

# Crisis, vertical, media and more

## Brief

- BOC requires communication support across internal, external, media, government and key stakeholder groups. Some activity is day to day outreach, and some is major issues and crisis management to handle journalists, employees and suppliers during major upheavals.

## Scope of Work

- Crisis 24x7 media response line and communication strategy to media, internal and stakeholders during emergencies
- Issues Management – long term communication with comprehensive range of key stakeholders
- Media Relations to business and vertical media
- Product launches, promoting industry experts and specific marketing communication strategies across key sectors such as mining, safety, health, manufacturing, hospitality and engineering
- Internal Communication - from staff newsletters to organisational restructure support and deployment
- Corporate business positioning – develop programs to build reputation in safety, sustainability and business excellence
- Infrastructure and manufacturing plants - launches including Darwin Helium Plant in June 2008
- Community Relations – support national roll out of RYDA (Rotary youth driver awareness) and engagement with key communities and government



## Results

- Positive perception of BOC in media coverage
- BOC positioned as industry experts
- Clear & open communication in crisis situations
- Informed staff about internal matters with limited industrial impact
- Successful infrastructure launches across Australian industrial sites
- Positive grass roots engagement across Australia
- through successful community relations



Northern Territory Chief Minister launches BOC Helium Plant in Darwin