

EMPLOYMENT

BRAND GUIDELINES

OCTOBER 2011

INPEX

INTRODUCTION

In early 2011 INPEX commissioned Reagent, a specialist employer marketing agency, to develop an employer brand for the INPEX Corporation.

Internal and external research was undertaken to help us uncover our Employer Value Proposition (EVP) and then develop our employer brand.

Through this research project, we were able to understand what unites us as an organisation, as well as what makes us all different. We have been able to develop a robust brand to help guide internal and external communications.

This initiative will underpin our talent attraction strategies, and help us reach crucial organisational goals.

INPEX

USING THIS MANUAL

This manual has been provided as a user guide for the new employer brand. Within it, you will find detail on the Employer Brand Model and essential background information on the current creative platform.

Given that your EVP is the DNA of your organisation, the marketing of your employer brand is by no means limited to external recruitment. Your EVP covers every touch point of the employment lifecycle, and as such there must be consistency in all internal AND external communication.

The examples provided are by no means exhaustive, and creative will be developed on a job-by-job and project-by-project basis in-line with the brand. As new elements are added, this manual will be updated.

KEY CONTACTS

The HR and communications teams all have access to the files contained within this guide. However, if you'd like to advertise externally, or if you have a specific requirement not covered in this guide, please contact:

HR

Joe Allen
Ph: (08) 6213 6456
Email: joe.allen@inpe.com.au

Internal Comms

XXXX XXXXXX
Ph: (08) 9XXX XXXX
Email: xxxx@inpe.com.au



THE INPEX BRAND MODEL

At the heart of any employer brand is an Employee Value Proposition - the single thing that defines and unites us as a company and that our visual projection is built around.

The Employee Value Proposition forms the basis of our conceptual platform – it is not a headline or a tagline, but a statement that describes what makes us tick, what makes us get up in the morning and what makes us stand out from the crowd.

The model overleaf clearly articulates both emotional and rational cornerstones of the employment experience at INPEX. The model should be used to drive the development of all internal and external communication relevant to the employment lifecycle.

INPEX

THE INPEX BRAND MODEL

CULTURE

- ❖ Diverse
- ❖ Courageous
- ❖ Committed
- ❖ Evolving
- ❖ Curious
- ❖ Collaborative

EMOTIONAL BENEFITS What does it feel like?

❖ **What does it feel like to work here?**
It feels like I'm embarking on an exciting journey where my creativity and desire to push boundaries will be tested and honed through unpredictable and constantly evolving challenges. It feels like this is my chance to influence an enormous project and leave an indelible mark.

EVP

The world's best,
creating the extraordinary

I'm part of something exciting. Through enthusiasm, commitment to quality and the confidence to push boundaries, I can innovate and produce more than I thought possible.

