

Issue 43 : MAY 2010

In this issue:

1. **TEXT100** win CISCO Consumer account, work with Jessica Mauboy as Ambassador for Flip cam (pic right)
2. **GREY:** Australian advertising unrepresentative
3. **Per Capita:** Government advertising is too expensive; PR should have greater role
4. **Fleishman-Hillard** win Match.com account
5. **The Daily Telegraph** picks on Australian tourism
6. **Fairfax** Journalists probe financial PR firms
7. **Where the truth lies...** page 30

(Pic right; Jessica Mauboy, Flip video cam Ambassador)

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



Left: the team at Stellar* Concepts

Right: Jack Fuller, Per Capita

Diary note: Public Relations & Corporate Communications Conference, Sydney, 10 & 11 AUGUST

PR should have bigger role in Govt campaigns says Per Capita

Think tank Per Capita says the Australian Government should cut the media budgets of Government behavioural change advertising campaigns and use more in-house PR to achieve the desired outcomes.

Per Capita's latest report, called Promoting Good Choices, examines the latest neuroscience research into how people make choices, and applies this to the growing problem of "bad" choices - for example, obesity, problem gambling and excessive use of debt.

The finding that interested The PR Report is:

- "Governments can address these problems without more ad campaigns; instead they should employ tools which shape decision-making contexts, from supporting social norms to designing physical spaces" (as per Per Capita report)

For the Executive Summary and to download the full report, click here:

http://www.percapita.org.au/01_cms/details.asp?ID=271

The PR Report asked Per Capita for comment on whether the Australian Government should use more public relations to influence people's behaviour rather than relying on advertising? (based on the statistics that 90% of the cost of Government advertising campaigns is buying media space in commercial TV, radio, print and web)

Jack Fuller (pic, right), Project Leader with Per Capita, writes:

The primary message of the paper is that there is a spectrum of tools beyond mainstream advertising which have a powerful effect on patterns of choice. Advertising, at best, is one (expensive) tool for changing behaviour. However, governments have been seduced by the lure of advertising; they are now locked in to massive recurring advertising budgets. The Federal Government currently spends \$160m on advertising – twice the level of expenditure in 2005 – and 90% of this spend is directed to media placement. We believe this approach overlooks other more powerful tools affecting patterns of choice.

In-house Government Public Relations practitioners have a central leadership role to play in this emerging debate. The relevant public policy problems are becoming increasingly pressing. The issues involved are the problems of "bad" choices, and the need to promote good choices. Obesity is now the leading cause of premature death and illness in Australia. Problem gambling and binge drinking are spreading. Unsustainable consumption is a root cause of overstretched natural systems. Excessive private indebtedness has big ramifications for the economy.

"The government advertising budget can be redirected to open up a range of innovative opportunities for PR practitioners"

The government advertising budget can be redirected to open up a range of innovative opportunities for PR practitioners.

The PR community often has a better idea of what shapes human choices than most policymakers or macroeconomists. PR people naturally understand the latest research in neuroscience, which shows how our decisions really depend on habits, social norms, irrationalities, addictions, and the cultivating of capabilities like self-control – and only partly on rational thinking. This knowledge is becoming increasingly central to policymaking - discussed in the report.



The future of PR in government lies in taking this knowledge and the skills of messaging, and connecting them with bigger policymaking pictures, as many PR practitioners are now doing (i.e. PR opportunities in preventative health). The critical issue is to move beyond single campaigns to understand how long-term messaging and influences from multiple sources shape the deep habits of a population - like the habits of self-control or impulsivity - which play a central role in multiple policy issues.

Text 100 win Cisco Consumer PR account for Australia

Text 100 started working with Cisco in 2009 when the team was appointed to launch Cisco's pocket video camera, Flip Video. The recent win means that the Text 100 team will now work with both Cisco's consumer product groups - Flip Video and Linksys home networking. TEXT100 are working with Jessica Mauboy as Ambassador for Flip cam.

Adrienne Kern, Managing Consultant, Text 100 Public Relations said: "We are thrilled to be working with Cisco Consumer Products – the pocket video camera and the home networking categories are very exciting areas, and we are looking forward to being part of Cisco Consumer Products future successes. It's particularly gratifying for us to win this pitch on the back of recent competitive pitches for Yahoo!7 and Macquarie Telecom. Text 100 is on a roll and we're loving it!"

In addition to the recent Yahoo!7, Macquarie Telecom and Cisco Consumer Products pitch wins, Text 100 has also won projects for Siemens and Nokia Siemens Networks.

