POLI PR

POLITICAL COMMUNICATIONS · CAMPAIGN STRATEGY

SERVICES.

ELECTIONS & COMMUNITY ADVOCACY

Everything your campaign needs, under one roof. Strategy, creative and media know-how for candidates, elected representatives, parties and causes.

POLIPR.COM.AU

Pricing valid October 2026. Poli PR prices include GST. Third-party software is billed directly by the provider.

ADVOCACY • ELECTIONS • ORGANISATIONS • POLITICAL PARTIES

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WE HELP BOLD VOICES RISE ABOVE THE NOISE.



SARAYA BERIC
Founder & Director

Poli PR is a strategic communications and campaign agency for candidates, elected representatives, parties and causes. Our team are former political staffers and campaigners. We know politics from the inside.

Whether it's a local council, state or federal seat, or a grassroots issue: we bring the expertise, creativity and hands-on support to help you connect and lead with confidence.

OUR RESULTS

11
Election wins across the Senate and local councils

4
Senate seats secured in a single federal campaign for One Nation in 2016

4.7%
Senate primary vote in Queensland from a four-month campaign with Senator Gerard Rennick

41M
Facebook views for Pauline Hanson in the month before the 2016 federal election

$1.7M
In electoral funding from the 2016 One Nation campaign

$47K+
Raised in under a month for The Australian Lobby Group

WHAT WE DO

OUR SERVICES.

Everything your campaign needs, under one roof, from one-off projects to fully managed campaigns.

01

SOCIAL MEDIA

Branded content, scheduling and strategy that keeps your message in front of the voters who matter. Fully managed, or DIY with our tools.

02

WEBSITES

From one-page candidate sites to party and organisation hubs. Fast, mobile-ready and connected to your supporter database.

03

EMAIL MARKETING & CRM

Supporter databases, branded templates and automated follow-ups that move people from interested to involved.

04

ADVERTISING & LEAD GENERATION

Targeted digital and print ads, and voter and supporter lead gen pages that grow your base through to polling day.

05

CONSULTING, MEDIA & PR

Campaign strategy, media releases, crisis support, speech writing and media training from people who have been in the room.

06

DESIGN, BRANDING & PRINT

Logos, style guides, corflutes, how-to-vote cards and flyers. Compliant, on-brand and delivered on time.

WHO WE HELP

BUILT FOR PEOPLE WHO WANT TO LEAD.

CANDIDATES

End-to-end support to stand out, connect with voters and run a professional campaign.

MPS, SENATORS & COUNCILLORS

Your behind-the-scenes comms team: consistent, timely and on-message.

ADVOCACY ORGANISATIONS & GRASSROOTS CAMPAIGNS

Amplify your cause, engage supporters and influence decision-makers.

POLITICAL PARTIES

Clear, compelling messages that strengthen your profile and expand your reach.

Running for office, building a movement or leading a cause? We back you with the strategy, creative and media know-how to win.

01

SOCIAL MEDIA.

Branded content, scheduling and strategy that keeps your message in front of the voters and people who matter. Fully managed, or DIY with our tools.

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MANAGED PACKAGES.

PLATINUM

$4,500

per month (28 days), incl. GST

- **28** branded square image posts with captions
- Swap up to **8** images for Reels, branded, subtitles included
- Posts scheduled by our team on Facebook, Instagram and another channel
- Management software for 3 channels
- 4 × 30-minute strategy sessions (Zoom)
- Real-time WhatsApp collaboration, priority response

GOLD

$2,955

per month (28 days), incl. GST

- **20** branded square image posts with captions
- Swap up to **6** images for Reels, branded, subtitles included
- Posts scheduled by our team on Facebook, Instagram and another channel
- Management software for 3 channels
- 4 × 30-minute strategy sessions (Zoom)
- Real-time WhatsApp collaboration

SILVER

$2,350

per month (28 days), incl. GST

- **16** branded square image posts with captions
- Swap up to **4** images for Reels, branded, subtitles included
- Posts scheduled by our team on Facebook, Instagram and another channel
- Management software for 3 channels
- 4 × 30-minute strategy sessions (Zoom)
- Ongoing email advisory support

BRONZE

$1,330

per month (28 days), incl. GST

- **12** branded square image posts with captions
- Swap up to **4** images for Reels, branded, subtitles included
- Posts scheduled by our team on Facebook, Instagram and another channel
- Management software for 3 channels
- 2 × 30-minute strategy sessions (Zoom)
- Scheduling support

First month is billed in advance. Your first strategy session is held two weeks before your start date. No advanced editing on original videos. Prices include GST.

