

Liberal heavyweight returns to political arena in leadup to NSW 2011 election
Government relations agency set up with STW in response to business demand

Sydney, December 7, 2009: Former Leader of the NSW Opposition, Peter Collins, is making a return to public life, this week launching a new company with Australia's leading marketing and strategic counsel group STW¹ to help business work more effectively with the NSW Liberal-National Coalition in the lead up to, and following the next State election.

Named Barton Deakin – after two of Australia's founding political fathers – the Government Relations company will be based in Sydney and provide advice, guidance and policy analysis to a range of organisations with an interest in NSW Government services and programs. Barton Deakin's launch follows interest from local industry and business in working with Peter Collins.

"Barton Deakin has been launched now because businesses with exposure to NSW Government decision making need to start planning for a change in government," Mr Collins explained.

"They need to start talking to the future NSW Ministers and decision-makers now about policy and commercial issues that affect them in the long-term," he continued.

Mr Collins said unlike other Government Relations companies, Barton Deakin would be openly aligned with the Liberal-National Coalition, and would not be a bi-partisan firm. "We're happy to stand up and be counted for the Coalition in the lead-up to the 2011 election," he said.

STW's CEO Mike Connaghan said Peter's unique experience in the political and business fields, teamed with STW's proven track record in developing successful new communications services, put Barton Deakin in "a highly-appealing position from a business perspective".

"As the leader within the marketing communications space in Australia, we work hard to recognise and activate areas of demand and opportunity," he said. "Our involvement with Peter Collins and Barton Deakin is another example of STW looking ahead and seeing an excellent opportunity, and recruiting the best and brightest person for the job. We are thrilled to have Peter on board."

Collins said he was excited at the prospect of working with "the powerhouse that is the STW Group". "STW has an incredible track record of knowing what's next, and building successful businesses around those insights. I'm looking forward to working with the group, and heading up an aligned, partisan Government Relations firm."

Peter Collins was Leader of the Opposition (and leader of the Parliamentary Liberal Party) for more than three years from April 1995. Prior to this, he was one of the most senior ministers in the seven-year Greiner/Fahey Coalition Government. He delivered two budgets as Treasurer of NSW in 1993 and 1994 and served terms as the Minister for Health, Attorney General, Minister for State Development, Minister for the Arts and Minister for Consumer Affairs between 1988 and 1993. He was a member of the NSW Parliament for more than 22 years.

Prior to entering Parliament, Peter was a barrister-at-law, an ABC television journalist, PR manager for the NSW Liberal Party and opened his own public affairs consultancy before practising at the NSW Bar. Since leaving NSW State politics, Collins has taken an active role in

¹ STW Group is Australasia's leading marketing communications group, comprising more than 70 specialist companies across a range of communications disciplines including advertising, digital communication, business strategy, market research and insight, branding and design, public relations, corporate communication, and government relations.

funds management and has served on a range of boards, providing him with broad experience across business, policy-development and politics.

Collins said as a Government Relations firm, Barton Deakin will work with interested business and industry to assist with a range of tasks including:

- Developing and executing effective government relations strategies in NSW
- Building cases to support business strategy – put in context for the NSW Coalition
- Analysing NSW Coalition policy and how it will affect business strategy
- Ensuring submissions and presentations to the NSW Coalition leadership are prepared most effectively
- Monitoring and providing advice about NSW Coalition matters in the lead up to the election

Importantly, Collins said Barton Deakin would work to a strict code of ethics which will ensure all work undertaken complied with regulatory instruments in all jurisdictions.

Ends.

For more information contact:

Rebecca Tilly
STW Communications Group
Ph: 0410 501 043
E: rebecca.tilly@stwgroup.com.au