

Corporate Profile

Established in 1987, Westbrook Communications specialises in financial public relations, corporate public relations and investor relations. We advise clients on communications strategy and implement programs to communicate business and financial information to the media, the investment community, shareholders and government

Our input is distinctive because we combine backgrounds in business – investment banking, capital markets and investment management – with years of experience in dealing with the media. This means we bring together an understanding of your business and the information needs of wholesale and retail markets and the media.

Activities include

- Communications strategy
- Investor relations
- Investor roadshows
- Investment community market research
- Media relations
- Creative media coverage
- Media training
- Annual Reports
- Newsletters
- Government relations
- Company announcement strategies
- Crisis management
- New float communications
- Merger and acquisition communications
- Corporate public relations
- Issues management
- New products
- Website, Audio visual

Transactions

Our many years of specialising in ASX listed company communication have given us experience across a vast array of industry sectors and differing types of transactions. Over the years we have been a communications adviser on more than 50 IPOs, as well as mergers and acquisitions, crisis management, capital raisings and guiding news flow.

Award winning

Many of our communications programs have been award winning. Through the Public Relations Institute of Australia, we have won several awards for excellence in financial and investor communications.

Our senior people include

Ian Westbrook

Extensive experience in financial public relations and investor relations. Previously an institutional investment manager (Amev Life) and an investment banker (Macquarie Bank). Member of FINSIA and the National Investor Relations Institute (US).

Cherry Dinh

Many years in financial public relations and investor relations. Previously a merchant banker specialising in structured finance with State Bank of New South Wales

Clients

We have advised many ASX listed companies, across all industry sectors and ranging in size from top 100 companies to smaller entities, on communication with the media, shareholders and the investment community.

In financial services, our communications input ranges across positioning products and services in their market, using communication to give them distinction and profile. In the property sector, our work encompasses communication surrounding property projects and the local government approval process.

Our approach

There are several angles that guide our approach. The key element combines analysis and planning with thoughtful action to deliver results that make a difference and achieve objectives.

With the best investment decisions based on understanding, our communications input is aimed at bringing this understanding process about in a way that is convincing and credible.

To us, share price is more of a story than a number. While numbers are critical, they need a context and the shape of a story to give colour to competitive advantage and a capability to add to shareholder value.

Our aim is to convert business information into news so there is tangible evidence of achieving milestones which is then reflected in a profile with the media and investment community.



WHAT PEOPLE SAY ABOUT US

"As far as I am concerned, when it comes to managing the media, you guys can walk on water"
Chief Executive, Not for Profit Organisation

"I've never been involved with any IPO which has resulted in as much media coverage as you have achieved and which has led to such a huge retail subscription."
Director, large Australian Bank

"We can always rely on the information we get from you and print it knowing it is factually correct"
Senior Finance Journalist

"I like using you because you understand our corporate strategy and so all it takes is for me to make a phone call and you can write me a speech, a letter to shareholders, a presentation, a stock exchange announcement or Annual Report"
Chairman, ASX Listed company

"I always like hearing from you because you have good ideas that make for interesting articles"
Senior Finance Journalist

"We wouldn't release any ASX announcement without talking to you first – you understand our business and its current circumstances and you know how we should express our views for the investment community and the media"
Chairman, ASX Listed company

"You are the only PR firm we have used that can get results for us in the financial media, or any media for that matter"
Chief Executive, International Group

"The media coverage you have obtained has helped shape our image and provided a significant boost for staff morale"
Managing Director, Financial Services Organisation

"Your work with the media in Australian and New Zealand has produced outstanding results, better than anything our US representative have managed, even with their resources"
Chairman, ASX Listed company

"I'm more than happy to take Westbrook's steer on this – the advice they've given us for PR in Australia has added value to our business."
Global Marketing Director, Financial products business

"Whenever you obtain some media coverage for us, it always increases our flow of business"
Director, ASX Listed company

"It's only because of you personally that your client has had so much coverage. Many other PR people would have been scrapped....."
Finance journalist

"Arranging media coverage the day after an analysts' presentation was an excellent outcome – whatever they're paying you wouldn't be enough"
Senior stockbroker

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

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

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

Crucial to this is guidance on the content of what is said and the how and when to maximise its value.

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

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