

NEWSLETTER

Dry Season Edition 2023

On the horizon

- > Supporting the Australian Electoral Commission with PR for the upcoming Voice Referendum
- > Providing PR support to the Australian Electoral Commission for the upcoming Voice Referendum
- > Marketing the opening for City of Palmerston's new SWELL aquatic precinct
- > Delivering West Daly Regional Council's inaugural Strategic Plan and 2022-23 Annual Report
- > Social media management and content creation for RSPCA Darwin's Save the Paws Ball

OVERVIEW

We have welcomed some new faces this year, and we are so pleased to have Consultant Alex Mackay and Graduate Consultant Huntar Hakim join the team! Alex joins us from an investor relations background and adds her extensive experience in corporate communications, marketing, social media and project management to the team.

Huntar has travelled to Darwin all the way from Sydney, making the move up north with her gorgeous dog Flex for her first communication role after graduating from Western Sydney University in 2021.

Senior Consultant Claire and Managing Consultant Hollie recently spent time in Groote Eylandt for GEMCO engaging with the community to inform a Social Impact Assessment (SIA) for expanded operations.



The team out to lunch to celebrate the end of the financial year

Over the last 6 months the team has travelled across the NT for several projects, taking our consultants from Alice Springs to the Tiwi Islands and back again.



Sarah and Huntar have travelled back and forth from the Tiwi Islands supporting Power and Water in their community engagement for the Indigenous Essential Services Prepayment Electricity Metre Replacement Program.

Alex has spent the last 5 months doing excellent work with the Department of Industry, Tourism and Trade supporting the Adelaide River Off-stream Water Storage Project (AROWS).

Elena enjoyed some time back in Alice Springs leading facilitation for the Foundation for Rural and Regional Renewal Helping Regional Communities Prepare for Drought Initiative.

Sarah and Huntar have also visited Katherine as part of our long term support for the Department of Defence RAAF Base Tindal PFAS Remediation Program.

BUILDING AND MAINTAINING MOMENTUM ONLINE

By Emily Milikins

We are halfway through the year, and so far, 2023 has seen some exciting new projects take shape in the Territory.

From infrastructure to events, the Territory is brimming with exciting news about new projects taking shape. Unfortunately, this means the social media market is oversaturated and it can be hard to promote your project over everything else.

So how do you break away from the crowd and let your project shine?

Here are some tips and tricks for building and maintaining momentum online for your next project:

01

TESTING, TESTING, TESTING...



Practice makes perfect, so don't be disheartened if your ads don't pull in the numbers you want straight away. Testing is a crucial part of marketing, especially if this is your first time reaching out to new audiences online. Refine your posts, timing, content and platform use each time and you'll start seeing the results you want.

03



STANDARD POSTING FOR OUTSTANDING ENGAGEMENT

So you don't have a lot of money to be throwing at online ads? No problem. If you have a social media page, you already have an audience just waiting to hear all about your new project.

Start posting regularly once a week or fortnight, and slowly build as your event grows near!

The biggest risk with posting a lot is that your audience gets bored with your content, so don't be scared to spice things up a bit — in fact, we recommend it!

02

START WITH A GOOD PLAN



Planning is everything, and here at True North we don't dive into anything without a clear idea of what we want to achieve and how we will achieve it. Think about what message you're trying to convey and the timeframe you have to convey it. If you're not a few steps ahead, you will quickly fall behind.

04



IT'S ALL ABOUT EYEBALLS

As many of them as possible on your ads. Think about the platform your target audience spends their time on where they interact with you the most. If you often field questions and comments on Facebook, that is your go-to platform to grab the attention of your audience, and others like them.

If you want more information about getting the best bang for your buck on your next marketing campaign, give us a call on 08 8981 6445 or email us at truenorth@truenorthcomm.com.au

HUNTAR(ING) THE NORTHERN LIFE – MY TRANSITION FROM SYDNEY TO DARWIN

By Huntar Hakim

Leaving the busy city life in Sydney and settling in the tropical town of Darwin has been a massive change and an amazing adventure. Sydney boasts a busy urban environment characterized by its fast-paced nature and grid-locked traffic! Which is why I wanted a change.

I am very much an outdoors person, enjoying all things camping, fishing and 4WDing, making Darwin the perfect location for me. With so much to explore up here in the Top End, it was almost too hard to turn such a great opportunity down when Elena offered me a position at True North.

Relocating to Darwin to start my graduate role at True North has been a very rewarding experience.

A good graduate position that allows you to continuously grow and learn is a very important milestone for kicking off your career. Being able to develop professionally within a workplace by learning new skills and discovering what I enjoy doing is crucial in my development as a communications professional.

True North has provided me with the opportunity to contribute and learn from a diverse range of significant projects providing valuable work experiences to achieve my professional career goals.

The team advocate for a healthy work-life balance. Their flexible working conditions allow me to never feel like I'm missing out on the next best camping spot, while still maintaining the strong work ethic I developed in Sydney. Being able to work in a place with like-minded people is just an added bonus.

If you're looking to start your career in communications, then I encourage you to try something new and out of your comfort zone. Maybe even in a new location!



Huntar, her friend Heather and dog Flex traveling up to Darwin from Sydney

VOLUNTEER WORK WITH REFUGEES

For the last 9 months, Consultant Emily has been volunteering her time as a tutor with the Multicultural Council of the Northern Territory.

As part of True North's mission to drive positive change and shared understanding through connection and communication, we have been able to support Emily in dedicating the last two hours of her working day every Wednesday to do this work.

Emily is working with a small group of students from refugee and migrant backgrounds, assisting in their reading literacy, English and maths homework.

She is collaborating with the other tutor to bring more games and group activities into the tutoring sessions to encourage higher attendance and communication and teamwork between students of different year levels and backgrounds.

We are so excited to be able to support Emily in this work and look forward to seeing what she accomplishes next.



OUR APPROACH TO DIVERSITY AND INCLUSION

At True North, we are proud to acknowledge, actively pursue and create opportunities for diversity, equity and inclusion in our work.

How do we apply this on a day-to-day basis?

To ensure everyone can understand and be involved, communication materials need to be inclusive.

The fundamentals of inclusive language are to:

- > write in plain language and use present tense when relevant to help all users understand the content
- > use a direct, active voice and tone to help engage all users
- > write at a lower secondary school reading level of Year 7 or between 12 and 14 years old
- > avoid or explain unusual words and phrases
- > expand all acronyms at first use
- > avoid using double negatives.

A checklist for doing this for doing this can include:

Use gender neutral language:

- > Ask people what their personal pronouns are (he/his/him, they/their/them, she/her)
- > Ask people how they would like to be addressed
 - Ms rather than Miss or Mrs to not disclose marital status
 - Mx for non-binary or people who do not wish to be referred to by gender

- > Say 'Welcome everyone' or 'Welcome folks' to start a meeting or presentation rather than 'Welcome ladies and gentlemen'
- > Avoid using the traditional terms for jobs or titles that end in '-man' and avoid job terms that specific women e.g. actor not actress, waiter not waitress

Avoid ageism:

- > Avoid referring to a person's age or age group if it is not relevant

Respect culture:

- > Ask for people's preference about what they want to be called or how they want to identify
- > Include an Acknowledgement to Country when appropriate
- > Mention people's cultural affinity or identity only when you need to

Put people first:

- > Use person-first language e.g. person with disability, person with mental illness, person who is deaf, person who is blind or has low vision, person with intellectual disability

Accessibility is how you can avoid setting up barriers for people with diverse abilities, different ages and from different cultural and educational backgrounds.

When content is written and designed it needs to serve people with:

- > age related conditions
- > changing abilities
- > disability
- > health issues
- > cognitive, neurological and learning disabilities.

A checklist for doing this can include:

Making images accessible

- > Alternative text and image descriptions - Alt text provides basic information about what is in an image while an image description provides more detail.
- > Use captions for all videos

Design layout

- > Colour contrast helps people with low vision or colour blindness to read text more easily when the text and background contrast well
- > Clear and large font improves legibility and improves readability

Consider alternatives to visual communication

- > audio
- > video and multimedia
- > accessible print

Consider alternatives to audio communication

- > sign language – Auslan
- > video and multimedia with captioning.

For more information on how to make your communication more inclusive, feel free to get in touch and chat about our Diversity and Inclusion Toolkit.

STAFF PROFILE



HUNTER HAKIM

Your favourite thing about working at True North?

The people! I genuinely appreciate the close-knit community and welcoming environment at True North. From the moment I joined as a graduate, they have warmly embraced me and provided invaluable support, making me feel like a valued member of the team.

