

# NEWSLETTER

## Wet Season Edition 2022



### On the horizon

- > Supporting the construction City of Palmerston's SWELL aquatic precinct
- > Supporting Core's Finnis Lithium mine as it moves into production and export
- > Continuing our ongoing support for Airservices Australia PFAS site investigations.

As we bring in 2023, we are looking forward to working with our long-term clients to help make their major projects a success and growing our team to keep up with the exciting pace of development in the Territory.



### OVERVIEW

As we close out 2022, the True North team have much to celebrate.

From a team perspective we were thrilled to welcome our newest littlest team member, with Leo joining the Makrylos family in November. We were also shortlisted for a Public Relations Institute of Australia Golden Target Award for our work on the Bagot Park Masterplan. Recognition at this national level is an acknowledgement not only of our team's hard work but our high standards.

From a client perspective, we celebrated the official opening of the Territory's first Lithium mine in October and the start of construction on the City of Palmerston's largest infrastructure project to date, SWELL.

We wish all our clients, friends and family a safe, happy and restful Christmas and a happy new year.

### SOME QUICK STATS FOR 2022:

We partnered with over  
**50 clients**

We delivered  
**6 annual reports**

We delivered  
**8 communication strategies**

We provided media and social media support for  
**4 major events,**  
including the Top End Gran Fondo and Darwin Street Art Festival

We wrote content for  
**4 websites**

We delivered  
**12 in-depth programs**  
of community consultation

We attended over  
**100 stakeholder meetings.**

## STAFF PROFILE

### *Your favourite thing about working at True North?*

Our team. It's great to be able to work with women who are smart, passionate, fun and so willing to help you succeed.

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

It's a hard one, but I really enjoyed the community consultation for the Bagot Park masterplan. It was the first time I had ever worked on an in-depth consultation and I learnt heaps. I really enjoyed getting to know the project in detail and working as a team, with everyone involved. I also really enjoyed getting to go to Alice Springs to assist the Australian Electoral Commission with media management for the Federal Election and planning a pool party for the SWELL project!

### *Favourite food from the markets?*

Popiah and a watermelon, orange and pineapple juice are my go-to market foods.



## SARAH COBURN

*Associate Consultant*

### *Best Restaurant/café recommendation?*

I think Lucky Bat does the best coffee, and I never say no to the lamb tacos from Besser for brunch. I would also recommend everything from Meraki and I'm excited to try the new menu and space at Darlings.

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

The last shows I binged were Wednesday (which was super cute and spooky) and Dead to Me season 3 (which made me ugly cry on a plane). I'm really excited for the new seasons of Fire Fly Lane and Emily in Paris.

I've just started listening to the She's on the Money podcast which is fun and informative, and I'm obsessed with Work Life by Adam Grant.

## CASE STUDY

### A NEW HEART FOR THE GROWING COMMUNITY – DARWIN CIVIC CENTRE

City of Darwin has committed \$30 million to redevelop the Civic Centre to create a new state-of-the-art facility to service the growing community for the next 50 years.

The new Civic Centre will remain in Civic Park and provide new offices, modern Council Chambers and significant community spaces.

True North was engaged to lead staff consultation and the first stage of stakeholder and community consultation to ensure this important public asset reflects the needs and aspirations of the Darwin community.

The first stage of consultation focused on inspiring the community about the potential for public spaces in the new Civic Centre and promote 'blue sky thinking' on what could be included in the Civic Centre. This will be a community facility for everyone, so we wanted to hear from a range of voices.



We created a feature engagement tool called the *Tree of Big Ideas* as an interactive information display located at City of Darwin's four public libraries and two pools to reach and engage

community members who may not usually participate in online engagement.

We asked people to come up with ideas on how the new Civic Centre could help them celebrate, play, collaborate, learn, meet, honour and remember. People could write their 'big ideas' on a leaf and place it on the Tree of Big Ideas – a life size poster of the Tree of Knowledge, an iconic historical tree to be preserved as part of the redevelopment.

The consultation included a survey on the City of Darwin Engage Darwin online engagement platform as well as an ideas tool to provide wider access to the consultation.

We received 613 ideas from the community to help inspire the design of the new Civic Centre. We are excited to be involved with this important landmark development for the Darwin CBD.

## MAKING HISTORY WITH THE NT'S FIRST LITHIUM MINE

The Finnis Lithium mine open day in October was a celebration of hard work, achievement and excitement for the future for Core Lithium, making history with the Territory's first Lithium mine and Australia's first Lithium mine outside of Western Australia.

True North has partnered with Core for many years and was incredibly proud to share this story with the media, our community, Australia and the rest of the world.

Getting to the Core Lithium site in the Cox Peninsula is a beautiful trip. We started the day with sea breeze in our hair traveling to Mandorah on the ferry, and then split into buses to take the rest of the journey through classic Territory bush scenery to the site.

We were met with the sun and breeze at the site and were welcomed into a marquee for official formalities

with a welcome to country from Larrakia woman Nicole Brown and smoking ceremony by the Kenbi Rangers.

We heard from Minister Nicole Manison, Core CEO Gareth Manderson and Core Chair Greg English, who officially opened the mine and shared their excitement for the future of the project and its importance to the Northern Territory and the world's green energy future.

After the formalities we were back on the buses taking media for a tour of the site. Looking down into the main pit was an impressive reminder of the magnitude and potential of Core's work.

Core will be shipping its first container of Direct Shipping Ore to offtake partners in Asia this month – congratulations to the Core team for this momentous achievement!



## SUPPORTING OUR INDUSTRY THROUGH OCTOBER BUSINESS MONTH

We were pleased to sponsor October Business Month again this year, the Territory's premier business event.

As part of October Business Month we hosted a presentation and workshop on crisis communication, a topic our team is very passionate about. We discussed the recent data breaches at Optus and Medibank and how Territory organisations can prepare against the worst-case scenario.

Elena also had the privilege of joining a panel discussion on women in business after the inspiring keynote address by Ita Buttrose.

Congratulations to the Industry Northern Territory team for another fabulous month and we are already looking forward to next year!





# READY, SET... SWELL!

We are proud to support City of Palmerston's largest and most ambitious infrastructure project to date, SWELL.

SWELL is set to transform the old Palmerston Swimming and Fitness Centre into a state-of-the-art leisure hub and aquatic precinct right in the heart of Palmerston.

*The new precinct is under construction and exciting features will include a new 50 metre pool, a water adventure play zone and a zero depth toddler play pool.*

To say goodbye to the much loved and ageing Palmerston pool, we helped City of Palmerston throw an epic community pool party.

Guests at the free event were treated with mermaid encounters, an inflatable water obstacle course, free ice cream, a pop-up basketball court and fire twirlers.

After that farewell extravaganza, we can't wait to see what the opening event in late-2023 brings!





# STAFF PHOTOS

*Getting nautical at the True North boat cruise*



*Celebrating the SWELL pool party*



*Celebrating Joy's 70th birthday*



*Playing with Lego at the True North business planning day*



ABN 43 108 153 199

© True North Strategic Communication

## CONTACT US

**P** 08 8981 6445

**E** [truenorth@truenorthcomm.com.au](mailto:truenorth@truenorthcomm.com.au)

[www.truenorthcomm.com.au](http://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