

battencommunications



Business growth through
effective communications

Corporate communications
to drive company positioning,
financial transactions and
issues management

Services

Corporate communications that
are strategic, efficient and effective

Batten Communications is a corporate communications consultancy specialising in company positioning, financial transactions and issues management.

Batten Communications offers a full service consultancy, delivering communications that are strategically designed, stakeholder driven and aligned with your business objectives.

Communication services include:

- Strategic communications advice
- Stakeholder research and analysis
- Profile raising and company positioning
- Public relations and media management
- Sharemarket listings and communications - M&A communications
- Communication audits
- Communications planning
- Writing and editing
- Issues management



Strengths

Communications that achieve positive business outcomes

Battens takes a strategic approach to communications planning. This involves critical analysis of clients' business objectives, target audiences, key messages and issues at the outset of any campaign. This is followed by detailed planning and closely managed implementation, to ensure that nothing is left to chance.

Batten consultants work in close partnership with clients to deliver communications that achieve positive business outcomes. The effectiveness of our communications is underpinned by years of experience advising many of Australia's largest companies on an extensive range of complex transactions and critical issues across a wide variety of industry sectors.

"Suzie developed comprehensive communications planning and materials, then oversaw the implementation, to announce the acquisition of our company by a major public company.

We hadn't done anything like this before and it was invaluable to have someone with that expertise to guide us through the process."

Managing director, mid-size listed company

"What Suzie does unusually well is develop and communicate client information effectively to a wide range of stakeholders.

She is good at distilling complex information into simple messages then assessing how best to convey them to the audiences concerned."

Managing director, mid-size listed company



Successful campaigns by Batten consultants include:

Danks - acquisition by Woolworths

National Australia Bank - NOHC communications, acquisition of Great Western Bank, share purchase plan, Board communications

Tattersalls - IPO*

National Australia Bank - acquisition of MLC, foreign currency trading losses, Board restructure*

Fosters Group - wine acquisitions, financial results, issues management*

National Mutual - IPO**

Pasminco - takeover of Savage Resources*

Homestake - takeover of Plutonic Resources* Acacia Resources - defence of takeover bid by Delta Gold*

Newmont - acquisitions of Normandy Mining and Franco-Nevada Mining*

Commonwealth Government Asset Sales Task Force - privatisations/floats of CBA3, CSL and ASTA (Aerospace Technologies of Australia)**

Victorian State Government - public transport privatisation**

Coles Myer - employee share plan**

Meridian Investment Trust - litigation support**

Milton Corporation - four-way merger**

Skilled Engineering - acquisition of Origin Healthcare*

Amrad - Board restructure*

Hansen Technologies, Pracom, Telemedia - small cap IPOs**

Kemcor - joint venture between Mobil and Exxon to combine the plastics operations of Orica with Kemcor**

* Directed/managed by Suzie Batten as Director, Hinton & Associates

** Directed/managed by Suzie Batten as Financial Communications Manager, Burston Marsteller



Case Studies

Experience advising Australia's largest companies on complex transactions across a range of industry sectors

Insights into some of the campaigns managed by Batten consultants:

Danks acquisition by Woolworths - Mid-size company acquired by large one, requiring unprecedented and extensive communications to customers, staff, suppliers and media as well as shareholders. Client anticipated a potentially negative reaction through fear of change. Adherence to clear and simple messages, comprehensive information distributed to all stakeholders from Day One, and thorough preparation of spokespeople resulted in a positive reception to the announcement, minimal disruption to the business and full acceptance of the offer by shareholders.

Tattersalls IPO* - Advised Board and senior management on demutualisation and IPO, involving complex issues with Tattersall's beneficiaries and communications with employees, newsagents and consumers as well as the more traditional share investors. Issues were effectively managed with minimal disruption to IPO, which was heavily over-subscribed.

NAB acquisition of MLC* - With only 12 days to prepare, the announcement of this \$3.4 billion takeover involved a massive logistics exercise covering wide range of stakeholders. Simple messages ("best house in the street"), an extensive but tightly managed announcement schedule, and well rehearsed spokespeople ensured that a potentially difficult announcement was extremely well received by the market.

National Mutual IPO** - The challenge was to convince 400,000 life insurance policyholders to send in a form to accept shares rather than do nothing and receive cash, yet many had never dealt in shares before. Communication strategy of (1) positioning National Mutual as a company for the people, (2) educating policyholders on the sharemarket and (3) using life insurance agents as conduits to policyholders resulted in a highly innovative and successful campaign.

** Directed/managed by Suzie Batten as Director, Hinton & Associates*

*** Directed/managed by Suzie Batten as Financial Communications Manager, Burston Marsteller*





Suzie Batten

*B Comm, FCA, F Fin, GAICD
Principal of Batten Communications*

Suzie Batten has 25 years' experience in corporate and financial communications and has been involved in many of Australia's largest floats, acquisitions, takeovers and Board crises.

Suzie has proven capability in the development of effective communication strategies, programs, messages and materials, as well as comprehensive project management skills. Her background in chartered accounting, stockbroking and corporate advisory work also ensure a sound understanding of finance, the sharemarket and complex business matters.

Before establishing Battens, Suzie was a founding director of Hinton & Associates, one of Australia's leading financial public relations consultancies, and before that she was Manager Financial Communications at Burson Marsteller for several years.

Suzie is a former Director of Barwon Water. She spent her earlier career years in stockbroking, with McCaughan Dyson, and in Chartered Accountancy, with Ernst & Young in audit, then Coopers & Lybrand doing corporate advisory and business valuation work in London and Melbourne.

She is President of the Ski Club of Victoria, Mt Buller's oldest and largest ski club, and an Ambassador for SecondBite Inc, an organisation that distributes surplus fresh food and produce to agencies and people in need.

Suzie has three daughters and enjoys horse riding and skiing.

