

CASE STUDY

Katherine Flood Recovery

Client: Northern Territory Government

Challenge: Ensure the people of Katherine and the Northern Territory had the information they needed to return to normal life.

When the Katherine River flooded in April 2006, Creative Territory was chosen to manage the media component of the Northern Territory Government Recovery Task Force.

Creative Territory managed all media, public and internal communications during the crisis recovery stage including establishing a website, coordinating NT government media needs and allowing a journalist on the ground to deliver stories and photos to the public.

