

GLOBAL ACCESS



rowland.

ASSISTING AUSTRALIAN INBOUND AND OUTBOUND INVESTORS

Australia's abundant natural resources, stable economy and limited domestic capital have attracted foreign investment for decades.

Investment into Australia is enjoying renewed impetus, as a result of improved market access via a series of landmark Free Trade Agreements (FTAs). The most recent FTAs between Australia and its major Asian trading partners of Japan, Korea, and China, offer new opportunities, as does the pending agreement with India.

FTAs open new doors for Australian and international companies, and Rowland Global Access – the firm's dedicated global business and communication advisory practice – helps companies understand and access key markets to maximise their full commercial potential. Failing to appreciate the unique international characteristics of a country has the potential to expose companies to significant commercial risk.

Companies looking offshore can benefit greatly from communication advice that is grounded in a strong understanding of the business, political and investment environments.

As one of Australia's leading providers of communication, business advisory and creative services, Rowland offers an unparalleled private sector resource for business looking to seize offshore opportunities.

Rowland Global Access assists companies establish and maintain effective high-level relationships and

networks with all levels of government, business, local communities, the media and other stakeholders in their markets of interest.

We have extensive knowledge of the Australian investment environment and influential players including investors, customers, consumers and special interest groups. Rowland has considerable experience supporting international companies with Australian investments and transactions.

We assist clients liaise with Australian and state governments and their departments, overseas government agencies, and trade and investment offices including Austrade, Trade and Investment Queensland and Brisbane Marketing.

Through our relationship with global communication group FleishmanHillard, Rowland provides Australian clients with access to an international network of 85 offices and 3,000 people worldwide.

COMMUNICATION, DIGITAL AND CREATIVE AGENCY

BRISBANE

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“We assist companies with their market entry strategies both into Australia and offshore, smoothing the way for those entering offshore markets for the first time or those engaging in business critical projects in Australia”

GEOFF RODGERS, CHAIRMAN ROWLAND

Our Services

Rowland Global Access provides direct assistance and support in:

- Corporate communication and reputation management
- Corporate strategy
- Market research
- Market intelligence
- Point-of-entry marketing strategies
- Regulatory frameworks and procedures
- Analysis of government and political environments
- Media analysis and media relations
- Social media/digital environment analysis and strategy
- Direct/supported representation and introductions to business and government
- Project/product launches, positioning and promotion
- Stakeholder engagement
- Community relations
- Translation and interpretation
- Social and cultural sensitivities and protocols
- In-country training, coaching, mentoring and facilitation

Our International and Domestic Experience

Based in Brisbane, Australia, Rowland works with international companies in Asia, UK, Europe, USA and South America to establish, develop and maintain responsible and sustainable projects – often in the face of relentless stakeholder scrutiny.

Our clients are involved in:

- Agribusiness
- Community and Healthcare
- Education
- Energy and Utilities
- Government
- Infrastructure and Construction
- Mining and Resources
- Not-for-Profit
- Peak Bodies and Associations
- Professional Services
- Property
- Retail and Consumer
- Transport and Tourism

About us

For more than 24 years we have been helping clients connect to their customers and stakeholders with confidence and conviction.

With brand, reputation, digital, engagement, campaign and communication services under the one roof, Rowland clients know they can expect innovative solutions that deliver positive business outcomes.

We help connect our clients to the people who matter most, telling their stories across digital, visual, written and spoken channels.

Connect with us

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MANAGING DIRECTOR**

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