

Services

From its specialisation in business and financial communication, Westbrook Communications provides a variety of services. Working with ASX listed companies in a variety of sectors and financial services and professional organisations, Westbrook Communications focuses on the corporate picture which it infuses into the variety of ways in which organisations need to spread their messages about their businesses and products and services. Audiences are diverse, ranging from the media, to investors, the investment community, governments, customers and the wider public.

Established in 1987, many of our communications programs have won awards nationally for excellence in planning, implementation and results achieved.

Communications strategy

Our work in communication often begins with devising the corporate story. From there we develop guidelines around how it is told through all aspects of company communication.

Individual programs need objectives, plans to achieve them and tactics to guide implementation.

Corporate branding can flow through to much of what a company has to say, whether it is through the chief executive speaking or the products that communicate to customers.

Media relations

A media profile does not come about by chance - it needs development of a news flow and building relationships with journalists. It also requires attention to the way in which messages are communicated to the media.

- News releases
- Key messages
- Print, electronic
- News development
- Media briefings
- Q&A
- National, regional, local
- Relationship building
- Media kits
- Interview preparation
- International
- Trade media

Investor relations

The basic component of our investor relations programs is building an understanding of a company's business with investors and the investment community. Programs also extend to gathering market opinion, disclosure practices, investor targeting and retail investor campaigns.

- Investment story
- Disclosure guidelines
- Retail campaigns
- Market opinion
- Research reports
- Brief profiling
- Investment presentation
- Institutional investors
- Register analysis
- National investors
- News flow
- Roadshows
- Company announcements
- Operations tours
- International

Shareholder communication

There are many opportunities to manage communication with investors to ensure they have a full understanding of a company's story, strategy and products

- Investor newsletters
- Website
- Annual report
- Letters
- AGM
- Q&A



Corporate affairs

Protecting how key messages are conveyed to all audiences achieves consistent communication.

- Coordination of message
- Corporate contacts
- One stop shop
- Business marketing
- Strategic links
- Outsourced objectivity

Marketing communications

Infusing corporate branding into marketing achieves understanding as well as product profile.

- Product launches
- Third party endorsement
- News from branding
- Spokesperson training
- News from products
- Kits, photography

Crisis management

Preparation is nine-tenths of sound management.

- Rehearse scenarios
- Spokesperson training
- Contingency planning
- Contact guidelines
- Scripts
- Media relationships

Media training

No matter how well you know your facts, rehearsing how they are presented in a story and combined in Q&A sharpens the value of the outcome.

- Understanding the media
- On camera work
- Key messages
- TV techniques
- Print and electronic
- How to make news

Graphic design

Achieving corporate quality and consistency in graphic design cannot be divorced from other elements of the communications program.

- Corporate influence
- Annual reports
- Branding
- Prospectuses
- Image, identity
- Newsletters

Government relations

Our contact with government ranges across local, state and federal

- Issues definition
- Property approvals
- Making a case
- Issues management
- Presenting the case
- Representation

Mergers & acquisitions

Our transaction record is extensive in this specialised area, utilising a variety of the services above and also:

- Communications strategy
- Staying in the news
- Key messages
- Shareholder contact
- Presenting to the media
- Direct mail coordination

IPOs

Over the past 17 years we have completed 36 IPOs, a number of them winning national awards for excellence in communication to the media and investors

- Creating a story
- Building a profile
- Preparing to meet the market
- Setting a style
- Making news from information
- Building investor appeal

Our distinctive combination of backgrounds in the media and the markets coupled with years of experience across many issues and crises produces excellence in communication and a commitment to results.

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.

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