Cisco Consumer Products joins Text 100's stable of current clients including: Adobe, Altec Lansing, Epsilon, Gartner, IBM, IntraLinks, Lenovo, Macquarie Telecom, Mitsubishi Electric, MTV Games, Optus, One Water, Plantronics, SanDisk, SunGard, Symantec, The Mathworks, VMWare, Yahoo!7 and White Ribbon Day.

Text 100's licensed partner in Auckland, Pursuit PR, has been appointed to represent Cisco Consumer Products in New Zealand.

Stellar* win four new accounts

PR agency, Stellar* Concepts, has won four new accounts in the first quarter of 2010 including Valeant Pharmaceuticals; two in the consumer tech space – gizmo and OfferMe; and the Australian Festival of Chamber Music's Chefs in the North and Taste of Townsville events.

The scope of work for Valeant Pharmaceuticals includes brands Dr.LeWinn's, Revitanail, Juice Beauty and Juice Organics. Stellar* will be responsible for brand re-positioning, media relations, consumer trial and engagement, sponsorships and celebrity seeding for Dr.LeWinn's and a comprehensive media relations and publicity campaign for Revitanail, Juice Beauty and Juice Organics. Stellar* joins Ward6 and Ikon on Valeant's agency roster.

gizmo is the category leader in providing home computer help including in-home support and tutorial sessions



through a national support network of accredited technicians. A BRW Fast Starter 2009 company, they are the only company in Australia to be an official supplier to Microsoft and Apple with services including repairs and upgrades, advice services, home networking, data services and computer set-up.

OfferMe is Australia's first group buy website offering products and services at a fraction of the cost due to using the benefits of bulk buying. Stellar* has been appointed to conduct a publicity campaign around the launch of OfferMe's latest service, Group Serve and to raise awareness of the brand in general.

For the Australian Festival of Chamber Music, Stellar* will be responsible for publicising its Chefs in the North and Taste of Townsville events.

According to Victoria Tulloch, general manager of Stellar*: "We have had great kick-start to 2010 which we believe is due to a combination of our thirteen year credentials, senior team, the much welcome upswing in business confidence and the heavy investment we have made in social media and analytics over the last two years."

These new clients join Stellar*'s diverse industry portfolio including: BlueScope Steel; ghd; Suntory including Cointreau, Louis XIII, Remy Martin, Midori and Hendricks; Singha beer; Batlow Apples; Cafe Sydney; Merivale and the Fragrance Foundation of Australia.

BENCH PR win Attachmate/NetIQ

BENCH PR has won the PR work for enterprise software company Attachmate and subsidiary NetIQ.

BENCH PR will be responsible for positioning Attachmate and NetIQ as IT security experts and thought leaders in the areas of unified communications, application integration and secure file transfer. Attachmate and NetIQ customers in Australia and New Zealand include KPMG, Work Cover, RMIT, Gen- I and Hambs Systems, a co-operative company comprising of 23 Private Health Insurers across Australia.

"We are looking forward to providing some much needed guidance and advice pieces for CIOs and IT Managers who are struggling to secure their IT networks properly or build a successful unified communications strategy," said Jocelyn Hunter, Director, BENCH PR (photo, right).



Not yet two years old, BENCH PR has accumulated an impressive client list including IFS, Synnex, Netsolutions Australia, Global Graphics, Biarri and Retail Directions. www.benchpr.com.au

n2n communications expands government, cleantech and b2b

New client wins includes Dept of Broadband, Lend Lease's venture capital business and Fetch TV

Independent PR consultancy n2n communications has kicked off 2010 with rapid growth across the business in government, clean-tech and b2b sectors, high demand for its online and social media services and the appointment of three new consultants.

n2n communications was appointed in a competitive pitch by the Department of Broadband, Communications and the Digital Economy (DBCDE) to run the public relations campaign for the switch from analogue to digital television. Working with the Department's Digital Switchover Taskforce, n2n is delivering a comprehensive public relations and stakeholder campaign that commenced in the first switchover region, Mildura in January and will roll out around Australia over the next three years. The win follows a number of online and social media projects for a number of other government departments and agencies.



In addition, the cleantech division has won Lend Lease's venture capital business.

n2n communications has also been appointed to launch FetchTV into the Australian market. FetchTV is a new model for delivering subscription-TV as a wholesale, unmetered service via ISPs - combining the best from the broadcast world in terms of picture and content quality, and the best of the online world in terms of the delivery model and interactive services.

