

## CASE STUDY

### CSG Light Aircraft Incident

**Client:** CSG

**Challenge:** To provide media management following the forced landing of a light aircraft in Darwin Harbour

CSG engaged Creative Territory to assist in dealing with the media when a light plane owned and piloted by the company lost power on take-off and was forced to land in Darwin Harbour.

The story created enormous public interest, with the media comparing the incident to that of US Airways' Chesley "Sully" Sullenberger who crash landed a plane in the Hudson River with no casualties.

The story was covered by 141 media outlets in Australia and internationally including BBC World News, Good Morning America and all major Australian newspapers.



**AP** Associated Press

#### Light plane forced to land in Australian harbor 2 days ago

DARWIN, Australia (AP) — A pilot guided a light plane and his five passengers to a safe landing in shallow waters in northern Australia on Friday — and walked away with his baggage.

The dual-propeller Piper Chieftain experienced engine trouble shortly after takeoff from the frontier city of Darwin. It quickly descended as pilot Steve Bolle sought a place on a nearby beach to make an emergency landing reminiscent of the dramatic splashdown of an Airbus 320 in New York's Hudson River last month.

The plane came to rest on a sand bar in Darwin Harbour in about two feet of water at low tide. All six people were able to wade the 200 yards (meters) to the beach. News photos showed a drenched Bolle lugging his bag ashore.

"The pilot should be commended for keeping a level head and acting appropriately to ensure the safety of his passengers," said Northern Territory emergency superintendent Rob Farmer.

The plane was owned by computer technology company CSG.

Bolle was flying five CSG computer technicians to a community 310 miles (500 kilometers) east of Darwin where they were going to do maintenance work on the school, health clinic and police networks.

CSG managing director Denis Mackenzie told the Sydney Morning Herald that Bolle reported a loss of power in one engine. He realized he could not make it back to the airport and decided to land on the beach.

The incident is being investigated by the Air Transport Safety Bureau.

Last month, an Airbus 320 landed in the icy Hudson River in New York. All 155 people aboard survived, and pilot Capt. Chesley "Sully" Sullenberger has been hailed as a hero.



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