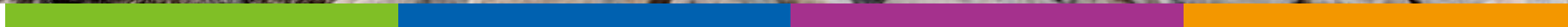




THIESS **STRATEGIC** COMMUNICATIONS & MARKETING | **PLAN** 2008&2009





OUR ROLE: PROTECT AND ENHANCE THE REPUTATION AND COMMERCIAL INTERESTS OF THIESS

OPERATING ENVIRONMENTS

The primary environments in which we operate are:

THE MARKETPLACE*



THE WORKPLACE



THE GOVERNMENT



THE COMMUNITY



A summary of the major initiatives supporting SC&M work in these areas is provided on page 7.

* Includes major bids and proposals.



THE MARKETPLACE

STRATEGIC INTENT

We want to work in a marketplace where our long time reputation for reliability, safety, integrity, professionalism, innovation and environmental sensitivity precedes us.

KEY MESSAGE

Thiess has a long history of successfully undertaking cost-effective, efficient and hassle free projects that meet expectations for environmental sensitivity and operational safety.

KEYSTONES

Professionalism – can do attitude – empathy – listening – our people – our management – visibility – accessibility – frequency – personal bearing – operational scope.

SUPPORTING INITIATIVES

- MD mobility and visibility
- Proactive media relations
- Proposals and bids team
- Improved online capability
- Q150 (Qld)
- 75th Anniversary
- Greenhouse Challenge Plus
- Half Yearly Reviews
- Client surveys
- Client functions



THE WORKPLACE

STRATEGIC INTENT

We want to attract, engage with and retain high-calibre, energetic people who will use their personal values to ensure that they achieve their maximum professional and personal potential.

KEY MESSAGE

We genuinely care about recruiting, retaining, including, supporting, enthusing and rewarding good employees.

KEYSTONES

Respect – listening – management visibility – clear, frequent communication – honesty – informality – fairness – respect – leadership by example.

SUPPORTING INITIATIVES

- MD mobility and visibility
- Direct support to HR recruiting and profile raising
- Improved online capability
- 75th Anniversary
- Workplace giving
- EWB Challenge
- Bi-monthly staff communicator
- Listening posts
- Staff surveys and tracking research



THE GOVERNMENT

STRATEGIC INTENT

We want to be regarded a bipartisan operator whose political awareness, community and commercial astuteness give us a clear, competitive edge.

KEY MESSAGE

We recognise that an effective relationship includes providing the political arm of government with bipartisan advice that is grounded by the depth of our expertise, our industry intelligence and our commercial success. We'll get the job done, on time, on budget and with no hiccups.

KEYSTONES

Confidentiality – personal relationships – visibility – accessibility – operational scope.

SUPPORTING INITIATIVES

- MD mobility and visibility
- Proactive media relations
- Q150 (Qld)
- 75th Anniversary
- Coordinated representational/lobbying program
- Half Yearly Reviews
- 2009 sponsorship of Parliamentary/Media ball
- Client functions



THE COMMUNITY

STRATEGIC INTENT

We want to operate in an environment that is supported by positive community perceptions.

KEY MESSAGE

This original Australian family company draws its success from a long term, can-do attitude that has been heavily influenced by its ability to balance its operations with its social, physical, cultural and environmental responsibilities.

KEYSTONES

Heritage – integrity – honesty – clarity – transparency – approachability – credibility.

SUPPORTING INITIATIVES

- Q150 Project (Qld)
- 75th Anniversary



SUMMARY OF MAJOR INITIATIVES

ANNEX	ACTIVITY	PRIMARY ENVIRONMENT				2YR BUDGET (\$000)
A	MD mobility, visibility & administration [#]					120
B	Proactive media					120
C	Proposals and bid team					Neutral
D	Improve online capability					150
E	Q150					300
F	75th Anniversary					700
G	Workplace giving					120
H	EWB Challenge					200
I	Greenhouse challenge plus					60
J	Govt representation and lobbying program					160
K	Governance and publications [^]					340
L	Bi monthly staff communicator					150
M	Listening posts/Staff surveys & tracking studies					340
N	Client surveys (x2)					100
TOTAL						2860

[#] MD mobility and visibility includes video messages

[^] Governance and publications includes Sustainability report, Financial report, Half yearly reviews, comms (media) training and crisis management exercises.

