

Positioning a global leader in Australia



Alstom Australia required in-depth reputational public relations to profile its transport, energy and grid business in Australia to support its competitive tender and business development program at state and national levels.

Strategy

Primary developed a strategic public relations program tailored to each business areas' objectives from 2010 to 2013 executing a strategic government and stakeholder relationship building program to position Alstom and its expertise in the market.

Primary developed a tier one media relations program with key journalist to position Alstom as an opinion leader and contributor to national issues. As well as built and managed crisis media and issues programs in consultation with local and global internal communication teams

Primary created and executed high profile events to celebrate announcements and partnerships and provided ongoing senior counsel to the executive team on strategic communication, government and stakeholder opportunities on carbon pricing, transport infrastructure development, energy generation.

Outcomes

- » Primary increased Alstom's profile with tier one and industry focussed media nationally. Alstom is now considered as a 'first call' reference point on energy, transport and carbon pricing – media coverage and participation increased by 219% in 2011
- » Primary introduced and developed relationships with key Federal and State governments building a sustainable narrative and relationship for Alstom in each business category
- » Primary established new internal benchmarks for communication and media relations activity within the company globally