HOW MANAGED PACKAGES WORK.

WHAT'S INCLUDED

- Branded square image posts created each month (12, 16, 20 or 28 depending on your package)
- Swap images for Reels with your branding added: basic editing and subtitles included, no advanced editing on original videos
- Content built from your supplied information, photos and videos, plus content sourced by our team, curated to your brand and message
- All approved posts scheduled by our team across your chosen platforms
- Access to our management software for 3 channels: create posts, manage inboxes and generate reports

STRATEGIC SUPPORT

- Platinum, Gold and Silver: weekly 30-minute online strategy sessions (4 each month)
- Bronze: fortnightly sessions (2 each month)
- Platinum and Gold: ongoing WhatsApp collaboration. Silver: email support for content changes

WHAT YOU'LL STILL MANAGE

Our management services do not include the following tasks. Please make sure you or a member of your team completes them for the best result.

- Keep a running list of community issues or topics you'd like to discuss and promote
- Provide key dates for upcoming events, appearances or initiatives
- Post additional organic updates, such as spontaneous photos, videos or moments from the community. You may provide these to us to post as part of your package too.
- Monitor and reply to direct messages in your inboxes
- Read and respond to comments on your posts
- Review your social media insights and statistics
- Maintain any databases or records of people who interact with your page

GETTING STARTED

To secure your place in our schedule, your first month is billed in advance.

Poli PR will hold your first strategy session two weeks before your package start date to gather content and begin creating your branded graphics and videos.

Please make sure all required materials are submitted before this session. Delays may impact your scheduled start date or reduce the number of posts published.

GET STARTED

CONTENT PACKAGES.

SELF-MANAGED

ITEM	QTY	PRICE, INCL. GST
Square images + captions	5	**$360**
Square images + captions	10	**$715**
Square images + captions	15	**$1,075**
Square images + captions	20	**$1,430**
Videos (Reels/Shorts) + captions	5	**$470**
Videos (Reels/Shorts) + captions	10	**$935**
Videos (Reels/Shorts) + captions	15	**$1,405**
Videos (Reels/Shorts) + captions	20	**$1,870**

You supply content ideas and key information; we design posts that fit your brand and hand them to you to post.

MANAGED PLAN ADD-ON

ITEM	QTY	PRICE, INCL. GST
Square images + captions	5	**$305**
Square images + captions	10	**$605**
Square images + captions	15	**$910**
Square images + captions	20	**$1,210**
Videos (Reels/Shorts) + captions	5	**$415**
Videos (Reels/Shorts) + captions	10	**$825**
Videos (Reels/Shorts) + captions	15	**$1,240**
Videos (Reels/Shorts) + captions	20	**$1,650**

Discounted bundles for clients on a managed package. Each post includes a custom graphic or video and a written caption.

MANAGEMENT SOFTWARE

from $5 per channel / month, incl. GST

CUSTOM COVER IMAGE

$70 Facebook, X, LinkedIn, YouTube, incl. GST

ANIMATED VIDEO OUTRO

$400 incl. GST, free with a managed package

ACCOUNT SET-UP.

SOCIAL ACCOUNTS SET-UP

Establish a commanding online presence with expertly crafted account set-up. Our team will create, configure and optimise your profiles on major platforms like Facebook, Instagram and TikTok. From captivating cover photos to compelling bios, we'll make sure your online identity shines and set the stage for a successful campaign.

AD ACCOUNTS SET-UP

Maximise your campaign's reach and impact by entrusting Poli PR with the set-up of your advertising accounts across platforms. Our experienced team will make sure your accounts are configured with precision, so you can efficiently run targeted ad campaigns that resonate with your audience.

PRICES, PER ACCOUNT, INCL. GST

FACEBOOK PAGE
$180
Profile, cover photo, bio, page optimisation

INSTAGRAM PAGE
$110
Profile, bio, optimisation

META BUSINESS SUITE
$180
Without ad account set-up

X (TWITTER) OR LINKEDIN
$180
Profile, branding, bio

TIKTOK
$110
Profile, bio, optimisation

YOUTUBE CHANNEL
$180
Channel set-up, banner, about, optimisation

LINK IN BIO PAGE
$220
Custom page design and set-up

AD ACCOUNT SET-UP
$180
Per platform, all social media channels

MANAGEMENT SOFTWARE.