KEY: Marketplace Workplace Government Community



MD MOBILITY, VISIBILITY & ADMINISTRATION

CONTRIBUTES TO

- Delivering political, market, community and workplace key messages
- Staff retention
- Leadership development
- Thiess operations
- Effective market and government communications

ACTIVITIES

- Develop calendar of visits
- Map and articulate business drivers
- Map, record and maintain issues management data
- Create and maintain accurate contacts database
- Document and cover visits, speeches
- Produce video messages
- Co-ordinate Board and Senior Management activities
- Provide proactive media support to visits etc

KPIs

- Videos produced and uploaded within one week of schedule
- Business drivers clearly identified and processed by September 2008
- Issues management database created
- Well maintained contacts database
- Increased satisfaction by Executive Assistants and Personal Assistants in regards to contacts database
- Calendar of significant events created by end January 2008
- All speeches forwarded to MD minimum five working days before any event
- Measurably higher visibility in the media
- Increased positive media coverage

TIMETABLE

2007		2008					2009				
November	December	February	April	July	September	December	February	April	July	September	December
Safety video uploaded	Xmas & Crisis video	Video	Video	Video	Video	Video	Video	Video	Video	Video	Video
	Update database	Complete draft calendar	Assess database software	Migrate data into new software	All business drivers mapped	Issues management database					



Morning Bulletin
07/09/2007
Page: 7
General News
Region: Rockhampton QLD Circulation: 18452
Type: Regional
Size: 191.13 sq.cms
MTWTFSS-

Our top mine manager



By **RACHEL FOUNTAIN**
rachel.fountain@
capnews.com.au

SHE'S been big news in the mining industry for years but now Simone Wetzlar is about to become a household name.

Manager of Thiess's four Bowen Basin coal projects, Ms Wetzlar has been named Mine Manager of the Year as part of the Australian Mining Prospect Awards.

Asked about the award yesterday, Ms Wetzlar was humble.

"I'm very surprised about the award, and very excited," she said.

With a background in Human Resources, Ms Wetzlar said she felt fortunate Thiess had taken a chance on her.

"I have to pinch myself sometimes, thinking that I've been given such a great opportunity," she said. "There have been challenges along the way; mining by its nature involves you living in quite remote places at times, so there are personal sacrifices."

"But on the positive side, you get the opportunity to make very deep and long-lasting relationships; you

tend to have a team of people in remote areas, so you develop a real camaraderie."

Ms Wetzlar advised men and women interested in working in the mines to be persistent and not to overlook getting a trade.

"There is such a shortage of technicians, electricians and boilermakers; plenty of great trades," she said.

"A young person can go in there aged 16 or 18, and in four years be earning over \$100,000."

"The lovely thing about the mining industry in Australia is if you dream and you work hard, you can do what you want to do."



MINING DREAMS: Simone Wetzlar is one of Thiess's favourite daughters.
Picture supplied.



Dandenong Leader
12/11/2007
Page: 20
General News
Region: Melbourne Circulation: 41454
Type: Suburban
Size: 408.00 sq.cms
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Page 1 of 2

Light at end of the tunnel

Brigid O'Connell

THE last time a *Leader* reporter ventured down the long hole running under Mullum Mullum Valley was a dark and noisy place.

Workers and politicians as well as head-lamps as they walked through a freshly

overhead lighting ensures head-lamps are now an optional accessory.

Tunnels project manager Boyd Knights said about a third of the 130 tonnes of rock excavated from the tunnels had been crushed and brought back to level the road, which could be driven on for the first time this month.

Mr Knights said asphalt would be laid in next month, safety systems would be tested and the towers, which will be used to monitor air quality, would be installed by the end of the year.



Morning Bulletin
27/10/2007
Page: 6
General News
Region: Rockhampton QLD Circulation: 18376
Type: Regional
Size: 149.37 sq.cms
MTWTFSS-

Safety earns top award

BLACKWATER: A senior Central Queensland mining executive was awarded Thiess's highest leadership award at a ceremony in Brisbane on Thursday night.

Danny McCarthy, operations manager of Curragh North and South Walker Creek mines, was awarded the \$20,000 Murray Fox Lifetime Achievement Award for his contribution to mining safety.

The award was created in memory of Murray Fox, a former executive general manager of Thiess Qld, and encourages and rewards Thiess employees to develop and achieve their career aspirations, asks himself "is this all we can do?" is described as "ever striving to exceed company and personal goals and objectives".

Thiess managing director David Saxelby said the continued success of a company requires strong and effective leaders at all levels.

"Thiess prides itself on values based leadership and the Murray Fox Leadership Award enables us to develop future leaders," he said.

