



Delfin Lend Lease

Background

Sydney-based Delfin Lend Lease is Australia's largest developer of masterplanned communities, with more than 20 projects across the country.

BBS has worked with Delfin since the year 2000, providing strategic communications advice and hands-on public relations work for the corporation at the national level and for its individual projects.

Prior to Lend Lease buying Delfin Limited, BBS also worked directly with the Delfin CEO on the company's financial communications program, including communicating to analysts, shareholders and financial media.

Strategy

BBS' strategy is to bolster Delfin Lend Lease's positioning as Australia's leading residential developer in order to assist the company in its dealings with governments, organisations and communities, and to drive interest and sales from homebuyers.

This is achieved through the following activities:

- **Media relations** – national campaigns for product launches, new initiatives and awards. At the project level, BBS liaises with all project marketing managers and project managers on upcoming media milestones. At the regional level, BBS identifies potential broader stories which cross over multiple projects.
- **Newsletters** – BBS writes the copy for several national and regional publications, including newsletters targeted at builders and homeowners – two of Delfin's most important stakeholder groups.

- **Crisis and Issues Management** – At the project level, BBS helps to identify potential issues which may impact on the reputation of a project. It also provides hands-on assistance during media crises. This includes preparing key messages, Q&As, statements, liaising with media and providing advice on community consultation.

- **Strategic Communications Advice** – In dealing with the CEO, National Director of Marketing and project managers, BBS helps provide advice on issues such as community consultation, promotional campaigns and profiling.

- **Community Consultation** – Particularly with new projects, BBS works with project teams to develop community consultation programs to assist with project planning and approval phases.

- **Training** – BBS provides regular media training to Delfin's senior managers across the country, up-skilling staff on how to deal with the media in both positive and crisis situations.

Results

Delfin Lend Lease has developed a high profile as Australia's leading urban developer, with a strong commitment to community development.

BBS' media relations work has assisted Delfin Lend Lease attract consumers and also to attract landholders for potential joint venture arrangements. Each month, BBS generates positive media coverage worth more than \$250,000.

BBS has also helped to mitigate or diffuse negative media attention.

media relations ■ community engagement ■ crisis and issues management

project brief