

Issue 44 : JUNE 2010

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**Where the truth lies...**  
life in a PR agency



Left: Burson-Marsteller: Daniel Young – Director, Digital; Zoe Hibbert – Director, Corporate & Public Affairs; Bob Pickard - President and CEO, Asia Pacific; Stephanie Aye – Manager, Technology; Ben Keane – Finance Director; Brian West – Market Leader – Australia

Right: Recognition PR team: Back row: Lauren Sharkey, Erwin Anorico, Jessica Kanyaro, Elizabeth McKenzie, Leanne Muir, Jessica Tsui, Elissa McGrath, Natasha David, Traci St. Lawrence, Elise Campbell  
Front row: Elizabeth Marchant, Adam Benson

**Diary note:** PR & Corporate Communications Conference, Sydney, 10 & 11 AUGUST

**Gala Dinner: 10<sup>th</sup> August**

**Keynote speaker: John Blyth, SVP, Fleishman-Hillard USA (formerly head of Comms for McDonald's USA)**

[www.frocomm.com](http://www.frocomm.com)

## H&K Australia pick Warner for MD role

Hill & Knowlton has appointed Marcus Warner (pic, right) as Managing Director, Australia, replacing Michelle Hutton, who left H&K for the MD role at Edelman Australia. Warner will start on July 1st 2010 and reports to Vivian Lines, President & COO Asia Pacific. Warner joins Hill & Knowlton from law firm Norton Rose where he is currently Director of Marketing. He previously worked at PricewaterhouseCoopers and AstraZeneca.

“Marcus brings a strong mix of communications, sales and consumer marketing skills from the professional services and healthcare sectors. This will give an added dimension to our client work and bring a new perspective and leadership to our Australian operation,” said Vivian Lines.

Outside of work Warner is Treasurer of the Asia-Pacific Professional Services Marketing Association and is also a passionate ultra-marathon runner.



## Unhappy with your bank? Join the queue

By Glen Frost, Editor, [The PR Report](#)

According to the organisers, it's Australia's largest class action lawsuit: a case of disgruntled bank customers versus the big banks.

[Financial Redress](#), a specialist in recovering compensation from financial institutions for excessive charges or mis-selling, and a subsidiary of litigation funder [IMF Australia](#), is launching a class action against a number of Australian banks who have allegedly overcharged customers for years. (pic right taken from Financial Redress website)

Banks in Australia often have an array of different fees; fees for services, and fees as penalties. Penalty charges can include fees for being overdrawn on your account, charges which Financial Redress refers to as “exception fees”. The issue in this case is; are the banks “exception fees” excessive?

"We're being charged up to 50 dollars in penalty fees for something that may cost the bank a few cents, it's appalling," said James Middleweek, Founder and CEO of Financial Redress.

James is a former lawyer and stockbroking analyst; in the past two weeks he's been on every media outlet promoting the class action, explaining how the process works, and encouraging Australians to join the case; see this interview on [A Current Affair](#) (the Australian ACA; just like Idol and America's Funniest Home Videos, TV shows are multinational templates, albeit fronted with local talent).

James' message seems to have struck a chord – to date 100,000 Australians have signed his online registration form. And remember, Australia's population is only 22 million. James says the campaign period of marketing the case and encouraging people to sign-up, will go for another 6 weeks. After that, James says he's budgeted up to A\$10 million in legal fees and has enlisted one of Australia's most successful class action law firms, [Maurice Blackburn](#), to put the case before the Judge.

According to James, the total value of exception fees deducted by banks in Australia over the past six years (the maximum time limit allowed under Australian law) “could be as high as A\$5 billion” although he expects his class action to be in the region of half a billion dollars, as not all the people due a refund will sign up to be part of the class action group. Interestingly, one Australian bank, the [NAB](#), has already started to refund customers.



Some of the banks in James' sights are listed on the [Australian Stock Exchange \(ASX\)](#), where the market's continuous disclosure rules state that when a listed company becomes aware of news that could have a material impact on the value of the business, this news must immediately be disclosed to the market (via a publically available release to the ASX). None of the listed banks have made any public statement on the impending class action to the ASX, suggesting they're either waiting to see the dollar figure of James' case first (to see if the dollar figure is a material amount), or like the NAB, they're refunding customers before the case gets to court.

Capitalists are fond of saying "Whoever takes the risk, gets the rewards" and this case is true to that maxim; albeit with a slight twist. Participants in the class action pay no money upfront to fund the action, and pay no money if the case loses, but risk-free justice has a price; James' fee is 25% of the total winnings if he wins the case. Here's the twist; it's not the Australian Government taking the banks to court, it's a private sector company; however the impetus for their case was based on information in a [2008 report](#) from the Reserve Bank of Australia on fees charged by the banks. The RBA Report stated that the banks charged A\$1.2 billion for "exception fees" in one year alone.

Here's the irony: if James wins the case, the court will charge the banks interest on the refund amounts due – compound interest on fees going back six years could mean the banks pay another 20 to 30% on top of the refunded fee amounts.

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## Journalists 'groupsource' via free online service

While Australian journalists continue to crowdsource sources using free online service [SourceBottle](#), they can now also 'groupsource' sources by sending private 'call outs' exclusively to public relations professionals subscribed to the service.

Call outs for sources are currently emailed to subscribers and made public on the [SourceBottle](#) site before being circulated via social media sites like Twitter and Facebook – a highly effective crowdsourcing model that continues to yield results for journalists using the free service.

SourceBottle is now catering for journalists who do not want their call out displayed publicly on the site, thereby reducing the possibility of other media viewing their call outs.

"This change has been made in response to requests made by journalists for the service to facilitate 'private' call outs that aren't made public or accessible to other media," said SourceBottle founder Rebecca Derrington (photo, right).



**"Journalists can now post call outs that are only distributed via private email to a discrete group of PR professionals"**

"So journalists can now post call outs that are only distributed via private email to a discrete group of PR professionals taken from our large database. Of course a private search is not always more appropriate, which is why I believe our crowdsourcing model will continue to prove popular," she said.

Since its launch nearly a year ago, SourceBottle has broadcast over 1,500 calls outs for sources from journalists and writers on behalf of a diverse range of media, including: **Channel 10; Channel 9; SBS; The ABC; The Sydney Morning Herald; The Age; The Herald Sun; The Australian; The Weekend Australian; Money magazine; The Australian Financial Review; Australian Creative magazine; Dynamic Business magazine; Dynamic Export; SmartCompany; Cosmopolitan magazine; CLEO magazine; Madison magazine; Grazia Magazine; Sunday Telegraph; Rolling Stone Magazine; The New York Times; Readers Digest; Desktop Magazine and Nett Magazine.**

Derrington said she was thrilled with the media's uptake of the service and that the quality of the call outs being posted continued to drive subscriptions. "The range and depth of expertise and experience that journalists can access through SourceBottle also continues to grow, so journalists can expect an even better response to their call outs.

"Of course journalists can also post an anonymous call out if they want to employ SourceBottle's more traditional crowdsourcing model, but don't want their publication named," she said.

A poster's personal details (including their email address) is always kept private and not displayed on the site or made available to people responding to the call outs. For more information, visit [www.SourceBottle.com.au](http://www.SourceBottle.com.au)

Declaration: Rebecca Derrington is speaking at Frocomm's PR & Corporate Communications Conference on 10<sup>th</sup> & 11<sup>th</sup> August

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## CPR creates new WA lobby group alliance

Article in full by Paula Wallace Jun 09, 2010

Approvals Alliance to fast-track project approvals

An innovative new service has been launched to help Western Australian infrastructure and resource projects cut through the regulatory clutter to achieve project approvals in a timely and cost-effective manner.

The Project Approvals Alliance sees a group of WA based consultancies join forces to provide a coordinated service to project proponents hoping to take advantage of opportunities in the new boom. Alliance services will include Indigenous heritage, environmental approvals, internal and external stakeholder relations, as well as State Government and Federal Government relations. Alliance members include:

1. CPR Communications & Public Relations - Federal & State Government, Investor, Community & Media Relations
2. Aquaterra - Groundwater and Environmental Approvals
3. Kellie Hill Consulting (KHC) - Indigenous Heritage and Native Title

CPR general manager Daniel Smith said the formation of the Project Approvals Alliance provided projects with a way of cutting through the system bottlenecks likely to emerge in the new boom. "During the last expansion, the number of mining, exploration, environmental and Indigenous heritage approval applications received by the State Government from resources and infrastructure projects increased significantly," he said. "At the same time, the public sector's capacity to manage the increased workload was diminished as an expanding private sector recruited within public sector approvals agencies. These competing pressures resulted in delays to project approvals and many opportunities were lost. "The Project Approvals Alliance aims to give projects the best chance of achieving their approvals in an increasingly heated environment."

KHC managing director Kellie Hill said the Project Approvals Alliance provided projects with the ability to quickly ramp up their approvals effort. "The new boom is on us and we are reacting to this new environment by quickly expanding our team," she said. "In fact, by engaging the Project Approvals Alliance, projects are gaining access to a team of more than 100 experienced approvals personnel, which can be managed through a single coordinated relationship." Aquaterra principal environmental consultant Doug Koontz said a coordinated approach to approvals was essential, given the increasing complexity of the environmental approvals process.

"Environmental approvals are becoming increasingly complex, as companies are required to provide a much higher level of technical detail to satisfy various regulators," he said. "More emphasis is being put on addressing most of the issues early in the assessment process through stakeholder consultation and detailed environmental investigations." Mr Koontz, who recently served on Mines Minister Norman Moore's review of the Approvals System, said a rigorous approach to approvals was essential. "Sound strategic planning is essential to establishing a realistic timeline and budget for approvals which conform to the overall project development objectives."