A highlight of Mr McCarthy's career was a world-class safety performance at South Walker Creek mine which was recognised with BHP Billiton Mitsubishi Alliance's highest Safety Award - the 'Platinum' Award in 2007.



TOP AWARD: Thiess managing director David Saxelby (left), Jenny Fox (Murray's widow) and Danny McCarthy.
Picture supplied

PROACTIVE MEDIA

CONTRIBUTES TO:

- Market credibility and top of mind
- Staff recruiting, engagement and retention
- Government relations
- Workplace pride and involvement
- Sustainability and Corporate Social Responsibility Profile
- LHL shareholder value through informed market analysts
- Crisis mitigation
- Holding company compliance

ACTIVITIES

- Work with Thiess Human Resources specialists to identify and exploit opportunities to lift the profile of Thiess as an employer of choice
- Seek, prepare and distribute stories that promote and protect the reputation and commercial interests of Thiess
- Establish a media calendar for special features in mining, resources and services etc
- Extend Thiess advertising spend with supporting editorial
- Improve media distribution lists
- Establish press and electronic news media contacts

- Improve effectiveness of media monitoring
- Work with Business Units to maximise their media opportunities

KPIs

- Increase in media monitoring reports that demonstrate protection, promotion of reputation and commercial interests of Thiess
- Increased coverage of Thiess (2008 over 2007) in careers and recruiting 'media'
- Calendars created in accordance with timetable
- Create effective and efficient media distribution lists as assessed by EM SC&M
- Create effective and up to date personal media contacts lists as assessed by EM SC&M
- Generate at least one Thiess specific positive feature article relating to EWB, Corporate Social Responsibility or Environmental responsibility per quarter
- Provide HR features with at last one positive feature article per quarter
- HR specialists provide at least two unsolicited letters/emails of support and appreciation for services provided

TIMETABLE

2008		2008 - 2009
February	March	Ongoing
Create national media calendar	Finalise all calendars with HR and recommend advertising/feature opportunities in general and specialist media	Work throughout Thiess to create increase top of mind awareness of its operations
	Create meetings timetable with Business Unit Comms personnel to assist with maximum exposure of their activities as required	



PROPOSALS AND BID TEAM

CONTRIBUTES TO

- Winning major projects
- Business drivers
- Marketplace

ACTIVITIES

- Create and maintain project datasheets
- Increase internal client base by offering services to Process, Indonesia etc
- Promote a Whole of Thiess approach to routine project bids
- Gather examples of competitor bids
- Develop repository of client testimonials
- Create and implement a project management plan
- Assess feasibility/requirement for mobile team and tools

KPIs

- All timetable items begin on time
- Projects database operational by June 2008

TIMETABLE

2008					2009			
January	March	April	May	June	February	March	April	May/June
Airport link finalised	Review project database	Gather competitor bids	Meet with Indonesia etc	Roll out Whole of Thiess project bid procedures				
	Survey needs of other internal clients		Start client testimonial collection		TBA	TBA	TBA	TBA

Thiess Online - Microsoft Internet Explorer provided by Thiess Pty Ltd

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print Address Book Favorites

Address <http://thiessonline.thiess.aus/index.htm> Go Links McAfee SiteAdvisor Open Contribute Edit in Contribute Post to Blog

Thiess Online

Quick Search Area Go Advance Search Help Blue Pages

Home Our Company People Projects TMS

My Toolkit

Top Five Forms:

- Leave
- Vasse Felix Wine
- Lift study: Dual crane
- Expense payment declaration
- JDE user administration request

Communitiess:

- Global Sourcing Group
- Health & Safety
- Graduate Network
- Document Management Network

Stress Ball Weather Quiz TPL Jarlon Buster Learning & Development Thiess Glossary LHL Shares Feedback


Latest News Other News & Archive

Pit wall collapse at Yallourn mine

A section of pit wall collapsed at the Yallourn mine last week, causing the LaTrobe River to flow into the mine. [More...](#)

Two years LTI free


Two of our Indonesian projects have recorded an outstanding two years LTI free. [More...](#)



Our People


Engineering excellence

Cairns-based Earl Alcon (left) has engineered his way to an award for excellence. [More...](#)



Thiess Art Prize finalists


The twenty-eight Thiess Art Prize finalists are currently exhibiting at the Queensland College of Art's (QCA's) [Dell Gallery](#) at Griffith Uni. [More...](#)



InFocus - Movember

The Movember challenge is now in full swing. Check out some of our Mo-growers at the half-way mark. [More...](#)


Money raised is donated to Prostate Cancer Foundation of Australia and beyondblue - the national depression initiative. [More...](#)



\$3,318

Work in Hand

This updated figure shows Work in Hand as at the end of October 2007.