BRAND CORNERSTONES

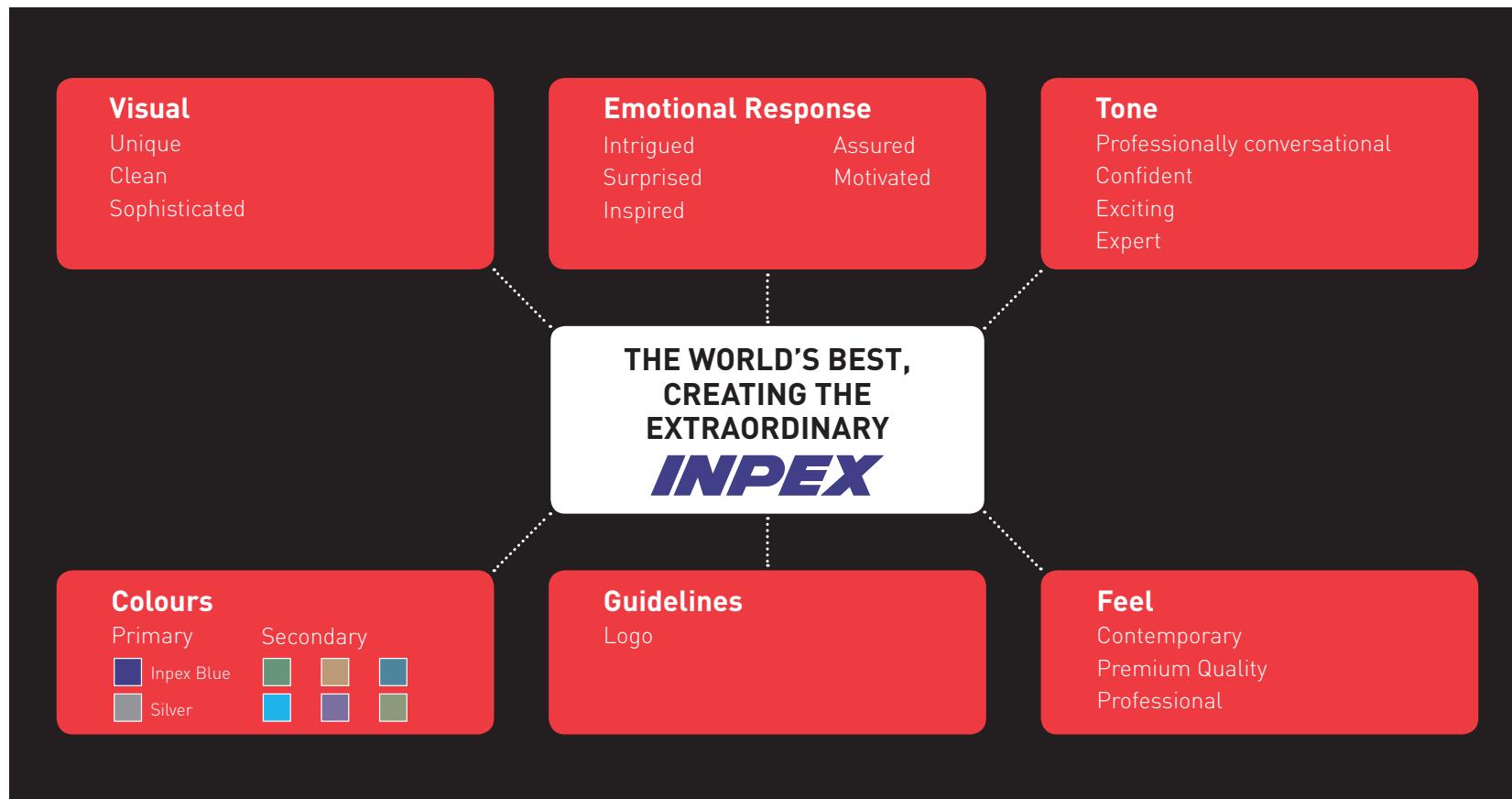
- ❖ Technical expertise
- ❖ Driven
- ❖ Tenacious
- ❖ Boutique
- ❖ Innovators
- ❖ Quality focus
- ❖ Professional

EMOTIONAL BENEFITS What does it say about me?

- ❖ **MY SKILLS:** I'm a leader in my field. I'm harnessing my broad experiences and creativity to really innovate and drive progress.
- ❖ **MY PERSONALITY:** I'm willing to take risks, resilient, enthusiastic and confident in my ability to see my ideas through to concrete results.
- ❖ **WHAT DO MY PEERS THINK OF ME:** That I'm ready for a challenge, embrace the unpredictable and adaptable to changing situations and environments.
- ❖ **HOW DOES MY CHOICE INFLUENCE MY SOCIAL IDENTITY:** I'm not influenced by popular perceptions. I'm confident in my own ability to be creative and innovative and forge my own path.

