



Whitham Media Australia:  
“A safe and productive partnership”



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## Who we are

Whitham Media Australia is an Adelaide based production and digital media company that has maintained successful, safe and productive working relationships with many pre-eminent Australian companies for over 22 years.

During this time Whitham Media has also worked successfully on projects with many South Australian government and other public sector agencies.

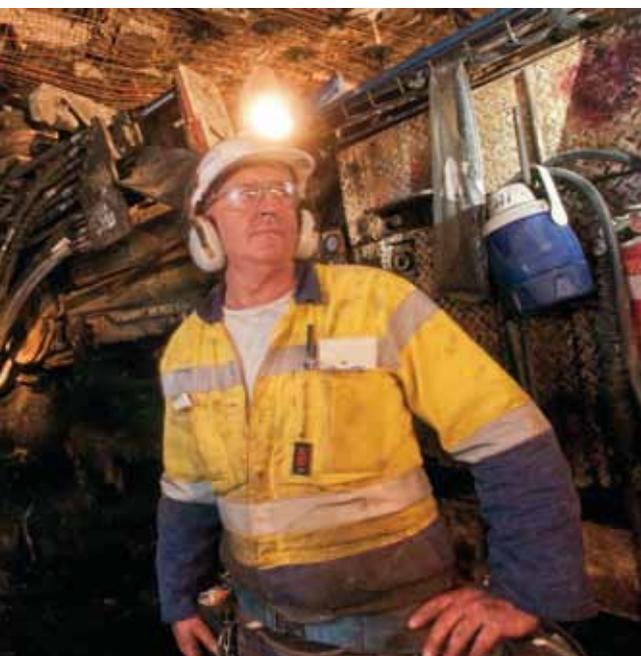
Whitham Media prides itself on cost efficient delivery, a transparent approach to delivering outcomes that the client can own with pride, and an unfaltering attention to detail and deadlines.

## What we do

Whitham Media provides a comprehensive list of services based around video production, digital media and training.

### Our expertise includes:

- high-end “corporate” marketing and profile videos incorporating 3D graphics and other interactive design elements
- interactive competency-based online HSEC training and induction programs
- targeted recruitment videos for online and face-to-face presentations
- stakeholder and investor information videos
- HSEC training and induction programs on DVD
- website design, construction and hosting
- script writing and creative concept development
- still photography services
- recording of major projects for historical purposes
- media training for senior executives.



## Who we do it for

Whitham Media counts many of Australia's largest companies in its customer base. Our clients come from a multitude of resource and industry sectors and include clients involved in:

- mining
- mining services
- transport
- health
- oil and gas
- petrochemicals
- renewable energy
- manufacturing
- utilities
- power generation
- government
- public sector
- not for profit

Some of the organisations we have on our books include:

- SA Health
- Meals on Wheels
- Clubs SA
- Hanson Institute
- Hearing Dogs
- Santos
- ETSA Utilities
- Petrathern
- Oz Minerals
- BMA Coal
- Shell
- Origin Energy
- Beach Energy
- Heathgate Uranium
- Dept. of Transport Planning and Infrastructure
- WDS Mining
- WDS Energy and Infrastructure
- Fyfe
- Land Management Corporation
- Industry Capability Network
- Civil Contractors Federation



## How we do it

Our business is more than making videos, online programs and providing interactive solutions. We get involved in the companies we work with and understand their values, their business, the way they operate, and their people.

We want to explore new ways of helping organisations deliver their business objectives and achieve their safety goals.

We also believe that ideas come from working with people on the ground. They provide a keen insight into how to develop and deliver key messages about safety, the environment and health issues. They are the ultimate users.

We think our track record is our best testimonial: our first customer was ETSA in 1990, and they are still with us today.

Santos followed in 1992 and we are proud to say they are still an integral part of our business.

A number of other customers are still part of our portfolio after 15 years including the Dept. of Transport, Planning and Infrastructure and SA Health.

## High-risk environments

We are very familiar with the challenges of working in high-risk environments such as oil and gas processing facilities, refinery operations, underground coal mines, electricity substations and generating plants, and ore processing facilities. These challenges are compounded in remote areas where hazards posed by distance, fatigue, heat and isolation also need to be considered.

Our safety systems and those of our customers in these areas are instrumental in keeping our people and their people safe from harm.



## Competency-based and interactive training and inductions

As well as making creative and innovative promotional material for our customers, Whitham Media has built an enviable reputation for developing high-end training and induction programs for the online environment, and DVD.

Our first interactive programs were developed for CD-ROM in the mid 90s for both Torrens Island and Port Augusta Power Stations.

We subsequently produced CD-ROM based programs for WorkCover, Dept. of Transport, Collins Transport and the South Australian Road Transport Association to name a few.

Since then Whitham Media has developed an online **Learning Management System (LMS)**, which has provided significant cost saving and other benefits for a number of our customers.