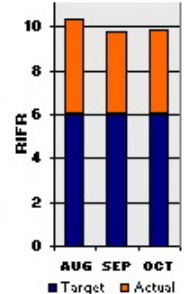


\$bn 10 9.89

Health Safety Environment

Recordable Injury Frequency

The chart to the right plots our health & safety performance against target rates.



Follow this link to find out more about Thiess' greenhouse initiatives

Site Map | FAQs | About The Site | Legal Disclaimer | Contact Us | Report Broken Links

TOL 2.03

Local intranet

IMPROVE ONLINE CAPABILITY

CONTRIBUTES TO

- Delivering market, community and workplace key messages
- Mobility and visibility
- Workplace giving
- Listening posts
- 75th Anniversary celebrations
- Thiess operations
- Knowledge management – (learning and development)

ACTIVITIES

- Updated daily
- Create online feedback (Listening post) mechanism
- Align content to reflect operations and activities (e.g. 75th Anniversary)
- Consistent content management protocols developed for Thiess
- Constantly monitor contemporary internet like Your Face, You Tube etc

- Support HR in developing various sites
- Conduct online surveys from time to time
- Create a Whole of Thiess policy/protocols for website development
- Review internet

KPIs

- Increased visitation to intranet
- Online feedback (Listening post) accepted and used
- Site reflects business operations
- HR is no less than 'highly satisfied' with support
- Online services reviewed and actioned by August 2008

TIMETABLE

2008					2009
February	March	June	August	October	January
Assess emerging trends	Introduce online measurements / surveys (April)	Introduce new technology (ongoing)	Launch new internet	Design 75th Online presence	Launch 75th Online presence
Design online measurements	Review online traffic	Internet re-design brief	Introduce Whole of Thiess website development policy/ protocols		



ABOUT Q150:

Queensland's 150th Celebrations offers companies active in the Queensland market unparalleled opportunities to connect with the people of Queensland.

Through partnership with Queensland's 150th Celebrations, companies can demonstrate their commitment to the ongoing development of Queensland whilst achieving their own specific business outcomes.

Q150

CONTRIBUTES TO

- Market, community and workplace key messages
- Promoting the company's heritage, scope of operations
- Workplace pride and involvement
- The promulgation of new Thiess logo should this be decided
- Building strong Qld State and local government relationships
- Increase Thiess bank of goodwill

ACTIVITIES

- Design, production and installation of a Tessellation sculpture with Thiess logo in every community in Queensland
- Internal communications support
- Proactive media generation
- Complementary to Thiess' 75th celebrations

KPIs

- Each Tessellation piece branded with Thiess logo
- Tracking research shows increased awareness of Thiess – 100 school children, 50 undergraduates, 50 public
- Staff surveys in Qld show positive response to Thiess involvement
- Public acknowledgement of Thiess' involvement in Q150 and contribution to the State by Premier on 10 occasions

TIMETABLE

2007	2008				2009					
December	February	June	October	December	January	February	April	June	November	December
Finalise agreement with Queensland Government	Design tessellations	Develop internal and external comms plans	Start comms	Tracking research phase 1	Installation	Opening by Premier	2nd event with Premier	Tracking research phase 2	Sponsor Qld Parliamentary Ball	Tracking research phase 3



75TH ANNIVERSARY

CONTRIBUTES TO

- Market, community and workplace key messages
- Promoting the company's heritage, scope of operations and sustainability
- Workplace pride and involvement
- Political communications
- Staff engagement and retention

ACTIVITIES

- Staff reunion
- Book
- Toyota national rally and special edition vehicle
- Q150 participation (see separate)
- Internal communications support
- Proactive media generation
- Thiess Alumni – TBC

- Values based leadership
- Increasing Thiess bank of goodwill

KPIs

- Reunion of more than 3000 participants
- Book published and distributed
- Release of Thiess Special Edition Toyota 4 wheel drive
- Media coverage measured and assessed
- Toyota 4WD national rally in support of Thiess
- Extensive media coverage in build up both nationally and locally

TIMETABLE

2008				2009						
January	February	October	December	January	February	March	April	July	October	December
	Book brief & author finalised			State client dinner	Ongoing int/ext comms	State client dinner		Book launch etc		Measurement
Plan & budget finalised		Internal comms, info pack	External comms starts	75th branding int/ext	State client dinner		State client dinner		Reunion & completion of Toyota rally	

