

Marlow Communications

INTELLIGENCE

... A NEWS AND INFORMATION BULLETIN

with



September 2008

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.

- In the last edition of InTelligence I drew your attention to this statement from *Enduring Value: the Australian Minerals Industry Framework for Sustainable Development*:
 - ‘Unless a company earns that licence and maintains it on the basis of good performance on the ground, and community trust, there will undoubtedly be negative implications. Communities may seek to block project developments; employees may choose to work for a company that is a better corporate citizen; and projects may be subject to ongoing legal challenge, even after regulatory permits have been obtained, potentially halting project development’ (*Minerals Council of Australia, 2004*).
- That publication was one of many referred to at a SACOME/PIRSA Industry Workshop, “Community Engagement – the Way Forward” which I facilitated recently.
- If you were at the workshop you’ll know how successful it was; if you weren’t, the headline news is that there was unanimous agreement for the development of a set of principles agreed to by the industry and the government for guiding the planning and implementation of Community Engagement in SA’s resources industry.
- One of the speakers was former Premier and Hillgrove Chairman, Hon. Dean Brown AO, who gave his view of the six fundamental principles of successful community engagement:
 - A serious commitment to community engagement right to the top of the organisation
 - Effective communication and discussion about what the company is doing

- An effective channel to pick up issues from the community and have them considered at a high level in the company
 - An effective and quick decision making process
 - Effective communications back to the community on decisions and developments
 - Development of mutual respect and trust.
- Work will now begin on developing the set of principles; with a strong probability that they will bring a local focus to national and international benchmarks already in existence and used in other States.
 - Marlow Communications will play an active role in this process and subscribers to InTelligence will be kept informed of the progress and outcomes.
 - In related news, we are now offering all clients a database and recording service designed to meet PIRSA's requirements for capturing all Community Engagement contact details, including resolution and outcomes. This data is essential for MLPs and MARPs; for details please contact marcomms@bigpond.net.au
 - In case you missed the latest ABS stats which came out last week, the good news keeps on coming.
 - In the 12 months to the June quarter 2008, total mineral exploration expenditure in South Australia was \$355 million, up 36% from the 12 months to the June quarter 2007.
 - In the same period, SA's total mineral exploration expenditure comprised 14.4% of the national total.
 - And total mineral exploration expenditure at new deposits was \$134 million (112% higher than in the 12 months to the June quarter 2007) and \$221 million at existing deposits (12% higher than the 12 months to the June quarter 2007).
 - Growth in exploration expenditure at new deposits in South Australia during the 12 months to the March quarter 2008 remained the fastest among all states and territories, accounting for 13.3% of national expenditure during the period.
 - Our relationship with Hughes Public Relations continues to strengthen and we are now offering complementary services to a number of clients.
 - And we continue to work with Whitham Media Australia on corporate video projects. This doesn't have to entail high-end, high-cost projects: there are a number of options which sit between low-impact PowerPoint and fully-fledged DVD productions which can lift the impact of your presentations. Call us for details.
 - Finally, and very importantly, an update on last edition's announcement of our part-time associate in Port Lincoln. Myriam's role has now been expanded and she is assisting with research, writing and design work for a number of our clients, expanding our capacity to provide first-class service.

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