

# Marlow Communications

## **INTELLIGENCE**

**. . . A NEWS AND INFORMATION BULLETIN**

**October 2007**

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*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.*

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### **Into the final quarter of another record year!**

- Isn't it a pleasure to come to work when there are great stories around like another record in exploration investment in SA . . . a huge increase in the resource at OD . . . and a potential billion-dollar oil strike by Innamincka?
- And congratulations to TOE and NEL on a win-win merger/takeover, creating a new \$400 million player in the Australian (and overseas) uranium exploration and development market.
- Much of the final work was done in the hours before Diggers and Dealers opened in Kalgoorlie and on the first two days of that event – including provision of the ASX statement and media conference to officially announce the proposed deal.
- Despite being busy as part of the deal team involved in the communications aspects, Marlow Communications laid the groundwork at D&D for a proposed affiliation with a major Perth-based communications specialist in the resources sector. We hope for an announcement on this before the end of the calendar year – opening up new opportunities for our SA clients and exposing us to business opportunities in the west.
- We've also been busy working with the SA Government on a campaign to attract more suppliers to the resource sector to the State, to take advantage of the \$260 million-plus per annum currently being spent on exploration here.
- One of the mainstays of our business remains community relations and engagement, and we are now managing or heavily involved in four such programs in the Adelaide Hills, Eyre Peninsula and the far north-east of the State.

- These involve Community Consultative Committees, public meetings, regional media including regular paid 'advertorial' columns, liaison with local government, identifying and working with concerned parties, identifying and working with champions for particular developments, writing and placing articles in targeted publications, and arranging and managing 'shopfront' presence in regional centres – along with writing and producing fact sheets and other project information.
- For one client we recently wrote and produced a short video to demonstrate world best practice in ore handling – successfully allaying a community's concerns about possible dust issues related to a developing project.
- And for two clients we assisted with the management of a visit to schools, business groups and political leaders by top Canadian radiation biologist Dr Doug Boreham.
- Since the last edition of InTelligence we've provided presentation coaching to a major law firm which is very active in the resources sector in SA. It's something you may want to consider with the AGM season rapidly approaching.
- And if you haven't finalized your presentations we'd appreciate the opportunity of working with you to develop key messages and PPTs – as well as presentation coaching.
- And with the footy season behind us, Christmas and New Year can't be that far away. We have already started working with some clients to develop a basic communications matrix/framework for 2008, locking in 'givens' such as major events/exhibitions; quarterly reports; project development timeframes; business plan milestones – all linked to key messages and corporate objectives. It's 'planning with flexibility' which helps identify peaks and troughs in the communication cycle, ensuring there is a clear, coordinated approach to the information flow. Phone or email for more information.

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*Serving Australia's Resources Industry*

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