

SPRG ASSOCIATE FCR WINS PRIA AWARD FOR ADVOCACY AND PUBLIC AFFAIRS

(Asia Pacific, 6 November 2019) – **Strategic Public Relations Group** (“SPRG”) extends its heartfelt congratulations to its Australian associate **Financial & Corporate Relations Pty Limited** (“FCR”) for winning the top New South Wales award for Advocacy and Public Affairs at the Golden Target Awards 2019, the longest-running and most prestigious Awards hosted by the Public Relations Institute of Australia (“PRIA”). The award recognised FCR’s work, on behalf of Wallenius Wilhelmsen Ocean, to influence changes in Australia’s biosecurity regulations. The campaign achieved its aims of facilitating vehicle and equipment imports and minimising supply chain disruption while tightening biosecurity controls.



About Strategic Public Relations Group (“SPRG”)

SPRG is one of the largest public relations networks in Asia Pacific and the largest public relations consultancy in Hong Kong.

It has more than 320 professionals working from 15 wholly-owned offices, as well as an associate company in Australia, all providing clients with integrated communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access 140 cities globally.

Since its founding in 1995, SPRG has proved to be an investor relations and financial communications specialist. It has also become a leader in IPO communications in Hong Kong, having completed 455 new listing campaigns to date. Furthermore, SPRG has more than 170 listed company retainer clients and maintains a highly diversified portfolio of multinational and local financial institution clients. Indicative of SPRG’s diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, corporate and marketing communications, issues and crisis communication management, event management and digital marketing, as well as provides media and presentation skills training, design and content creation, and editorial support.

SPRG has garnered over 380 prominent awards in the client campaign and agency categories, including “Network/Agency of the Year” titles from The Holmes Report, Campaign/PRWeek, Marketing magazine, The Stevie® and Communication Director; all serve as testament to SPRG’s dedication to excellence.

For more information on SPRG and its services visit: www.sprg.asia

About Financial & Corporate Relations (“FCR”)

Established in 1985, FCR helped develop investor relations in Australia with its first clients Coles Myer, CRA and Elders IXL. It has also contributed to many of the historic turning points in Australian financial markets, including the creation of the Australian Securities Exchange and the introduction of financial products that investors take for granted today.

FCR already has strong links with Asia, having assisted China Construction Bank when it entered the Australian market and Chinalco when it acquired a shareholding in Rio Tinto. It has helped several Asian-based companies, including Hong Kong-based Dongfang Modern, list on the Australian Securities Exchange and communicate with investors. During the Asian financial crisis, FCR assisted GE Capital throughout Asia with the acquisition program.

Like SPRG, FCR is recognised as a leader in its field, with many international and national awards for financial communication, issues management and crisis communication.

For more information on FCR and its services visit: www.fcr.com.au

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