



**YORK PARK**  
GROUP



**Building Trust.  
Changing Minds.**



**York Park Group is a stakeholder strategy firm. We specialise in strategy and reputation, public affairs, transaction communications, and crisis and issues management.**



# Our Values

## Intelligence

Our advice is informed by understanding an issue from multiple perspectives and critically assessing information to refine our thinking. We are avid consumers of information and knowledge, and leverage relationships and networks to ensure our advice is relevant and informed.

## Intuition

We have overseen global public affairs teams, provided advice to Prime Ministers and political leaders and guided senior executives through crises. Our shared experience informs the advice we provide, and our curiosity and desire to continuously learn informs our intuition.

## Integrity

Our offering is built on the trust of our clients. We hold ourselves to high standards and work on matters where our expertise can deliver value. The relationships we share with our clients are our strength; our mutual trust ensures advice is provided with honesty and a joint commitment to achieve successful outcomes.

# Strategy and Reputation

---

"We bring together expertise in media, politics and corporate affairs to help clients build, maintain and protect their reputation."



# Your reputation underpins your ability to navigate challenges and create opportunities

Reputation drives your ability to run and grow your business, achieve outcomes, mitigate risks, engage with stakeholders and create change. With extensive experience working in and with the media, in politics and within business, we see things from all perspectives. We use these insights to support Boards and executives, to position organisations, and to guide clients through complex challenges.

Our work covers the breadth of internal and external communications activities. Our integrated service means we bring all the components together to help Boards, executives and organisations position themselves and build and protect their reputation.

## Our Services

Our strategies and advice are informed by a comprehensive understanding of our client's stakeholders, their organisational context, and desired outcome.

To help Boards, executives and organisations build, maintain and protect their reputation, York Park Group's services include:

- Board and Executive advisory
- Communication strategies and frameworks
- Stakeholder identification and mapping
- Narrative and messaging development
- Media and PR
- Corporate and executive positioning
- Crisis and issues management

## Our Training

We deliver tailored and practical spokesperson and media training, designed to help participants communicate with impact.

With decades of experience in the media, in politics, and in corporate communications, we help clients feel confident delivering a clear and consistent narrative in every forum.



# Public Affairs

---

“We combine politics, policy and positioning to help organisations influence key decision makers and stakeholders.”

# Your relationships and influence are critical to understanding and informing policy and regulatory landscapes

Government is either ‘the’ stakeholder or ‘a’ stakeholder. Policy changes, new regulations, and shifting public opinion can impact opportunities and plans. We advise and support clients to influence decision making, and to ensure the right people hear the right messages.

York Park Group identifies key decision makers, and creates opportunities to insert your needs into the political and regulatory landscape of the day.

We leverage our political and bureaucratic knowledge and experience to support clients going through regulatory-related issues and processes, parliamentary inquiries and consultations, and FIRB and transaction-related approvals processes.

## Our Services

We help clients build meaningful and lasting relationships with stakeholders across politics, the bureaucracy, and political sphere.

To position our clients to inform and influence the political and regulatory environment, York Park Group’s services include:

- Policy and regulatory strategic advice
- Stakeholder mapping and engagement
- Policy analysis, intelligence and insights
- Submission development
- Parliamentary Committee appearance support
- Lobbying advice
- Research and polling-informed messaging and campaigns

# Transaction Communications

---

**"You need a clear position, a defined narrative and strong understanding of all stakeholders to succeed in either growing or protecting your business."**



# A clear position, consistent narrative and stakeholder knowledge is core to a successful transaction

We support clients through commercial and organisational transformations, and market or activist challenges. We help protect and strengthen reputation and value through preparation, and by building trust with and managing stakeholders to mitigate risk and generate support.

When your company is at a pivotal moment - from announcing a key acquisition, to protecting against shareholder or competitor activism - the strength of your reputation and ability to effectively communicate and to mobilise stakeholders, both internal and external, is vital to any form of success.

Our integrated services across stakeholder engagement, navigating regulatory processes, and issues management supports our clients through commercial and organisational transformations and market or activist challenges.

We have assisted organisations and their external advisors – lawyers and banks – to protect against competitors’ expansion and stakeholder challenges, ACCC risks, mergers and acquisition, company integrations, and voluntary administration and insolvency processes.