All three Approvals Alliance members are based in Perth, with CPR maintaining a Canberra office to manage Federal approvals such as Foreign Investment Review Board processes. More information: [www.approvalsalliance.com.au](http://www.approvalsalliance.com.au)

## Avviso builds Arts Portfolio

Award-winning agency Avviso PR (photo, right) has strengthened its influence in the arts and cultural events industry, working on two major events, The Australian Festival of Chamber Music (AFCM) and the Macquarie Visions light festival as part of Vivid Sydney.

Held in Townsville each winter, the AFCM is recognised as the most prestigious international chamber music event in the Southern Hemisphere. Avviso recently coordinated media launches for the festival in Sydney, Melbourne, Brisbane and Cairns, and in the coming months will be working closely with the festival artists to maximize profile opportunities and manage a visiting journalists program.

With a global reputation for its distinguished artists and innovative programme, the AFCM is a very welcome addition to Avviso's existing musical client base, which includes the Sydney Philharmonia Choirs, the Song Company and previously Musica Viva and The Classical Music Awards hosted by APRA.

This month Avviso has also been a major player in Events NSW's Vivid Sydney festival (photo, right), managing all the publicity, social media, marketing, and even a new role in creative development for the light-art component, Macquarie Visions. Avviso began working with the Vivid team when the festival started in 2009, managing all publicity for Smart Light Sydney, and after just two years Vivid Sydney is fast becoming the major creative industries event in the Asia Pacific.

"With 18 years experience working in the arts and cultural events, we continue to attract clients who value our deep understanding of this sector and recognise our strong reputation for generating high-profile media coverage in a broad range of niche and mainstream outlets," said Managing Director Carolyn Grant.

After a busy start to 2010 working on the National Gallery of Australia's Masterpieces from Paris exhibition, Avviso has also continued to build a profile in the visual arts, most recently working on the Project 5 Charity Art Auction in Sydney and an intimate exhibition by ABC TV presenter Whitney Fitzsimmons.



## UK Council PR chief earns more than UK Prime Minister

[Editors note: the political structure in England is different to Australia: County Councils are like Australian State Governments in some respects, having responsibility for Police, Education etc, albeit under legislation devolved from Westminster (the national Parliament), but other aspects, like getting the trains to run on time, is not their responsibility]

Article in full: Gemma O'Reilly, prweek.com (UK) 08 June 2010

UK news: Suffolk County Council hires Jill Rawlins as communications chief

Suffolk County Council has hired the former communications chief at the Countryside Agency to head up its PR function. Jill Rawlins has been hired on a six-month contract at the Conservative-run council. The Daily Mail reported this morning

that Rawlins has been hired on a £182,000 a year contract. Her role is believed to involve developing a proactive approach to communications, particularly in media management. She replaces communications director Caryl Jackson, who left on 21 May. Rawlins previously worked as a PR manager at BT and as head of corporate affairs at Somerfield and Kwik Save.

Article in full from Press Gazette: Oliver Luft 8 June 2010

### **Council's new PR chief to earn more than David Cameron, claims report**

The new head of communications at Suffolk County Council is set to earn more than David Cameron once they move into their post next week – the Telegraph has reported. The new pr chief will be paid up to £700 a day when they start on a six month temporary contract on Monday.

The Telegraph reported: “The wage is equivalent of an annual salary of up to £182,000, nearly £40,000 more than the Prime Minister earns. The council has so far refused to say who will be taking up the post. The council’s opposition leader, Lib Dem Kathy Pollard, said the pay was “outrageous”. She told the Telegraph: “The council is supposed to be belt-tightening as it looks to save £153 million over the next 10 years. There has been a significant increase in the costs of the communications department in the past 12 months and the council is now having yet another attempt to find a head of communications.”

While council communications departments have increased in size in recent years local authorities are no more transparent, an academic paper has suggested, while the growth of expensive council-run papers has become something of a bete noire for the local newspaper industry which sees them as a contributory factor in its decline

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## **Burson-Marsteller recruits Finch for health PR role**

Burson-Marsteller (B-M) has appointed of Gareth Finch (pic, right) as Manager within its Healthcare practice.

Gareth joins B-M from Sydney based health communications specialist Palin Communications with over eight years of healthcare PR experience across a broad range of health-related projects and clients. Gareth also previously worked for Euromarketing and Barrington PR, a PR & marketing company in the education sector, where his role included promoting schools/colleges, launching educational initiatives with the Department of Education.

Based in Sydney, Gareth will be responsible for overseeing the management and execution of B-M’s healthcare client accounts including: sanofi-aventis, Gilead, Influenza Specialist Group and Australian Lung Foundation.

“Gareth’s healthcare expertise and ability to provide clients with solid, strategic counsel and cutting-edge ideas highly compliments the work our Healthcare team currently delivers,” said Brian West, Market Leader, B-M Australia. “We welcome Gareth to the team and look forward to his contributions as we continue to build on our practice’s ongoing success.”

Gareth's expertise ranges across prescription medications, medical technology, OTC treatments and natural therapies. He has extensive experience working on both local and international programs. Prior to joining B-M, Gareth’s UK experience saw him implementing campaigns in the education and B2B sector, before building a career in healthcare.

Gareth also has experience integrating digital strategies for healthcare clients. He has developed and implemented online strategies to communicate key messages, promote brands and engage stakeholders.



## Sheldon joins gtmedia

Amber Sheldon has joined strategic communications firm **gtmedia** as a senior advisor. Amber joins gtmedia from Victoria Racing Club, where she was Manager Public Relations and Communications responsible for strategy and implementation for the VRC. Prior to that Amber worked with leading Melbourne Consultancy Buxton Walker, which she joined after a successful career as a television and radio journalist with the Nine Network and 3AW.



## Evolution Media launches online TV finance news summary

evoTV, the online TV platform for the finance and business community developed by PR agency Evolution Media, has launched an online TV news program "Networth News"

Networth News is a three minute update on all the headlines from all the major media sources around Australia.

Covering the top stories from The Australian Financial Review, The Australian, The Sydney Morning Herald, The Age and the ABC, evoTV's Networth News presents all the issues that affect an individual's net worth.

evoTV founder Vanessa Stoykov said: "The majority of our viewers are time poor and just don't have the opportunity to wade through four major business newspapers each day. Networth News delivers them a snapshot of all the top business and finance headlines in an easy-to-absorb show. "We will still be covering all content our viewers are used to, with interviews with some of the biggest names in business, finance and politics. We're also working closely with our major content partners to deliver in-depth reporting on the most important issues facing the finance and business community as well as a series of new entertainment-based shows."

For organisations looking to keep their clients or members up-to-date with the issues that affect their net worth, evoTV's Networth News is available for syndication. Enquiries should be directed to Nancy Lipman at [nlipman@evoTV.com.au](mailto:nlipman@evoTV.com.au) or (02) 8969 6077.



## PRIA blocks employee pay award

Fair Work Australia dismisses application for PR Industry Award: May 19 2010

The application to make a modern award for the public relations industry, launched by the MEAA, and lobbied against by the PRIA and other employer groups such as the Australia Industry Group, was dismissed by Fair Work Australia.

FWA ruled: "In our view the case for a modern award covering the public relations industry has not been made out. There was little information put on the nature of the industry or on the impact of any modern award on productivity and employment costs in the industry. Whilst there is existing award coverage in Victoria and the ACT the impact of extending that coverage was not addressed."

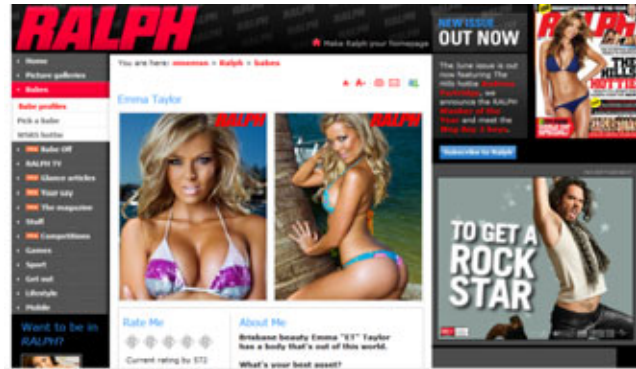
According to the PRIA: "The Registered Consultancies Group team [Editor's Note: the RCG is a division of the PRIA which consists of PR agency CEOs/employers] demonstrated the flexibility and integrity of PR consultancy employment practices. The RCG argued that a further piece of regulation would decrease flexibility, lower workforce participation and increase regulatory costs. It was also clear from the RCG benchmarking research that the PRIA RCG undertakes annually that PR consultancy employees are not in the category of 'low paid'

# Ralph quits print edition, goes online

Article from MediaBizNet 9/6/10  
Ralph Magazine Closes Print Editions

Some 13 ACP editorial and advertising staff will be affected by the closure of the print edition of Ralph magazine when it produces its final print edition this month with the July edition. ACP Magazines Group Publishing Director Phil Scott cited "The growth of online as a factor"

Ralph will focus on its digital future via its website [www.ralph.ninemsn.com.au](http://www.ralph.ninemsn.com.au)



ACP Magazines will transfer some employees but redundancies are expected. "The history of the monthly men's market is that the No. 1 masthead tends to change every six or seven years, dating back to the Penthouse and Playboy era, followed by Inside Sport and then Ralph and more recently ALPHA," said Scott.

"The launch of Zoo as a weekly in 2006 and the subsequent arrival of cross category men's magazines such as Top Gear and Men's Health have steadily eroded the once dominant 'lads' monthlies," he said. "The trend is evident all over the world and is the reason ACP re positioned FHM in May of 2008."

