



Hello.

We are Hoops PR - public relations, communication and reputation-management specialists.

Based in Townsville, we help individuals, business, government and the not-for-profit sector with all types of projects and initiatives that require communication and engagement expertise.

We're also good at building social licence and protecting reputations.

So whether you're looking to increase your public profile, or need help to stay under the radar, Hoops PR can help.

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public relations
communication
engagement



WHAT WE DO



COMMUNICATION & ENGAGEMENT

Hoops PR provide a broad range of services ranging from straight-forward corporate communication tasks such as newsletters, web content, annual reports and fact sheets; through to more complex and long-term communication and engagement strategies for large projects.

Our tool kit for engaging audiences includes online and face-to-face surveys, building media profiles to improve brand awareness, conducting workshops and community forums, marketing brochures and printed information materials, even radio scripts and voice overs.

We are also specialists in the social media space with founder Sharon Hoops having previously established some of the most innovative and groundbreaking Facebook and Instagram pages in the country including Darwin International Airport, Road Report NT, and Port of Townsville.

PUBLIC RELATIONS

Facing some challenges in the public relations space?

The Hoops PR team has more than 25 years' experience in the area of creating social licence and building strong reputations.

Give us a call to see how we can help your organisation build brand strength and navigate the tougher issues.

SUSTAINABLE AND RESPONSIBLE

Hoops PR is a carbon neutral business.

Our "Trees for Townsville" program, which launched in October 2018, provides free drought-tolerant, native seedlings to the local community as an offset to our emissions. Clients of Hoops PR are able to access this program to offset their own carbon footprint.

Services

- Communication Strategy
- Community consultation
- Corporate communication (newsletters, annual reports)
- Forums and focus groups
- Facilitation
- Information materials (fact sheets, brochures, Q&As)
- Letterbox drops
- Online surveys
- Media management
- Social media strategy and content
- Writing and content development
- Working groups and committees

Services

- Brand strength analysis
- Issue and crisis management
- Media management
- Social Licence development plans
- 24/7 on-call assistance for clients

