



RESOURCE INDUSTRY MEDIA

Communications Events Engagement

Capability Statement and Case Studies

Resource Industry Media is a consultancy specialising in media-driven public relations, marketing, publicity, communications, events and promotional programs for the engineering, manufacturing, construction and services sector working in the resource industry.



Kieran Moran
Managing Director

What We Do

- The Four Pillars of Business Planning
- Media & Publicity Management
- Stakeholder Relations & Engagement
- Communications
- Marketing
- Event Management
- Reputation & Issues Management
- Media Training
- Social Media Strategy & Content
- Crisis Communications
- Brand Development
- Web & Content Development

Tell Your Business Story Right

The Australian resource and construction industry grows more competitive by the day where nothing is more important to your business than effective communication.

Your message must be clear. Your audience must be kept well informed and your brand and capabilities must be established and maintained.

We identify the best angles to promote your business to industry, government and the wider community to benefit brands, create captivating content, and use our widespread network of industry and media contacts to gain exposure and propel your business to success.

At Resource Industry Media (RIM) we believe it's not good enough just to churn out facts and figures and flashy images – the key to good communication to propel your business capabilities is stories; meaningful business narratives that engage and enthuse, that connect with us as not only as individuals, but to prime industry and government as well. Most of all, stories that are credible and convincing, that have the power to make people care and to move them to action.

How We Work

Relationships

Communication with our clients is a priority. We establish strong working relationships based on integrity, trust and passion. We value relationships with clients and our extensive networks of media and businesses contacts. After all, it's about relationships and people who are the basis of our success.

Marketing and Business Integration

At RIM, we understand the importance of integrating strategic media and communications that contribute to the bottom line. To achieve this, we either create independently or work with in-house marketing and business managers to ensure all our activities focus on supporting and maximizing our clients' objectives.

Partnerships

Partnering and working with like-minded organisations helps extend reach, add brand value and can take your business or a campaign to new heights. This is a key area of success for Resource Industry Media.

> We're Strategic

Everything we do at RIM is strategic and result driven. Our forte is in crafting and delivering measurable communication campaigns and strategies, many of which involve a wide spectrum of stakeholders.

> We're Creative

At RIM, we pride ourselves on delivering results through creative campaigns. We've created industry conferences, expos and forums including festivals and public launches of business marketing campaigns. A number of these campaigns received amazing significant national and even international publicity for our clients.

> We're Reliable, Flexible and Efficient

At RIM, we strategically work across and provide content for all communication channels and platforms, from owned channels (websites, blogs, e-newsletters) to social media and traditional media channels.



Our Services

The Four Pillars of Business Planning

Regional Industry Media implements long-term planning for our clients with what we call the 'four pillars of business'. The four pillars of business incorporate:

- a Strategic Plan;
- a Business Plan;
- a Marketing Policy/Strategy; and
- a Media, Communications and Stakeholder Plan.

The four pillars of business are designed to create the foundations of your business now and into the future as we believe without the four pillars, businesses unfortunately set themselves up for failure. As the saying goes, "fail to plan, plan to fail."

The creation of a Business Plan, Marketing Policy/Strategy and a Media, Communications and Stakeholder Plan, begins with a strategic planning session and the creation of a Strategic Plan. A strategic planning session assists with defining business goals, strategy and direction and also determines businesses values. Why are values important? The values of any business determines its aims, mission, objectives and its message.

Please note: RIM can deliver the four pillars either individually, combined or as a complete set for your business.

Publicity & Media Relations

Positive exposure in the news media is one of the most highly effective channels of communication, and over time greatly increases awareness in industry, the community and credibility for any business, government agency or not-for-profit.

RIM has widespread and close contacts across the media spectrum, the ability to recognise what qualifies as news and what doesn't, the skills to tell a story that creates action and to prepare media material quickly and accurately to the standards demanded by news organisations.

Corporate Communications

Whether it's business or strategic media, communications and stakeholder planning, an annual report, or even a capability statement or keynote speech, RIM knows how to craft the message that you need to deliver.

We listen, ask questions, drill down to the key messages, assess the target audiences, interpret and examine the opportunities and pitfalls and create a narrative that's powerful and authentic.

Across the gamut of corporate and industry communications, RIM functions as an extension of the executive team, providing positive input and working collaboratively while at the same time remaining at arm's length to offer objective, independent advice.

