cicada) communications

Cicada Communications is a boutique public relations company offering a full range of in-house and external corporate communication services.

Since our launch in Sydney in 2006 we have worked with more than 30 companies in Australia, New Zealand and the Pacific, including leading brands in the aviation, travel, science and technology sectors.

We have helped our clients better connect with consumers, business partners and key stakeholders by creating and implementing clear and achievable communication strategies that meet their specific needs. Along the way we have built close and trusted relationships that endure. We have also worked on a broad and exciting array of projects, from the roll-out of innovative online business ventures to the launch of high-profile international air services.

Founders

DAVID CARROLL

Before starting Cicada Communications, David Carroll spent almost 20 years as an award-winning journalist and editor, reporting primarily on the Australian and international travel, accommodation and aviation sectors for a variety of leading business and consumer publications. These include travel industry journal *Traveltrade*, which he edited for more than a decade, News Ltd business magazine *The Deal* and national broadsheet, *The Weekend Australian*, for which he wrote a monthly travel-technology column (The Switched-on Tourist).

David holds a Master of Science degree (chemistry) from the University of Auckland and a Post-Graduate Diploma in Journalism from Canterbury University.

"David is a consummate professional who has an intimate understanding of both the needs of his clients and the editorial demands of trade and consumer media – meaning that when he pitches a story it is invariably a win-win."

BRUCE PIPER
Publisher and Managing Director
Business Publishing Group

HELEN GOODALL

During a 20-year career as a communications executive Helen Goodall held senior roles for some of Australia's leading companies, including national flag carrier Qantas. She also led the public relations teams at Japan Airlines and the Royal Botanic Gardens Sydney, where she successfully raised consumer awareness of the organisation's world-leading science and horticulture work. Helen also held key public relations roles with the New South Wales Department of Health and New South Wales Lotteries.

Helen holds a Bachelor of Arts degree in Communications from the University of Technology Sydney.

Our services

B2B/B2C NEWSLETTERS

Foster a sense of community by keeping your customers, supporters and team members fully informed and engaged.

NATIVE CONTENT

Native advertising content that is targeted, entertaining and informative can be a more trustworthy and effective option than traditional advertising.

REPORTS, PRESENTATIONS AND WHITEPAPERS

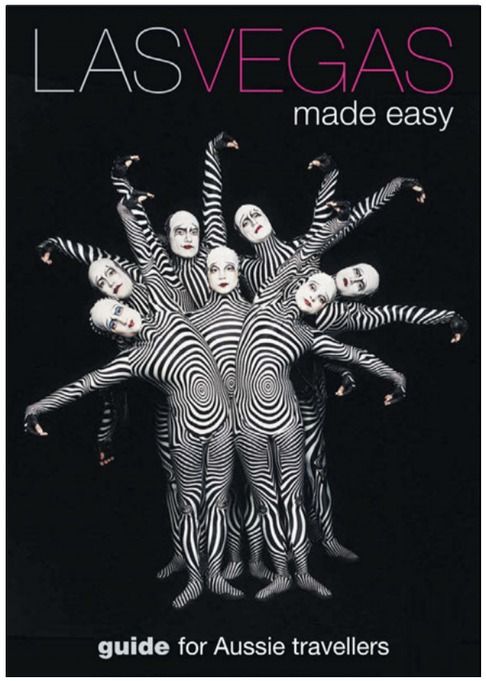
Well-constructed and presented research can lift your organisation's profile, enhance its credibility and establish it as an authoritative source of trusted information.

SPEECH WRITING

Compel audiences to listen by delivering well-crafted speeches that covey messages that are simple, relevant and, most importantly of all, memorable.

EDITING, WRITING AND CUSTOM PUBLISHING

Using our extensive writing and publishing experience we can work with you to produce high-quality publications for print or online distribution to consumers, business partners, subscribers and stakeholders.



KEY SERVICES:

Promotion | Journalism | Editing | Writing
Speech writing | Publishing | Research

MEDIA LIAISON AND PROMOTION

Securing media coverage is about more than writing a press release. It requires an understanding of the media environment, an ability to forge relationships with journalists and editors, and a skill for identifying stories and news angles that resonate.

"David's passion for our company and his genuine commitment to our long-term success has made him a valuable and trusted member of our team. He understands our business and has used his expertise and skills to significantly raise our company's profile within the travel industry, while also enhancing communication with our member shareholders."