Scott said ACP believed the men's market remained a significant magazine category, but just as it had for the past three decades, tastes have changed: "This evolution happens in many magazine genres, particularly those aimed at young males. The growth of online is a factor but if history is any guide, it is not the key issue; tastes continually shift among younger readers."

Mr Scott said ACP would continue to invest in new men's magazines that captured changing trends. In the latest Roy Morgan readership results, Ralph increased 1.5 per cent period on period to 267,000. While Ralph magazine was unable to match the rise of Zoo Weekly as the most read men's magazine in Australia (466,000 readers per month according to latest Roy Morgan figures), over the same period, the digital audience for Ralph had grown significantly and as such the focus will continue on both web and mobile.

Joe Pollard, CEO of ninemsn said: "Both platforms are delivering strong audience numbers to our network, with April data showing Ralph page view growth of 11 per cent year on year." ninemsn produces eight out of the top 10 magazine sites in Australia, according to Nielsen's April Market Intelligence rankings, with ralph.ninemsn.com.au ranked No 8 for both unique browsers and page views.

The men's magazine category has grown significantly since Ralph's launch 13 years ago. In 1997, there were 910,470 copies of men's magazines sold in Australia, according to figures from the Australian Bureau of Circulation (ABC). By 2005, following the launch of Zoo Weekly, this figure had leapt to 5.16 million magazines. And by December 31, 2009, it had almost doubled again to 9.19 million copies sold.

# Haystac win AEC PR project

PR agency Haystac, part of the Mitchell Communication Group, has launched an interactive public relations campaign for the Australian Electoral Commission to encourage 1.4 million 'missing' Australians to enrol to vote.

The campaign centres around an interactive website, [www.famouspeopletototee.com.au](http://www.famouspeopletototee.com.au), (screen shot, right) featuring video clips of well-known Australians, such as Ruby Rose, Dave Hughes, and



Aaron Pederson, as well as community groups, all publicly and passionately declaring their intention to vote.

Haystac AEC Campaign Team:

Left side, front to back: Julia Lee, Rain Fuller, Sally Tyrell, Lucy Williams

Right side, front to back: Anton Staindl, Trent Light



## ICAC calls for submissions on NSW lobbying

Article from ICAC 18 May 2010

The Independent Commission Against Corruption (ICAC) is calling for public submissions to help inform its investigation into potential corruption risks in the current lobbying regulatory system and practices in NSW.

This investigation is the first of its kind in which the Commission will hold a public inquiry looking at systems issues rather than specific allegations of corrupt conduct. Submissions to help inform the investigation and public inquiry are sought in response to the ICAC's Lobbying in NSW – An issues paper on the nature and management of lobbying in NSW, which was released today. The paper aims to generate community and agency response on the nature of lobbying in NSW, and whether changes need to be made to the current regulatory system.

"It is paramount that elected representatives and public officials make their decisions with fairness and in the public interest," the ICAC Commissioner, the Hon David Ipp AO QC, said. "All their dealings with lobbyists must be conducted with the highest levels of openness and accountability.

"Some of the issues raised in this paper include that almost half (49%) of the 272 registered lobbyists listed in NSW had a background in politics, either as Members of Parliament or, more commonly, as ministerial staffers or political advisers," Commissioner Ipp said. "However, while there is a NSW Government Lobbyist Code of Conduct, there is no specific legislation in the state regulating the conduct of lobbyists or the public officials with whom they deal.

"Also, the current lobbying regulatory regime in NSW does not apply to some government-related entities such as statutory state owned corporations and local councils, so it is not known to what extent they are subjected to lobbying.

"The Commission is keen to receive feedback from stakeholders on what they think about current lobbying procedures in NSW, and whether changes need to be made to promote transparency, accountability and fairness to reduce the likelihood of the occurrence of corrupt conduct," Commissioner Ipp said.

The Commission is seeking submissions from lobbyists, those that are lobbied, lobbying regulators, academics, public and private sector organisations, members of the public and other interested parties. The Commission will prepare a public report at the conclusion of the public inquiry, which is expected to be held later this year.

The issues paper and further information about the submissions process can be accessed [here](#). Submissions may be emailed to [icac@icac.nsw.gov.au](mailto:icac@icac.nsw.gov.au) or posted to the Solicitor to the Commission, GPO Box 500, Sydney, 2001.

Submissions should be received by the Commission no later than 5pm on Wednesday 23 June 2010. Anyone interested in lodging a submission who cannot access the internet is welcome to contact the Commission on (02) 8281 5999 or 1800 463 909 for assistance

# Department of Immigration launch campaign via YouTube

Article from Crikey, Bernard Keane 11/6/10:

Australia says no to people-smuggling -- via YouTube Canberra correspondent

The Immigration Department has launched a new round of videos aimed at discouraging asylum seekers from trying to reach Australia by boat, setting up a Youtube channel devoted to explaining the horrors of the boat journey to Australia.

The campaign, "No To People Smuggling" has had no mainstream domestic exposure so far. It aims:

"...to raise awareness and educate communities within Australia about the dangers and uncertainties of using people smugglers. Watch and hear first-hand accounts taken from those who have risked their lives and those of their families to undertake the treacherous journey to Australia. The stories detail the grave dangers faced on the open ocean in small and often unseaworthy boats, with no guarantee of reaching Australia or being granted asylum."

The YouTube channel consists of three videos in Tamil, Sinhalese, Pashto, Farsi, Dari and Arabic. One explains the suspension of processing of claims from Sri Lankans and Afghan applicants and the Government's "crackdown on people smuggling" and those who support people smuggling. Another conveys "Ali's story", in which an actor playing an asylum seeker explains how his sister and daughter were drowned in an attempt to reach Australia. The third, and most graphic, simulates the point of view of someone drowning at sea:

<http://www.youtube.com/notopeoplesmuggling>

In 2000, the Howard Government under then-Immigration Minister Philip Ruddock launched an ad campaign in the Middle East warning of the perils of the boat journey to Australia, detention and, famously, the spiders, snakes and crocodiles that awaited any asylum seekers arriving in outback Australia. One of the consequences, Immigration officials later learnt, was that emphasising the presence of sharks made people smuggling more appealing for Indonesian fishermen, who like to catch shark.

However, the Department of Immigration -- which no longer runs in-country advertising campaigns (that is now the responsibility of Customs) -- says the ads are aimed not at potential asylum seekers overseas but at local communities that can act to discourage them from attempting to reach Australia by boat.

Immigration's Sandi Logan said the campaign had been developed since late last year and was based on research conducted by an agency that had interviewed Sri Lankan, Afghan, Iranian and Iraqi diaspora community members, to identify what were the most powerful motivations driving people to attempt to reach Australia by boat. "We found that the threat of law enforcement, of imprisonment, is nothing to these people, given what they've been through. However, the risk of dying, of losing family members, or of losing your money or being deceived by people smugglers, is much more real."

"This is not an ad campaign," Logan said. "It's an information campaign targeted at a very specific audience. It's composed of posters, brochures, and the videos. All have been produced in-house, except for the translations. The total cost so far, including the translation services, is around \$75,000. Left Behind cost \$2642 in total."

"We've also been putting public notices in the ethnic media flagging the recent changes to laws relating to people smuggling, and the suspension of Sri Lankan and Afghan asylum seeker claims," says Logan. "We started developing the campaign last year when we saw that people smugglers were taking much greater risks and exposing more people to danger in rickety boats."

Further videos would be produced targeting the risk of losing your money to asylum seekers or being abandoned by them, Logan said. However, the campaign would also be coupled with information alerting diaspora communities to legitimate mechanisms for enabling family members to come to Australia, rather than risking the journey by boat.

Pamela Curr of the Asylum Seeker Resource Centre in Melbourne criticised the videos, and particularly the drowning ad, reminiscent of graphic domestic advertising campaigns such as road safety. "The point is that these people don't have a choice about coming here by boat. You have a choice about driving drunk, for example. These people don't have any choice if they've fled the Taliban and Australia is the only country that will take them."

Editor's declaration: Sandi Logan is speaking at the Frocomm Public Relations & Corporate Communications Conference in August

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## Health PR discussion group on LinkedIn

A discussion group recently launched on LinkedIn for healthcare and health PR & comms practitioners  
[http://www.linkedin.com/groups?home=&gid=3083628&trk=anet\\_ug\\_hm](http://www.linkedin.com/groups?home=&gid=3083628&trk=anet_ug_hm)

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## Hill & Knowlton win Mincom account

Software company Mincom has the appointed Hill & Knowlton (H&K) as its corporate PR agency in Australia, further strengthening H&K's business technology practice.

Mincom is Australia's largest enterprise software company, with a 30-year history of providing solutions to today's leading companies worldwide within asset-intensive industries Headquartered in Brisbane.

Mincom is the leading supplier of enterprise solutions for Asset Intensive industries including EAM, ERP, mobility and operational management solutions for Mining, Defence, Public Infrastructure and Energy. Mincom is also the largest Australian software provider to the global Mining industry, with 17 of the world's top 20 mining organizations relying on its solutions.

"Australia is a very important market for Mincom, both in terms of our heritage and customer base. We chose H&K because they have strong credentials in the business technology area and they provided solid understanding and deep insight into both our market and those in which we are looking to build our business," said Samantha Moore, Director, Global Public and Analyst Affairs, Mincom.

Hill & Knowlton will be responsible for developing and implementing a strategic PR campaign to support Mincom's business development and management team in this market.

