

case study
Rey Resources



client
 Rey Resources
 PO Box 1809, Hay Street
 West Perth WA 6872
 reyresources.com

time
 Ongoing (since January 2011)

scope
 Annual report
 Community communications
 Fact sheets
 Signage
 Press advertising
 Newsletter

overview

Rey Resources Limited is an ASX-listed resource exploration and development company with interests in the Canning Basin, Western Australia.

Rey Resources' exploration leases are about 175km to the south-east of the port town of Derby. The company's primary focus has been the potential Duchess Paradise Project, situated on a pastoral station about 30km south of the Great Northern Highway between Derby and Fitzroy Crossing.

objective

Rey Resources calls on Scout Creative to produce fact sheets that give periodic updates to its potential Duchess Paradise Project, aimed at both the local and wider community. The annual report performs a similar function to a corporate audience as well as containing a detailed financial report.

outcomes

Rey Resources has a commitment to keep the community informed as to the ongoing progress of its potential Duchess Paradise Project, and one of the primary and more successful ways that it does this is through the fact sheets that Scout creates on its behalf.

Similarly, the company attends community events in the region at which it uses collateral sourced and created by Scout to disseminate information about the project.