"Our strategy is to support our growth by expanding into sectors that value our deep understanding of technology, business, online and social media and provide innovative, challenging work for our team," said Vanessa Liell, Managing Director, n2n communications - pic,above). "We're delighted to have the opportunity to work with companies that are global leaders and at the forefront of innovation."

Vanessa was appointed Managing Director in January 2010 after 12 months acting in the role. n2n communications founder/owner Nicky Dowling is now Chair across n2n communications and its sister brand Fuel Communications headed by Mandy Galmes.

n2n communications has appointed four new consultants this year and is currently recruiting an account manager/senior account manager.

Financial & market journos go to News Corp

Article from Crikey 7/5/10 (Andrew Crook)

Fin meltdown complete. The Australian Financial Review received formal resignations ... from deputy editor Brett Clegg, Clegg's wife and news editor Annabel Hepworth and Melbourne bureau chief Damon Kitney, At their new digs at The Oz, Clegg will become 'deputy editor (business)', Hepworth senior business writer and Kitney Victorian bureau chief.

Insiders have reported chaos inside The Fin's Pyrmont offices this morning, with Fairfax CEO Brian McCarthy personally addressing the remaining staff to express his "confidence" in editor-in-chief Glenn Burge. Newsroom snouts have told Crikey Burge has been locked in his office in desperate conversations with the Fairfax board. Chairman Roger Corbett reportedly made a personal plea for Clegg to stay, but by then it was too late -- the relationship with Burge, who in happier times was anointed the godfather of Clegg and Hepworth's daughter, had turned toxic.

Well-placed sources say Burge and Clegg fell out after Clegg started expanding his reach at the paper, leading to Burge threatening his direct report with a salary cut. Another sticking point was said to be the appointment of overseas recruit Aaron Patrick to head the paper's companies section, which was backed by Burge but not by Clegg. Burge is now under serious pressure to fall on his sword, Crikey understands.

And it could get even worse. Insiders say the paper's last great news breaker is former Street Talk Editor and now AFR New York correspondent Anthony Hughes. Hughes was expected to be a logical choice for the Chanticleer column, vacated by Alan Jury, but has been left out of the loop, despite his friendship with Burge forged when the duo toiled at the Sydney Morning Herald.

Sources say the bleeding of the AFR's corporate reporting group (and those journalists' contacts lists) began in September last year when a series of high-profile departures gutted the companies section and left Burge reeling. Along with the latest three, the departure list since September includes:

- **Simon Evans:** senior companies reporter with over 10 years experience; a strong news breaker with excellent contacts in investment banking as well as retail and gaming (September)
- **Tracy Lee:** companies editor with excellent contacts in funds management, board rooms and a specialty in telecommunications (September)
- **Karen Maley:** senior financial services reporter and feature writer; strong banking contact book (September)
- **Ingrid Mansell:** senior business writer; great news breaker responsible for features on personalities across several sectors. Strong investment banking and private equity contact book (October)
- **James Chessell:** associate editor, formally financial services editor; took his terrific contact book and news breaking skill to The Oz (November)
- **Michael Smith:** deputy companies editor; has taken his strong aviation specialty to Reuters (leaves in four weeks)
- **Alan Jury:** Chanticleer columnist (leaves in 3 weeks)

Fleishman-Hillard win Match.com and Tony Ferguson accounts

Match.com Australia has appointed Fleishman-Hillard as its public relations agency in Australia.

"Match.com is dedicated to helping Australians meet and fall in love," said Darcy Cameron, Director of Dating for Match.com Australia.

Fleishman-Hillard has also picked up the Tony Ferguson Weightloss Program™ account.

LEWIS PR win three new accounts

Global communications agency LEWIS PR announced a number of new wins for its Sydney office. The wins include printer vendor Lexmark, Irish government agency Enterprise Ireland and exhibitions company Diversified Exhibitions Australia.

The Lexmark win was part of a regional pitch, which now sees LEWIS working with the company in Singapore, Hong Kong and Australia. Both Enterprise Ireland and Diversified Exhibitions Australia were local wins. Enterprise Ireland, a government agency that helps Irish companies do business overseas, have a trade mission coming to Australia in May.

Diversified Exhibitions Australia is a global exhibitions company that stages a diverse range of industry events. In September 2010, they will stage Security 2010, one of Australia's leading conferences and exhibitions for the security industry.

With the three new clients now on board, LEWIS is looking to grow its team with the addition of an Account Executive.

Facebook crushes the online competition

Research company Nielsen has released its quarterly rankings report of the top online parent companies/divisions, the top web brands and the latest Australian Internet usage trends.

Facebook continues to dominate Australians' time spent online, accounting for close to eight hours (7:53:32) of the average Internet users' time in March 2010. YouTube's time spent online was also high, being on par with some of the major publishers, demonstrating the high level of consumer engagement with online video content.

Australian's total monthly Internet usage peaked at close to one full day in March 2010 – the average Australian Internet user is now spending a total of 23 hours and 58 minutes online per month (see chart 3).

Chart 1: Top online parent companies/divisions

Parent	Unique Audience [000] Quarterly average (Jan-Mar 2010)	Active Reach (%) Quarterly average (Jan-Mar 2010)	Time Per Person (hh:mm:ss) March 2010
Google	12,968	87.38	1:46:53
Microsoft (<i>incl's NineMSN</i>)	11,669	78.62	2:34:32
Facebook	8,775	59.12	7:53:32
eBay	7,438	50.12	1:59:14
Telstra	7,312	49.26	0:36:39
News Corp. Online	7,220	48.64	0:50:47
Yahoo!	6,985	47.05	1:16:42
Australian Federal Government	6,785	45.71	0:23:54

Chart 2: Top online brands^

Brand	Unique Audience [000] Quarterly average (Jan-Mar 2010)	Active Reach (%) Quarterly average (Jan-Mar 2010)	Time Per Person (hh:mm:ss) March 2010
Google	12,816	86.35	1:19:31
NineMSN/MSN	10,015	67.47	2:26:20
Facebook	8,775	59.12	7:53:32
Microsoft	7,857	52.93	0:42:55
Yahoo!7	6,732	45.35	1:18:13
YouTube	6,264	42.20	0:45:46
News Digital Media	6,043	40.70	0:50:25
Fairfax Digital Media Network	5,893	39.70	0:52:02

Chart 3: Average Australian Internet usage

	Including Internet Applications [#] March 2010	Excluding Internet Applications ⁺ March 2010
Sessions/visits per person	62	55
Domains visited per Person	86	86
Web page views per person	2583	2583
Web time per person	23:57:56	21:09:59

communicate et al appoint senior team

Jayne-Anne Power (pic, top) and Sam Ion (right, below)) have been appointed to the consulting team at Adelaide-based public relations and marketing firm, communicate et al.

Jayne-Anne brings to the position of Consultant a strong background in retail management, communications and the arts, having spent nearly 10 years as a performer in Adelaide. Her most recent position was Marketing and Public Relations Coordinator at Carer Support and she is currently studying public relations at the University of South Australia.

Sam joins communicate et al as a Senior Consultant with more than 10 years experience in the media as a radio journalist and Government media adviser. Most recently, Sam was media adviser to Transport, Energy and Infrastructure Minister Patrick Conlon. He also spent five years as a journalist with radio stations 5AA and Nova and has a Bachelor of Arts (Communications) from the University of South Australia.

communicate et al is one of Adelaide's largest integrated marketing and communications consultancies representing clients including Janesce, Finlaysons, Adam Internet, Hassell, Club Financial Services and CIBO Espresso.



parkyoung launches The Ledbetter Agency

Melbourne-based communications firm parkyoung has strengthened its PR offer by launching a new offshoot agency specialising in media relations.

The Ledbetter Agency, as the new entity is called, is a hat-tip to Ivy Ledbetter Lee, considered by many to be the founder of modern public relations. Among his many accomplishments, Lee is credited with issuing the world's first press release.

Media relations specialist Jaselyn O'Sullivan will head up the new entity (pic: centre).

Prior to joining the parkyoung team, O'Sullivan was responsible for establishing and running bellamyhayden's PR arm in Sydney. She also worked for several years with parkyoung partner, Trevor Young, at his previous agency, Spark.



According to Young (pic, left), the idea behind The Ledbetter Agency is to complement the parkyoung offer of strategic guidance, social media planning and content creation as well as further strengthen its media relations capability.

"PR today is a complex beast. While the social web is becoming more and more pervasive in our industry, traditional media relations work remains important. For some clients, that is all they require from a PR agency. From our perspective, media campaigns require unrelenting responsiveness, creativity and attention to detail if they're to be successful," Young added.

