

## Media policy for contractors and suppliers

Dated 11 March 2015

### Policy statement

Arrow Energy (Arrow) attracts media attention at a local, metropolitan, national and international level.

Arrow's media interactions are managed to ensure its initiatives and operations are appropriately profiled, to build and protect its reputation and that of its shareholders, PetroChina and Shell.

Arrow recognises that its association with contractors and suppliers may afford all parties important promotional opportunities, but requires that permission is obtained prior to any external communication by contractors and suppliers.

This policy outlines Arrow's media requirements as they relate to contractors and suppliers.

### Definitions

<i>Media</i>	Includes but is not limited to: <ul style="list-style-type: none"><li>• print publications (newspapers, magazines and newsletters)</li><li>• radio</li><li>• television</li><li>• online publications (including news sites, newsletters, online forums, trade publications)</li><li>• social media (including Twitter, Facebook, YouTube, LinkedIn and blogging).</li></ul>
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### Policy requirements

For the purposes of this policy – 'contractors' refers to 'contractors and suppliers' herein.

### Managing media and external communication

- a. Contractors are not permitted to speak on behalf of Arrow – only authorised Arrow spokespeople can speak on behalf of the company.
- b. Contractors are not, without prior written permission, to speak on any operations or activities relating to Arrow ('written' can be by email).
- c. For any matters relating to Arrow, all media contact (whether existing or planned) will be first referred to the Arrow Media Relations Team (details on page 2) for consideration. At least a week is required to assess a proactive business announcement. Contractors contacted by media regarding operations or activities related to Arrow are required to forward the request immediately to the Arrow Media Relations Team.
- d. Contractors must advise the Arrow Media Relations Team of any operations, activities or issues that could gain media attention (either in mainstream or social media). This includes, but is not limited to:
  - i. potential breaches of operating activity
  - ii. actual breaches of operating activity
  - iii. potential issues involving staff, the community or Arrow stakeholders
  - iv. activity that may lead to a positive story opportunity
  - v. any further sub-contracting announcements
  - vi. speaking engagements at industry or other public events
  - vii. personal stories or profiles on the contractor's staff, where Arrow is mentioned
  - viii. presentations or other promotional literature where the contractor's association with Arrow is mentioned.
- e. All advertising, promotional or media materials developed by the contractor, which relate to Arrow work or mention Arrow, must be approved by the Arrow Media Relations Team well in advance of proposed distribution.

## **Review**

- a. This policy will be reviewed annually Arrow to ensure currency and appropriateness.
- b. The schedules and contact details within this policy will be updated as required.

## **Media Relations Team**

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