

NEWSLETTER

Wet Season Edition 2021

On the horizon

- > Australian Electoral Commission – Federal election communication and media support
- Department of Defence – Ongoing stakeholder engagement RAAF Base Tindal PFAS management
- Clouston – Bagot Park masterplan community consultation
- Tetra Tech Coffey – Airservices PFAS investigations Darwin, Yulara, Alice Springs, Port Hedland and Karratha
- EcOz – Waste management
- The Y – Remote pools.

OVERVIEW

We are sending 2021 out with a bang, after a huge year of change and growth at True North. We are incredibly proud of what our dynamic team have accomplished for our clients and the community, as we are already preparing for a jam-packed 2022.

This year Managing Director Elena grew her family to four, as they travelled to South Korea to adopt their second child, Harriet. It provided another opportunity for our team to adapt to a digitally advanced workspace providing flexibility and connectedness despite the differing time zones. Elena has returned to the office at a reduced capacity as her family enjoys this special time together.

We have also welcomed Senior Consultant Sevasti back who is returning from maternity leave after having her first child Aspasia. We will always continue to offer flexible working arrangements to our team and are happy to have Sevasti back part-time.

We have also welcomed Consultant Emily to the team and she is already getting stuck into projects and working alongside our valued clients. Emily brings with her agency experience and expertise in digital marketing and communication highlighted in this edition's Staff Profile.



We would like to wish all our clients and friends a Merry Christmas and a Happy New Year. We thank you for your continued support and hope you enjoy the festive season with your loved ones.



This year we continued ongoing and new work with clients, including the Louw Group for City of Darwin internal consultation, Zuccoli Community Hub community consultation with City of Palmerston, Activate Darwin's annual Christmas magazine, Digital Slide Deck for the Department of Industry, Tourism and Trade, social media strategy for Menzies School of Health Research, the Y remote pools project and Sommerville's 2020-21 Annual Report.

To support our future growth, we have now opened applications for a Senior Consultant and Graduate Consultant to join our team in the new year. We are excited to welcome a senior with extensive communication knowledge as well as continue working with university graduates to develop their communication and consultation skills and experience in the industry.

We recently celebrated our annual Christmas party at Pee Wee's at the Point to toast to the year that was together. We would like to wish our clients a Merry Christmas and a Happy New Year, with well wishes for a successful 2022 ahead!

STAFF PROFILE

Emily is a Territory local and has rejoined the True North team after her recent move back to Darwin. Emily first joined True North as an intern in 2017 prior to completing her Bachelor of Communication and Arts majoring in PR, Writing and International Relations at the University of Queensland. We are thrilled to welcome Emily back as a Consultant.

Emily is a skilled digital marketing specialist with experience in marketing, public relations and corporate communication, and is now working across a diverse range of industries and projects. In Brisbane, Emily worked in marketing agency P4 Group (now Sabio) to deliver creative and results-driven strategies to clients.

Raised in Darwin, Emily has strong local ties and is ready to jump into any project and learn more about the communication and consultation environment in the Territory.

"The Territory is so unique compared to cities down south," Emily says.

"I love Darwin and am excited to apply and adapt my skills to deliver good results to our clients."

Emily is enjoying the return to Darwin weather and the relaxed and friendly lifestyle. In her downtime, Emily is a DIY enthusiast and enjoys building and learning to create. She recently built and tiled a table and is currently teaching herself to sew.



EMILY MILIKINS

Three questions with Emily



- > **Favourite food from the markets:**
Mango Lime juice from Heavenly Fruits at Rapid Creek Markets
- > **Best restaurant/café recommendation:**
Rapid Cafe
- > **The last show you binge-watched:**
Fleabag

CASE STUDY

CONNECTING THE TERRITORY TO THE FUTURE AT SUN CABLE

Jane has been out and about lately doing what she loves most: spending time in the regions, meeting interesting people and listening to their stories.