Hill & Knowlton Technology Practice Director, Myrna Van Pelt (photo, right) added, "We are delighted to be working with Mincom. They are leaders in their field and critical to the efficient operation of some of Australia's leading industries. We look forward to helping them further build their profile across their key sectors."



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## New senior appointments at Rowland

Australian corporate communication consultancy Rowland has made four senior executive appointments as part of its continued growth and expansion.

Experienced industry practitioners Dr Elizabeth Dougall, Sid Guglielmino and Nick Park have assumed executive positions, while market research and strategy consultant Dr Robyn Stokes has joined the firm as an Associate.

These senior appointments are in addition to six consultant appointments since January.

**Dr Elizabeth Dougall - General Manager,  
Corporate Communication**

Liz returns to Brisbane and joins Rowland after six years in the USA as an Associate Professor in Public Relations tenured at the University of North Carolina. Awarded for innovation and excellence as a corporate communication practitioner, researcher and educator, Liz will work with clients across a range of industry sectors on communication strategy, leadership and implementation.

She is also author of more than 30 articles based on her research and industry experience in issues management, crisis communication and social media. Most recently, Liz was one of 16 experts worldwide invited to contribute to the Institute for Public Relations' Essential Knowledge Project.



**Sid Guglielmino - Creative Director**

Sid has more than 28 years creative experience in graphic design and advertising and joins Rowland as Creative Director. He has worked as an Art Director for 14 years at national and multi-national advertising agencies in Melbourne and Brisbane, including Masius, Coudrey Advertising, Joint Venture/Mattingly and Chiat Day Mojo. His advertising experience was woven into his own successful business venture, GDC which commenced in 1993.

Sid brings to Rowland GDC's long-standing client relationships and a strong creative portfolio forged in transport, NGOs and education – complementing our existing portfolio of infrastructure, mining, corporate and investor relations clients. The collective skills and experience of the expanded Creative team will enhance Rowland's strong corporate design studio.

**Nick Park - Manager, Government Relations**

One of Queensland's leading government relations practitioners Nick Park has been appointed to the position of Manager. He will work in our Government Relations practice, headed by General Manager Shaun Drabsch. Nick joins Rowland with eight years of corporate consulting experience and has worked with many of Australia's leading companies in the energy and resources, property and land development sectors.

Prior to commencing his consulting career, Nick was a staff member to the Liberal Leader of the Opposition in Brisbane City Council and has a Masters in Urban Planning – he has advised many of Australia's largest property, development and infrastructure companies on their Queensland-based projects.

In the Federal sphere, Nick's work as a Canberra-based government relations consultant, as well as his experience as a former staff member to both Peter Dutton MP and Senator George Brandis SC, has developed his exposure to a wide portfolio of industries. Nick is a former member of both the State and Federal Executives of the Liberal Party, now LNP.

**Dr Robyn Stokes - Affiliate**

With more than 25 years' experience in strategic research and developing business, marketing and communications strategy, Dr Robyn Stokes will enhance Rowland's research capability to build the practice into a comprehensive research unit. Her key areas of expertise are strategy development (business, marketing and communication), stakeholder and market research, and sustainability planning (aligning business strategy with the unique economic, operational, social and environmental drivers of the organisation).

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**Apology**

The May issue of The PR Report included a photo on the cover page of the team at Fleishman-Hillard Sydney that was out of date: Kylie Johnson, featured in the photo, left Fleishman-Hillard in March 2010 for a role at Dept of Climate Change in Canberra. Our apologies.

## Spectrum appoints Skelly as MD

The Spectrum Group, comprising Spectrum Communications and Max Australia, both IT public relations consultancies, announced the appointment of Laura Skelley to Group Managing Director. Laura will be responsible for the development and growth of Spectrum Communications and Max Australia.

Laura has over 12 years experience in strategic communications and marketing for clients in Australia, New Zealand, Asia, the UK and North America as well as a background in journalism. She has been the Managing Director of Max Australia for the past three years. Her expertise lies in the areas of strategy, business development, issues management, media relations, PR 2.0 and stakeholder communications.

Laura's experience has been gained across the Technology, Consumer, Professional Services, Automotive, Healthcare, and Not-for-Profit industries. Before making the switch to PR, Laura worked in a variety of producing roles with CBS and CNN in Washington DC and New York.

Laura replaces Michael Henderson, who has taken on the role of chief executive of DEC Communications.

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## DEC appoints Henderson as CEO

Full service PR agency, DEC Communications (DEC) has appointed Michael Henderson – former Managing Director at Spectrum Communications - as its CEO and head of the Agency's newly established Technology/Digital practice.

Photo: Michael Henderson (left) & Agata Kenna (right)

Henderson is charged with leading the agency together with Founder and Managing Director, Agata Kenna. His additional remit to initiate a new Technology/Digital PR practice is part of the agency's strategic growth plans and to deliver against constantly evolving client needs in the online PR space.

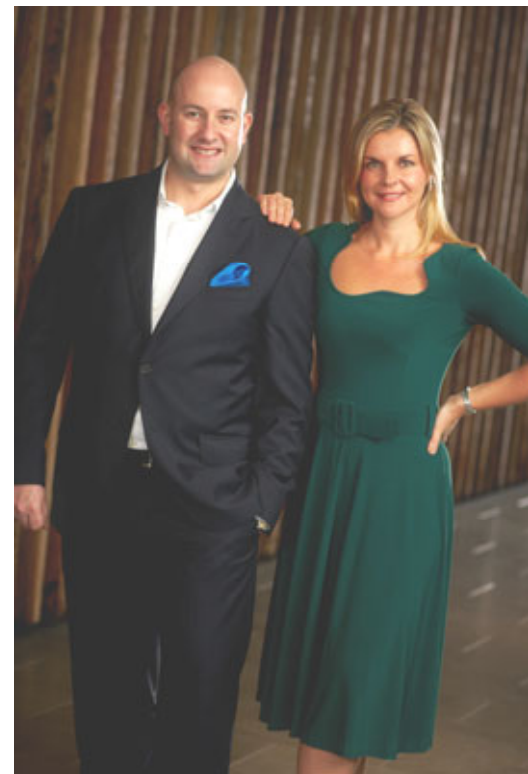
Before DEC, Michael was the Managing Director for technology PR agency - Spectrum Communications, and also held a senior role with Blackie McDonald Communications, which acquired a boutique agency that Michael was a Partner in for eight years.

DEC MD, Agata Kenna said the appointment signifies the agency's next stage of evolution.

"Since inception two years ago, DEC has experienced exponential team growth as our boutique, premium service offering has hit the mark with a leading portfolio of consumer and corporate brands.

"Michael will further this position, by establishing a new division that will represent technology and digital media brands, while also strengthening our social media and digital communication service offerings. Michael's one of the best and brightest minds in the industry and we're thrilled to have him on board," Kenna added.

According to Henderson the new practice is a natural next step for DEC in a changing media landscape. "The needs of brands within the technology, consumer electronics and digital media industries have evolved rapidly. They now require a more 'generalised' set of PR skills that enable them to reach a multitude of audiences and end users.



## MAGNUS appoints Hall

MAGNUS Investor Relations + Corporate Communication has appointed Victoria Hall (pic, right) as Client Executive.

Victoria brings three years experience in corporate communication to the MAGNUS team, having previously worked with a Sydney-based public relations firm and prior to that with Bartter Enterprises Pty Ltd. Victoria also has experience of regional media, having completed an internship with the Northern Daily Leader in Tamworth.

Victoria's client experience includes one of the 'big four' Australian banks, making her a valued member of the MAGNUS team focused on financial and professional services.

As a Client Executive, Victoria will actively contribute to the strategy development and implementation of client projects, as well as focus on building and maintaining strong media relationships specific to the communication needs of clients.

Victoria has a Bachelor of Communications (Business) from Bond University with majors in Marketing and Public Relations.



## MWW win Heineken

Momentum Worldwide Australia has been appointed to the below-the-line agency roster for Heineken in Australia. The agency's first project is leveraging Heineken's sponsorship of the 2011 Rugby World Cup in New Zealand.

Momentum was selected based on the agency's extensive experience working with brands to leverage a variety of sponsorship properties, including the past two World Cup tournaments.

(Photo: MWW team celebrate project)

L-R: Sarah Rogan, Sarah McCarthy, Jessica Sant, Vivien Nguyen, and Lucinda Dennis.



## Hutton starts at Edelman Australia

Michelle Hutton, formerly MD of Hill & Knowlton Australia, starts her new role as MD of Edelman Australia. Michelle spent her first two weeks in the USA (Edelman is a US based company).

**Looking for a new job?**

**\*\*\* see Job of the Month on Page 23 \*\*\***

## 303 win Sara Lee new product launch projects

303 Communications has won the new product launch for Sara Lee's new Apple Pie recipe with 100% Australian Pink Lady apples and also a Sara Lee chocolate Pie, the first ever chocolate pie from the supermarket freezer. Head of PR for 303, Melanie King, told The PR Report the PR campaign will involve both trade and consumer publications.

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## Nightingale recruits Williamson

Specialist financial, investor relations and corporate communications advisory firm nightingale communications has expanded its team with the appointment of former BBC journalist and Brunswick Associate Tim Williamson.

Prior to joining nightingale Williamson was Vice President, Corporate at Weber Shandwick Australia, based in Sydney, leading corporate, crisis & issues and financial communications for clients including HSBC, iSOFT, Asia Pulp & Paper, QBE LMI, Lend Lease, Bristow Helicopters Australia and Temasek Holdings.