One Green Bean creates PR event for Pfizer

PR Agency One Green Bean installed a giant image in Sydney's Martin Place to promote a quit smoking product for client Pfizer. Pfizer, a global pharmaceutical company, owns a nicotine cessation prescription product Champix.

The installation contained 219,000 imitation cigarettes. The 219,000 cigarettes represent what a person smoking 20 cigarettes a day packet would consume over 30 years.

According to Mumbrella's article the PR event attracted a great deal of media coverage including Sunrise, The Today Show, Channel 7 Early News, 2GB radio, Today FM, 5AA, The Daily Telegraph, Sky News and News.com.au

Pfizer said it would also launch new research findings which highlight that 75% of all current smokers have had at least two or more unsuccessful quit attempts.

(Sources: article edited from PharmacyDaily.com.au and Mumbrella 21/4/10. Photo from Mumbrella)



Newsmaker increases media coverage

NewsMaker is a new Social Press Release Distribution Service. It offers 4 major tools to increase online visibility, general awareness and media coverage:

- Online publishing of Press Releases, Images, Documents and Video
- Active Sharing with Social Networks
- Direct, Personalised Email Distribution to Professional Media Outlets
- Reporting on Social Media Activities

1. Online Publishing

Registration is free. Follow this link to join: <http://www.newsmaker.com.au/signup>

After joining, complete the Press Release Wizard to publish your press release. Once published, your press release will be listed in Google News, WotNews and many other major news sources and emailed to the thousands of people who subscribe to these alerts using keywords.

Pricing from \$20 or less for prepaid packs:

<http://www.newsmaker.com.au/pages/22-pricing>

News Maker Founder, Leila Henderson, also acts as Editor and edits all the content; according to Leila: "most of the content on our site is published by PR professionals, which is a good sign! Our watchwords are : Quality, Relevance and Reach - It's the press releases we reject that make the difference."

2. Distribution – Social Media

If you have purchased a Premium service, your release is actively shared in relevant LinkedIn Groups, Facebook, Twitter, Digg, WotNews, Yahoo! and many more. .

According to Leila; “You can greatly increase your influence by:

- Sharing on Facebook – join the NewsMaker Facebook page and ‘share’ your headline from there to your networks
- Retweeting (RT’ing) on Twitter –@newsmaker2
- “Favoriting” in DIGG – search for your release and “Digg” to greatly improve search engine results overnight (literally – it takes 24 hours)
- Discussing and linking on LinkedIn – join relevant LinkedIn Groups and comment
- Directly sharing from your unique Newsmaker Page using the “share” feature

3. Direct Media Distribution

Users can also select a Targeted Media List from more than 10,000 contacts across more than 200 categories. NewsMaker manage the whole mailing, saving you countless hours of time and frustration. You can build a strong, targetted Media List in minutes, and save for future use. View Media Categories here:

http://www.newsmaker.com.au/pages/35-media_categories

4. ROI/Metrics: Reporting on Social Media Activities

Premium Members also receive a Social Media Activity Report showing what happened to your Press Release after it was published. Below is an example.

Headline: Date of 2010 Sustainable House Day announced

Link: <http://www.newsmaker.com.au/news/3077>

Contact: editor@newsmaker.com.au

Phone (08) 7129 6411

About the Founder, Leila Henderson:

Leila’s background is both journalism/media and PR (in-house and agency) , including as a journalist for Australian Women’s Weekly, Reader’s Digest, The Australian IT section, and as PR for IBM, and agency side at Blackie McDonald and Porter Novelli.



US Online journalists awarded Pulitzer prize

Online journos snaffle two Pulitzers: the gong for investigative journalism went to a collaboration between the not-for-profit ProPublica reporting service and the New York Times which spent US\$400,000 on digging up the story about the decision to let desperately ill patients die at a hospital in the wake of Hurricane Katrina.

ProPublica’s win was one of two that went to “new media” organisations.

A cartoonist for www.SFGate.com also won for a series of web videos: <http://blogs.pressgazette.co.uk/wire/639>

Source: MEAA 16/4/10

Fleishman-Hillard recruits Searson

Source: Jennifer O'Brien 24-3-10 Techmarketing.com.au (Edited Article)

After more than five years working the CE [consumer electronics] front, well-known PR professional Paris (Brimo) Searson (pic, right) has left Hausmann Communications and joined Fleishman-Hillard to branch out into other consumer areas, including the FMCG sector.

