

## Good Business Consulting rebrands as Pure Public Relations

Good Business Consulting lies at the heart of Pure Public Relations but new name better reflects refined PR offering

PR firm Good Business Consulting is changing its name to Pure Public Relations. The change more accurately reflects the company's move away from marketing and business consulting to a refined service offering and commitment to providing best practice across the spectrum of communication for small and medium-sized businesses, charities and not-for-profits. "There aren't many PR firms that only offer their services to small and medium-sized businesses, charities and not-for-profits. It requires a customised approach, agility, and an understanding of the unique constraints that these organisations face. "We believe that the size of a business or not-for-profit organisation should not determine the quality of advice, service, and results it receives. However, we continually see these organisations not being able to access the expertise that big budgets could. So we focus on outcomes, not outputs – it's pure and simple," said Phoebe Netto, founder and Managing Director, Pure Public Relations. PR must tie in with marketing and business goals to be truly beneficial. Pure Public Relations' success is in its ability to choose a program that makes business sense to each client, without distraction. While the business will draw on the services of contractors in marketing, design and technology when required, its focus moving forward will be purely on public relations. Additionally, Pure Public Relations doesn't have interns or junior staff working on campaigns and relies on the expertise and support of experienced senior consultants and contractors. "Consequently, if a PR opportunity is not of any benefit to clients, we have the experience and confidence to say no. We reserve our time and our clients' budget for the public relations that achieve tangible outcomes," added Ms Netto. Clients include tradespeople, charities, health professionals, consulting firms, retailers and education providers. "We understand small business, because we are one. And we understand charities and not-for-profits thanks to our experience as volunteers and our regular pro bono work for charities," explained Ms Netto, who is also a member of the Red Cross NSW Divisional Advisory Board. - ENDS -

### Contacts

Phoebe Netto  
(02) 9688-3325  
mailto: