

# Public Relations & Corporate Communications Summit 2007

## **Stakeholder Communication – setting the agenda**

**2 May 2007**

Sally Loane, Director Media and Public Affairs  
Coca-Cola Amatil



# Citizenship@CCA

---

- Environment
- Marketplace
- Workplace
- Community
- Why publish now?



# Who are our Stakeholders?

---

- Consumers
- Customers
- Employees
- Shareholders
- Suppliers
- Local communities
- NGOs
- Regulators
- Bureaucrats
- Politicians



# How we connect with them

---

- Consumer Information Centre
- Company websites
- Surveys and focus groups
- National Contact Centre
- Intranet
- Employee Engagement surveys
- National Community Engagement Strategy
- Newsletters
- AGM
- Analyst briefings
- Coca-Cola Foundations
- Industry committees
- Advisory councils



# Case Study – Peats Ridge

---

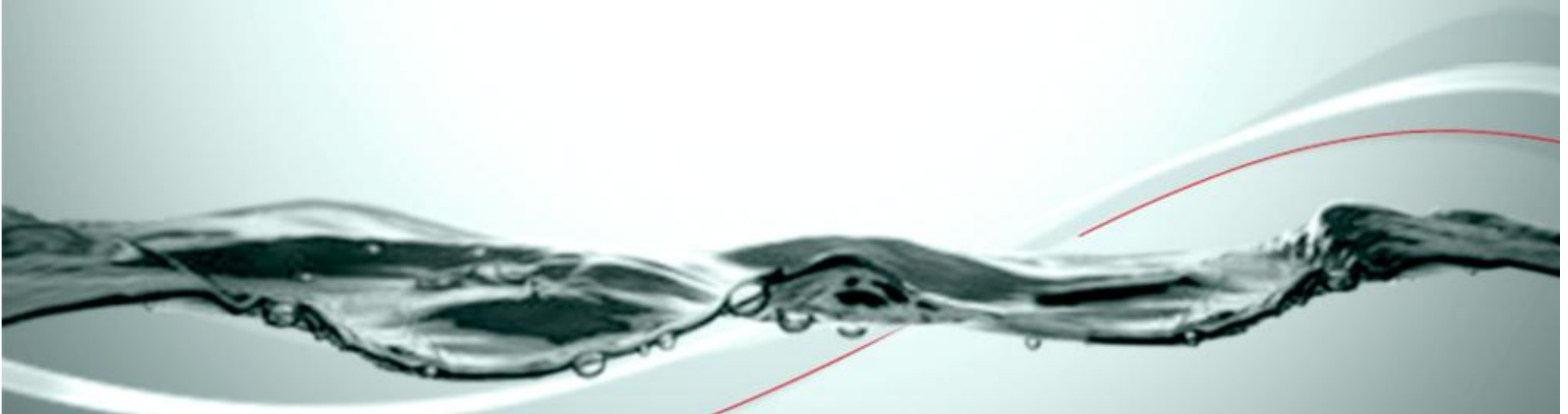
- We went to court in 2005 and 2006 to increase our water allocation for our bottled water business.
- We are one of the few water users required by law to monitor and report our daily water use and levels.
- Conflict with local community – we were seen as Big (American) Business.
- We have worked hard to build bridges.



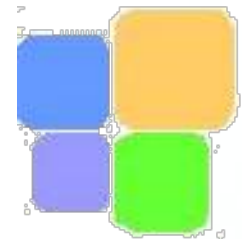
# National Community Engagement Strategy

---

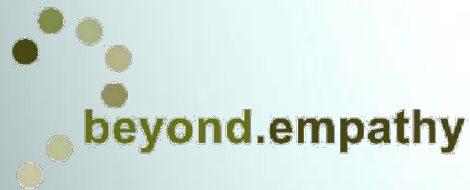
- Aim is to build and maintain good relationships with every community in which we operate.
- 1 800 number so that we can receive feedback from neighbours and local communities.



# Case Study – Healthy Minds, Healthy Bodies Week at Tennant Creek



The Australian Literacy  
& Numeracy Foundation



bluearth



# Case Study – Water Fund for Drought Stricken Fruit growers

SPC ARDMONA