Event Management

Media conferences, official openings, launch ceremonies and other special events like conferences, expos and industry updates can be minefields for the inexperienced.

We have the proven organisational skills and systems, creativity, an insistence on attention to detail and, where necessary, the capacity to gain government and corporate sponsorship and take complete control, leaving clients free to gain the most benefit from an occasion.

RIM's contacts, knowledge and ability to arrange attendance from your target audience have proven extremely useful to our clients over more than 20 years, creating events that have attracted national and international media exposure but most importantly expose your business brand to the people that matter.

Brand Development & Activation

At RIM we believe brand is about more than just a series of media releases, press ads or a brilliant logo - We believe a brand is about desire.

It's a deep need to want to connect with your organisation's capabilities, products or services - for people to want to reach out and forge a relationship with something that elevates their sense of themselves.

A brand is an emotional and powerful force and unlocking that demands you listen to your audience, engage and excite their emotions, create a two-way conversation and develop the stories and images that move them to action and have the power to energise and activate.

Graphic & Website Design

RIM's expertise extends to all areas of communications including corporate identity, prospectus documents, E-Newsletters, website design, webpage development, publications and maintenance, electronic communication, brochures and posters.

Your brand is important to us and needs to project not only professionalism but a passion for success where your clients want to be a part of your business.

In today's business environment, brand projection and image is paramount. A vibrant, exciting and visual interactive message is everything where it not only influences audiences to engage with your business, but inspires them to use your services.

Reputation & Issues Management

Reputations built over many years must be jealously protected. RIM recognises internal issues have the potential to spill over into reputational impacts. We understand that the confluence of seemingly unconnected external issues with your day-to-day operations has the potential to enhance - or to detract - from your reputation.

RIM works with organisations to develop a thorough understanding of the environment and regulatory framework in which they operate. This enables us to remain alert to trends and shifts in the landscape that affect your organisation and to develop the tools, protocols and training necessary for you to adapt and respond to emerging issues.

Media Training

With our extensive media knowledge we are able to advise and demonstrate to clients the best way to handle situations involving the working media.

Training in how to react in an interview situation, what to say and more importantly what not to say, can be enormously beneficial particularly for someone lacking confidence or not often exposed to the media.

Our training programs place clients in "live" interview situations, enabling a constructive critique that improves confidence, minimises technical flaws and allows executives to communicate effectively on behalf of their organisation.

Social Media & Digital Communications

The reach, immediacy and useability of social and digital media means these channels are today a critical component of any integrated communications strategy.

Regardless of the medium however, the great power of a clear strategy and effective communication remains. At RIM we place the strategy first, from which we work with our clients to develop the key messages, target audiences and timelines to drive a successful tactical rollout across both online and offline platforms.

RIM work with traditional media personnel to ensure our clients' message is communicated effectively in real time across all relevant channels.

Crisis Communications

RIM understands that the key to successful crisis communications is prior planning. It's too late to work up your crisis plan once an emergency is erupting around you.

RIM works with organisations and individuals to identify potential points of crisis and help pinpoint the personnel who will be critical to a crisis response, assign roles and responsibilities, document procedures and compile incident checklists and instructions.

If required, we can provide media training in a simulated crisis situation with working journalists so the executives can experience proper one-on-one and pack media crisis interview situations.



Our Work

Gladstone Ports Corporation (GPC) Western Basin Dredging & Disposal Project (WBDDP)

The Situation

Dredging of the Gladstone Port was required so large LNG ships could enter the harbour once construction of three LNG plants was completed on Curtis Island. Before dredging started, Queensland and Gladstone experienced significant flooding causing toxic chemicals from surrounding agriculture to enter the harbour ultimately causing fish health issues and the loss of seagrass resulting in turtles dying. The event caused significant environmental issues, GPC received worldwide criticism due to environmental groups blaming the dredging.

The Action

At the start of the height of criticism Kieran Moran was contracted as Media Advisor to mitigate against significant criticism and implement a communication plan to the community, media, industry and government. Kieran advised GPC to be open and transparent, release scientific reports, publicise and create live water quality measurements, create better trusting relationships with all stakeholders, and implement a media, communications stakeholder plan.