Poli PR provides access to powerful social media software that lets you view, edit, duplicate and schedule posts, and manage inbox messages and comments, all from one central dashboard. It's included free with any managed package for up to three channels (e.g. Facebook, Instagram, LinkedIn). Additional platforms like X, TikTok or YouTube can be added from **$5 per channel per month (incl. GST)**.

SELF-PURCHASE PLANS

Prefer to self-manage? You can purchase your own subscription with full admin access, and Poli PR can connect to your account to assist with content creation and scheduling, while all content stays in your complete control.

PROFESSIONAL PLAN

USD 99

per month

- Scheduling and publishing across channels, with bulk scheduling and draft posts
- Post approval workflows
- Unified social inbox with saved replies and AI-generated replies
- AI captions and content discovery tools
- Social media and post performance reports, including scheduled reports
- Review monitoring on Facebook and Google Business
- Link-in-bio and landing pages
- Up to 15 social profiles
- 2 users

X ADD-ON

USD 29

per X account, per month

Add publishing, boosting, automations and analytics for your X account.

This software is supplied by a third party and billed directly by the software provider. Save 20% with yearly billing. Prices are subject to change; please refer to the provider for current rates.

02

WEBSITES.

From one-page candidate sites to party and organisation hubs.
Fast, mobile-ready and connected to your supporter database.

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CAMPAIGN READY WEBSITES.

ONE-PAGE

$990

or $1,650 with email marketing

- Banner, about and policy highlights
- Social media section and contact form
- Google Analytics, built on WordPress
- Email marketing option adds CRM set-up

LEARN MORE

GROUP / STANDARD

$2,365

or $3,080 with email marketing

- Home, about/team, news and policies
- Contact page and privacy policy
- Fully responsive, built on WordPress
- Google Analytics

LEARN MORE

PREMIUM

INCLUDES CRM

$4,521

candidate site, incl. GST

- About, news blog and how-to-vote page
- Policy pages, vision and community survey
- Donate page (PayPal/Stripe) and volunteer form
- CRM set-up and email templates included

LEARN MORE

PARTY / ORGANISATION

Get a quote

tailored to your needs

- Fully customised design
- Donations and recurring memberships
- Blog/media hub, volunteer form
- CRM and email integration

LEARN MORE

Prices include GST. All websites require the purchase of a domain and hosting. CRM and email marketing software must be purchased separately, and Poli PR can organise this. Email marketing requires a custom email domain. **See page 17 for hosting, domains and content pricing →**

ONE-PAGE & GROUP WEBSITES.

ONE-PAGE WEBSITE

A strong digital presence for candidates, advocates and councillors on a budget. Mobile responsive, easy to navigate and simple to update, so you can self-manage or have Poli PR handle it. Built on WordPress with a contact form that can feed your CRM.

BASE WEBSITE*

$990

- Main banner and navigation
- About section
- Policy points/highlights section
- Social media section
- Contact section
- Google Analytics (Google account required)
- Privacy policy

WITH EMAIL MARKETING**

$1,650

Everything in the base website, plus:

- Subscribe to mailing list section
- CRM database set-up
- Campaign News email template
- Media Release email template
- Connection to website contact form

GROUP / STANDARD WEBSITE

A professionally designed site for candidates, elected officials or community organisations: bios, policy platforms, events, media and supporter sign-ups. Fully responsive, built on WordPress, easy to update and able to connect to your CRM.

BASE WEBSITE*

$2,365

- Home: highlights, news, social feeds, subscribe, contact
- Subscribe to mailing list section
- About page / team page
- Blog: news, media releases, policies
- Donation link (PayPal or other fundraising site)
- Contact page and privacy policy
- Google Analytics (Google account required)

WITH EMAIL MARKETING**

$3,080

Everything in the base website, plus:

- CRM database / email marketing set-up
- Campaign News email template
- Media Release email template
- Connection to contact form for automatic updates

*All websites require a domain and web hosting/software. Purchase through us or individually.
**CRM and email marketing software is required and must be purchased separately from the software supplier; Poli PR can organise this. Email marketing requires a custom email domain, not a free service such as Gmail or Hotmail. Prices include GST.

PREMIUM CANDIDATE WEBSITE.

PREMIUM CANDIDATE WEBSITE*

$4,521

with CRM database, incl. GST

The full candidate website: a complete set of pages, site functionality and email marketing set-up, ready for your campaign.

