

Case Study

Project Sea Dragon



Project Sea Dragon will see the world's largest aquaculture project built in the Northern Territory and True North is helping to build local knowledge about the project.

Project

True North has been the media point of contact for Seafarms Group's Project Sea Dragon since its inception in 2016. This has included developing evolving media strategies and provided ongoing media relations management and advice. The project will have significant economic benefit for the Territory. At its peak, it will create 1600 jobs, \$1.5 billion worth of investment and \$1.6 billion per year in export revenue.

True North is on call and available to strategically manage local, national and international media interest for the project and provide crisis communication around potential issues if they arise. True North helped Seafarms communicate with media and stakeholders during the complex environmental approvals processes across two jurisdictions (NT and WA) to help Seafarms build its social license to operate in our community.

We created a suite of supportive communication materials to clearly break down the \$1.5 billion project and explain Seafarms' efforts to address the project's considerations at its different project sites in Exmouth and Kununurra in WA and Legune Station, Bynoe Harbour and Gunn Point in the NT.

True North supported Seafarms with media advice for major Northern Territory and Australian government announcements for Project Sea Dragon as well as milestones during the environmental approvals process.



Challenges

As the biggest aquaculture project in the world with the capacity to hold up to 10 000 hectares of prawn production ponds, the project has international and national significance. With this interest comes demand for accurate and up to date information from media across Australia and the world. True North worked closely with Seafarms to find a workable balance between proactively promoting local and investor milestones while responding strategically to media requests.

Seafarms Group is an ASX listed company and is obliged to share information with shareholders first. In a digital world, True North managed the expectations of media organisations who demand timely and accurate information with Seafarms' corporate responsibility to shareholders when public information is limited. This challenge was mitigated by being readily available and responsive to the client to ensure information was supplied to the media as soon as it was available.

Outcome

True North's strategic approach to media relations for Project Sea Dragon has resulted in measured and consistent media coverage across a large range of local, interstate, national and international media outlets.

The coverage is balanced between building investor relations but not over-promising on commitments for the project before the Final Investment Decision.

The team at True North has been extremely proud to work on a project so significant for Northern Australia and to positively contribute to the Final Investment Decision outcome.



p 08 8981 6445
e admin@truenorthcomm.com.au
www.truenorthcomm.com.au

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