



Introducing Scaffidi Hugh-Jones

Combining the skills of a strategic communication agency
with the commercial acumen of a management consultancy

scaffidihugh-jones



Practice Leaders: SHJ Consulting



Angela Scaffidi is experienced at developing communication strategy, driving internal change, and training and coaching senior executives. Angela worked with McKinsey & Company as a communication specialist and was an associate director with an international public relations consultancy. She has consulted on a wide variety of projects across the corporate, government and community sectors.



Gerard Castles helps leaders make change happen. He develops strategies to ensure people in organisations know what's happening and why, are listened to and see their leaders living what they say during times of change. Gerard has worked on major change programs for manufacturing, banking, telecommunication, government and mining organisations in Australia, Asia, New Zealand and the UK.

Barrie Littlefield counsels clients on reputation and change. Barrie's experience covers the UK, Asia and Australia. Barrie is an accomplished facilitator and leads strategic communication programs encompassing internal change, crisis and issues management, and strategic marketing.



Practice Leaders: SHJ Communication



Rupert Hugh-Jones works closely with senior executives in the corporate and government sectors, advising on communication strategy and the implementation of change management programs that are enduring and effective. Prior to forming Scaffidi Hugh-Jones, Rupert was the director responsible for the Melbourne investor relations practice of international communication group Porter Novelli.

Nerida Thorburn is a corporate communication specialist with more than 15 years' experience providing communications counsel to organisations in Australia, UK, Europe and Asia. She specialises in developing communication plans to manage complex issues with multiple stakeholders and has particular expertise in healthcare, issues and crisis management, advocacy and public affairs.



Susan Redden Makatoa is a corporate and financial relations specialist providing strategic counsel on reputation building, lobbying and advocacy, and issues and crisis management. Susan has extensive experience working with public and private companies, NGOs and government.



Brad Williams is a communication, policy and political risk specialist with an intimate understanding of government, media relations, issues management and stakeholder engagement. Brad has extensive senior-level government affairs experience and has been involved in the development and implementation of a number of high profile public relations campaigns.



About Scaffidi Hugh-Jones

Scaffidi Hugh-Jones is unique in that it combines the skills of a strategic communication agency with the commercial acumen of a management consultancy.

We have built a strong team of highly analytical consultants who are down-to-earth, friendly, open and candid. Our business has two streams – SHJ Consulting (which helps clients in change management) and SHJ Communication (which helps clients achieve their business objectives through strategic communication).

At Scaffidi Hugh-Jones, we pride ourselves on our strong partnerships with clients and our ability to deliver tangible outcomes. We have a broad range of experience working across the corporate, government and community sectors.

With offices in Sydney, Melbourne, Canberra, Auckland and Wellington, we are part of the trans-Tasman SenateSHJ group. We are also affiliated with Register Larkin, an internationally renowned crisis communication consultancy based in the UK, and work with strategic partners in change management, leadership training and development, research, business improvement and public policy.

SHJ Consulting

At Scaffidi Hugh-Jones we help our clients to deliver the changes that really matter.

We're flexible in the way we provide support:

- We **facilitate workshops** where we bring the right people into the room to develop solutions. We tailor each workshop and incorporate a variety of techniques to engage our participants.
- We develop an organisation's **change story** and provide advice on the signals required to bring it to life.
- We **measure** how staff feel about the changes on the horizon and what they mean to them.
- We roll out **training** to demonstrate what's changing, build new skills and help organisations learn how to engage everyone, from their leaders through to staff at the coalface.

Our team has experience in fields as diverse as management consulting, strategic communication, leadership and organisational development, policy and research.

We apply proven problem solving techniques to complex issues.

Since we launched in 2002, our team has worked with clients on restructures, post-merger integration, cultural transformation, values programs and process improvements.

Our experience covers a broad range of sectors, including mining and resources, energy, health, insurance, telecommunication, professional services and government.

Our clients generally come to us when they are starting to plan for change, or when they find their change initiatives aren't working effectively.

SHJ Communication

At Scaffidi Hugh-Jones we create influential communication programs to help our clients reach their goals. Our approach is underpinned by rigorous thinking and problem solving, which helps us find creative solutions.

Clients come to Scaffidi Hugh-Jones for help in a number of areas:

- We help organisations **build their reputations** through quality coverage, commentary and research.
- We create **influencer campaigns** for those who need to interact strategically with government and the public sector. Our deep understanding of government, politics, media relations and stakeholder engagement helps us create programs with real cut-through.
- We advise clients on the best ways to communicate during **crises and issues**. Our affiliation with international crisis and issues firm Register Larkin provides us with access to best practice theory, research and experience.
- We help prepare our clients for time in the spotlight through **tailored training** in media and messaging, crisis/issues and how to make the most of political briefings.

Scaffidi Hugh-Jones works across a range of industries including energy, water, telecommunication, retail and government.

We specialise in healthcare campaigns that deliver tangible outcomes: behavioural change, expanded markets or additional funding.

In the corporate and financial sphere, our team has advised some of Australia's best-known companies on financial relations and stakeholder engagement.

Our distinctive approach fosters honest and collaborative relationships with our clients.

"Table of silence" by Constantin Brancusi
- what communication should never be -

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A member of the Senate SHJ Group