

July 2006

Westbrook Communications
Media and Investor Relations
News brings together news
and information on media and
investor relations issues from
around the world as well
as providing an update on our
news, activities and services.

Investors rate communication

A recent survey among equities analysts in the US, Europe and Asia by global public relations firm, Hill & Knowlton, has found that non-financial factors are becoming increasingly important in making investment recommendations.

Amongst the three most important non-financial factors analysts consider are:

- execution of company strategy
- transparent disclosure and strong governance
- clear and consistent communication with stakeholders

The survey showed that eight out of 10 analysts surveyed downgraded companies because of poor communication.

The most important topics on which analysts expect communication are strategic direction, progress against milestones or success against strategy and changes in the senior executive team. Next in importance are changes in company structure, new product or service developments, plans for mitigating risk and customer satisfaction data.

Analysts are looking for monthly or quarterly communication and the four most important methods are one-on-one meetings, results conference calls, company presentations and annual reports.

Apart from CEO-led communication the top three other sources of information are the media, a company's website and other senior employees.

In a healthcare component of the survey, an important non-financial issue which differentiated companies was their preparedness to go beyond company achievements to provide thought leadership on their sector and healthcare issues.

At times of crisis, healthcare analysts are most influenced by third party support of a company's reputation. Healthcare analysts also believe the most important factor driving a company's reputation, after financial performance, is quality of management.

(survey on <http://www2.hillandknowlton.com/crw/home.asp>)

Website needs

Reinforcing some of these issues was another recent survey among US analysts by Thomson Financial which focused on how analysts use websites and what they need from them.

The single most important piece of information rated by the survey was investor presentations. This was followed by annual and half yearly reports, corporate governance information, data on debt, earnings estimates and video content.

Email alerts are becoming increasingly popular as a means of receiving announcements as well as conference calls and webcasts.

The most important intangible asset at the forefront of investors' minds is management reputation and the most useful company evaluation factors are competitive advantage, guidance, macro trends and strategy.

(survey summary at <http://www.irzone.com/IRReport/20060418/irn1.html>)

Communication bits

- The controversial "So Where the Bloody Hell are You?" campaign for Tourism Australia has achieved a 71 per cent increase in weekly visits to relevant websites
- "Presenteeism", the practice of turning up to work when you are really not well enough to do so, can cost a company three times as much as absenteeism, according to Wollongong University researcher, Dr Don Iverson.
- The linguistic term "conversion", in which a word turns from one part of speech to another, such as a noun being made into a verb, is becoming a new dialect of management speak. A recent example noted was an Asian company deciding to "nearshore" part of its operations in Sydney. Deeming this acceptable is a "big ask" for many who have "skin in the game" of bringing plain English to the world of business.





Westbrook Communications News

Client clips

Grange Securities - topped the recent AsiaRisk poll as best financial institution in Australia in credit linked notes

Tutt Bryant - exceeded prospectus forecast in its first full year result as an ASX listed company

Australian Biodiesel - advanced its vertical integration strategy by buying oil seed crushing facility

Novogen - US based subsidiary begins phase III study for phenoxodiol

Alkane - wins government grant to take its Dubbo Zirconium Project to the next stage

Brickworks - conducts successful analysts' tour of NSW operations

Clover Corporation - appoints new CEO

Westpac - sells Village Life Property Trust

EMP Global - Bahrain based fund manager taps Australian market for US\$1 billion energy fund

Aevum - announces its intention to acquire retirement care assets from *Moran Healthcare*

BKR Walker Wayland - takes PharmAssist national

HGL - lifts half year profit

Media and presentation tips

- Successful media interviews are when you present a story and not just information
- Numbers don't speak for themselves - they need a story too
- What you say is more important than what is on a PowerPoint slide if you want people to pay attention to your presentation
- Reading your PowerPoint slides effectively means asking your audience not to listen
- Key messages and diagrams can cut down the number of PowerPoint slides dramatically

Did You Know?

- Humans first had their teeth drilled 9,000 years ago but dentists and doctors have only been using anaesthetic for 160 years
- Worldwide smuggling of wildlife is estimated at \$10 billion, second only to drug smuggling
- Hollywood's major studios lost an estimated \$6.1 billion to piracy last year with \$2.3 billion of that figure attributed to piracy over the Internet

Our Services

Communications strategy - development of the corporate story and how it is presented

Media relations - achieving a media profile, positioning and management of the news flow

Investor relations - achieving investor understanding of your corporate story

Shareholder communication - shareholders like to be informed – develop a complete program

Corporate affairs - conveying key messages to the media and government

Marketing communications - contributing to the marketing function with communications input

Crisis management - preparation for and management of communication at times of crisis

Media training – rehearsing your story to sharpen the value of the outcome

Graphic design – corporate design to match communications strategy

Government relations – accessing key decision-makers on a local, state and federal level

Westbrook Communications advises ASX listed companies, financial services and professional organisations on communication. Established in 1987, we have completed 45 IPOs, with our programs winning national awards for excellence in financial and investor communication. For inquiries, please contact Ian Westbrook, Cherry Dinh or David Reid

Westbrook Communications is Australia's leading independent financial public relations firm.

Our team comprises senior people with backgrounds in journalism and the investment markets, giving us an edge in advice on communication of business information.

Our years of experience enable us to advise companies on marketing and communication with the media, investors and the investment community.

Crucial to maximising the value of communication is guidance on the how and when as well as the content of what is said.

With our input your company can achieve the positioning and recognition it deserves.

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