## Our Services

To help companies during organisational transformations, mergers and acquisitions, complex transactions, and stakeholder challenges, York Park Group’s services include:

- Merger and acquisition communications
- Media and PR
- Stakeholder activist defence campaigns
- Regulatory and foreign investment approvals support
- Company integration and organisation communications
- Financial and insolvency communications



# Crisis and Issues Management

---

“How you prepare for and respond to an issue or crisis will play a large part in your organisation’s ability to survive and recover from negative media coverage or public perception.”

# Preparation and a comprehensive response determines your ability to navigate and recover from a crisis or issue

We work with clients to prepare for, manage and respond to crises and issues. We provide the expertise and strategic counsel to ensure you communicate with clarity and confidence.

Every issue for every organisation is unique. York Park Group works closely with clients to identify and understand the details of each issue, develop a plan that considers the range of potential scenarios for how an issue may evolve or progress, and develop messaging and communications materials for different audiences and channels.

Our team has provided strategic advice to organisations involved in the Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry, the Royal Commission into Aged Care Quality and Safety, the Royal Commission into Family and Domestic Violence (SA), the Royal Commission into Victoria's Mental Health System (VIC), and the Royal Commission into the Management of Police Informants, as well as Parliamentary Committee Inquiries.

## Our Services

We work with clients to identify and prepare for issues, and manage them when they become public. York Park Group's issues management services include:

- Risk identification and preparedness
- Strategic communications advice
- Media management
- Stakeholder communications and engagement
- Development of Crisis Communications Plans
- Tailored crisis scenario simulations

## Crisis Services

York Park Group provides 24/7 crisis communications support, including working in-house if required.



# Our Team

---

York Park Group provides dedicated teams and resources that align with the specific needs, processes and timelines of each client. Our team of specialists provides advice informed by decades of experience in corporate affairs, media and PR, and politics. Our clients receive specialist advice from senior and experienced leaders, with support from motivated and intelligent team members.



# Sean Sammon

## Managing Partner

### SPECIALIST IN

Executive and Board  
Strategy and Positioning

Transaction  
Communications and  
Regulatory Approvals

Activist Stakeholder  
Management and Mitigation

## Biography

Sean Sammon consults to and advises governments, executives and companies. He has worked on regulatory matters, crisis briefs and stakeholder activist campaigns.

A former government advisor, Sean was previously CEO of the government relations arm of a global communications business, a marketing business specialising in Chinese Australians. He founded York Park Group in 2020. Sean is currently on the Board of The Parenthood, an advocacy body for parents and children, and actively supports multiple not-for-profits with a focus on regional Australia.

Sean has a broad network across politics, media, sport and business. His approach to understanding and managing stakeholders has helped clients successfully manage responses to government legislation and regulatory change, community-led campaigns and complex transactions.

## Client Highlights

- Provided advice and strategic direction to a company that led to the establishment of a national corporate affairs team and increased government work from \$40 million to more than \$5 billion
- Assisted with reputation management and repair of key relationships for a high-profile organisation resulting in rebuilt trust, a new executive and strengthened governance arrangements
- Mitigated community angst for a large-scale infrastructure project protecting the reputation of the project owner and strengthening relationship with government
- Translated technical language and expert advice into an advocacy campaign to reduce regulatory requirements and improve relationships with key state and federal regulators

## Biography

Evelyn Ek is a specialist in strategic communications and issues management, with more than 20 years' experience in media and public relations, corporate affairs and politics.

Evelyn began her career as a TV news and current affairs Producer, working for the Seven Network and Network Ten. She then spent close to a decade providing media management and communications advice to some of Australia's most high-profile politicians, including Senator Penny Wong (as Minister for Finance and Deregulation), and former South Australian Independent Senator Nick Xenophon.

Evelyn also worked in Victorian politics, managing media for the Victorian Health Minister, and has held senior corporate affairs roles at two of Australia's most high-profile companies, National Australia Bank and Medibank.

Evelyn advises organisations across a range of sectors, including energy, health and medical research, financial services, aged care and education, and delivers media and spokesperson training to Boards and executive leaders, including preparation for Committee Inquiries and Royal Commissions.

She is a regular guest on ABC News Breakfast, discussing news and current affairs.