EXAMPLES:



WORKPLACE GIVING

CONTRIBUTES TO

- Market, community and workplace key messages
- Workplace pride and involvement
- Staff engagement and retention
- Corporate Social Responsibility
- Demonstrate Thiess values
- Increasing Thiess Bank of Goodwill

ACTIVITIES

- Institute and formalise a Thiess Giving program
- Undertake staff surveys
- Analyse and implement findings of staff surveys
- Highlight Melanoma Foundation
- Create supporting internal and external communications program

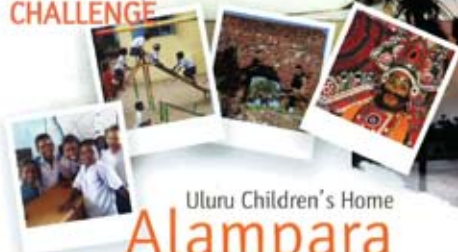
KPIs

- Surveys collated, analysed
- Thiess Giving program – measurement of staff adoption, amount raised
- Staff support of Melanoma Foundation as giving program partner

TIMETABLE

2008						2009					
January	March	April	June	October	December	January	February	March	April	July	December
	Management agreement		Start of Thiess giving program		Measurement/analysis of Thiess giving program			Staff survey			Measurement/analysis of Thiess giving program
Thiess Giving program proposal to management		Internal comms and staff survey		Internal comms follow up		Report to staff				Thiess Giving partners expo	

EWB
CHALLENGE



Uluru Children's Home Alampara 07

Take on the EWB Challenge to assist the sustainable development of Uluru Children's Home in Southern India.



engineers
without borders
AUSTRALIA

Use your engineering skills to create positive change for disadvantaged communities.

STATISTICS
There are some 25.7 million orphaned children in India. [UNICEF, 2005]

Malnutrition affects nearly half of all Indian children under age 5. [UNICEF, 2004]



"We can be the generation that no longer accepts that an accident of latitude determines whether a child lives or dies - but will we be that generation?"

BONG

The EWB Challenge

The EWB Challenge is a national design competition for first-year university students. The competition aims to develop students' learning experiences and key attributes through team-based design on inspirational sustainable development projects.

2007 Challenge

The 2007 competition requires university students to design projects to assist the sustainable development of Uluru Children's Home. Uluru Children's Home, south of Chennai in India, cares for 34 destitute and abandoned children who receive food, clothing and shelter in a safe, caring environment. They also have access to health care and education, which are crucial in giving the children life prospects they would otherwise be denied.

EWB is working in partnership with The East West Overseas Aid Foundation to provide community internet and IT facilities at Uluru Children's Home. A range of projects have been identified that will assist the sustainable development of the Home.



Contributing Organisations



CORPORATE SPONSOR

THIESS: Committed to sustainability

Thiess is a leading integrated engineering and services provider with diverse operations throughout Australia, Asia and the near Pacific.

Thiess aims to deliver successful outcomes to their clients across diverse operations in Building, Civil Engineering, Mining, Process, Environmental Services, Utilities Services, and Facilities Operation and Maintenance.

Delivering strong financial performance, ensuring the health and safety of Thiess' people, continuously improving environmental performance and contributing to the development of the communities in which Thiess operates is fundamental to achieving sustainable outcomes for all of their stakeholders.



PARTNER

The East West Overseas Aid Foundation (TEWOAF) is a volunteer-driven charitable foundation which aims to ease the suffering of poor and disadvantaged people overseas through a range of initiatives in health care, child welfare and education. The organisation was founded in 1992 by Dr Natteri Chandran.

Since its inception, TEWOAF has developed a number of projects in Alampara near Kadapakkam, a small fishing in the southern Indian state of Tamil Nadu. TEWOAF's main projects are the Uluru Children's Home, the Uluru Health Care Centre and the Post Tsunami Health Care and Research Project. The Foundation has also established a number of other community development projects in the region including youth groups, women's empowerment, microfinance and those that focus on health, the environment and education.