CHRISTIAN HUNTER
Managing Director,
Travellers Choice

Our services

DIGITAL CONTENT CREATION

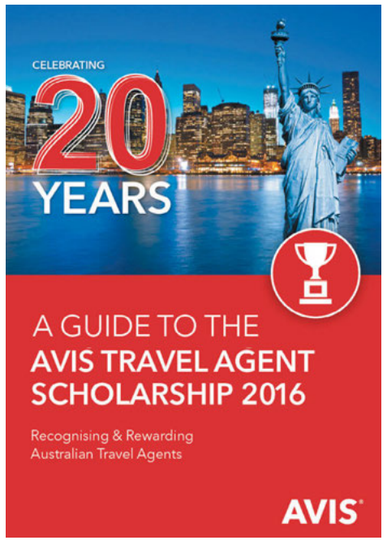
Lift your profile and customer engagement by refreshing your website with editorial that is succinct and easy-to-digest.

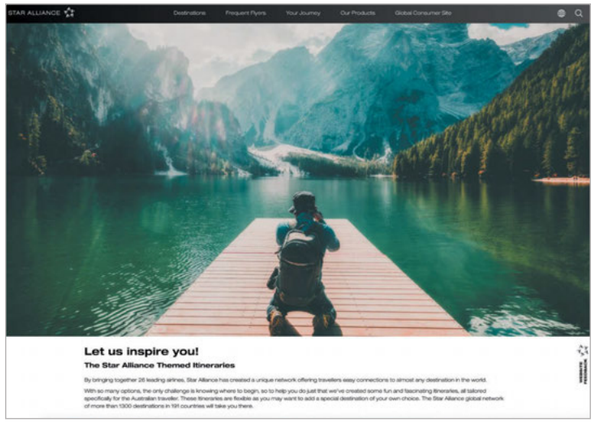
COPYWRITING

Clear, concise and persuasive text – on everything from packaging and posters to websites and email marketing – will boost your brand profile and drive sales by ensuring customers better understand and appreciate your products.

SPONSORSHIP PROGRAMS

Targeted sponsorship activities – including highly-beneficial scholarship programs – demonstrate your company's commitment to social responsibility.





Star Alliance Scholarship

"Cicada Communications helped Avis Australia promote and evolve the Australian travel industry's most prestigious customer service awards program, which is entirely appropriate given David and his team's own passion for exceeding their clients' expectations. Their dedication and enthusiasm go beyond the norm."

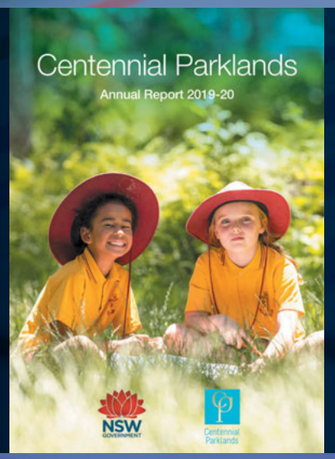
JENNY LORKIN
Sales Manager Travel Pacific
Avis Australia

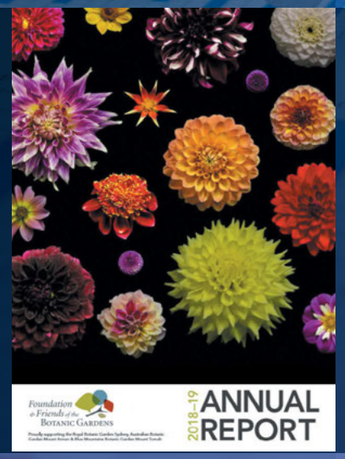
OTHER SERVICES:

Event promotion | Press kits | Podcast production
Advertising copywriting | Graphic design | Photography

ANNUAL REPORTS

Annual reports can often be an organisation's most read publication, yet many still offer blocks of text and minimal design. We create reports that are visually attractive and easy to read, helping your company stand apart from its competitors.





Our clients

AVIATION & TRANSPORT

Star Alliance

The Star Alliance network is the world's largest global airline alliance. Its 26 member airlines include Singapore Airlines, United Airlines, Air Canada, Air China, Air New Zealand, Lufthansa and Thai International. Since 2006 Cicada Communications has in partnership with the Alliance's Australian member airlines conceived and implemented a broad range of activities that have raised Star Alliance's profile among its key distribution partners and international business travellers.

www.staralliance.com

"Using a light touch and a talent for clear messaging, David crafts speeches that are informative and impactful, but still keep audiences entertained and engaged. More than anything, they are fun to deliver."