*Requires a domain and hosting. **CRM and email marketing software is purchased separately from the supplier; Poli PR can organise this. Email marketing requires a custom email domain.

PAGES & FUNCTIONALITY

- Home: highlights, news, social feeds, subscribe, contact
- About the candidate
- News blogs: media releases, community updates, policies
- Policy points & vision pages
- How to vote (when candidates are finalised)
- Your community survey
- Native donate page: PayPal/Stripe connection
- Volunteer form
- Contact page
- Privacy policy
- Google Analytics (Google account required)

EMAIL MARKETING SET-UP

- CRM database set-up**
- Campaign News email template**
- Media Release email template**
- Connection to website contact form for automatic updates**

ORGANISATION OR PARTY WEBSITE.

A professionally built website helps any political party or not-for-profit build trust, engage supporters and streamline communication. We build comprehensive customised websites to support your growth, fundraising and outreach, with powerful integrations such as CRM, recurring donations and membership systems.

STANDARD PAGES

Home, About, Policy pages, News & blog hub, How to vote (for political parties), Contact, Privacy policy, and a Community Survey page for lead generation.

DONATIONS

Fully integrated donation page connected to PayPal and/or Stripe, with recurring donations, custom messaging, automated receipts and CRM tagging.

MEMBERSHIPS

Online sign-up with recurring payments (PayPal/Stripe), automated confirmations, renewal reminders and CRM tagging. Includes a secure Member Dashboard to manage subscriptions.

VOLUNTEER FORM

Custom form to collect volunteers, fully integrated with your CRM for follow-up and segmentation.

BLOG & MEDIA HUB

News and blog section for organisation updates, policies, community news and media releases, designed for easy sharing by social media and email.

CRM & EMAIL INTEGRATION

Set-up of your chosen CRM platform (e.g. ActiveCampaign, Mailchimp): all forms connected, contacts segmented with tags/lists, automated email journeys delivered.

EMAIL TEMPLATES

News update template, media release template, and internal membership or donation templates.

ANALYTICS

Google Analytics and Search Console integration to track website and search performance (Google account required).

Customised website: **quote on request**. All websites require a domain and web hosting/software. CRM and email marketing software must be purchased separately; Poli PR can organise this. Other software may be required depending on website functionality. Email marketing requires a custom email domain, not a free service such as Gmail or Hotmail.

HOSTING, DOMAINS & CONTENT.

WEBSITE ESSENTIALS

DOMAINS

$23 / $28

per year, depending on domain type, incl. GST

- **.au, .com.au, .net.au, .org.au**
  $23 per year
- **.com, .net, .org**
  $28 per year

A personal domain is required for email marketing software.

HOSTING & CARE

$39

per month, 5GB hosting, incl. GST

- Australian-based hosting with SSL certificate
- Pro WordPress software plugins, forms, social feeds and cloud backups
- Site software updates managed by Poli PR

CUSTOM EMAIL SET-UP

$66

one-off, incl. GST

- Google Workspace account set-up
- Or custom email via Gmail or hosting
- Custom email signature

Email marketing requires a custom email domain, not Gmail or Hotmail.

LANDING PAGES & CONTENT MANAGEMENT

VOTER & LEAD GENERATION PAGES

$660

per landing page, incl. GST

Dedicated pages that promote an issue, campaign or event and collect supporter details into segmented CRM lists. Includes Facebook ad copy and a connected form.

- Call for campaign volunteers
- Educate the community and ask for their views
- Event forums with sign-up to register

BLOG POST, UNDER 1,000 WORDS

$165

Editing and posting, incl. GST

BLOG POST, UNDER 2,000 WORDS

$275

Editing and posting, incl. GST

POST A PRE-WRITTEN ARTICLE

$44

Posting only, incl. GST

GENERAL WEBSITE EDITING

$110/hr

$55 per 30 min, non-structural, incl. GST

Keep your community informed: we recommend 2–3 articles or media releases per week, with full support from drafting to publication.

03

EMAIL MARKETING & CRM.

Supporter databases, branded templates and automated follow-ups that move people from interested to involved.

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EMAIL CAMPAIGNING & CRM SET-UP.

SET-UP PACKAGE

$715

one-off, incl. GST

Already have a website but need a professional email system? This package includes everything you need to get started.

A 1-hour training session is included so you can manage your communications with confidence.

