

Marlow Communications

INTELLIGENCE

... A NEWS AND INFORMATION BULLETIN

December 2006 - compliments of the season to all our clients, suppliers and supporters

While our job is to tell stories for other people, from time to time we have some stories of our own to tell and these will appear on an ad hoc basis in INTELLIGENCE.

- Our most important message in this, the third edition of INTELLIGENCE, is to thank all our clients and associates for their tremendous support during 2006. Ours is a 'goodwill role' and Marlow Communications has been tremendously heartened by the positive response we have been given from a very wide range of companies, organizations and individuals. To each of you – thank you, our very best wishes to you for the festive season, and we will repay your support as work together in 2007.
- This has been a great year and 2007 will be even better as we focus on our objective of facilitating communication and understanding between clients in the exploration and resources industry; all levels of government; and communities.
- 2006 was our first full year of serving the exploration and resources industry. It has been a time of listening and learning for us, as well as providing a range of services which have added value to the operations of our client base. Exploration and resources is dynamic and Marlow Communications will remain on a learning curve and remain responsive as new players enter the sector and existing clients move from exploration to production.
- Our expertise in community and government relations is proving to be a great benefit, with PIRSA placing increasing emphasis on explorers building relationships with communities from a very early stage; and remaining open and transparent about their activities. While this is not mandatory (yet), a demonstrated commitment to community engagement through the life of a project from early exploration right through to rehab is highly regarded by the regulator.
- Our community relations services are under constant review and we are currently developing a means of providing clients with a demographic analysis of targeted communities to assist in the engagement process.

- In recent months we have also been providing new services which include strengthening our relationships at Ministerial Adviser level in SA, WA and Queensland; organization of Ministerial briefings at State and Federal level; and policy analysis following the change of leadership in the Federal ALP.
- Two additional services we will be highlighting and promoting in 2007 include the use of video as a record of project development, as a means of explaining projects to communities, and as a training and induction tool; and an increased emphasis on website content management.

All our intelligence from industry and government leads us to be bullish about the sector in 2007. At the same time, community engagement will be more important than in the past and we believe the regulator will increasingly be looking for evidence of community engagement plans in exploration and mining proposals.

If you are taking a break, enjoy your time off and I look forward to working with you in the New Year.

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Serving Australia's Resources Industry

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