True North is engaged by Sun Cable to prepare a Social Impact Assessment (SIA) for the Australia-Asia PowerLink (AAPowerLink) Project, incorporating a giant solar farm and battery on Powell Creek Station in the Barkly, an overhead transmission line to Gunn Point Peninsula, converter station at Murrumujuk and subsea cable to Singapore.

Jane hit the road in October with Sun Cable staff and Mark Stoyles, a workforce development consultant.

A bonus was the chance to visit some historic and scenic spots along the Stuart Highway, while dodging Barkly storm clouds and Katherine COVID-19 lockdowns.

This is the third SIA by Jane and Senior Consultant, Claire Butler this year, the others being the Darwin Ship Lift Project and Core Lithium's BP33 Project (both now on exhibition).

The AAPowerLink is another collaboration with environmental consultancy EcOz, who coordinated Core's Supplementary Environment Report.

For more information on social impact assessment see Jane's guide at: www.truenorthcomm.com.au/news/guide-to-sia



While out on consultation, Jane visited the former Junction Hotel in Newcastle Waters, Renner Springs.

CASE STUDY



STREET ART FESTIVAL MAKES DARWIN ITS CANVAS IN 2021

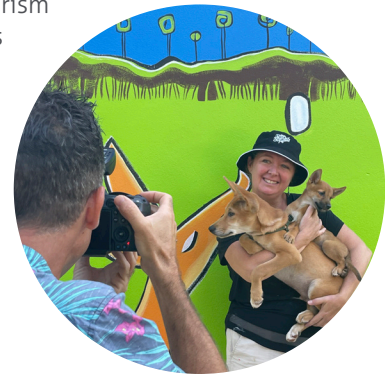
The Darwin Street Art Festival returned in 2021, bringing another year of vibrancy and storytelling to the walls of Darwin.

Apparition Media has planned the Northern Territory Government funded Darwin Street Art Festival since it started in 2017. This year, Apparition Media engaged True North to provide planned media support to identify and coordinate media opportunities with local and interstate journalists.

Bianca and Penny provided on the ground support throughout the lead up and duration of the month-long festival. We interviewed artists, arranged media opportunities, developed written material and worked closely with the festival organisers to identify newsworthy content. Over four weeks the festival produced a total of 22 media stories, across radio, TV, print and online.

The festival has grown to include a wide range of national and local artists contributing to the large-scale outdoor art gallery. In 2021 the festival expanded to the northern suburbs for the first time, displaying murals in Nightcliff, Casuarina and Wulagi.

The Darwin Street Art Festival continues to be a drawcard for greater tourism opportunities, welcoming locals and interstate travellers to immerse themselves in the guided art walk through the CBD and now the northern suburbs. We enjoyed working with other creative minds to promote the festival and showcase local talent among the Darwin community.



OUR PURPOSE AT TRUE NORTH

At True North, we aim to fill a vital gap in providing local professional communication services that are guided by the regional context, are culturally appropriate, values driven and best practice.

We decided to take this to the next level and articulate what drives us on a day to day basis, what gets us out of bed.

Earlier this year we came together as a team at our annual business planning day and worked together for almost the whole day to define our purpose.

We came up with:

We believe in connecting and communicating to drive positive change and shared understanding for the benefit of the northern Australia community.

We are excited to apply this to everything we do, from client projects we take on to community giving. We are in the process of integrating this purpose into the centre of our business activities and are looking forward to sharing our updates and learnings.

It is becoming clearer across all industries that purpose has become a driving factor for not only business success but team satisfaction and motivation.

A purpose is an authentic promise to customers, employees and stakeholders that creates long term value.

Our purpose sits at the centre of all business activities and decision making, underpinning the strategic direction of our organisation. Our purpose connects our team's day to day roles with what our organisation is trying to achieve.



STAFF PHOTOS



True North
strategic communication

ABN 43 108 153 199

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CONTACT US

P 08 8981 6445

E truenorth@truenorthcomm.com.au

www.truenorthcomm.com.au

GPO Box 1261 Darwin NT 0801

PO Box 4774 Alice Springs NT 0871

Office 3, Northgate Plaza, Level 1,
101 Mitchell Street, Darwin