The Result

To direct GPC's vision and to secure communications funding Kieran implemented the first WBDDP Media, Communications and Stakeholder Plan both internally and externally measured against well considered organisational and communications goals. The scope of the plan included brand/reputation management and all media related functions including stakeholder engagement activities and events. Implementation of the Plan secured extensive funding and allowed the project to be media managed professionally with all stakeholders and government regulators satisfied to allow the WBDDP be completed in designated time frames.



RIM director Kieran Moran in background laying on mudflats trying to get a better understanding of seagrass growth in the Gladstone harbour.



One of the images used for the GEA 'We're working on it' marketing campaign.

Gladstone Engineering Alliance (GEA)

The Situation

The GEA, a 200+ business member association working within the Engineering, Manufacturing and Services sector required a marketing campaign that would attract membership and highlight the associations services to all stakeholders including the community.

The Action

While working as GEA's Communication & Events Coordinator, Kieran Moran developed internal and external marketing, multi-media and engagement strategies across the entire organisation including a marketing campaign called 'We're working on it'. Instead of promoting just GEA, the campaign promoted the services of the organisations members where he used professional imagery of member businesses while at work including specific marketing content. The development of the campaign required him to develop GEA's Marketing Policy and their Media, Communications and Stakeholder Plan aligned with the organisations goals which ultimately gave direction to the marketing campaign.

The Result

The campaign was successful and gained significant membership with surveys indicating the utilisation of GEA member business and their employees' as the face of the campaign increased engagement with industry, government and the community due to those members taking ownership and self-promoting the campaign across their own networks.



Our Work

Queensland Department of Science, Information Technology, Innovation and the Arts (DSITIA)

The Situation

While contracting for DSITIA, RIM director Kieran Moran reviewed and identified gaps within the departments planning and deficiencies with the way the department utilised media/engagement opportunities for the department and the Minister. Despite press releases, reports and ministerial events, the department was not getting traction with their stories with all multimedia organisations.

The Action

Kieran proposed a proactive approach rather than reactive by developing greater multi-media opportunities and value to their audio/visual capacity across print, radio, television and social media/digital engagement, i.e. develop a comprehensive media unit that supplies media outlets including in-house media with articles, releases, images, audio and visual announcements pertaining to the department. He developed a detailed program outlining the above which was approved by the department's Minister and Director General and implemented in early 2014.

The Result

The results showed across the department both internally and externally significant coverage of the department's objectives, events and messages increased by approximately 300% across broadcast media, print, social media and in-house within a six month period. Due to the increase, DSITIA was approved to build a media unit housed at state government offices in George ST, Brisbane and implement media training for other departments facilitated by DSITIA.



Science and Innovation Minister Ian Walker and Dr Alison McCarthy take the drone for a test flight. A campaign RIN director Kieran Moran facilitated.



The Palm Island Spring Festival in 2000 attracted international attention and went towards changing attitudes worldwide.

Palm Island Spring Festival

The Situation

In 1999, RIM director Kieran Moran was approached by the Palm Island Aboriginal Shire Council Chairman to create a music festival for the community. He wanted an event that would attract international and national attention due to Palm Island being listed in the 1998 version of the Guinness Book of Records as "the most dangerous place to live outside of a war zone" predominately due to the high rate of suicide. The Chairman wanted to not only give his community a celebration they would not forget, but to change attitudes here in Australia and around the world.

The Action

Due to the Olympics being held the following year in Sydney, Kieran staged the two-day festival with national and local Indigenous artists during the Olympics to attract national and international media while they were in Australia. To assist with attracting world media, Kieran also arranged interviews with Cathy Freeman's paternal grandparents, secured over \$1M of funding through federal and state governments, booked national and local artists and arranged media from around the world to attend. A festival was held with national and local indigenous artists, was broadcast Australia wide across three national radio stations, got the Queensland Premier to open the festival and visit the island for the first time, and attracted numerous of national and international media.

The Result

Due to the Palm Island Spring Festival attracting significant political support, funding was secured to build a new wing of the Palm Island Hospital, the Palm Island Youth Center was built, numerous of Palm Islanders were employed, messages to change attitudes was broadcast across Australia and internationally, and the festival gained coverage worldwide including the front page of the Washington Post and the New York Times. Most of all however, the entire community witnessed and enjoyed a festival celebrating them, by 2001 the listing of being "the most dangerous place to live outside of a war zone" was removed from the Guinness Book of Records, the Palm Island suicide rate dropped by 50% the following year, and the festival is also now a main stay and is being held every year.



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