GORDON YOUNG
Country Coordinator
Star Alliance Australia

Air Canada

Canada's largest domestic and international airline serves airports on six continents. In the Pacific region it is the only airline to offer non-stop flights between Australia and Vancouver, from where passengers can continue on to destinations across North America. Cicada Communications has been responsible for Air Canada's corporate communications in Australia and New Zealand since 2012. During this time, the airline's Pacific operation has expanded dramatically, providing us with the opportunity to work on the launch of new non-stop services from Brisbane, Melbourne and Auckland.

www.aircanada.com

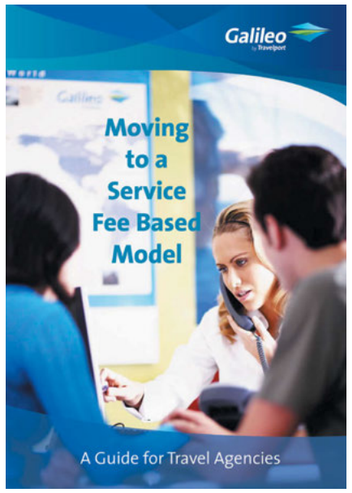
Our clients

SCIENCE & TECHNOLOGY

Travelport

Travel technology company Travelport operates a world leading B2B platform providing travel and tourism companies with distribution, technology and travel payment solutions. The company also provides IT services to major international airlines. In Australia, Cicada Communications produced a series of travel-agent focused whitepapers for the Travelport subsidiary Galileo, along with a raft of educational articles for distribution to its retail travel partners.

www.travelport.com



New Scientist

New Scientist is the world's most popular weekly science and technology magazine. In Australia Cicada Communications created a series of native content pieces for the publication, highlighting Telstra mobile technology. The content was repurposed for additional publications covering the medical and engineering sectors. In addition, we conceived and edited New Scientist's inaugural science-related travel supplement.

www.newscientist.com

Advertising Feature

Generation Next

Australia is now setting the pace when it comes to high-speed wireless technology. David Carroll reports.

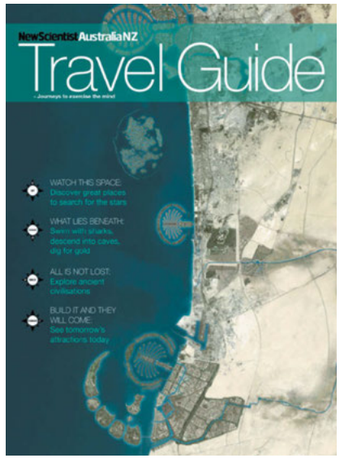
Technical Report

Network Tech Specs

National Seed Science Forum

Australian Botanic Garden, Mount Annan, NSW

The National Seed Science Forum brought together leading botanical and agricultural institutions, seed scientists, and conservation and restoration experts to share ideas that showcase the importance of seed science to the future of plant conservation and food security in Australia.



Royal Botanic Gardens & Domain Trust

Opened in 1816, the heritage-listed Royal Botanic Garden Sydney is Australia's oldest scientific institution and one of the world's foremost botanical institutions. Cicada Communications has over the years provided a number of services to the garden, including editing annual reports, writing staff newsletters, creating visitor signage and promoting key events, including the 2016 National Seed Science Forum and the Royal Botanic Garden's 200th birthday celebration.

www.rbgsyd.nsw.gov.au

Image: Gymea Lily, Angela Lober

Our clients

TRAVEL & TOURISM

Travellers Choice

Travellers Choice is an exclusive retail travel group, consisting of 150 independently-owned agency member shareholders. The award-winning company includes some of Australia's most successful retail travel businesses. Cicada Communications has since 2006 been responsible for Travellers Choice's media and shareholder communications, along with its quarterly network newsletter, *The Independent*.

www.travellerschoice.com.au

HRS / Lido Group

HRS is a leading player in global corporate hotel program management and works with more than 3,000 multinational corporations, including one-third of the Fortune 500. In 2017 HRS invested in Sydney-based company The Lido Group, and in 2019 it completed the takeover and rebranding of its Australian partner. Cicada Communications began working with Lido in 2014 and took the lead for the B2B and B2C communication of HRS' investment and takeover.

