

**Shepparton
Impress Publicity**

118 Nixon Street
Shepparton 3630
Telephone 03 5821 2651
Facsimile 03 5821 6174
Mobile 0427 212 651
lisa@impresspublicity.com.au

**Surf Coast
The Marketing Business**

2 Campbell Street
Barwon Heads 3227
Telephone 03 5441 6153
Facsimile 03 5441 6321
Mobile 0417 032 302
k.deheer@
marketingbusiness.com.au

**Gippsland
Needham Public Relations**

PO Box 2080
Traralgon 3844
Telephone 03 5176 0344
Facsimile 03 5176 0350
Mobile 0418 331 683
npr@net-tech.com.au

**Bendigo
The Marketing Business**

10 Short Street
Bendigo 3550
Telephone 03 5441 6153
Facsimile 03 5441 6321
Mobile 0409 132 171
c.stanford@
marketingbusiness.com.au

**Ballarat
Premier Public Relations**

Suite 3, First Floor
110 Lydiard Street
Ballarat 3350
Telephone 03 5337 2915
Facsimile 03 5337 2911
Mobile 0408 288 740
joanna@premierpr.com.au



A unique communications network covering Victoria

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Melbourne Clifton Group

The Clifton Group has a strong track record in issues management and communication strategy. Clifton consultants are all experienced, with a strong work ethic, a focus on results and a ready supply of innovative ideas. Our diverse backgrounds include journalism, government, strategic marketing, financial communications, change management and publishing.

Gippsland Needham Public Relations

Since 1994, Needham Public Relations has provided a wide range of organisations with media liaison, writing, training and coordination skills including producing printed and electronic communication materials. Ian Needham uses his 17 years experience as a reporter, editor and news director in newspapers and television to provide training in media skills, and he has many useful contacts in the local, state and national media. Clients come from the health industry, the education sector, water industry and local government groups.

Northern Victoria Impress Publicity

Impress Publicity provides specialist public relations, communications planning and implementation, event coordination and media liaison services to business, government and community organisations in Northern Victoria. Lisa McKenzie, a former journalist with 18 years experience, established the firm in 1998. Carmel Johnson joined Impress as co-director in 2005. Clients come from community, health, agriculture, natural resource management, food processing, government and business.

Central Victoria The Marketing Business

The Marketing Business provides a fully integrated marketing service including corporate communications, public relations, community consultation, market research, branding, advertising, graphic design and electronic media. With clients throughout regional Victoria and NSW, the firm is passionate about rural and regional Australia, its people and issues. The Marketing Business has particular expertise in the water industry, agriculture, natural resources, health, local government and industry.

Geelong / Surf Coast

The Clifton Group network covers the Surf Coast with dedicated offices in Geelong and Barwon Heads.

Western Districts Premier Public Relations

As a team of qualified, local professionals, Premier Public Relations understands and appreciates the value of a well-informed community. Premier offers specialist skills in public relations, crisis management, communications, coordinating special promotions, preparing brochures, media liaison, media releases, event management and speech writing.

