

Listed company Communications package

Stock exchange listed companies have a responsibility to communicate with four main audiences from a corporate perspective – the ASX, shareholders, the media and investment community.

There is overwhelming evidence that effective communication with these audiences has a positive effect on share price.

Set out below are two packages to give listed companies a cost effective way of outsourcing vital communication functions.

Crucial to the effectiveness of this communications effort is outsourcing to advisers who understand the corporate governance requirements of listed companies and who specialise in making corporate stories compelling.

Westbrook Communications is Australia's leading independent financial public relations and investor relations adviser.

Backed by years of experience, our point of difference is combining experienced consultants with backgrounds in journalism and investment markets.

The essential package

<i>BASIC ELEMENT</i>	<i>FREQUENCY</i>	<i>ACTION</i>
Results announcements	Two a year	Convert your announcement into copy for the media and investment community Conduct interviews with key journalists and analysts
Corporate news	At least two a year	Maximise the news value Use the news to retell your corporate story
Media training	Essential pre-requisite	Develop key messages Learn how to give an effective media interview Learn the differences of presenting to the investment community
Investment presentation	Several a year, including interstate	Combine key messages with arresting graphics Target retail and wholesale brokers Ensure you explain your business drivers
Corporate profile	Initial plus updates	An effective one pager Distribution to media and investment community
Annual Report	Once a year	Guidelines for drafting, to capture the key business drivers Win an Annual Report Award Achieve effective corporate marketing
AGM	Once a year	Increase attendance Include an investment presentation Create news from a statutory event



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 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.

Level 1
17 Castlereagh Street
Sydney NSW 2000

Telephone 61 2 9231 0922
Facsimile 61 2 9231 0131
info@westbrookfin.com.au
www.westbrookfin.com.au



Westbrook *communications*

The extended package

<i>BASIC ELEMENT</i>	<i>FREQUENCY</i>	<i>ACTION</i>
Corporate governance	Pre-requisite	Establish rules for disclosure
Investment marketing	Pre-requisite	Determine the basic drivers, value and context
Results announcements	Two a year	Convert your announcement into copy for the media and investment community Conduct interviews with key journalists and analysts
Corporate news	At least five a year	Maximise the news value Use the news to retell your corporate story
Media and presentation training	Essential pre-requisite	Develop key messages Learn how to give an effective media interview Learn the differences of presenting to the investment community
Investment presentation	Several a year, including interstate	Combine key messages with arresting graphics Target retail and wholesale brokers Ensure you explain your business drivers
Corporate profile	Initial plus updates	An effective one pager Distribution to media and investment community
Annual Report	Once a year	Guidelines for drafting Win an Annual Report Awards Achieve effective corporate marketing
AGM	Once a year	Include an investment presentation Create news from a statutory event Print the Chairman's address
Interstate media and investment community	Several a year	Include presentations in business travel itinerary Build contacts nationally
International media and investment community	When applicable	Tap into our international contact base
Market feedback	Twice a year	Find out what the analysts think Independently gathered feedback is crucial to strategy development
Share registry analysis	As relevant	Unveil nominee investors Target brokers and institutions who are not yet followers
Benchmarking	Twice a year	Assess communications of other sector participants Close the gap between share value and market price
Stockbroker followers	Throughout the year	Extend the stockbroker following
Investor newsletter	Three a year	Keep shareholders informed about your business context Extend the distribution to the media and investment community
Webcasting	Coincide with announcements	Voice/slides can be economical In keeping with good corporate governance
Website	Regularly	Ensure an effective investor relations component of your website
Operations tours	Once a year	Ensure analysts appreciate your decision making frame work
Audio visual	As needed	Tell your corporate story on video, audio or CD
Retail investors	Annual campaign	Boost shareholder numbers Institute a retail marketing campaign