SUPPORTERS

aced
Association Council of Engineering Degrees



SPEAKOUT

ENGINEERS WITHOUT BORDERS CHALLENGE

CONTRIBUTES TO

- Market, community and workplace key messages
- Workplace pride, involvement and retention
- Corporate Social Responsibility
- Graduate recruiting program
- Demonstrating Thiess values
- Increasing Thiess Bank of Goodwill

ACTIVITIES

- Internal communications
- Introduction of EWB logo to graduate recruitment advertising
- Thiess logo and EWB logo with hyperlinks on respective websites
- Thiess presentations at participating universities
- Thiess participation in judging panel, awards ceremony, study tour
- Proactive media generation

KPIs

- Increased number of entries over 2007
- Engagements/presentations completed
- Increase in enquiry rates
- Strong association with EWB annual report

TIMETABLE

2008						2009				
January	March	August	September	November	December	March	August	September	November	December
		Presentation to participants x 5 unis	Management agreement to 2009 support		2008 Awards ceremony		Presentation to participants x 5 uni	Management agreement to 2010 support		2009 Awards ceremony
EWB launch to Thiess staff	Presentation to participants x 4 unis	Proposal for 2009 support to management	Presentation to participants x 6 unis	2009 Launch	Staff comms – 2008 awards & 2009 launch	Presentation to participants x 4 unis	Proposal for 2010 support to management	Presentation to participants x 4 unis	2010 Launch	Staff comms – 2009 awards & 2010 launch



GREENHOUSE CHALLENGE PLUS

CONTRIBUTES TO:

- Market, community and workplace key messages
- Mitigating Thiess' carbon footprint
- Increasing Thiess' bank of goodwill
- Workplace pride and involvement
- Corporate Social Responsibility
- Greenhouse issue intelligence gathering
- Tax fuel credits

ACTIVITIES

- Intranet and newsletter stories
- Internet and external stories
- Create proactive media profile
- Online forum (Listening Post) for staff
- Encourage the increased application of the GCP logo throughout Thiess

KPIs

- Extensive media coverage
- Hits on the intranet
- Brochures and signage numbers
- Working effectively with Thiess Environment unit

TIMETABLE

2008				2009		
January	March	June	December	January	February	2009 onwards
Ongoing promotion	Analyse impact of any emissions trading opportunities			Review of budget		Review GCP
Plan & budget finalised	Future of GCP program	Internal comms, info pack	External comms		Emissions trading	



GOVERNMENT REPRESENTATION & LOBBYING

CONTRIBUTES TO

- Risk management and formal Holding company compliance
- Thiess intelligence gathering
- Profile of Thiess as a major reliable and international supplier of services
- Effective and timely government communications
- Effective planning of resources
- Informed engagement with administrative arm of government

ACTIVITIES

- Ensure compliance with requirements of LHL, Aust Electoral Commission
- Provide strategic political advices and support to Business Units
- Provide support to client function
- In-house government engagement efforts
- Assist with the management, coordination and assessment of Federal and State lobbyists

- Mapping - Overlay electoral boundaries (fed, state and local) with project sites
- Identify and select appropriate conferences/events to attend
- Formalise political donations, assessment and leverage tool

KPIs

- Strategic advices sought out by senior management
- Tangle benefits derived from attending part conferences
- Meet with and report positive outcomes with two officials and elected members per month
- All compliance to LHL, ASX and Australian Electoral Commission are on time.
- Electoral overlays are completed by June 2008
- Finalise lobbyists program by September 2008

TIMETABLE

2008					2009					
February	March	April	June	July/Dec	February	March	April	July	October	December
On going lobbying – scoping projects	Qld local govt elections	Visiting plan finalised - international	Electoral overlays completed	Continue visiting program	Program of party conferences					
Working with suppliers	Finalise plan for 2008	Federal budget work	Federal budget response	Attend conferences Finalise lobbyists program by Sept						

GOVERNANCE AND PUBLICATIONS...

CONTRIBUTES TO:

- Formal reporting and compliance
- Government and client engagement
- Market, community and workplace key messages
- Workplace pride and involvement
- Corporate Social Responsibility
- Transparency

ACTIVITIES

- Produce Sustainability Report (SR) annually
- Produce Financial Report (FR) annually
- Produce Half Yearly Review (HYR) twice yearly
- Establish time line and project plan
- Establish common annual theme across all areas
- Create Thiess curriculum for communications training
- Conduct communications (media) training for selected personnel

- Complete and maintain Crisis Management Plan
- Conduct desktop and actual crisis management exercises
- Institute web-based issues management software

KPIs

- Establish contributors network
- Produce and distribute publications on time
- Distribute Crisis Management Plan by end December 2007
- Conduct a desktop and one Crisis Management exercise conducted no later than August 2008
- Thiess communications (media) training curriculum developed and circulated by January 2008
- Two sessions of communications (media) training conducted by May 2008
- Conduct at least two refresher courses for communications (media) training
- Issues management software developed and implemented by April 2008
- Positive feedback of communications (media) training via formal participant evaluation forms