SOFTWARE RECOMMENDATION, PURCHASE & SET-UP

Choosing the right email marketing and CRM platform can be daunting. We'll recommend the best-fit solution and handle the purchase, set-up and configuration for you, from automations to segmentation, tailored to your needs.

DATABASE MIGRATION

Already have a list of supporters, subscribers or constituents? We'll migrate your existing database into the new system, preserving all contact records and historical data for a smooth, hassle-free transition.

CUSTOMISED CAMPAIGN TEMPLATES

To make sure your emails look polished and match your branding, we'll create professional templates tailored to your goals. Your package includes:

- 1 × standard email template
- 1 × media release template
- 1 × e-newsletter template

EMAIL SOFTWARE & CRM MANAGEMENT.

Poli PR will help you acquire and set up one of the marketing industry's leading email marketing and CRM platforms, complete with automation, segmentation (e.g. supporters, volunteers, media) and branded email templates designed by our team. With email marketing, CRM and website tracking in one user-friendly platform, you can engage your audience more effectively and support growth across campaigns, causes and public service initiatives.

THIRD-PARTY EMAIL MARKETING SOFTWARE

CONTACTS	PRICE
Up to 1,000	**from $29/month**
Up to 2,500	**from $74/month**
2,500+	POA

Billed to you directly by the software provider. Prices are correct at time of publication and subject to change, so please check current pricing with Poli PR. Enquire for larger contact lists.

CRM DATABASE MANAGEMENT

GET YOUR OFFLINE CONTACTS INTO YOUR EMAIL LIST

$440

per month, incl. GST

We set up and integrate your CRM to work seamlessly with your website, email marketing tools and other platforms, and handle the import and organisation of external contacts collected through events, forms and outreach, so your data is clean, structured and ready for targeted communication.

GENERAL TROUBLESHOOTING / WEBSITE OR THIRD-PARTY SOFTWARE CONNECTION WORK

$110/hr

charged per 30 minutes ($55 per 30 min)

E-NEWSLETTER (EDM) MANAGEMENT.

Poli PR helps you run impactful email campaigns using professionally designed EDMs (Electronic Direct Mail) to keep your audience informed and engaged. We craft visually compelling emails that deliver updates on policies, events and community news, with clear calls to action. It's ideal for nurturing warm leads and maintaining direct contact with supporters, constituents and interested community members.

Need help to write and distribute your own email campaigns? Poli PR can do it for you.

STANDARD TEXT EMAIL

$77

incl. GST

General contents provided, under 500 words, basic editing by Poli PR.

MEDIA RELEASE

$99

incl. GST

Email or 1-page PDF, pre-written by the candidate (including quotes), basic editing by Poli PR.

E-NEWSLETTER

$215

incl. GST

Email with a 200–300 word intro and up to 4 story introductions, with basic editing and images.

04

ADVERTISING & LEAD GENERATION.

Targeted social media ads that put your message in front of the right voters, managed from first draft to final click.

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WHY ADVERTISE.

Social media advertising is one of the most cost-effective ways to amplify your campaign, engage your audience and drive real-world results.

1 BOOST ENGAGEMENT AND REACH

Put your message in front of tens of thousands of potential supporters.

Turn your posts into targeted ads to campaign for votes, promote an event or build awareness for a cause. Your content cuts through the noise and lands with the right audience.

2 PRECISE TARGETING AND CUSTOMISATION

Reach the exact communities and constituencies that matter most.

Target by location, demographics, interests and more: local voters, aligned supporters or issue-driven audiences. Targeting options may vary by platform.

3 CRAFTING EFFECTIVE AD COPY

Professional, persuasive messages backed by strategic visuals.

Poli PR keeps your campaign engaging and cost-efficient. Every ad includes multiple design dimensions, optimised for all major placements across Facebook, Instagram and other platforms.

Political accounts on TikTok are not eligible for advertising.

ON-DEMAND AD CREATION & PLACEMENT.

Campaigns are fast-moving, so our pricing is flexible: you're charged per ad copy creation and placement. Prices do not include your ad spend, which is paid directly to the social media platform. Each package runs for 2 weeks and includes targeting set-up, ad copy and management.

GOLD

$1,020

Facebook & Instagram, incl. GST

4 posts converted to ads. Max 1 image + 1 Reel per campaign. Targeting set-up, ad copy and full management.

SILVER

$765

Facebook & Instagram, incl. GST

3 posts converted to ads. Max 1 image + 1 Reel per campaign. Targeting set-up, ad copy and full management.

