

FOR AUSTRALIAN INDUSTRY, TRADE & PROFESSIONAL ASSOCIATIONS

My PR Partner Industry & Professional Associations Program

Position your association as the trusted voice and advocate for your industry

A 12-month online PR training program built exclusively for Australian industry and professional associations. CEOs, executive leaders, spokespeople, and communications, membership and marketing staff learn together, to maximise your impact.

- ✓ Establish your association as the trusted public voice of your industry
- ✓ Build strong trust and credibility with members, media and government
- ✓ Manage negative issues with confidence and protect your industry's reputation
- ✓ Advocate more effectively and use PR to influence policy and legislation
- ✓ Increase member value, engagement and retention

Training, resources and support, every single month for a year

This is not a passive video library. Each month, your whole team gets everything they need to position your association, grow membership, advocate effectively and stand confidently in front of media, government and members.

1

Training video + workbook

A new training module each month, with a workbook designed for individual learning and team discussion. Built to go deeper over time.

2

Practical resource

A downloadable tool every month: checklists, templates, policies, and media releases designed to help your team communicate, advocate and engage members more effectively.

3

Fortnightly Spotlight email

Short, sharp, timely insights between modules, with valuable PR and reputation strategies and guidance exclusively for associations. Forward to anyone on your team.

4

Interactive Q&A

Bring your specific circumstances to a monthly Q&A with Lyall and the expert panel. Real advice for your real situations.

Your month-by-month association program

Every month delivers a training video, a workbook, a practical resource, the fortnightly Spotlight emails and an interactive Q&A. The 12-month path is grouped into four quarterly phases. (Topics are current at this time but are subject to change and some modules may be substituted during the 12 months.)

Phase 1: Foundations (Months 1 to 3)

Build the mindset and find your voice

1
MONTH

Why you need a public voice: become the voice of authority and trust for your industry

Resource: Communication evaluation for your association

2
MONTH

Developing a whole-of-association PR mindset: prioritising effective communication

Resource: Communication tips for the entire team

3
MONTH

Doing social media well, with a social media specialist expert (association focused)

Resource: Social media tips

Phase 2: Advocacy and media (Months 4 to 6)

Get on the front foot

4
MONTH

PR that attracts new customers, supporters or donors: the growth PR strategy

Resource: Government relations and advocacy template pack

5
MONTH

Lobbying and advocacy case study with a CEO: How a national industry body turned disaster into success

6
MONTH

Building media campaigns that support your objectives

Resource: Media release and pitch templates plus key steps for media success

6
MONTH

Bonus · Handling media enquiries: protecting and amplifying your association

Resource: Template media policy

Phase 3: Membership, trust and crisis (Months 7 to 9)

Grow members, manage issues

7
MONTH

Growing and retaining members by increasing the value of membership

Resource: Member engagement and retention checklist

8
MONTH

Association board and governance risks, with Tim Whincop (Vocare Law)

9
MONTH

Managing negative issues and turning them into opportunities for trust

Resource: Issues-management framework for associations

Phase 4: Mastery and application (Months 10 to 12)

Sharpen and apply

10
MONTH

Featured association leader: an in-depth conversation on what worked, what didn't, and the lessons learned

Resource: Best-practice playbook from a successful Australian association

11
MONTH

Q&A month: the biggest questions and scenarios from program participants

Resource: Best-practice recap document from the year

12
MONTH

Media training for your spokespeople: the art of a great interview

On call all year, so your spokespeople are media-ready whenever you need them.

Led by one of Australia's most experienced association PR strategists

Lyall Mercer leads the program, with Australian guest presenters, specialty experts and association leaders joining throughout the year across various modules.



Lyall Mercer

Lead presenter | Co-founder, My PR Partner | Lead Strategist, CRC Public Relations

Former journalist with a 25+ year international PR career. Lyall has assisted state and federal industry and professional associations across Australia, New Zealand and the USA for 15+ years, spoken at numerous association forums and conferences, and trained executive teams, boards and staff in the art of effective communication and strategy.

Why association leaders choose this program

- ✓ A shared PR mindset across exec, comms, marketing and membership teams
- ✓ A ready-to-use library of resources, templates and checklists for associations
- ✓ Expert support from real Australian association PR consultants, not academics
- ✓ Practical advocacy frameworks to influence policy and legislation
- ✓ Guest presenters across advocacy, social media, association leadership and membership
- ✓ Monthly interactive Q&A on your specific association circumstances

Choose the level of support that fits your association

Every level includes the full 12-month training program. Support and Partner add hands-on PR assistance and support from the CRC Public Relations team.

Train Level Team training and resources \$440 per month · ex GST	MOST POPULAR Support Level Training plus on-call PR assistance \$840 per month · ex GST	Partner Level Full PR partnership with media training \$1,340 per month · ex GST
You will receive: ✓ Monthly video & audio resources ✓ Weekly Spotlight email ✓ Interactive Q&A ✓ Bonus training and resources ✓ Featured industry associations video training	Train Level PLUS: ✓ The essential PR and communication strategy checklist for associations ✓ Communications 'templates and tips' pack for associations ✓ Strategy planning consultation ✓ Access to special PR consultancy rates ✓ On-call PR assistance (6 hours)	Train Level PLUS: ✓ The essential PR and communication strategy checklist for associations ✓ Communications 'templates and tips' pack for associations ✓ Strategy planning consultation ✓ Access to special PR consultancy rates ✓ Personal, ongoing phone, email & Zoom PR support (20 hours) ✓ Comprehensive, personalised online half-day media training

Pricing released to the waitlist first · First 20 save 10%

Be one of the first 20 association members on the waitlist

Enrolments open soon. Founding-member associations save 10% on year one and get first access before public release. Lock in your association's place today.

[Join the waitlist](#)

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