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MEDIA RELEASE

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STW Partners with Bruce Hawker in new campaign company

- **Hawker moves to Chairman role at Hawker Britton.**
- **Justin Di Lollo appointed Managing Director at Hawker Britton.**

STW Communications Group Limited (“STW Group”), Australia’s largest marketing content and communications services group, today announces its involvement in a new venture being led by Bruce Hawker, founder of STW Group’s market leading lobbying firm, Hawker Britton.

Mike Connaghan, STW Group’s Chief Executive Officer, said: “Campaigns and Communications Group, would bring the latest international innovations in campaigning strategy and technology to Australia for the first time.

“We are delighted to have this opportunity to broaden and deepen our relationship with Bruce, and be part of an important new capability perfectly timed to assist a range of bodies on major campaign style communication,” Mr Connaghan said.

Bruce Hawker said: “The Australian business and political environment is becoming increasingly sophisticated in its approach to communications. Campaigns and Communications Group will provide a new approach and tool kit for communications in a campaign context – using social media, telephone and electronic communications in new and more innovative ways.

“I am looking forward to my new role within Campaigns and Communications Group and working with Michael Allen, who has spent a decade working in the United States on numerous campaigns. I am delighted to now be in a position where I can focus my experience towards the campaigning aspects of the business and allow an orderly transition within Hawker Britton to take place,” Mr Hawker said.

As part of the evolution of Mr Hawker’s role within the STW Group, Mr Connaghan confirmed a recalibration of the leadership team and roles at Hawker Britton. Mr Hawker moves to a Chairman role with long-time Hawker Britton senior leader Justin Di Lollo becoming Managing Director.



Mr Di Lollo and Simon Banks, leader of Hawker Britton's Canberra office, join the board of Hawker Britton.

"This is a natural evolution of roles, enabling Bruce to increasingly focus on the Campaigns and Communications Group venture, while enabling Justin to take the reins fully in driving the growth of the already very successful Hawker Britton business," Mr Connaghan said.

"Bruce has been moving away from lobbying activities and focusing more on campaigning in recent years, so the move to Chairman is a natural part of this transition."

New Hawker Britton Managing Director, Justin Di Lollo, has been a senior consultant at Hawker Britton since January 1999. He is a major shareholder and has been General Manager of the business for several years.

"Hawker Britton is in safe and steady hands with Justin who has effectively been managing the firm over the last couple of years," Mr Connaghan said.

"This will be an exciting use of Bruce's formidable campaigning knowledge and skills and charts a new course for Bruce within the STW Group in addition to his ongoing responsibilities at Hawker Britton."

For further information contact Mike Connaghan (02) 9373 6488