BRONZE

$510

Facebook & Instagram, incl. GST

2 posts converted to ads. Max 1 image + 1 Reel per campaign. Targeting set-up, ad copy and full management.

SINGLE AD

$350

Facebook & Instagram, incl. GST

1 ad. Max 1 image + 1 Reel. Targeting set-up, ad copy and management.

ADDITIONAL PLATFORMS (LINKEDIN, X) AND YOUTUBE

PACKAGE (2 WEEKS, INCL. GST)	GOLD	SILVER	BRONZE	SINGLE
LinkedIn or X, per channel (4 / 3 / 2 / 1 posts)	**$525**	**$405**	**$290**	**$175**
YouTube standalone (4 / 3 / 2 / 1 video ad campaigns)	**$1,020**	**$765**	**$510**	**$350**

Ad spend is paid directly to the platform by you. YouTube and Meta advertising requires political ad verification, and Poli PR will assist with the process. Political accounts on TikTok are not eligible for advertising.

PRINT ADVERTISING

Print advertising consists of graphic design. We can give your ad to the media outlet, or give it to you to pass on. We can also help with the management of printed ads. **See our Graphic Design services on page 30 →**

05

CONSULTING, MEDIA & PR.

Campaign strategy, media releases, speech writing and media training from people who have been in the room.

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COMMUNICATIONS CONSULTING & SUPPORT.

Our team provides guidance on content strategy, media relations and campaign messaging so your communication is clear, consistent and impactful. We can also assist with advertising bookings and media placement across print, online, radio and television, and tap into our trusted networks to pursue strategic opportunities. Consulting is available as ongoing support in monthly packages.

BASIC CONSULTING

$2,750

per month (28 days), incl. GST

- Consulting session 1 day per week for 30 minutes, booked and held via Zoom
- 3 × weekly email and text (WhatsApp) support for light advice during the week
- Strategic advice on content, messaging and voter engagement, including changes to existing campaign material
- Media relations support can be added

PREMIUM CONSULTING

$6,500

per month (28 days), incl. GST

- Consulting sessions 3 days per week for 30 minutes, via Zoom or phone
- Complete media guidance incl. PR, crisis management and booking advertisements (ad graphics not included)
- 2 media releases written and sent per week (added to your website if managed by Poli PR)
- Daily email and text (WhatsApp) support with priority access for urgent questions
- Strategic advice on content, messaging and voter engagement

MEDIA RELEASES & ADVERTISEMENT MANAGEMENT

$1,050

per month (28 days), incl. GST

- Up to 4 media releases written per month
- Assistance with media ad bookings to maximise exposure
- Graphic design is charged separately
- Unused media release requests expire at the end of each month

SPEECH WRITING SERVICES.

Need help crafting a clear, compelling speech? Poli PR offers professionally written speeches tailored to your voice, message and audience. Whether it's a short address or a major public statement, we'll make sure your words make an impact.

AVAILABLE IN THE FOLLOWING SPEECH LENGTHS

5 MINUTES	10 MINUTES	15 MINUTES	20 MINUTES	30 MINUTES
$440	$745	$1,020	$1,265	$1,595

Every speech is professionally written and tailored to your voice, message and audience. Prices include GST.

SPOKESPERSON & MEDIA TRAINING.

INTENSIVE SESSION

$650

1.5 hours, 1-on-1, incl. GST

Communicating confidently in front of the media or at public events is a critical skill for any public figure. Led by an experienced political media advisor, this intensive session provides real-world media insight and one-on-one coaching tailored to your role and campaign.

WHO IS THIS FOR?

- Political candidates preparing for interviews or debates
- Elected officials seeking to improve public communication
- Community leaders or advocates managing media or public events
- Anyone needing to refine their message under pressure

WHAT'S INCLUDED

- One-on-one coaching via Zoom or phone
- Practice interviews with real-time feedback and delivery coaching
- Message development aligned to your campaign or organisational objectives
- Media Q&A preparation to stay calm, clear and in control

WHAT YOU'LL WALK AWAY WITH

- Greater confidence speaking to the media and public
- Clear, memorable messaging that resonates
- A personalised approach for difficult or unexpected questions
- Techniques to control the narrative and stay on message

Take control of the microphone, and the message. Book your session with Poli PR today.

06

DESIGN, BRANDING & PRINT.

Logos, style guides, corflutes, how-to-vote cards and flyers.
Compliant, on-brand and delivered on time.