At Brunswick, one of the world's leading financial and corporate communications consultancies, Williamson worked with retained clients including National Grid, Rolls-Royce, Reckitt Benckiser, Reuters, Prudential, Tradition Financial Services, St James's Place Capital Wealth Management, 3 UK and BBC Worldwide.

Williamson's issues and crisis experience includes working with Bristow Helicopters Australia to develop their crisis and issues response protocols, dealing with 'whistleblower' documentaries, advising on complex trade disputes, and engaging with stakeholders over regulatory reform. Prior to a career in corporate communications Williamson was a business journalist for the BBC and Bloomberg.



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## People moves

Alice Davies leaves Médecins Sans Frontières Australia

Gemma Crowley leaves Dennis Rutzou PR and joins Pulse (an Ogilvy PR company)

Global education services provider Navitas has appointed James Fuller to the new role of Group Manager Public Relations. James has extensive experience having recently headed up PR at Edith Cowan University as well as prior experience in the health, consultancy and pharmaceutical sectors.

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## Porter Novelli win PepsiCo PR award

Porter Novelli Sydney was named '2009 Agency of the Year – Snack Foods' by PepsiCo, selected from among all of the company's media, PR, research, advertising and digital agencies in Australia.

The award was for Porter Novelli's work on Smith's *Do Us a Flavour* campaign, which prompted more than 314,000 flavour suggestions from Australian consumers.

The PR project team, led by Lifestyle Practice Head Lisa Tantillo, worked on the campaign for over twelve months, providing celebrity ambassador management, issues preparation and management, spokesperson media training, a three-phase national media relations campaign, experiential activation, management of the competition finalists and staging a winner announcement event.

The campaign generated 232 positive pieces of coverage and 72.3 million audience impressions, including four separate segments on Channel Nine's A Current Affair totalling almost 30 minutes of airtime.

Fatima Syed, Smith's Brand Manager praised the team, "Porter Novelli delivered phenomenal results for the business for its work on *Do Us a Flavour*. This was the first Smith's campaign where we've invested in PR and it played such a valuable role, from implementing a robust issues planning process, to first-class media relations expertise which secured the Channel Nine partnership. We look forward to working with the Porter Novelli team in the future."

Porter Novelli also collected a Best Brand Activation campaign award for *Do Us a Flavour*, together with agencies Clemenger BBDO, NetX, EightyKs and Nielson.

*Picture caption (l-r) Jenni Dill, PepsiCo Australia & New Zealand Marketing Director, presents the Agency of the Year Award to Porter Novelli's Kelly Hill and Lisa Tantillo.*



## PPR appoints former McDonald's PR chief

Professional Public Relations (PPR) has appointed Ron Christianson as Senior Counsel in the Marcomms division, bringing with him more than 10 years of global experience in corporate communications, media relations, marketing communications, CSR and crisis and issues management.

Prior to moving to Australia to join PPR last month, Ron spent eight years with McDonald's Restaurants of Canada. As Director of External Communications, Ron led a team of corporate and agency communications professionals across the country and closely collaborated with numerous departments, including marketing, to deliver a wide variety of proactive and reactive communications and media relations initiatives. These programs were successful in helping drive the McDonald's business in Canada by contributing to significant sales results, guest count increases and improved consumer Brand Trust.

Ron will be based in PPR's Sydney office and will work closely with Marcomms Practice Director Peter O'Sullivan, playing a strategic role across the businesses growing list of branch network and retail clients. Ron will also work in a senior capacity on PPR's various McDonald's projects and retained accounts including working with the NSW/ACT retail marketing teams and nationally on McHappy Day.



## PPR win TL&H tourism account

Tourism and Leisure Holdings (TLH), a division of the NRMA group of companies, has appointed Professional Public Relations (PPR) to manage public relations in Australia for the company's wholly owned specialised wholesale brands Adventure World, Value Tours, Coral Seas and Creative Cruising.

“The year ahead marks an exciting time for these four iconic Australian travel brands and we were looking for a PR agency which could assist in driving increased awareness of our expertise in the travel sector,” said Neil Rodgers, Head of Marketing: Wholesale at Tourism and Leisure Holdings.

“PPR’s experienced travel and tourism team, combined with their large Australian network of offices will assist us in engaging a wide cross section of travellers as well as increase the opportunities for the brands in all media segments.”

The account at PPR will be led by Annike Jarvis, Account Director – Travel and Tourism (photo right) and supported by Group Director Peter O’Sullivan and a team of specialist travel and tourism consultants.



“We are looking forward to working closely with Tourism and Leisure Holdings and as a true extension of their team. The diverse nature of the four brands will provide many exciting challenges and opportunities for PPR over the coming year and into the future,” said Peter O’Sullivan.

PPR will also manage the press office of Adventure World’s Global Selling Agents (GSA) brands Royal Orchid Holidays, Gap Adventures, AmaDablam Adventures, Acacia Africa, Brewster Canada, Cruise West, Dragoman Overland, Drifters Africa, FEZ Travel, Headwater Holidays, Rocky Mountaineer, Trek America; as well as Creative Cruising’s Global Selling Agents (GSA) brands of Louis Cruise Lines, Thomson Cruises and Star Clippers in Australia.

PPR’s current travel and tourism portfolio in Australia includes Emirates Airline, Wolgan Valley Resort and Spa, South African Tourism and One North East, the regional development agency that promotes tourism to North East England. PPR was named 2009 B&T Agency of the Year for Australia and New Zealand and has offices in Sydney, Melbourne, Brisbane, Canberra, Adelaide, Perth, Newcastle, Gold Coast, Auckland and Wellington.

## PR adds value to Seinfeld campaign

Newcastle based agency, John Church Advertising (JCA), continues to work with its client Greater Building Society to use PR to add value its Jerry Seinfeld led campaign to raise its profile to take on the major banks in regional Australia.

Greater Building Society has confirmed its second advertising shoot with the global star will take place in the US in July, 12 months after the campaign was launched.

JCA’s PR Division (ChurchComm), which has served the Greater for five years, worked closely with the Greater in-house marketing team to use PR to effectively support the launch of the campaign.

Account director Craig Eardley (pic, right) said a deliberate decision was made, in conjunction with Seinfeld, to announce his signing five days prior to the launch of the advertising campaign. Something ING chose not to do when it signed comedian Billy Connolly. Eardley said that the PR campaign generated millions of dollars worth of media coverage before a single paid advert went to air.

“We knew we had a great story of a much loved global star helping David (Greater) take on Goliath (the banks),” Eardley said.

“We had every almost every major news website and TV show playing our adverts for free,” he said.

He said that the PR team added value through the preparation of media releases and backgrounders, media training for spokespeople, issues management planning, as well as



assistance with staff and customer communication and engagement. PR continues to support Seinfeld related marketing competitions. "The combined PR/marketing campaign raised the Greater's brand profile by 13% in its area of operations and the adverts had an amazing 40% recall."

Seinfeld has only ever appeared in adverts for two other companies – Microsoft and American Express. The Greater ads have Seinfeld doing stand-up outside a branch to introduce real customers talking about what they like about the building society. More than 35 adverts have been made from the first Seinfeld shoot. View some of the adverts at the Greater's Youtube site - <http://www.youtube.com/user/GreaterBuildingSoc>  
Greater Building Society operates in regional NSW and the Queensland Gold Coast. On the back of the successful campaign it has recently expanded services into Townsville.

# RECOGNITION'S ICT MEDIA AT A GLANCE recognition|pr

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<b>The Courier Mail</b> Technology Editor: [Name], Phone: [Number], Email: [Email] Head Office: [Address], Phone: [Number], Fax: [Number]	<b>Daily Telegraph</b> Editor: [Name], Phone: [Number], Email: [Email] Technology Editor: [Name], Phone: [Number], Email: [Email]	<b>Herald Sun</b> Technology Editor: [Name], Phone: [Number], Email: [Email] Head Office: [Address], Phone: [Number], Fax: [Number]	<b>The Advertiser</b> Technology Editor: [Name], Phone: [Number], Email: [Email] Head Office: [Address], Phone: [Number], Fax: [Number]	<b>The West Australian</b> Editor: [Name], Phone: [Number], Email: [Email] Technology Editor: [Name], Phone: [Number], Email: [Email]

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### Recognition PR and Outsource services

Recognition PR is an Australian-owned public relations and marketing communication consultancy with more than 25 years experience in the Australian and New Zealand IT market.

Outsource to Recognition PR's sister company providing a full range of lead generation and marketing services to IT companies and their channel partners.

## Recognition PR maps the media

Recognition PR has released the first edition of its complimentary Business media at a glance poster. The wall chart is designed to give communication and PR professionals a handy reference for media information in the corporate and financial services sector.

The new wall chart includes names, phone and email details for more than 30 media outlets.

Elizabeth Marchant, director at Recognition PR said, "This new poster builds on the success of the ICT media at a glance poster which most communications professionals in the Australian IT industry receive every six months.

"Our corporate practice has grown significantly in recent years and I felt it was time to launch a similar piece for the corporate and financial services sector.

“In my opinion, the value of working with a good PR firm isn't because it has a good media list. It's what it does with that information. We've been giving our IT media contact list away for free for 15 years and I'm looking forward to doing the same in the corporate sector.

“I hope it sends the message that our focus is on PR strategy and program implementation, not simply maintaining a database. We aim to be a powerful ally for our clients when it comes to media relations and this poster is a simple way of demonstrating that.”

