



Emma Spillett

Communications Director

With a background in strategic health communications and change management, Emma Spillett is an experienced communications specialist, who is skilled in managing large-scale stakeholder communications and engagement.

Having been appointed as the Director of Communications for the Westmead Redevelopment project (NSW's biggest ever hospital infrastructure project), Emma is uniquely positioned to help healthcare organisations develop and implement strategic communications for both internal and external stakeholders.

As a senior government communications consultant responsible for transitioning staff, patients and visitors through major change, Emma is renowned for her ability to provide expert advice, strategy and communications tools in times of crisis and transition. Her communication style focuses on clear, concise messaging to the right people at the right time, with an emphasis on delivering high-quality, agile plans and communication tools.

Emma is the founder of ES Publicity and Events – a boutique PR agency, located in Mudgee NSW, which now services more than 20 clients, along with providing expertise on strategic communications for NSW Health Infrastructure, the Sydney Children's Hospitals Network and the Sydney Children's Hospital Foundation.

Career highlights:

- Served as Director of Communications for the Westmead Redevelopment project (\$1 billion health infrastructure project). Included managing communications team, developing communications plans to inform and engage internal and external stakeholders, developing communications collateral for major change management activities (transitioning 5000 staff cohort to new hospital facility, integrating two workforces, job/service restructure and relocation), updates to staff/patients/community, social and digital media.
- Communications lead for major change and broader stakeholder projects, including the Westmead Precinct, Westmead and Parramatta Light Rail interface, Westmead and Sydney Metro West interface, Cumberland Hospital mental health relocation, Merrylands Community Health Centre relocation and LHD-wide move to flexible working.
- Youngest ever Chief of Staff for *Illawarra Mercury* newspaper (Fairfax publication). Managed team of 15 journalists, along with daily print, digital and social media news flows and strategy.
- Established own boutique PR agency in 2019. Agency has grown to 22 clients, three additional staff and clients across industry/location.

Education:

Emma holds a Bachelor of Communications (Journalism) with Distinction and a Bachelor of Law from the University of Wollongong.

OVERVIEW

- Communications and engagement professional, skilled at developing and implementing strategic communications for change and transition
- Expert in developing a range of communications tools for both internal and external stakeholders, focused on offering right messaging at the right time to the right people.

KEY SKILLS & EXPERIENCE

- Communications strategy
- Copywriting
- Developing and delivering key messaging
- Stakeholder engagement & relationship management
- Crisis and contentious communications
- Change management
- Social and digital media
- Media management

SPECIALIST INDUSTRIES

- Healthcare
- Infrastructure and industry
- Tourism & retail

KEY CREDENTIALS

- Consultant for NSW Health Infrastructure, the Sydney Children's Hospitals Network and The Sydney Children's Hospital Foundation.