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THE INPEX CREATIVE MODEL



INPEX

DRIVING CREATIVE SENTIMENT

EXTRAORDINARY

Feeling of EXCITEMENT

Feeling of COLLABORATION

Feeling of PRIDE

Feeling of OPPORTUNITY

Feeling of COMMITMENT

Feeling of EXPERIENCE

Feeling of DISCOVERY

Feeling of SUPPORT

Feeling of EMPOWERMENT

Feeling of ACHIEVEMENT

EXTRAORDINARY, Feeling of...

At INPEX we are designing and delivering incredibly complex energy projects. Through the combined efforts of the world's best oil and gas professionals, we are building our reputation in a very competitive industry. We're accountable to a diverse array of private and public stakeholders. Our industry is effected by external influences as varied as government legislation, indigenous and local communities, international energy markets and the stock market. We have to constantly innovate and drive change to deliver our projects and keep ahead of our industry. In short, we are achieving the extraordinary every day.

'Extraordinary, Feeling of...' summarises how we approach business. It encapsulates the way we tackle projects, our dedication to working together respectfully, our focus on innovation, our pride in our achievements and, of course, our determination to make every day better than the last.

INPEX



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Careers are just the BEGINNING

They inspire you to think differently. To look at the world from a new perspective. They stretch your skills and encourage you to build new ones. They test your resolve. The best projects leave just as deep an impression on you as you leave on them. And at INPEX, great projects are all you'll find. Here you'll join a team of world-class oil and gas professionals driving innovation in the energy industry. Together you will leave your mark on industry-defining oil and gas projects and achieve the extraordinary every single day.

Right now we're developing the world class Ichthys Project offshore north-west Australia. As a result, we have a range of roles available for talented oil and gas specialists to join our rapidly expanding team. These are outstanding opportunities to shape an enormous infrastructure project at a critical stage of development. Isn't it time you made your mark extraordinary?

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INPEX

WHEN TO USE OUR SUBHEADS

'Feeling of...'

These lines are to be used as a distinctive creative signature in media where viewers are likely to be familiar with INPEX. Choose the line you think will best resonate with your target audience and meet your communication objective. For example: 'Feeling of Discovery' is suitable for exploration, whereas 'Feeling of support' is suitable for community relations.

'Opportunities are just the beginning'

'People are just the beginning'

'Careers are just the beginning'

'Projects are just the beginning'

These lines summarise the key messages for audiences likely to be unfamiliar with INPEX. Each execution has a matching intro paragraph listed on page 21. Select the line and corresponding copy you think will best engage your target audience and meet your communication objective. For example: 'Projects are just the beginning' appeals to professionals seeking large-scale challenges, while 'Opportunities are just the beginning' may appeal to an overseas audience.

INPEX

TONE OF VOICE

What we say and how we say it is key to the success of our employer brand.

We need to speak in a common voice; in a language that truly reflects our culture, our personality, our aspirations and values.

Our Tone of voice has been clearly defined. It has been shaped by our people and goals as a business.

Direct & Honest

- We communicate through clear language.
- We substantiate what we claim – we give examples.
- We speak honestly about our challenges and goals.

Professional & Approachable

- We recognise our expertise, not flaunt it.
- We write like we're having a direct conversation.
- We are confident, not arrogant.
- We respect each other.
- We talk about people, never 'candidates' or the 'incumbent'.

Keep it Simple

- We write with a purpose in mind.
- We deliver our message in the fewest words possible.

Stay motivated

- We express our excitement in the future of our organisation.
- We explain why our goals are important to Australia and our people to internal and external audiences.



WHEN DOES IT APPLY?

In any and every single piece of communication, internally and externally, our tone of voice is crucial to the success of our employer brand.

Some uses seem obvious. Our recruitment advertising, maybe even our on-boarding process for example.

But some are easy to miss.

The way we phrase our offer letters, the names we give our projects, the way we sign off our emails - literally all of our communication adds, or in some cases, detracts from our employer brand.

Tone of voice touches so many aspects of what we do; it's almost impossible to produce a definitive list of all channels. However, the most common mistakes are made with:

- Internal projects and/or initiatives

We often launch internal projects or initiatives and give them names to help promote awareness. However, it's easy to lose sight of their relation to the EVP and yet the project or initiative 'name' is often a highly visible internally. When considering naming new projects or initiatives, make sure you review the brand. Does it compliment how we behave, talk and act?

- Offer Letters/First Day

Of course, we have to satisfy legal requirements, but our offer letters are crucial in building anticipation, respect and excitement around joining INPEX. Do we tell people we're delighted they're joining us? Do they have business cards waiting? Do we make their first day memorable for all of the right reasons?

- Change Management

Are we behaving how our brand says we should? Have we made sure we're communicating to every group that is being affected by change?

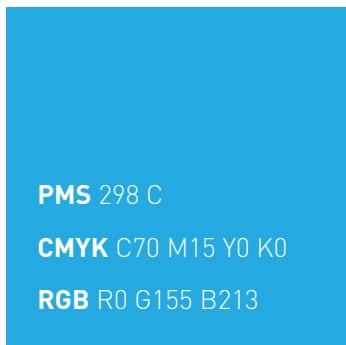
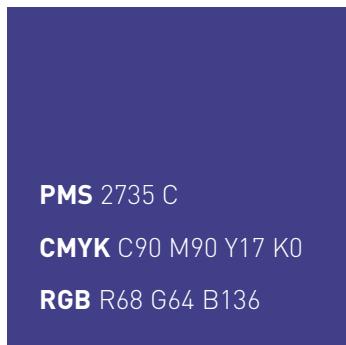


BRAND COMPONENTS

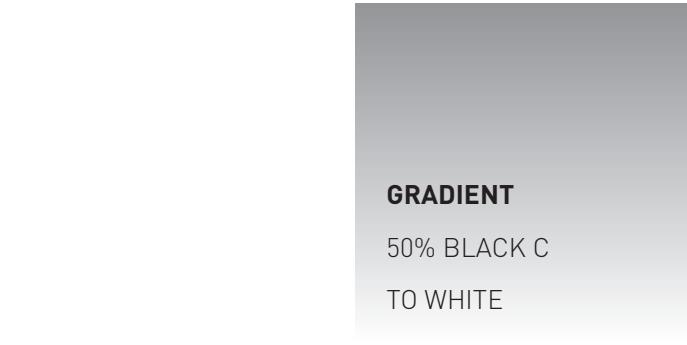
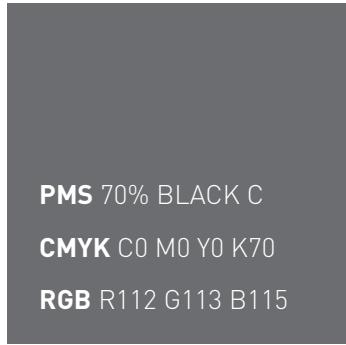
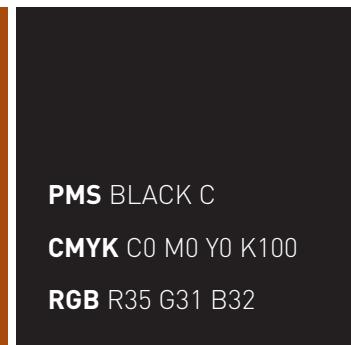
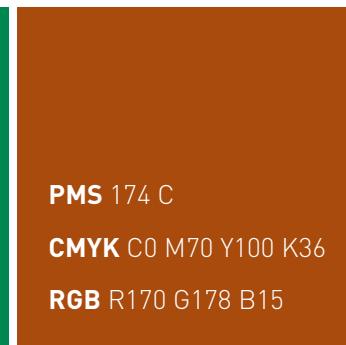
INPEX

COLOUR PALETTE

Primary



Secondary



INPEX

LOGO GUIDELINES

For a full set of the INPEX logo guidelines please refer to the corporate style guide.

Exclusion Zone



Minimum Size



Mono



Reversed



TYPOGRAPHY

The DIN font should be used for all external communications and is only available upon request.

