

ROGER MCAULIFFE

Roger is a highly credentialed communications writer, with over 30 years experience writing in the advertising, PR, marketing and corporate video fields at the highest level.

He is also a published author and a qualified freelance journalist, accredited with the Australian News Syndicate. His expertise also includes the ability to write articles, media releases and speeches.

Roger's professional background includes many years as a senior writer with some of Australia's leading communication organisations, including Ogilvy & Mather, Clemenger BBDO, FAME in Sydney and the ZOO Group in Canberra.

He was a national board director of both Ogilvy & Mather and Clemenger.

He was also a partner and scriptwriter of his own corporate film and video company, The Visibility Group, in partnership with film director Russell Jordan.

As an advertising and marketing writer and video scriptwriter, Roger has produced a wide range of high quality written materials for a vast array of blue chip clients. They include:

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| SNOWY HYDRO | ACTEWAGL |
| AUSTRALIAN NAVY | DEPARTMENT OF DEFENCE |
| QANTAS | AUSTRALIAN TAX OFFICE |
| INDIGENOUS BUSINESS AUSTRALIA | VICTORIAN TREASURY |
| WA POLICE FORCE | DEPT. OF COMMERCE AND TRADE |
| BURSWOOD RESORT & CASINO | MIRAGE RESORTS |
| AUSTRALIAN MEDICAL ASSOCIATION | BMW |
| WOODSIDE PETROLEUM | CENTRELINK |
| ROCHE PHARMACEUTICALS | UNIVERSITY OF CANBERRA |
| CHANNEL 7 | SHERATON HOTELS |
| TOURISM COMMISSION | NETWORK TEN |
| SEAGRAMS | CAPITAL TELEVISION |
| OUTWARD BOUND AUSTRALIA | AUSTRALAND |
| TRANSACT | LAND DEVELOPMENT AGENCY |
| CANBERRA INSTITUTE OF TECHNOLOGY | REX AIRLINES |
| AUSTRALIAN BUILDING AND CONSTRUCTION COMMISSION | |

Roger is a professional wordsmith who understands and respects the various corporate and political aspects and sensitivities often associated with writing materials for high profile organisations and projects.

As a measure of his professional expertise and integrity, Roger is Top Secret security cleared (NVTs) through his work with the Australian Defence Department in Canberra.