Council of Australian Tour Operators

The Council of Australian Tour Operators (CATO) is the representative body for tour operators and wholesalers that supply travel product for Australians travelling to domestic and international destinations. In 2019 Cicada Communications wrote CATO's Australians on Holiday – International Leisure Travel Trends report, the travel industry's first benchmark study into the size, shape and direction of Australia's outbound leisure market.

visit www.cato.travel

OTHER CLIENTS:

Wholesale: Bhutan & Beyond | **National Tourist Office:** Atout France | **OTAs:** Oodles | CheaperthanHotels.com
Destination marketing: DMS | The AIMS Group | **MICE:** Tourism Portfolio | **Cruise:** Carnival Australia
Cruise & Maritime Voyages | **Car rental:** Avis Australia | **Rail:** Rail Plus | **Accommodation:** TravelCube
Constellation Hotel Group | Treasure Island

Entire Travel Group

Entire Travel Group is a wholly Australian-owned and operated company offering a portfolio of nine specialist brands across Europe, North America and the Pacific and Indian oceans. The company was honoured to be named Australia's Best Specialty Wholesaler at the 2019 National Travel Industry Awards.

www.entiretravel.com.au

"Having previously worked with David on the successful promotion of another leading travel industry brand, he was the first person I called when Entire Travel Group required PR support. It's hard to overstate the value his experience, insights and skills deliver."

GREG McCALLUM
Sales & Marketing Director
Entire Travel Group

Our clients

OTHER

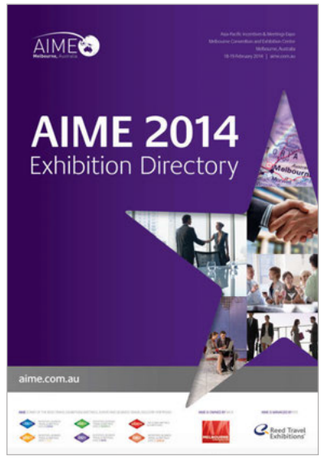
NOT FOR PROFIT SECTOR:
- The NonProfit Alliance
- Foundation & Friends of the Gardens

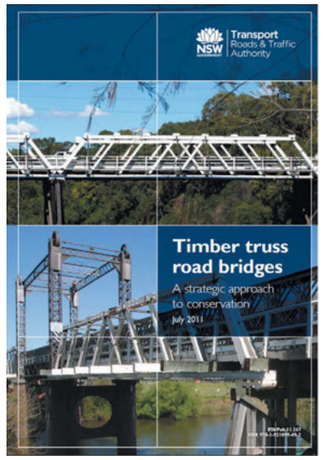
MEDIA & ARTS:
- Reed Business Information
- Explore Media
- ABC Classics

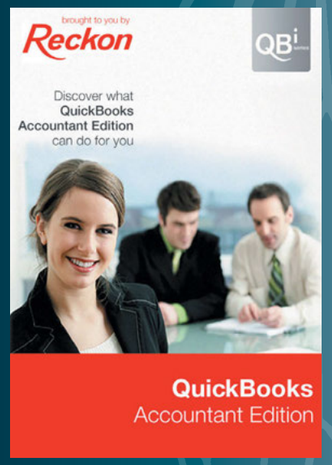
WINE:
- Chapman Grove Wineries

EDUCATION:
- The International College of Management, Sydney

GOVERNMENT:
- Roads & Traffic Authority







ACCOUNTING SOFTWARE AND PAYMENT SOLUTIONS:
- WEX
- eNett
- Moneydirect
- Quicken

"David's writing skills, his understanding of the media and his close relationships with key journalists has ensured our PR efforts are always well-written, well targeted and well received. His efforts in securing sustained media coverage in Australia and New Zealand have helped increase our market share and set a standard for our communication efforts globally."

PETER DE MARIA
Regional General Manager Asia Pacific
Moneydirect

EVENTS:
Exhibitions, conferences, seminars and educational gatherings. Examples include:

- Botanica (annual botanical art exhibition)
- Artisans in the Gardens
- Harvest festival
- Treecycle exhibition
- The 32nd Kaldor Public Art Project barrangal dyara ('skin and bones') by Australian Aboriginal artist Jonathan Jones

*Main image – **Eggpicnic, Birds of Australia (Cultivate Exhibition)**. Inset top – **Angela Robertson Buchanan (Wild Thing Exhibition)***

*Bottom left – **Barrangal dyara by Jonathan Jones (The 32nd Kaldor Public Art Project)***
*Bottom middle – **Artist Nettie Sumner (Artisans in the Garden)***
*Bottom right – **Mikey Floyd violin body (Treecycle Exhibition)***

cicada) communications

PO Box 5068
Greenwich NSW 2065

telephone
+61 2 9438 3615

mobile
+61 417 061 722

email
david-cicada@bigpond.com
helen-cicada@bigpond.com