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GRAPHIC DESIGN.

Graphic design is a pivotal force in conveying your message, shaping perceptions and building a connection between candidates and their constituents. From compelling logos to engaging social media graphics, good design creates a distinct, memorable identity that resonates with voters and helps communicate your values and vision.

DESIGN PRICES, PER ITEM

CAMPAIGN CORFLUTES / SIGNS **$132**	GROUP CORFLUTES (ADDITIONAL) **$85**	TRI-FOLD BROCHURES **$275**	A4 FLYERS, DOUBLE-SIDED **$275**
A5 FLYERS, DOUBLE-SIDED **$176**	DL FLYERS, DOUBLE-SIDED **$132**	A3 POSTERS **$110**	HOW-TO-VOTE CARDS **$176**
BUSINESS CARDS **$110**	PULL-UP BANNERS **$176**	VINYL HORIZONTAL BANNERS **$176**	TEARDROP FLAGS **$88**
CAR BUMPER STICKERS **$66**	CAR MAGNETS **$66**	T-SHIRT DESIGN, PER SIDE **$44**	GRAPHICS FOR NEWSPAPER ADS **$132**

Design prices cover the artwork only. Printing is quoted separately, see page 32. Prices include GST.

BRANDING & STYLE GUIDE.

Your brand is more than a logo. It's how voters and the community see and remember you. Poli PR creates professional logos, colour palettes and typography systems, supported by a tailored style guide that gives your campaign consistency and credibility.

LOGO & STYLE GUIDE PACKAGE

From $750

incl. GST

CUSTOM LOGO, 3–4 VARIATIONS

- Full-colour version (basic logo; premium designs may incur additional cost)
- Version for dark backgrounds
- Version for light backgrounds
- Condensed or icon only, if required

TYPOGRAPHY & COLOUR

- Typography selection: professional font pairings for headings, subheadings and body text
- Colour palette: 3–5 core brand colours with HEX, RGB and CMYK codes for print and digital

MINI STYLE GUIDE, 2–3 PAGE PDF

- Logo usage rules (clear space, do's and don'ts)
- Colour codes and applications
- Font hierarchy and usage examples

FILE DELIVERY

- All major formats (PNG, JPG, PDF, SVG) for print and digital

LOGO DESIGN ONLY

From $220

incl. GST

- Colour, white, black and vector file versions
- Simple text / icon logo: a clean, simple text or icon-based logo for campaigns that need a quick, professional identity

PRINTING.

We manage the design and print process from start to finish for flyers, posters, corflutes, how-to-vote cards and banners, making sure your materials are compliant, on-brand and delivered on time. Below is a sample of approximate quotes, incl. GST and shipping to Brisbane. We can print a much larger range and ship across Australia. Please request a quote for accurate costs, and order early, especially during election season when printers are at full capacity.

ITEM	SPECIFICATION	QTY	APPROX. PRICE
Election signs (corflutes)	600mm × 900mm, 5mm thick	100	**$873**
Tri-fold brochures	A4 colour, folded, 150GSM gloss	1,000	**$457**
Tri-fold brochures	A4 colour, folded, 200GSM matt	10,000	**$2,629**
DL flyers	2-side, 200GSM matt	1,000	**$320**
DL flyers	2-side, 200GSM matt	10,000	**$693**
A3 posters	250GSM gloss	500	**$469**
How-to-vote cards	A5, 2-side, 150GSM matt	10,000	**$728**
Business cards	2-side, 420GSM matt luxe	1,000	**$123**
Pull-up banners	850mm × 2000mm	1	**$318**
Vinyl horizontal banners	3m × 1.5m	1	**$204**
Car bumper stickers	170mm × 60mm	500	**$368**
Car magnets (pair)	600mm × 300mm	1	**$188**
Teardrop flag, medium	With heavy base and bag, 2700mm high	1	**$345**

Printing costs are indicative and subject to change at the supplier's discretion. Please obtain an official quote before ordering.

POLI PR

READY WHEN YOU ARE

LET US MANAGE THE MESSAGE. YOU LEAD THE MOVEMENT.

GET STARTED

CONTACT US

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Founder & Director

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Pricing valid October 2026. Poli PR prices include GST. Third-party software is billed directly by the provider.

Our terms & conditions apply: **polipr.com.au/terms**

LOCAL COUNCIL • STATE • FEDERAL • ADVOCACY • PARTIES