DIN Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

DIN Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

DIN Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

The Arial font should be used for all Internal communications developed internally.

Templates are available that specify the correct use of this font.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910



IMAGE LIBRARY

Please note that this library is a work in progress and will be updated as more photo shoots are completed.



Image 1



Image 2



Image 3



Image 4



Image 5



Image 6



Image 7



Image 8



Image 9

EXTERNAL ADS

INPEX

APPROVED INTRO COPY

Each brand subheading has a corresponding introductory paragraph.

Extraordinary feeling of...

An ordinary day with INPEX is anything but. When you are building the world's longest subsea pipeline, you experience astonishing challenges and the enormous job satisfaction they bring. You work alongside some of the best oil and gas professionals from around the world, sharing ideas and delivering exceptional quality work. You tackle each day inspired, encouraged and respected. When you work at INPEX, you know you are leaving a legacy behind you and there's simply no better feeling.

Extraordinary careers are just the beginning

An ordinary day with INPEX is anything but. When you develop industry-defining oil and gas projects, you thrive on the cutting edge of technical innovation. When you trade ideas with world-class professionals, you gain new insights and abilities. When you solve complex, large-scale problems, you experience the satisfaction of a true pioneer. When you work at INPEX, you achieve something extraordinary every single day.

Extraordinary people are just the beginning

They're the innovative advice that pushes your idea over the line. They're the extra muscle you need to complete the job safely. They're allies, support networks and friends. Great people make a role a rewarding experience, and at INPEX, they're all around you. Here you'll join a team of world-class oil and gas professionals driving innovation on the largest scale imaginable. Together you will leave your mark on industry-defining oil and gas projects and achieve the extraordinary every single day.

Extraordinary projects are just the beginning

They inspire you to think differently, to look at the world from a new perspective. They stretch your skills and encourage you to build new ones. They test your resolve. The best projects leave just as deep an impression on you as you leave on them. And at INPEX, great projects are all you'll find. Here you'll join a team of world-class oil and gas professionals driving innovation on the largest scale imaginable. Together you will leave your mark on industry-defining oil and gas projects and achieve the extraordinary every single day.

Extraordinary opportunities are just the beginning

They inspire you to take chances, to imagine experiences half a world away. The best opportunities can fundamentally change your life. And at INPEX, they are all around you. Here you can enjoy the vibrant beach culture, exotic scenery, commercial hubs and exciting nightlife of Australia's west coast. You'll join a team of leading oil and gas professionals driving innovation on the largest scale imaginable. You'll experience a close-knit working environment offering the cutting-edge training and support you need to build an exceptional career. When you work at INPEX, you'll achieve the extraordinary every single day.

The INPEX logo is located in the bottom right corner. It consists of the word "INPEX" in a bold, blue, sans-serif font. The letters are slightly slanted to the right. A thin blue horizontal line runs through the middle of the letters, starting from the top of the "I" and ending at the bottom of the "X".

RECRUITMENT AD 5 COLUMN 200x167mm



Mono

EXTRAORDINARY
Feeling of EXCITEMENT

POSITION TITLE
Location
An ordinary day with INPEX is anything but. When you are creating industry-defining infrastructure projects, everything is more focused and exciting. You trade ideas with some of the best oil and gas professionals from around the world. You experience the enormous job satisfaction of solving large-scale problems. You approach each day inspired by your role in shaping the future of energy. When you work with INPEX, every day is another chance to achieve something extraordinary. We think that's pretty special.
Ro commy num quis et wisse do od et num iliquisim del ipissit niatem zzrit ipit iliquipism venisi. Ro commy num quis et wisse do od et num iliquisim del ipissit niatem zzrit ipit iliquipism venisi. Ro commy num quis.
Odolestrud ex et, consed magniscilist dio ex ea alisit accumsa ndigna accum zzriusto odignim digniam, quatum andiate.