## Offer to readers of The PR Report:

To receive your free copy of the Business media at a glance, ICT media at a glance or the quarterly marketing planner go to [www.recognition.com.au](http://www.recognition.com.au) or email [info@recognition.com.au](mailto:info@recognition.com.au)

## Pulse appoints Buchanan as MD

Ogilvy PR Australia has brought ex-pat Matt Buchanan back to Sydney to take up the reins at consumer agency Pulse Communications. Matt returns to Australia after a 12-year stint in the UK, having held senior roles at The Red Consultancy, Lexis Public Relations and the Bell Pottinger Group.

(Photo: on left, John Studdert, Ogilvy MD, on right, Matt Buchanan)

Most recently heading up the consumer brands division at The Red Consultancy in London, Matt begins work at Pulse from September 6. He replaces outgoing Managing Director, Samantha Allen, who has been promoted within Ogilvy PR Worldwide to lead the agency's Global Consumer Marketing practice from New York.

Pulse is one of Asia Pacific's most awarded and successful consumer PR agencies with a client base that includes LG Electronics, Tourism Australia, Fosters CUB, Rolls Royce, Ford and Unilever. Taking over the 20 plus strong team, Matt will bring a wide-ranging sectoral perspective to the business, with experience ranging from Pfizer to Samsung, Virgin Money and Coca-Cola.

Having led strategic and creative thinking for brands like eBay, Gumtree and MySpace, he will also work closely with Ogilvy PR's worldwide 360° Digital Influence group, developing bespoke campaigns and providing senior counsel for clients. Matt has a bachelor's degree from RMIT University, and began his career at Hill & Knowlton and Porter Novelli in Australia.

Ogilvy PR Australia is a joint venture between Ogilvy PR Worldwide and ASX listed marketing and communications company STW Group.



## Res Publica win Clean Global Energy account

PR consultancy Res Publica has been appointed by Clean Global Energy (CGE) to provide media and stakeholder relations support as CGE expands its operations throughout Australia and internationally.



CGE is an ASX listed company with innovative and proven Underground Coal Gasification (UCG) technology. UCG converts coal into a product commonly known as Syngas without the need for traditional mining. It allows the coal to be processed underground, eliminating expensive mining operations and minimising ground disturbance. UCG provides numerous opportunities to reduce pollution and has significant advantages over other methods of extracting energy from coal.

## Lee launches Rhetorica

Antoni Lee has established a new international communication training firm called Rhetorica. Antoni and his team work with representatives of some of Australia's — and the world's — leading brands and organisations in what Antoni calls, "the art of performance communication."

"If you communicate publicly for your work you're paid to perform," Antoni said. "You have to achieve something; you have to get results. Rhetorica exists to help presenters get those results — whether in and through the media, business pitches, roadshows, speeches or other acts of public communication."

Antoni's communication career goes back to the early 1990s, spanning substantial periods in government, consulting and corporate environments. He left Michels-Warren in 1999 to join IBM leading into Y2K, the Sydney Olympics and the dotcom boom. He joined Red Agency in 2004, where he established Redact and an enviable reputation for media training around Australia and into South-East Asia.

"Being born and raised in an entertaining and performing arts family also influences my work. Performing teaches you how to step out of yourself and into your role, without losing authenticity" Antoni said.

Rhetorica's team includes top-flight broadcasters Mimi Kwa (ABC Insiders, A Current Affair, Australia Network) and Jayne Edwards (2UE, press gallery, Inside Business) and in-demand voice actor, Adrian Lee (Adrian and Antoni are brothers).



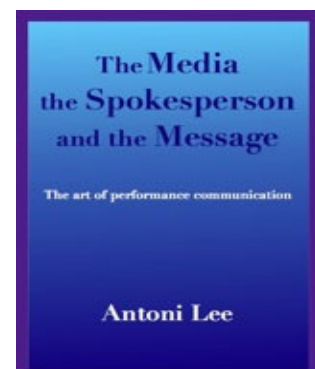
Mimi Kwa



Jayne Edwards

The PR Report's lucky draw book prize is a copy of "The Media, The Spokesperson & The Message: The Art of Performance Communication" written by Antoni Lee, founder and managing director of Rhetorica.

You can purchase copies directly from the author by sending an email to [antoni@rhetorica.com.au](mailto:antoni@rhetorica.com.au)



## GTI win Tourism Malaysia PR account

Article in full from MICEBTN 07 June 2010

Tourism Malaysia has appointed Global Tourism Interface (GTI) as its PR agency for Australia. Shahrin Mokhtar, director Tourism Malaysia Sydney, says that along with their public relations expertise, GTI has been appointed for its in-depth knowledge of the travel industry and ability to harness online and social networking opportunities. "Along with traditional PR, GTI will support Tourism Malaysia to effectively use social networking forums and identify non-traditional promotional partnerships," said Shahrin.

## The Hyperfactory win top US Mobile honour

Named one of USA's top mobile tech innovators alongside "Foursquare" and "Bump" in Entrepreneur Magazine's celebrated Annual 100 Brilliant Ideas list

International mobile marketing and media firm, The Hyperfactory, has been named one of America's top mobile technology innovators in the 2010 Entrepreneur Magazine Annual 100 Bright Ideas list.

In the Mobile Technology category, The Hyperfactory joins Foursquare, Square (the new mobile payment company by Twitter founder Jack Dorsey), and Bump (the popular free information exchange application), as one of only ten companies recognised for bringing "jaw-dropping" ingenuity to the table.

Photo, right; Geoffrey Handley, co-founder The Hyperfactory.

The Hyperfactory is recognised as the most awarded mobile agency in the world. Handley attributes the company's success to its commitment to strategy. The Hyperfactory names Coca-Cola, BlackBerry, L'Oréal, Vodafone, Disney and Kraft as clients and delivers globally through its network of offices in Sydney, Auckland, Los Angeles, New York, Chicago, Hong Kong and India.



## TNA win Bacardi/Bombay Sapphire account

TNA, Trish Nicol Agency, has been engaged by Bacardi Lion to handle the Public Relations for Bombay Sapphire.

The account was won in a competitive pitch this month and TNA was engaged to handle all press office activity, as well as strategies for the annual Design Discovery Award and new upcoming concepts for the brand.

Gareth Watkins, PR Manager for Bacardi Lion said, "The agency have won what was a very competitive pitch, overall their excellent pedigree within the design and luxury space means TNA are the perfect fit for Bombay Sapphire "

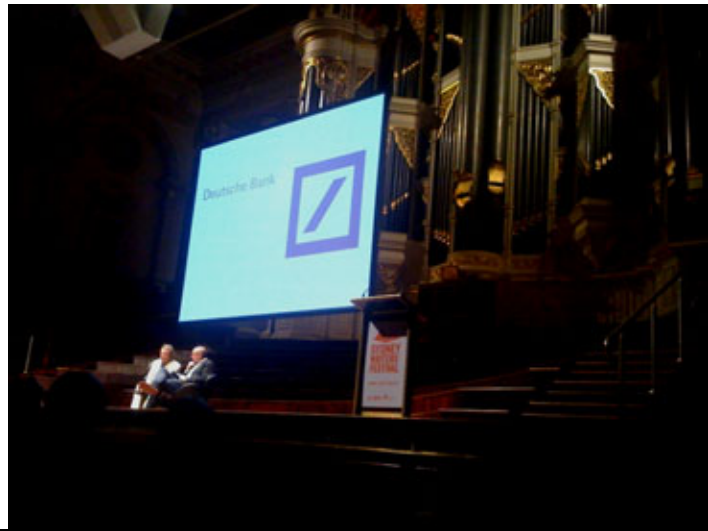
The Bombay Sapphire account joins TNA's expanding client base of premium brands.



## Sponsors overpowering event?

The PR Report went along to a few of the events at The Sydney Writers Festival, including the Christopher Hitchens interview on 22/5/2010 at the Sydney Town Hall.

Perhaps a little over the top was the high powered Big Brother-ish sponsor's logo (as in Orwellian Big Brother, not the TV show); see for yourself.



### Advert:



An epic Federal election battle is looming! Join Green Capital's unique pre-poll dissection of sustainability, policy advocacy and the rise of community activism and its predicted impact on Australian businesses, communities and homes.

**Hear the experts, ask the hard questions, and decide for yourself.**

Keynote speakers from the environment, union, social welfare and business will deconstruct the politics of sustainability, advocate policy and predict what's next for the nation. The panel will then focus discussion on the business implications and the big political, economic and social dimensions of sustainability in coming years.

#### The Politics

#### The Big Questions

Speakers include: **Tim Costello** - World Vision, **John Thwaites** - Monash Sustainability Institute, **Stephen Mayne** - Mayne Report, and more in Melbourne. And **Tony Maher** - CFMEU, **Julian Disney** - UNSW, **Bill Hurditch** - Fifth Estate, and more in Sydney. [Click here for more Speakers...](#)

[Click here to find out more](#) or [Click here to register](#)

#### When:

##### Melbourne

**When:** 7.30-10 am, Tuesday, 13 July 2010

**Where:** The Arts Centre: Spire Building, Level 8, 100 St Kilda Road, Melbourne

##### Sydney

**When:** 7.30-10 am, Thursday, 22 July 2010

**Where:** Sydney Hilton: The Stateroom, Level 2, 488 George St, Sydney

We hope you join us at this politically charged event.

Advert:

## Digital & Entertainment Luminaries step into the Spotlight at X|Media|Lab Global Media Ideas Summit

X|Media|Lab Global Media Ideas Summit is a Vivid Sydney festival event  
18th of June, The Studio, Sydney Opera House  
Book your tickets at [www.xmedialab.com](http://www.xmedialab.com)

X|Media|Lab announced X|Media|Lab 'Global Media Ideas', a one-day international summit celebrating creative ideas and innovation with the world's most successful digital and entertainment visionaries from Google, Apple, Yahoo!, the Oprah Winfrey Network, HBO, Zomba, Mobile Entertainment Forum and more.

