

We also like to help unearth new talent.

"We are painting our country." AWA school students, Government Community, East Pilbara WA.

At the Beijing 2008 Olympic Games, as yet unheard of athletes from around the globe are competing for medals proudly supplied by BHP Billiton.

We're just as proud to encourage young talent closer to home, even when there are no cheering crowds, no podium and definitely no gold, silver or bronze medals to be won.

In partnership with Martumul Artists, BHP Billiton is supporting Indigenous culture and heritage through arts enterprises in the Martu communities of the Western Desert.

The partnership is an integral part of the Canning Stock Route Project, a contemporary arts and cultural initiative

Involving nine remote Aboriginal art centres and communities across the Pilbara, Kimberley and Midwest regions.

The Project celebrates the lives, stories and histories of Aboriginal people and maps the richness and complexity of Aboriginal and non-Aboriginal experiences from first contact through to present.

Together, the art centres and cultural organisations involved represent a powerful force in the push to ensure the talents and experiences of remote Aboriginal people and their communities are celebrated in a thriving context.

It is one instance where *resourcing the future* involves helping a community to reach back into its past.

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BHP Billiton

Resourcing the Future

When BHP Billiton – Australia’s biggest company – approached Lawrence Creative Strategy for communications advice, there were several considerations;

- BHP Billiton had not engaged in communications to the general public for many years.
- Marius Kloppers was the newly appointed CEO.
- The industrialization/urbanization of China resulted in a high demand for resources.
- BHP Billiton was the ‘Official Diversified Minerals and Medals Sponsor’ of the 2008 Beijing Olympic Games.

In order to give definition and clarity to branding and messaging, LCS developed the positioning statement, *resourcing the future*. It was the first step in refining and communicating who BHP Billiton are globally, what they do, why it’s important and how they are going about doing it.

LCS developed a creative campaign to launch *resourcing the future* and to communicate the BHP Billiton story. The campaign included an internal launch, website enhancement (the website underwent a considerable revamp to enhance its functionality and to make greater use of more engaging rich media), and an extensive print and online advertising campaign in Australia and China to communicate BHP Billiton’s sponsorship role in the Beijing 2008 Olympic Games’.