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INPEX

Web Address
DIN Bold 12/14pt

Image space

Can run with 1 or 2 images. If only using 1 image, left box reverts to PMS 298. Image split always occurs between the 'EXTRA' and 'ORDINARY'.

Creative Sentiment

Strapline - Choose appropriate

Position Title
DIN Bold 12/14pt

Intro paragraph

DIN Regular 8/11pt

Body Copy

DIN Regular 8/11pt

Call to action

DIN Bold 8/11pt

INPEX Logo
8mm deep

INPEX

RECRUITMENT AD 8 COLUMN COMPOSITE



EXTRAORDINARY

Careers are just the BEGINNING

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EMPLOYEE RELATIONS SPECIALIST – OPERATIONS

Perth

Joining our Employee Relations and Operations teams, you'll play a key part in managing Employee Relations (ER) for the Ichthys Project. Primarily responsible for developing engaging employee relations activities for the Operations teams, you will receive guidance from our Senior IR Advisors. You will be the key stakeholder in planning, executing and co-ordinating the strategic and operational ER requirements.

Extensive experience within ER coupled with a determined attitude, are crucial. Tertiary qualifications and the confidence to identify opportunities, prepare plans and deliver engaging results in a complex specialist area are essential.

The ER scope for the project is broad, complex and challenging, and this is a great opportunity to develop internal and external networks while delivering key business objectives.

For more information and to apply for these roles and more, please visit our website.

inpexcareers.com.au

SENIOR COMMERCIAL ADVISOR

Perth

You will be responsible for maximising our commercial position in dealings with joint venturers and third parties through the effective negotiation of commercial agreements with a primary focus on INPEX's operated Ichthys LNG Project. Secondary support to our other operating and non-operating businesses in Australia will also be required.

Reporting to the Commercial Manager, key responsibilities will include providing advice on commercial matters, assisting in researching and compiling commercial information, identifying business development opportunities and representing INPEX at commercial negotiations and meetings.

A tertiary qualification in a technical, commerce, legal or other relevant discipline is desirable. Strong commercial advisory experience in a similar role within the oil and gas industry is essential.

SENIOR TREASURY OFFICER

Perth

Your focus will be on providing support to INPEX's Australian group assets (Ichthys, Griffin, Bayu-Undan, Darwin LNG and other exploration permits) which includes both operated and non-operated joint ventures.

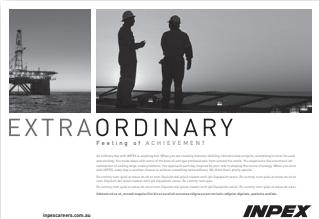
You will develop, implement and maintain cash flow and liquidity processes, provide leadership for the funding cycle, co-ordinate cash estimation/forecasting and ensure integration with other finance functions.

A university degree in economics, commerce or finance, with strong corporate treasury experience is required together with treasury applications and on-line banking platforms. Experience within Exploration and Production and SAP will be highly regarded.

INPEX

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BRANDING AD 7 COLUMN 200x270mm



Mono



EXTRAORDINARY

Projects are just the BEGINNING

They inspire you to think differently, to look at the world from a new perspective. They stretch your skills and encourage you to build new ones. They test your resolve. The best projects leave just as deep an impression on you as you leave on them. And at INPEX, great projects are all you'll find. Here you'll join a team of world-class oil and gas professionals driving innovation on the largest scale imaginable. Together you will leave your mark on industry-defining oil and gas projects and achieve the extraordinary every single day.

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Web Address
DIN Bold 12/14pt

inpexcareers.com.au

INPEX

Image space

Can run with 1 or 2 images. If only using 1 image, left box reverts to PMS 298. Image split always occurs between the 'EXTRA' and 'ORDINARY'.

Creative Sentiment

Strapline - Choose appropriate

Intro paragraph

DIN Regular 8/11pt

Body Copy

DIN Regular 8/11pt

Call to action - DIN Bold 8/11pt

INPEX Logo

10mm deep

INPEX