X|Media|Lab 'Global Media Ideas' will be held at the Sydney Opera House on Friday 18th of June, 2010 as part of Vivid Sydney (27 May – 21 June), the annual festival of music, light and ideas featuring the spectacular illumination of the Sydney Opera House sails.

X|Media|Lab 'Global Media Ideas' brings together many of the digital industry's most influential powerbrokers including digital trailblazer and founding father of the mobile entertainment industry, Ralph Simon. Dubbed the 'father of the ring tone', he and his team created and developed the first ring tones in the USA, Europe, Africa and Australia in 1998. Simon's career has seen him become the mobile strategy advisor to U2; work with Sir Bob Geldof, Bono and the Live Aid organisation and he is currently the mobile producer of the 2010 World Cup "Celebration" music event in Johannesburg.

X|Media|Lab 'Global Media Ideas' will explore: cultural and commercial content in a global world; creative ideas and innovation in media and technology; international media business opportunities; new media and new geographies; and new platforms, applications and content.

Where the truth lies...  
life in a PR agency

\*\*\* see page 29 \*\*\*

PR Job advertisements:

### Job of The Month

**PR: Senior Account Director/ Group Director (Technology and Corporate) SYDNEY \$110k - \$140k+**

Rapidly growing Sydney consultancy will stellar client list needs gun senior AD or GD. Must have 7 years plus experience, 5 years in consultancy as a minimum. Corporate and/or IT&T experience required, will suit team player looking for great growth opportunities.

**Enquiries and applications should be directed to Jeremy Wrench:**

E: [jobs@capstone-careers.com](mailto:jobs@capstone-careers.com)

T: 03 9827 7277

To learn more about these roles or about Capstone Careers go to:

W: [www.capstone-careers.com](http://www.capstone-careers.com)



*Capstone Careers provides specialist permanent recruitment services to the Public Relations, Corporate Affairs and Marketing Communications industry. Capstone is led by Jeremy Wrench, MPRIA, and guided by his 16 years of experience in international PR consulting and senior management. Capstone utilises decades of practical experience to successfully provide guidance to, search for, select and appoint high quality practitioners with first class clients.*

**PR: Senior Account Director/ Group Director (Technology and Corporate) – SYDNEY - \$110k - \$140k+**

Rapidly growing Sydney consultancy will stellar client list needs gun senior AD or GD. Must have 7 years plus experience, 5 years in consultancy as a minimum. Corporate and/or IT&T experience required, will suit team player looking for great growth opportunities.

**PR: Account Director (Issues & Corporate) – SYDNEY - \$80k - \$110K +**

This highly respected Sydney consultancy requires a talented AD with 8 years experience, and proven ability issues management and high level stakeholder engagement. This role will suit someone with ambitions to grow a compelling offer.

**PR: Account Director / Senior Account Director (Corp./B2B) – SYDNEY – \$100k - \$120k+**

This impressive mid-size Sydney based consultancy has recently secured a number of high profile clients and requires a mature and proven AD/SAD to assist in ongoing growth. The senior talent, flat structured, laid back environment of this fast growing consultancy is highly attractive.

**PR: Account Manager / Senior Account Manager (B2B) – SYDNEY \$60k+**

Young, friendly and supportive, this mid size Sydney agency requires a level-headed and experienced AM or SAM to support its impressive B2B client portfolio. You should have 4+ years consulting experience and proven track record of success with b2b clients.

**PR: Account Director (Consumer Technology) – SYDNEY - \$80k-\$110k+**

A world-class, high profile, leading edge client portfolio awaits the successful applicant for this role. This leading, highly regarded Sydney consultancy is seeking a gun consumer tech AD with 6 years + experience. Proven track record in mobile tech, peripherals, home entertainment and gadgets preferred.

**PR: Account Manager / Senior Account Manager (Consumer Technology) – SYDNEY- \$65k+**

A string of recent first grade client wins for this mid-size Sydney consultancy means a new AM/SAM is required to join its rapidly developing consumer tech team. 4+ years consulting experience and proven track record with home entertainment, mobile tech and some retail preferred. Supportive, relaxed working environment with brilliant benefits awaits the successful applicant.

**PR: Social Media Director / Corporate & Consumer – MELBOURNE – Competitive \$\$+**

More than just a working knowledge of Facebook and Twitter, you need to be a proven social media expert, with demonstrable track record of creating and implementing impactful social media campaigns on behalf of a corporate and consumer client base. A natural mentor you will have built your social media expertise on a solid base traditional PR experience. You will join a young, vibrant, respected and fast growing Melbourne based consultancy and be supported by a first class consulting team.

**PR: Account Manager / Senior Account Manager (B2B) – MELBOURNE - \$65k+**

This mid size Melbourne agency requires a creative and focused AM/SAM to support its highly attractive lifestyle client portfolio. You should have 4+ years consulting experience and proven track record of success with high profile b2c / lifestyle clients.

**PR Senior Account Manager - (Corporate) – MELBOURNE \$65k+**

An outstanding opportunity for a proven and experienced Senior Account Manager with one of Melbourne's leading PR consultancies. This is a tremendous opportunity to join a fun, social and highly successful consultancy with specific expertise and outstanding clients in the corporate, technology and professional service retail sectors. 5+ years consultancy experience required.

**Enquiries and applications should be directed to Jeremy Wrench:**

E: [jobs@capstone-careers.com](mailto:jobs@capstone-careers.com)

T: 03 9827 7277

To learn more about these roles or about Capstone Careers go to:

W: [www.capstone-careers.com](http://www.capstone-careers.com)

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WELLINGTON'S

**Wellington's Recruitment**

Wellington's Recruitment Pty Ltd was established in July 2004 by Amanda Wellington (pictured), an experienced recruiter with over 12 years' experience working in specialist recruitment agencies for the Communications industry. Amanda's years in recruitment follow on from a successful career in advertising account management which included working at Mojo Advertising for many years both in Sydney and in Melbourne which is where Amanda is originally from.

Wellington's Recruitment is a specialist recruitment agency and is focused on the permanent recruitment of middle to senior management in PR, Corporate Communications, Marketing Communications and Advertising both in an agency and client side environment.

Contact: Amanda Wellington  
Phone: 02 9959 2488  
Website: <http://www.wellingtons.net.au>  
Email: [careers@wellingtons.net.au](mailto:careers@wellingtons.net.au)



**Consumer PR/Experiential Director! | Circa \$140K**

Location: NSW

A brilliant opportunity to join a thriving cutting edge integrated agency as the PR Team Leader! You will report to a "go-getter" MD and will have the support of an experienced team!

You will be the strategic resource/counsel for these dynamic and challenging pieces of business which require a PR Practitioner with an ability to produce sound consumer PR/experiential campaigns taking into account the wider marketing mix! You will work closely with the MD and take full responsibility for your accounts driving and growing the business whilst you work. New business pitching will also be an important aspect to this role so having a demonstrated track record in winning business is essential as is being a confident presenter.

You will be tertiary qualified ideally with around 12+ years' agency PR experience. Expertise in Youth Markets, Beverages, FMCG, Social Media and Experiential would be well viewed.

You will enjoy working with a team of like-minded practitioners who are good fun, talented and inspiring!

Email: [careers@wellingtons.net.au](mailto:careers@wellingtons.net.au)

## **PR AD - Consumer \$110K - Marcoms Agency!**

Location: NSW

Marcoms agency has a need for a consumer PR AD who is at the top of their game! You will drive some key agency accounts with large budgets and a breadth of projects so variety is a given here!

Prestigious and exciting accounts to drive in popular consumer lifestyle sector! This top notch agency offers a social, collegial and energetic work space to operate in and offers exposure to a range of marketing disciplines. Team to manage of course and scope to progress too! 7+ years' agency experience required.

Email: [careers@wellingtons.net.au](mailto:careers@wellingtons.net.au)

## **PR Senior Consultants - Cons./Corp. | Circa \$55K**

Location: NSW

Several opportunities exist within popular agencies on accounts which are mentally challenging, varied and sophisticated in their approach to PR! Degree & 2+ years' PR agency experience required.

Email: [careers@wellingtons.net.au](mailto:careers@wellingtons.net.au)

## **PR Practice Leader - Corporate/B2B Focus | Circa \$150K+**

Location: NSW

Popular PR agency requires dynamic Practice Leader to manage a great mix of corp./B2B accounts which aren't in the typical corporate sectors which means interesting/stimulating work! Team to manage and scope to progress as well! 12+ years' agency experience required.

Email: [careers@wellingtons.net.au](mailto:careers@wellingtons.net.au)

## **PR AM - Consumer | \$65K-\$70K**

Location: NSW

Excellent opportunity exists in award winning creative agency for a driven consumer AM to manage highly visible programmes in the Lifestyle/Food/Beverage space! Scope to progress once ability is proven. Juniors to manage as well! 3/4 years agency experience required.

Email: [amanda@wellingtons.net.au](mailto:amanda@wellingtons.net.au)

## **PR AD - Consumer/Pharma Mix - Health & Wellness! | \$100K**

Location: NSW

Popular established agency that is winning business left, right and centre has a need for a consumer healthcare AD who is at the top of their game! You will drive some key agency accounts with large budgets and a breadth of projects so variety is a given here!

Prestigious and exciting accounts to drive in the women's health and nutrition space! Also issues management programmes to manage as well. This top notch agency offers a social, collegial and energetic work space to operate in. Sizeable team to manage of course and scope to progress too! 7+ years' agency experience required.

