

GRA PARTNERS

Media Statement

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GRA PARTNERS – A NEW NAME FOR A NEW ERA

Western Australia's most trusted government relations and corporate communications counsel, GRA Everingham, will now be known as GRA Partners.

Unveiling the new brand at a function last night to celebrate the company's tenth anniversary, Managing Partner Jason Marocchi said GRA Partners signalled a new era for the business.

"We are very proud of our achievements over the past decade. It's been a privilege to work with a range of companies, from the biggest in Australia and the world to some innovative small businesses and organisations, on complex public policy and regulatory matters at both the State and Federal level," Mr Marocchi said.

"While there is much to celebrate about the past ten years, we are also looking to the future.

GRA Partners is a new name for a new era and realising opportunities in new markets for our business."

A key component of the re-brand will be a formal corporate communications offering.

The firm has undertaken several corporate communications projects on behalf of existing government relations clients over the past decade, but will now actively pursue these opportunities in the Western Australian market.

GRA Partners is majority owned by Clemenger Group company GRACosway – Australia's leading public affairs and corporate, financial communications counsel.

Chairman Hon Eric Ripper AM heads up the local partnership, along with Mr Marocchi and Partner Amanda Reid.

ENDS

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