A favourite project that you've worked on and why?

There have been many favourites, but one stand-out project was the Power and Water Indigenous Essential Services Prepayment Electricity Metre Replacement Program. It was a community consultation over in the Tiwi Islands and was the first job I saw from start to finish. The perfect blend of gaining experience in consultation and exploring the Territory.

Favourite food from the markets?

Although I am reluctant to move past my eggs on toast in the mornings, I do enjoy an almond croissant from the bakery stand. I don't mind stocking up my veggies at the local produce stands either.

Best Restaurant/café recommendation?

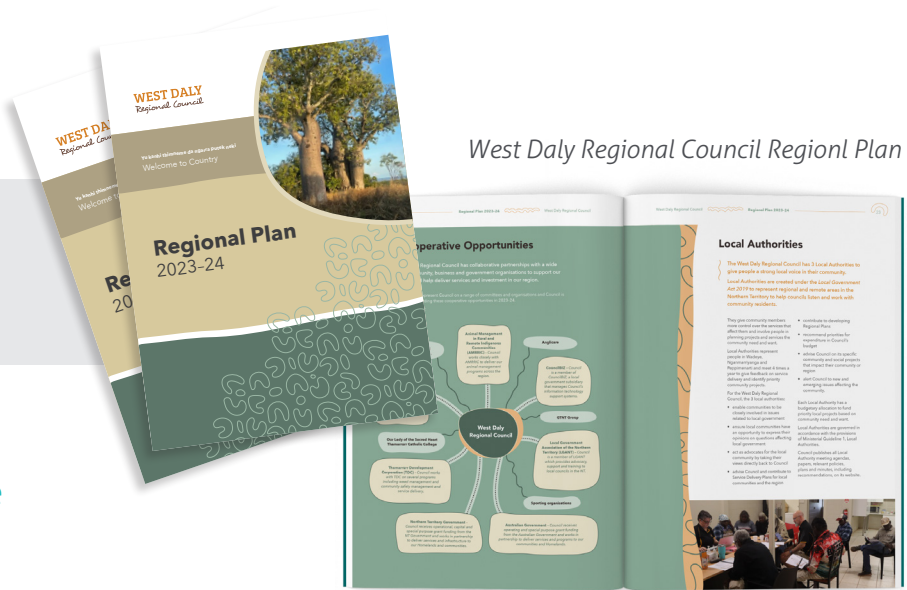
I can't go past a good pub feed, and it doesn't get any better (in my opinion) than Berry Springs Tavern! It's the perfect spot for a late-afternoon feed on the way home from Litchfield or exploring the bush. The portion sizing is next level.

Last show or podcast you binge-watched/listened to?

Currently loving all things crime. The latest binge-worthy series I have been watching (or should I say rewatching...) is Bones.

CASE STUDY

WEST DALY REGIONAL COUNCIL REGIONAL PLAN 2023-24



The West Daly region is a place of untouched beauty with expansive beaches that meet mangrove and melaleuca forest with savannah reaching out to the floodplains of the fertile Moyle River.

Elena and Brooke partnered to deliver the West Daly Regional Council Regional Plan 2023-24.

Local Government Authorities in the Northern Territory are required to develop Regional Plans under the *Local Government Act 2019*. West Daly's Regional Plan identifies growth sectors to create economic and social opportunities, and details how Council will deliver on its promises to work towards a better future for the region.

True North also collaborated with Michelle Pederson from Hatch Solutions to review and refresh West Daly's vision, mission and values to ensure they reflected the strategic priorities, opportunities and challenges of working within the region's unique operating environment. We finalised these in consultation with staff, Elected Members and local authorities.

The result is vibrant and informative document that clearly demonstrates Council's focus to make a difference in the West Daly region, and how it is going to go about achieving this over the next 2 years.

STAFF PHOTOS



Elena next to a stockpile from Core Lithium's Finnis Lithium Project



Hunter enjoying her first Darwin laksa

Jane, Alex and Elena with clients Laura Angus and David Cameron at the Energy Club Back to Business Event



Getting nautical on the True North boat cruise



Hunter and Emily road testing the SWELL Merch



Emily, Hunter and Alex enjoying our Harmony Day morning tea

Alex and Sarah celebrating the Women in Resources Awards with Helen Yang from Tivan



NSW vs QLD: Hunter and Elena show their team support during State of Origin



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