Email: [careers@wellingtons.net.au](mailto:careers@wellingtons.net.au)

— **WELLINGTON'S** —

# Randstad

For a confidential discussion about the job market please call Caroline De Kimpe, executive manager, on 02 8248 1874.

Follow us on Twitter! [http://twitter.com/Rand\\_SydPRComm](http://twitter.com/Rand_SydPRComm)

## Sydney

### Media and PR manager

- **grade 9/10 role**
- **busy Government department**
- **3 month contract- ASAP start**

a 3 month contract has arisen for a grade 9/10 media and pr manager to step into this role within a busy Government department and make it their own.

In this position you will be required provide expert advice and input for the corporate communications strategy including issues management, media relations, stakeholder communications, corporate events and maintaining the corporate website

To apply please go to our website [www.randstad.com.au](http://www.randstad.com.au) and type in 65-708274 as job search number .

### PR coordinator

- **\$30-\$35/hr**
- **previous PR and event experience**
- **CBD location**

an amazing opportunity for a talented PR & event coordinator has arisen within a busy department. This 6-8 week contract is the perfect opportunity to take the next step in your career.

We are looking for an experienced event coordinator who has proven experience in running events and PR campaigns. You will also be required to conduct some admin work such as editing, proof reading and answering calls.

To apply please go to our website [www.randstad.com.au](http://www.randstad.com.au) and type in 65-708272 as job search number .

### Senior media officer – government

- **large government agency**
- **Gosford location**
- **to the end of December**

As a Media Officer you will provide media support and prepare media releases and articles for internal and external audiences, media scanning and identification of opportunities for positive media exposure, a sensitive approach is a must for this role.

To apply please go to our website [www.randstad.com.au](http://www.randstad.com.au) and type in 65-707608 as job search number.

### Annual Report Writer

- **26th July start**
- **CBD location**
- **High Profile Government Department**

An opportunity for an annual report writer has risen within a busy Government Department to take on a 6 week contract commencing 26th July.

In this role you will be required to liaise with staff from various divisions across the organization. You need to possess outstanding editing, proof reading, fact checking and organizational skills. The majority of this role will be to edit and write the report however you will at times be required to interview senior managers on their thoughts of the last financial year.

To apply please go to our website [www.randstad.com.au](http://www.randstad.com.au) and type in 65-708267 as job search number.

### Direct marketing project coordinator

- **global financial services organisation**
- **exciting career development opportunity**
- **CBD Location**

An established financial services company seeks a motivated marketing professional with a campaign management background to expand their dynamic marketing team. Focusing on two campaigns (90 – 10% split): Direct Mail and Cross-Sell, this is a rare opportunity to take your marketing experience to the next level in a positive team environment.

To apply please go to our website [www.randstad.com.au](http://www.randstad.com.au) and type in 65-212121 as job search number.

### Media manager/senior media advisor

- **busy government department**
- **3 month contract- ASAP start**
- **\$40-\$60/hr**

A 3 month contract has arisen for an experienced media manager or senior media advisor to join this busy Government department. Located in the CBD near public transport this role will suit a media advisor or manager with at least 5 years media and extensive Government experience. The role will support the Manager of Media and Communications in developing and implementing effective media strategies to effectively and successfully communicate to the public.

To apply please go to our website [www.randstad.com.au](http://www.randstad.com.au) and type in 65-708252 as job search number.

## Canberra

### PAO1 Communications Officers

- **Two Vacancies**
- **Non-Ongoing Contracts**
- **\$54K to \$62K + 15.4% super**

Our high profile Federal Government Department is currently seeking an experienced Communications Officer/Public Affairs Officer to join their highly supported and fast-paced communications team as soon as possible.

To apply please go to our website [www.randstad.com.au](http://www.randstad.com.au) and type in 65-708219 as job search number.

### Communications Officer

- **Great career move - diversify in a dynamic environment**
- **Work with a lead national coordinating body**
- **Must have experience communicating through a range of mediums**

Are you looking for an opportunity to join an organisation as the lead communications officer?

Looking for an environment that **promotes** strategic thinking; initiative; independent decision making and adaptability?

If so, then we are looking for you - an all round **communications generalist** looking for an opportunity to **stretch your wings** and succeed in a new energetic and passionate environment.

To apply please go to our website [www.randstad.com.au](http://www.randstad.com.au) and type in 65-708151 as job search number.

## Brisbane

### Tender Writer - 2 positions available

- **Exciting major Queensland project.**
- **Fixed term contract - 6 months.**
- **CBD fringe location.**

Our client is a key project based organisation specialising in construction and development work throughout Australia. Due to their ongoing success, two key positions have now become available on a fixed term contract basis. The purpose of both of these specialised positions is to write, edit and collate award winning tender responses.

To apply please go to our website [www.randstad.com.au](http://www.randstad.com.au) and type in 65-789456 as job search number.

### Annual report writer

- **CBD location**
- **6 week contract**
- **\$40 per hr**

Randstad is a preferred supplier to the state government and we are currently working with one of our clients in a bid to find an impressive annual report writer. This is a 6-8 week contract where the successful applicant will be working for a small government body based in Brisbane's CBD.

To apply please go to our website [www.randstad.com.au](http://www.randstad.com.au) and type in 65-48751 as job search number.

## Melbourne

### PR Specialists

- Exciting Opportunities
- Excellent Salaries
- Boutique and Large Global Leaders

Calling out to all PR Agency Professionals!!! We have a variety of exciting opportunities within both dynamic boutique organisations as well as large global leaders.

To apply please go to our website [www.randstad.com.au](http://www.randstad.com.au) and type in 65-4032156 as job search number.

## The PR Report's Lucky draw prize

This month, our lucky draw prizes go to:

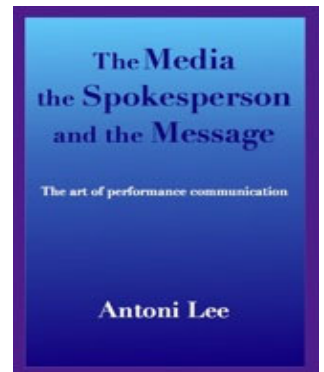
**Nicole Lovelock, Australian Ballet**

and

**Lucinda Tippett, Telstra**

This month's lucky draw book prize is:

**The Media, the Spokesperson and the Message; by Antoni Lee**



## Where the truth lies

life in a PR agency, by Jack (<http://wherethetruthlies.ning.com>)



**Upcoming conference...**

# Public Relations & Corporate Communications Conference 2010

Tuesday 10th & Wednesday 11th August

Watersedge, The Rocks, Sydney

Just \$995 (+gst) [www.frocomm.com.au](http://www.frocomm.com.au)

Also: Gala Dinner

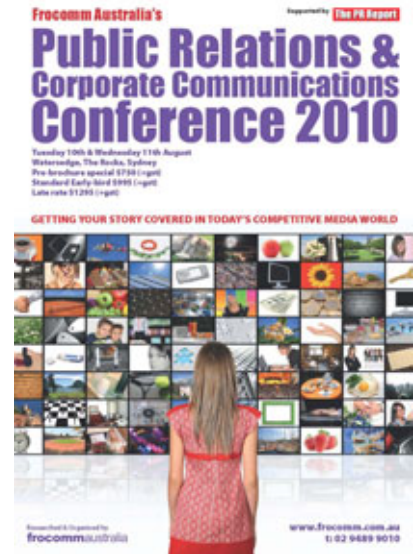
Dinner speaker: John Blyth, SVP, Fleishman-Hillard USA

John was previously Head of Comms for McDonald's USA

\$150 (+gst) [www.frocomm.com.au](http://www.frocomm.com.au)

Topics covered:

- Increase your effectiveness as an in-house PR practitioner
- How PR adds value
- Working with the CEO
- How to ramp up your media coverage
- How to use online media distribution to get traditional media coverage
- Crisis Communications and the power of blogs
- Digital PR, including how to use Facebook in your next PR campaign'
- How PR practitioners can use iPhone apps



**Opening keynote: Christine Jones, Regional Managing Director, Burson-Marsteller Asia-Pacific.** Christine has recently started with Burson-Marsteller after an in-house PR role with Roche in Europe for the past 8 years and will discuss the future role of the in-house PR practitioner.

Other confirmed speakers include:

- Lelde McCoy, Managing Director, The Reputation Group
- Paige Gibbs, Executive Manager Marketing, Fundraising and Communications, RSPCA
- Abdi Noor, Head of Public Affairs & Communications, Australian Unity
- Sandi Logan, Director, Communications, Department of Immigration
- Leila Henderson, Founder & CEO, News Maker
- Rebecca Derrington, Founder & CEO, Source Bottle
- Nick Etchells, Reporter, A Current Affair, Nine Network
- Jon Dee, Founder, Do Something
- Sam North, Media Director, Ogilvy PR
- Gerry McCusker, Founder, Engage ORM and Author, PR Disasters
- Peter Wilkinson, Founder & Dir, The Wilkinson Group; President (Asia Pacific) IPREX
- Sarah Morgan, Public Relations Manager, Domino's Pizza Enterprises
- Michael Henderson, CEO, DEC Communications
- Darcy Cameron, Director of Dating, Match.com Australia
- Ava Lawler, Global Consultancy Director, Text100
- Sarah Ashton, Senior PR Manager, Sponsorship, PR & Reputation, Brand & Marketing Communications Group, CMO Group, Telstra

Register online at [www.frocomm.com.au](http://www.frocomm.com.au)

## Contact:

Contact the Editor:

Glen Frost

Tel: 02-9476-3333 or email: [glen@theprreport.com](mailto:glen@theprreport.com)

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