

NEWSLETTER

Dry Season Edition 2021

On the horizon

- > Cardno and Department of Infrastructure, Planning and Logistics – Arnhem Highway Duplication Planning Study
- > Core Lithium – ongoing communication, media and engagement support
- > Sun Cable – Social Impact Assessment and communication and engagement support
- > Department of Education – change management and internal communication support
- > City of Palmerston – Zuccoli Community Hub community consultation



2021 has shaped up to be a fantastic year, with True North working on some exciting projects while taking every opportunity to get together as a team for business and social gatherings. The dry season is well and truly here and we are enjoying being out and about supporting our local businesses and experiencing all the Territory has to offer.

OVERVIEW

We kicked off the year wasting no time at all! Keen for a focus on togetherness after 2020, we compiled a list of exciting events and scheduled them into the True North social calendar. We laughed along at live comedy, attended [Variety NT's](#) Variety of Chefs Gala and enjoyed a relaxing evening together at [Picnic at Cullen Bay](#).

We were also excited at the opportunity to have the entire team in Darwin for our annual Business Planning Day. Together, we collaborated on True North's organisational goals and mapped out our collective purpose through an engaging morning of brainstorming. We can't wait to share our new purpose strategy, which will guide how we contribute to our community and make it a better place. We ended the day with a flower arranging workshop with [Magnolia Flower Merchants](#) who helped us create our own fish bowl flower arrangements. It was a terrific day, focused on team building and planning True North's future.

In March, we said hello to our new look and feel website that was an updated reflection of True North. We made sure the revamped website catered to our clients' evolving needs and featured relevant content and useful resources.

We would also like to congratulate Sevasti and Brooke on the safe arrival of each of their newest family members, Aspasia and Mila. We love office cuddles with the two youngest members of True North.



The recent lockdown forced many Territory businesses to adapt to a constantly evolving situation. Our team made a quick dash to the office to grab laptops and hotlines, before we adjusted to working from home again. We are proud of all Territorians who did their part to keep the community safe and get us back on track.

We are also pleased to continue our ongoing project work with our long-term clients, such as the Northern Territory Government, Department of Defence, Tetra Tech Coffey, EcOz Environmental Consulting and City of Palmerston to assist them as they navigate this next chapter of the year.

STAFF PROFILE

Joy has been a valued member of the team since joining True North in 2016. Originally from Cairns, Joy is a proud Territorian after relocating to Nhulunbuy in 1984 then to Darwin in 2007 and embracing the Top End lifestyle.

Joy is our Office Manager but her duties extend well beyond any title. With experience working in PA and EA roles, Joy is the first point of contact for our clients in the office. She oversees administration responsibilities, business actions as well as day-to-day tasks.

Before True North, Joy worked in the mining industry assisting with community relations and mining sub-lease renewals. She is a fountain of knowledge when it comes to anything IT related and always offers to lend a helping hand to our team and clients.

"One of the best memories I have with the team is collaborating on the True North rebrand," Joy says.

"I've always appreciated when the entire team can be involved to help guide the direction of the business."

Most days, you will find Joy spending time with her family and three playful pups: Cora, Abbey and Bella. She has a green thumb and is also handy with a thread and needle and enjoys crocheting in her spare time.



JOY

Three questions with Joy



- > **Favourite food from the markets:**
Laksa – Palmerston Markets
- > **Best restaurant/café recommendation:**
Hanuman
- > **The last show you binge-watched:**
Behind Her Eyes

CASE STUDY

OUR REFRESHED TRUE NORTH WEBSITE

Earlier this year, our team decided it was time that the True North website had a refresh as we recognised our clients' needs were evolving.

It was time to reevaluate our website's look and feel to ensure it reflected our brand and resonated with our client base. We wanted to achieve a fresh look that was more user friendly, engaging, and informative. In collaboration with the Northern Territory Government Business Growth Program grant, we worked with Darwin-based web design agency [Webb & Flow](#), whose creative vision guided us to achieve our end result; a clean and minimalistic website that is updated with relevant and engaging content and resources.



Our revamped website features both a 'News' and 'Case Studies' section which provides snapshots of our completed and ongoing projects and explores the topics of interest which allow readers to gain an insight into the work we do.

We are proud to offer our clients an updated online space that is more relevant, consistent, and accessible. We will continue to monitor and update the website as we provide clients and visitors with engaging content well into the future.

To visit our updated website, [click here](#).

CASE STUDY



POWERING THE FUTURE WITH HIGH GRADE LITHIUM

Core Lithium is making a name for itself in the Top End for all the right reasons. Its Finnis Lithium Project is kicking continuous goals towards first export next year.

The Finnis Lithium Project encompasses two projects – the approved Grants Lithium Project which is set to start construction in the coming months, and the proposed BP33 Lithium Project. Located in the Berry Springs region, the projects will involve mining, processing and exporting high grade spodumene lithium.

The company already has sale agreements in place and will be a significant player in supplying lithium for the global development of batteries and electric vehicles.

True North has provided communication services to this significant project since 2017 including extensive and regular stakeholder and community engagement, undertaking social impact assessments required for regulatory approvals, general communication services and media support.



We are proud to work with a company committed to a sustainable environmental, social and economic presence in the Territory. The project ticks several important boxes including a commitment to employ local workers where possible, enhancing job and training opportunities for local Aboriginal people and ensuring the project delivers local community benefits.

This month we completed a detailed Social Impact Assessment for the BP33 Lithium Project and look forward to seeing the project successfully move through its approvals process.

CHANGE MANAGEMENT

At True North, we love the opportunity to sink our teeth into the often-unappreciated discipline of internal communication and change management.

Managing Director Elena Madden started her career in this area and likes to tell clients and colleagues alike how vital it is for the future success of an organisation to get change right and communicate to employees with purpose.

Change management is the processes, tools and techniques to manage the people side of change to achieve the required business outcome. It helps individuals make successful personal transitions to adopt and realise change.

The ultimate goal of a change management strategy is to engage the people in the change to make the change successful. This is done through creating a shared vision and good communication.

We recommend Prosci's ADKAR goal-oriented model of change management. ADKAR is an acronym that represents the five tangible outcomes that people need to achieve for lasting change: *awareness, desire, knowledge, ability* and *reinforcement*. The ADKAR Model is an effective tool for planning change management, equipping your leaders to facilitate change, and supporting your employees throughout the change.

Our most important tip for communicating through change is to address What's In It For Me (WIIFM). This is about putting yourself in other's shoes, understanding what their fears are and clearly articulating how the change will affect them on a day to day basis. This is a crucial step to building trust and eventual ownership from the team. Change is scary but a high performing workforce is one that can be comfortable with change.



STAFF PHOTOS



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