## Client Highlights

- Advised a global company during a cyber incident that affected its Australian operations for multiple weeks, including providing media support, preparing internal communications, and supporting customer and point-of-sale notifications
- Managed the transaction communications for the merger of two large human services organisations, which required extensive government, stakeholder, employee and client communications over a two-month transition period
- Advised a national member organisation through a challenging media issue involving a member of the Board, including developing an issues management plan for regulator engagement, member communications and management, media and social media, and internal communications
- Supported a major utilities provider to manage media, customer communications and stakeholder engagement following a regulatory breach and a record fine being issued
- Launched a policy proposal on behalf of an alliance of 12 local Councils and secured widespread media coverage, including a front page and double page newspaper spread and editorial, morning radio coverage, and stories in all nightly TV news bulletins
- Worked with two health and medical research alliances to advocate for government funding, resulting in a combined commitment of \$65 million over four years
- Managed communications for an organisational restructure for a national care provider which involved closure of community services, a merger and transition, and staff redundancies, including all staff and participant communications and media



# Evelyn Ek

Partner

SPECIALIST IN

**Corporate and Public  
Affairs Strategy and  
Reputation Management**

**Crisis and Issues  
Management**

**Transaction and Change  
Communications**



## Emma O'Sullivan

Senior Associate



## Geoff Walsh AO

Executive Chairman

### Biography

Emma O'Sullivan brings extensive media and issues management expertise to York Park Group, with over 20 years' experience as a TV news journalist. Emma was previously a senior news reporter for the ABC, Network Ten and the Seven Network and also acted in senior editorial roles, including as a producer and Chief of Staff. Throughout her career, Emma specialised in reporting on crime and legal matters, business news, consumer affairs and politics, including state and federal elections. She also covered Royal Commissions, Ombudsman and Auditor-General Reports, State Government Budgets and company Annual General Meetings, as well as natural disasters, including bushfires and floods. Emma was involved in rolling television coverage of major news events, and reported on nationally significant Supreme Court trials and High Court hearings, including leading Ten News First's coverage of Cardinal George Pell's court hearings and the 2019 Christchurch massacre. Emma works closely with clients to develop and deliver media and PR plans, manage issues, and to prepare executives for media interviews and other spokesperson activities.

### Biography

Geoff Walsh AO is an experienced advisor to political and business leaders. A journalist by training, Geoff worked at the Border Mail, the Herald Sun, The Age and the Australian Financial Review before becoming an advisor to Prime Ministers Bob Hawke and Paul Keating. Geoff then worked for the International Labour Organisation in Geneva and was Australia's Consul-General to Hong Kong from 1995 to 1998. He was also National Secretary of the Australian Labor Party for the 2001 Federal Election.

Geoff was Chief of Staff to the Victorian Premier Steve Bracks in 2006 before his appointment by BHP Billiton as Director of Public Affairs. Reporting to the CEO, Geoff was responsible for government relations in Australia and co-ordination of BHP's communications globally.



## Jacob Hopgood

Associate



## Fleur Wackett

Associate

### Biography

Jacob Hopgood is an economist and researcher, with experience working across government in policy making, research, data collection and analysis.

Jacob previously worked as an Assistant Economist at the UK Intellectual Property Office, where he completed analysis of the IP chapters of UK trade deals, as well as research into the impacts of IP policy changes and the use of IP by businesses to support innovation in the UK economy. He has also completed projects for IP Australia.

Jacob has experience in local government, working in the economic growth team of a large regional UK Council where he led business support operations including during the pandemic, and managed the delivery of European Union and central government funding programs. At York Park Group, Jacob leads PulseCheck and supports clients with research, policy analysis and submissions, and strategic communications and advocacy activities.

### Biography

Fleur Wackett supports clients with advocacy and engagement activities, research and policy analysis, and stakeholder mapping. She also manages the Australian Political Book of the Year Award program, which York Park Group co-sponsors.

Prior to joining York Park Group, Fleur worked at Asialink Diplomacy, helping to coordinate the 2024 ASEAN Australia Special Summit which convened leading experts from across Australia and Southeast Asia to address issues including geopolitical risks, trade, and sustainable development.

Fleur holds a Bachelor of Politics, Philosophy and Economics and a Master of Public Policy from Monash University. In 2022, Fleur undertook a global study tour to India with Monash University, focusing on bilateral relations between Australia and India.

# Contact Us



+61 417 137 419

[enquiries@yorkparkgroup.com](mailto:enquiries@yorkparkgroup.com)

[yorkparkgroup.com](http://yorkparkgroup.com)

Level 3, 1 Collins Street Melbourne 3000