

An aerial photograph showing a boat on the left and a person on the right, with a road below. A dark diagonal shadow runs across the center. The text 'Reputation Management' and 'Jean Ker Walsh' is overlaid in white on the right side.

Reputation Management

Jean Ker Walsh

Corporate Reputation Quotient

(Harris-Fombrun model)

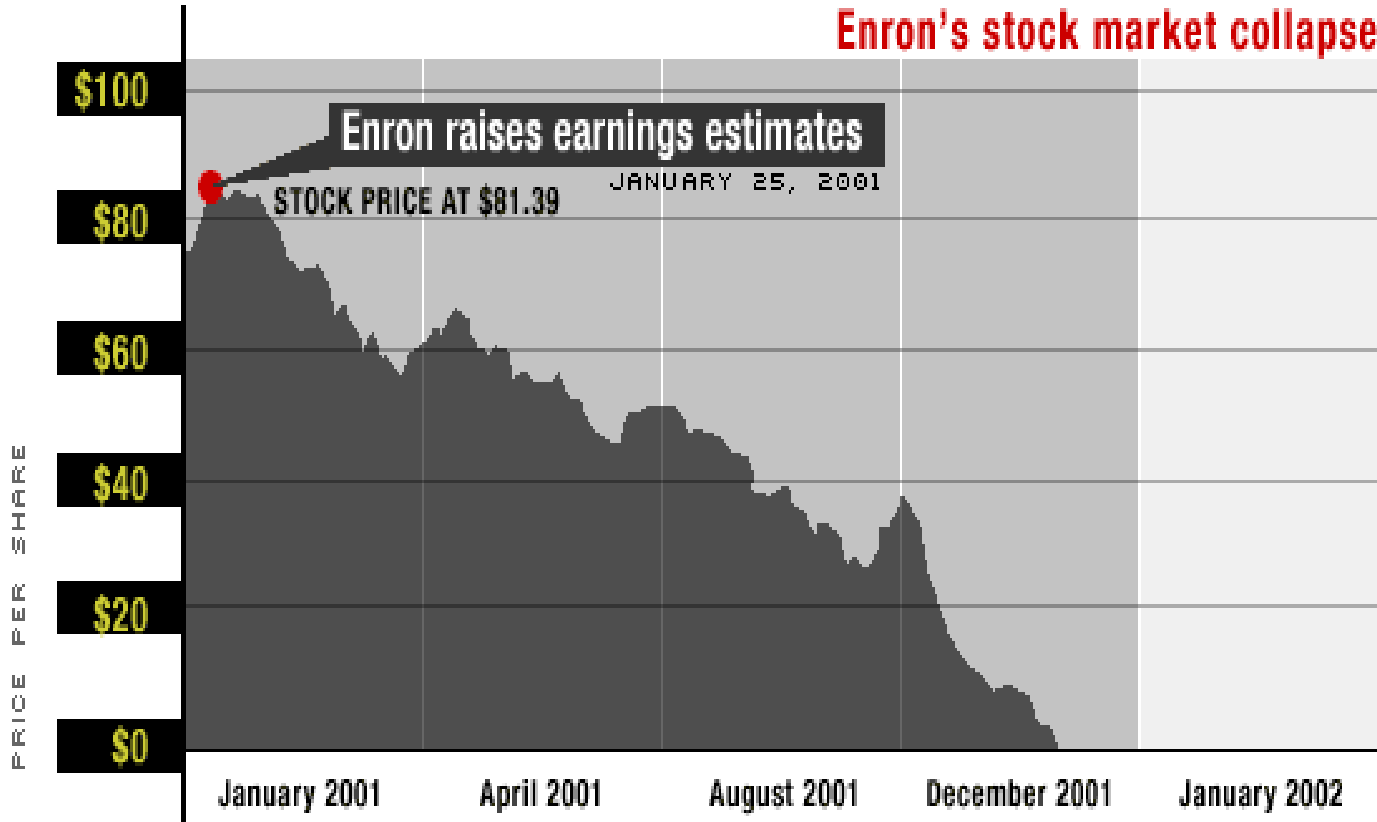
6 drivers of corporate reputation

- Emotional Appeal
- Products and Services
- Vision and Leadership
- Workplace Engagement
- Financial Performance
- Social responsibility

Products and Services

- Stands behind products/services
 - Offers high quality products/services
 - Develops innovative products/services
 - Offers products/services that are good value
-
- (CRQ)

Graphic from CNN.com



 Australian Red Cross



Bali appeal fund

— the facts

On the night of 12 October 2002, two enormous explosions ripped through the Sari Club and Paddy's Bar in Bali, killing 202 people, including 88 Australians.