AND CRISIS MANAGEMENT

PUBLICATIONS TIMETABLE

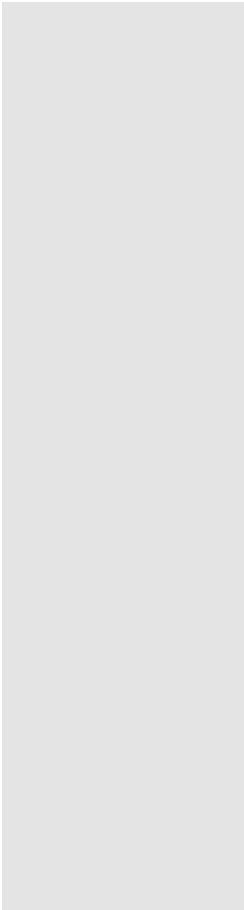
2008						2009				
February	May	June	August	October	November	February	May	June	August	October
	Finalise themes for SR/FR		Final draft SR/FR	SR/FR delivered			Finalise themes for SR/FR		Final draft SR/FR	SR/FR delivered
HYR1 delivered	Story deadline HYR2	Final draft HYR2	HYR2 delivered		Story deadline HYR2	HYR1 delivered	Story deadline HYR2	Final draft HYR2	HYR2 delivered	

COMMUNICATIONS (MEDIA) TRAINING TIMETABLE

2008						2009				
February	April	June	August	October	November	February	April	June	August	October
WA workshop	Workshop	Workshop	Workshop	Workshop	Workshop	Workshop	Workshop	Workshop	Workshop	Workshop
			Evaluation				Evaluation			

CRISIS MANAGEMENT TIMETABLE

2008					2009				
February	June	August	October	November	February	May	June	August	October
Desktop	Exercise with LHL		Complete review			Exercise with LHL			
Amendments	Amendments	Amendments	Amendments	Amendments	Amendments	Amendments	Amendments	Amendments	Amendments



BI MONTHLY STAFF COMMUNICATOR

CONTRIBUTES TO

- Market, community and workplace key messages
- Workplace pride and involvement
- Graduate recruitment
- Corporate Social Responsibility

ACTIVITIES

- Establish contributors network
- Create publications schedule
- Align with key company events
- Create distribution network
- Research tracking
- Feedback forms
- Tabloid on news stock/four-colour offset

KPIs

- Research completed and analysed by May 2008
- Design reflects research
- Issues published on time
- Establish contributors network

TIMETABLE

2008						2009				
February	April	May-June	Aug-Sept	Oct-Nov	Dec-Jan	Feb-March	April-May	June-July	Aug-Sept	Oct-Nov
Interim issue distributed	Research survey staff			Second issue		Fourth issue		Sixth issue		Eighth issue
Determine design plans	Finalise content, tone and manner	Final design confirmed	First issue	Tracking	Third issue	Tracking	Fifth issue		Seventh issue	Review



LISTENING POSTS / STAFF SURVEYS / TRACKING

CONTRIBUTES TO

- Workplace key messages
- Workplace pride and involvement
- Health and safety
- Graduate recruitment and staff retention
- Management visibility

