

GOVERNMENT LOBBYING AND CRISIS MANAGEMENT IN THE TIME OF COVID-19

We joined a global team representing a consortium of aviation services companies and successfully lobbied government and media to ensure their concerns were cemented firmly on Australia's national agenda.

A clear voice in a time of crisis

As COVID-19 rewrote the story of 2020, every company in every sector was forced to consider how to protect its people and livelihoods. Our clients were faced with potentially standing down up to 12,000 employees, a situation which in turn posed serious threats to the industry itself.

To ensure their collective voice was heard – and the risks to the Australian aviation sector were understood – we mobilised a complex 24/7 crisis management and government lobbying campaign.

A powerful message, consistently delivered

Our first step was to convene senior management from each company in a steering group which met immediately and then subsequently every second day for the life of the project.

We gathered the complex data required to build a compelling message and to ensure Government and media fully understood the importance of the role played by the ground handling companies – and the security implications if their people were stood down permanently.

A letter was drafted and delivered to the Federal Government, supported by hourly and daily lobbying efforts, and a highly targeted and strongly worded media campaign was also launched, achieving tier one and trade media coverage.

These efforts were further supported by complex messaging and materials development, and daily intelligence monitoring and reporting.

Outcome

- Our demands were acknowledged and considered by the government, and met in its subsequent COVID-19 JobKeeper relief package
- Highly targeted tier one and trade media coverage, featuring successful key message penetration

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