

# Questions and Answers sheet

## What is QCCN?

QCCN stands for Queensland Corporate Communications Network and works to build bridges of understanding between organisations and their stakeholders to find common grounds. With a state-wide network of senior communication professionals, QCCN is one of Queensland's top four consultancies\* and the only one focused on regional Queensland.

## Where is QCCN based?

Our headquarters is in Townsville, the capital of regional Queensland, Australia's largest tropical city and a lovely part of the world. We have team members in other major regions to extend our reach State-wide from Cairns, Mackay, Rockhampton/Gladstone, Wide Bay, Sunshine Coast, Toowoomba and the Gold Coast.

## Why is QCCN not based in Brisbane, like most other big firms?

We choose not to be headquartered in Brisbane because we believe it is better to be close to our clients, projects and key stakeholders so we can build solutions from the ground-up where they are needed and not from afar.

Most of our clients chat by phone or email so it makes sense **for us to have our people** at the coalface.

## Who owns QCCN?

We are a Queensland-owned private company, headed by Managing Director, David Donohue. He has more than 25 years professional experience in communication, including 17 years in management and board positions with a number of professional consultancies.

## Why should I consider QCCN?

- We are experts in regional and remote Queensland.
- We offer high-level quality support in a range of practice areas.
- We are one of Queensland's top four consultancies\* outside Brisbane.
- Clients talk directly to Senior Consultants and/or the Managing Director.
- We have a state wide network which allows us to build "virtual teams" wherever we need them.
- We don't believe in "one size fits all" or "silver bullet" strategies we believe in individual solutions for individual clients.

## Is QCCN a "PR" consultancy or not?

The Canadian Public Relations Society ([CPRS](#)) recently adopted a modern definition of PR.

**"Public relations is the strategic management of relationships between an organisation and its diverse publics, through the use of communication; to achieve understanding, realize organisational goals, and serve the public interest.** "(Flynn, Gregory & Valin, 2008)

\* According to the Queensland Business Review 2010

We now take a broader view of the communication and engagement process, identifying “public” as one of the many stakeholder groups we may interact with on behalf of our clients - along with regulators, community organisations, landowners, competitors, and any other individual or organisation with an interest or involvement with our clients.

For many, the traditional focus of Public Relations is on one way communication to promote clients – we work to build shared understanding between clients and their stakeholders to help affect change – a step beyond simple communication.

### **What is “stakeholder relations”?**

A stakeholder is every individual or a group with intent on an organisation and/or project.

Stakeholder relations are the relationships between these individuals or groups with the organisation.

QCCN works to build and maintain relationships between organisations and their stakeholder to find common ground and better understanding.

### **How can QCCN effectively work in regional and remote locations?**

We are already on site or close by and with a good idea of the communities, geography and issues.

### **How is QCCN different to other major consultancies?**

Most major consultancies have a small number of senior staff whose main role is business development, supported by a herd of more junior people who carry the workload. We took a deliberately different view and sought to engage and retain a large group of senior professionals who have chosen to live in regional areas across Queensland. They undertake our project work and are in turn backed-up by a smaller group of support team of less senior professionals and administration staff.

All the other major consultancies serving Queensland have single large offices clustered in and around Brisbane. This brings them close to potential clients but means their view of the rest of Queensland may be clouded by distance. Our highly decentralised State means a lot of the real action is happening outside the metropolitan area and QCCN is dedicated to being there where the work is required rather than flying in as required.

### **With 8 offices and a team of just 18, QCCN must be spread pretty thin?**

Most of our regional presences are single senior professionals who have chosen to settle in regional centres across the State. They are highly competent to manage our requirements in their own regions and as required, they are able to reach back into our two larger offices in Mackay and Townsville for additional support from our consultant, graphic design and admin groups.

As they need, our senior people may assemble specialist teams in their regions to best meet the needs of specific clients and projects. These may take the form of “flying squads” including other specialists to meet emergent situations, or longer-lived project teams staffed from across the network or bolstered through local contacts.

**It looks like QCCN covers a lot of industry sectors and practice areas. Is this just hype?**

Our model of providing both on-ground coverage for State-wide activities and high level support for major projects means that we are attractive to clients across a number of industry sectors.

In essence, we are focussed on supporting any client with a need to effectively and consistently interact with stakeholders across all of Queensland, or establish a high level or intensive interaction in a specific regional location in Queensland

**Why is winning awards so important to QCCN?**

Professional awards programs are one of the best ways for us to have our peers benchmark our activities to help us to continuously improve our processes and outputs.

This professional recognition of our work is also one of the few quantifiable ways for clients to distinguish between those “walking the walk” and those just “talking the talk”.

Where appropriate, the benchmarking process also provides our clients and their projects with well-earned kudos.

**What sort of people does QCCN try to hire?**

We look for people with a range of fundamental characteristics:

- The ability to gather, understand and communicate what may be technical or emotive information
- The empathy to look beyond the words and actions of individuals and organisation to fully understand the situation
- The stability and maturity to deal with sometimes rapidly evolving and volatile situations
- The self-motivation and determination to constantly pursue excellence.

**Why doesn't your head office have any signage?**

Simple. The types of clients we work with are smart enough to find us, no matter where we are, and they appreciate the substance of our work more than a fancy office with faux marble columns.