Australian Red Cross decided

the Fund, including the type of

certain aspects of Red Cross communication with the victims and the donating public could have been improved to ensure no gaps arose on the actual intent and progress of the Fund.

- There was no evidence of fraud or misuse of donor funds.

The PwC Report acknowledged the difficulty of responding to an

needs and how they can best access such assistance.

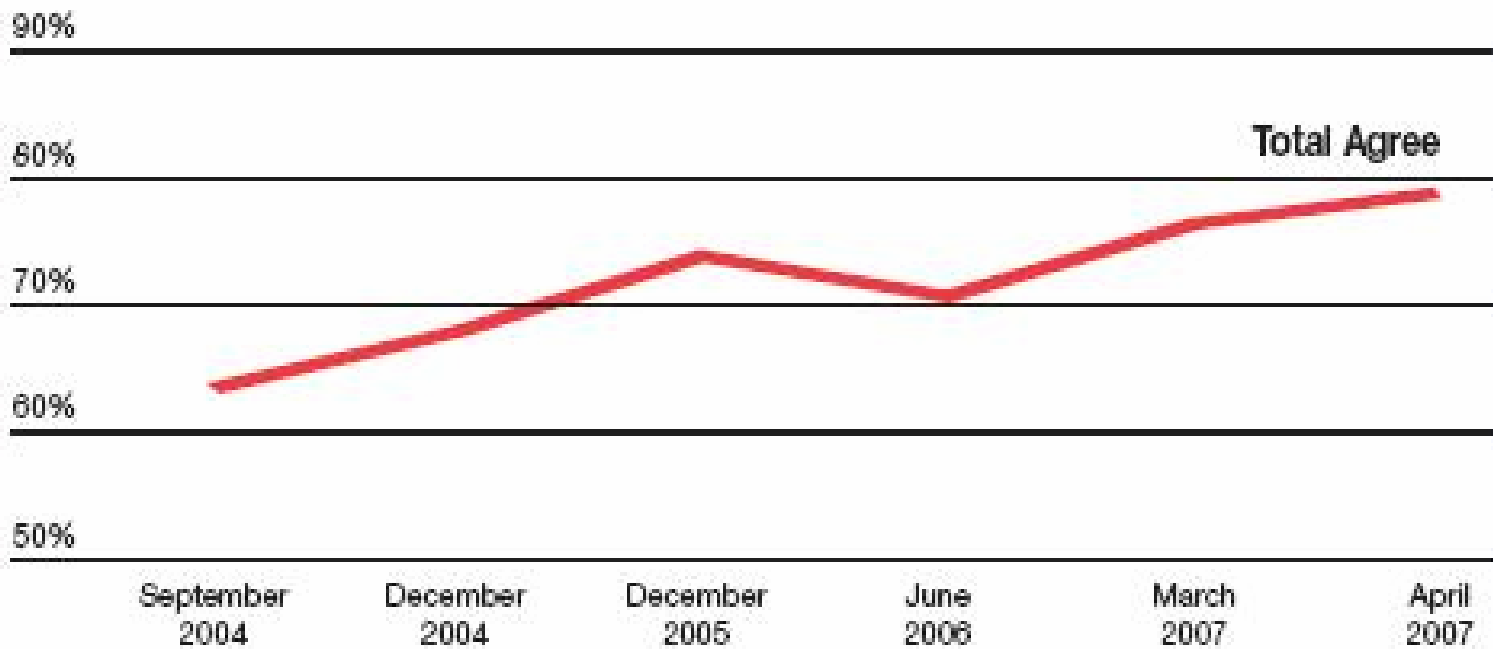
The Red Cross accepts the findings of PwC and is committed to implementing its recommendations, believing the lessons learned will ultimately benefit those it seeks to help.

The Red Cross regrets any anguish the controversy may

Burnley Tunnel March 23



Is a dependable company



Percentage of customers who agree that CityLink is a dependable company

Source: Wallis Consulting Group, CityLink Consumer Segment Tracking, April 2007.

Transurban Operating Model



The background of the slide is a composite image. The top half shows an aerial view of a boat moving across a body of water, leaving a white wake. The bottom half shows an aerial view of a multi-lane highway with several cars driving. A dark, diagonal shadow or graphic element runs across the center of the image, separating the water from the road.

Reputation Management

Jean Ker Walsh
Questions