ACTIVITIES

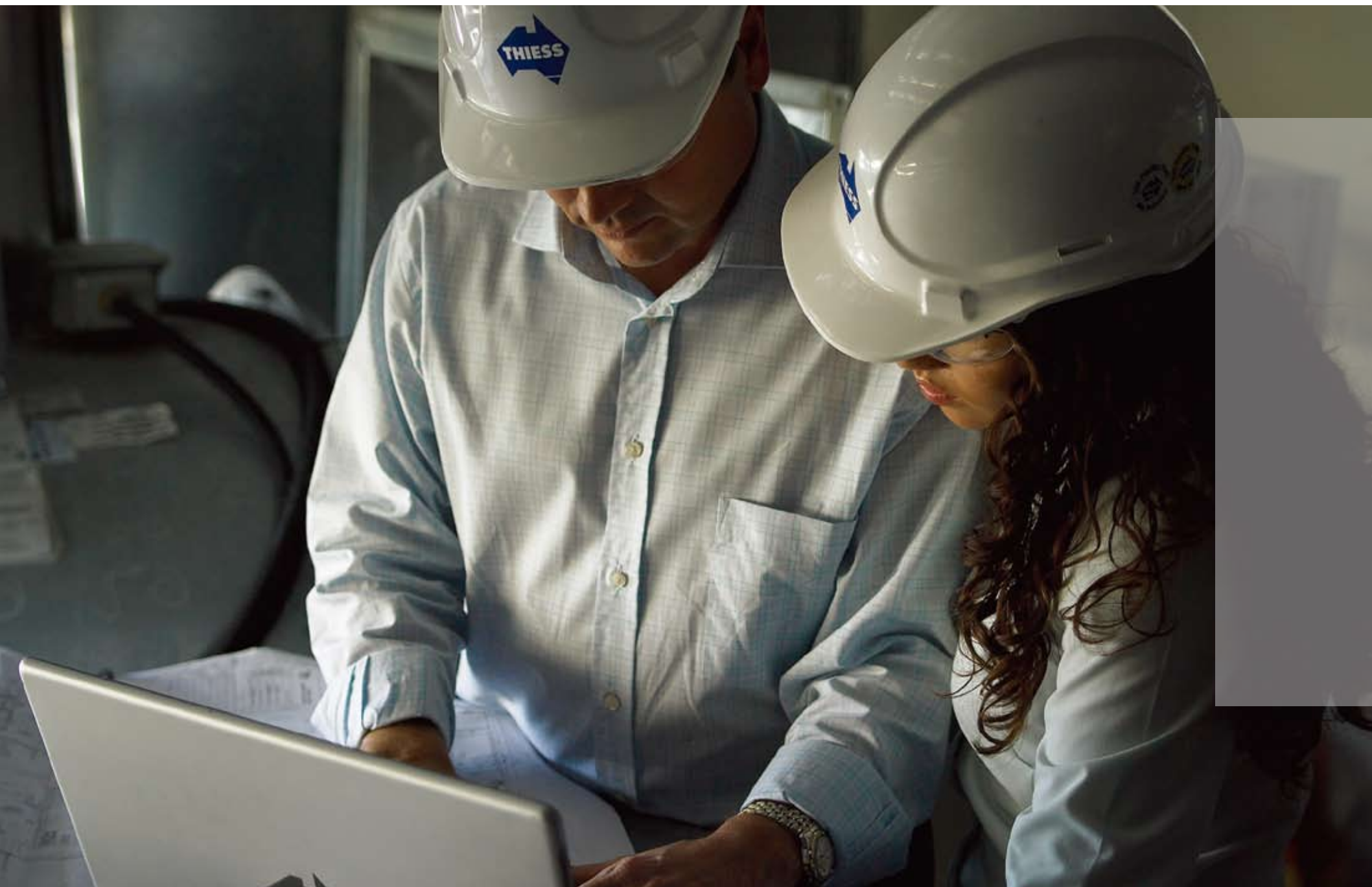
- Establish an entry into Toolbox Talks when appropriate
- Reply paid internal mail
- Web-based feedback
- Staff surveys and tracking research
- “Your View” page on the intranet
- Establish procedures for processing contributions
- Change all “feedback” facilities to Listening Posts

KPIs

- Staff surveys undertaken
- Finding and recommendation from surveys implemented
- Listening post concept embraced by business units and projects
- Uptake of “Your View” page

TIMETABLE

2008					2009			
February	March	April	May	June	February	March	April	May/June
	Staff & internal comms surveys launched	“Your View” intranet page	Survey results	Refine messaging		Staff survey	Analyse results	Refine messaging
Plan & budget finalised	Internal comms, info pack	Toolbox Talks	Web-based feedback	Implementing survey findings	Introduce new tools			Attitude measurements



CLIENT SURVEYS

CONTRIBUTES TO

- Market, community and workplace key messages
- Business planning and response
- Workplace pride and involvement

ACTIVITIES

- Review current questionnaire
- Work with Business Units to ensure reporting formats meet requirements
- Consider feasibility of conducting rolling interviews
- Institute six monthly reports

KPIs

- Each element of the timetable is achieved on time ie:
 - Reviews
 - Surveys
 - Reports
 - Distribution

TIMETABLE

2008						2009				
February	March	June	July	Nov-Dec		February	March	June-July	July onwards	Nov-Dec
Begin review of current questionnaire	Determine rolling interviews program	First six monthly report in new format	Rolling interviews	Second report in new format		Begin review of current questionnaire	Final design confirmed	Report issued	Rolling interviews continue	Fourth report
Work with BU to ensure reporting format meets requirements	Final design confirmed			Tracking	Third issue	Work with BU to ensure reporting format meets requirements				