### The key features of our LMS include:

- no limit to the number of courses within the system
- self-paced learning and induction either at home or the office that dramatically reduces the cost of face-to-face time for trainers and facilitators
- high quality video content that explains in a literal and visual sense, step by step processes, procedures, rules, regulations and conveys other critical information
- regular assessments during each course with either a 100 per cent pass rate or pre-determined pass rate depending on the course
- printable certificates to indicate competency after satisfactory completion of each course.



## Competency-based and interactive training and inductions: the back-end

The strength of our LMS lies in the back-end administration of the system. For example:

- the personal details of each user are recorded for HR purposes and company reference
- the details of each user's progress through every course is recorded to assist trainers to identify any potential shortfall the user may have in understanding or comprehending individual topics
- every user in the system will automatically be notified by email when they need to do additional inductions or courses, or if their inductions or course currency has expired
- the system facilitates the mass import or export of users' details
- the system is a powerful tool providing a significant company induction and training database.

## How it works in the real world

Once users details such as name, ID number, course details and email address are imported to the LMS, the system automatically generates an email to the user.

The email contains important information about what courses users are required to do and an embedded email link which will take them to the induction site.

Users will only need to enter a password and confirm it before moving straight into their training or induction. As Shell, Oz Minerals, WDS and other companies have found, the system facilitates and enhances the induction and training experience.



## Our HSEC experience

Our exposure to various industries and organisations has provided us with a unique insight into the Health, Safety, Environment and Community policies and procedures within those companies.

That insight enables us to continually apply what we learn and improve the way we present critical information.

Our various HSEC presentations include videos and training programs on heat stress, driving in remote areas, driving on mine sites, manual handling, fatigue management, drug and alcohol regimes, process safety, management of change, excavation procedures, permit to work procedures, working at height and confined space.

## Online capability

Together with our joint venture partner Lithe, we offer agile, digital services that are tailored to our customers' needs.

In order to provide the best online solutions we implement a thorough consultation process to establish individual priorities and how best to achieve them. This exploration process allows us to create technology that meets those needs.

### Our services include:

- website design and development
- website optimisation
- user experience (UX) design
- design for mobile devices
- content strategy and copywriting
- search engine optimisation (SEO)
- social media optimisation (SME)
- custom application development.



These are some of our customers who have benefitted from our expertise:

- WorkCover SA
- Defence SA
- Land Management Corporation
- Homestart Finance
- Zero Waste SA
- Norwood, Payneham and St. Peters Council
- The Rural City of Murray Bridge
- Advantage SA
- Viterra Ltd.
- Burke Urban.

## Our other production capabilities

### Recruitment

We produce targeted recruitment and career attraction videos. These have been used successfully by various organisations such as Oz Minerals, Santos and ETSA Utilities to attract graduates, apprentices and professionals.

### Video newsletters/information videos

We are also skilled in producing short video newsletters and stakeholder information videos for uploading and streaming from our customers' internet and intranet sites. These are often required at short notice to fulfill specific requirements such as investor briefings or employee communication updates on operational topics.

## Corporate and Executive level interaction

Whitham Media has a broad depth of experience interviewing and conversing with senior executives, Government ministers and other officials. Led by Managing Director Steve Whitham our team enjoys a warm relationship with many key executives of companies such as Santos, Oz Minerals, ETSA Utilities, and Petrathern to name just a few.

The relationship extends to media awareness training and presentation coaching for senior personnel.



## Our facilities and equipment

Whitham Media operates from recently renovated premises on The Parade at Norwood.

In conjunction with our Joint Venture partner Lithe Pty Ltd, we have a core staff of nine people with a range of skill sets and expertise.

### Key features which will be of importance for this project include:

- two high-definition post-production suites (one on premises and one remote)
- state of the art multimedia software for post production
- state of the art multimedia software for web applications
- catalogued video and multimedia archives
- high-definition broadcast digital video camera and associated equipment
- design capability for post production/web/brochure applications.

## Our HSEC systems

It's fair to say that we have learnt plenty over the years about health, safety, the environment and interacting with various communities throughout the country.

As a result we have adopted and adapted many of the HSEC systems and policies of our customers to best suit our operating environments.

Those systems enable us to work safely in high-risk environments, often unsupervised. For example, as a result of our long-term relationship, our approach to safety and understanding of their various systems, Santos allows us to travel between, and work in, their production facilities without supervision.

Our crews are familiar with and use the Stepback approach before, during and at the end of each part of the filming process.

We have an unwavering commitment to Zero Harm for our people, for the employees of our customers, the public and the environment. A more detailed outline of our HSEC policy is provided as a separate document.





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Specialists in video production for dvd and  
online – competency based staff and contractor  
e-learning and induction solutions – external  
and internal communications.