Searson first started in PR back in 2004 at Blackie McDonald where she worked on a range of IT clients, and eventually worked solely on the Panasonic account. She then moved to Hausmann in 2007 and worked on the Sony Electronics account.



Walter Jennings, Fleishman-Hillard's senior vice-president, partner and general manager of Sydney, said he is thrilled to have Searson on board. "Paris is an exceptional professional. I'm pleased to be able to attract someone of her calibre," Jennings said. "She has strong skills in the consumer electronics area, which of course we have, but more than anything, she will be able to expand her skill set into broader consumer areas, and she felt we were able to give her the opportunity."

Searson's new role will see her working on the Philips consumer lifestyle account, as well as "broadening her horizons" in the FMCG sector and taking on the health and nutrition beat with the McCain account.

"The first task I will throw her into includes working on the McCain program, which involves working with schools and kids and teaching them how to grow vegetable patches. It involves teaching kids how to grow and nurture their own vegetable gardens. So it's all about education, working with kids and nutrition."

Reporting to Jennings, Searson will be working with account manager Jaya Myler, along with newly-appointed vice-president lead of the Melbourne office, Chris Newman

Photon merges Kinetics and Hotwire

Photo, left to right: Andy West, Jody Lennon, Jorn Sanda

Kinetics joins international firm Hotwire and appoints new managing director. Kinetics will join award winning international PR firm Hotwire, on 1st July 2010. Rebranding as Hotwire Kinetics, the firm will immediately extend to a total staff complement of 110 with international offices in the UK, Germany, France, Italy and Spain. Both Kinetics and Hotwire are part of the Photon Group of companies.



The new company will continue to provide marketing communications services, assisting clients to realise growing value from their technology marketing and communications initiatives to business and consumers.

Jörn Sanda, who joined the firm as managing director will spearhead the growth of Hotwire Kinetics, working with Jody Lennon, chief executive officer. Jörn's responsibilities will include overall client service management, business and financial management and the day-to-day running of the company. He will apply his 16 years of experience and qualifications, including senior management positions with Text 100 in Australia and the UK, and more recently as the director for Enterprise Technology at Hill & Knowlton, Australia.

Founder and current chief executive officer of Kinetics, Jody Lennon, will move up into the role of executive chairman, Hotwire Kinetics, on its formation on 1st July, 2010.

People moves

Shannon Molloy moves to be Media and Communications Manager for MS Queensland. Prior to this role Shannon was with consumer publicity agency Red PR in Brisbane, and before that was an award-winning journalist with Fairfax Media.

Irena Bukhshtaber moves to City of Melbourne to manage comms for sustainability & strategic planning portfolios

Georgia Sweetapple leaves Mango Communication for Blackie McDonald

Tristan Everett leaves GE to join NAB Corporate Affairs. Prior to GE, Tristan was with global PR agency Edelman.

Recognition PR win SafeNet account

Recognition PR has another new addition to its portfolio of clients – SafeNet.

SafeNet, a global leader in information security, has appointed Recognition PR to provide public relations services in support of its information security solutions in Australia.

The account is being managed by Natasha David (on the right in the photo) and supported by Elizabeth McKenzie (left in the photo).



“SafeNet is a gem waiting to be discovered,” said Natasha, who was previously the senior research director at IDC for security software. SafeNet’s solutions address CIOs’ real concerns around adopting the latest cloud computing and virtualisation strategies, which is a market that is currently in the early adopter stages in Australia.”

Recognition is an Australian-owned media relations and marketing communication consultancy with 25 years experience, specialising in the IT and business-to-business markets. See www.recognition.com.au

Samsung recruit Manning for PR role

Jon Manning joins Samsung from his role as Group Account Director at Hausmann Communications, where he headed up the team working across three Sony business groups, including Sony Electronics.

Manning is a seasoned PR expert with over nine years’ experience in local and global PR and consumer electronics across leading agencies. He will focus on driving enhanced media relationships and results by building innovative and relevant campaigns across all of Samsung’s divisions. The PR Manager role reports to Jai Sanderson, Corporate Communication Manager, within the Samsung Corporate Marketing Division in Australia.

Looking for a new job?

***** PR Job adverts – see page 21 *****

UK paper highlights fake tourism website

The combination of fascination about Australian wildlife and any chance to beat-up Australia, perhaps in revenge for numerous sporting defeats, proves hard to resist for the Editor of UK newspaper The Daily Telegraph, who ran this story on page 18 on 2/4/10 (the image below is a scan from the UK newspaper). See the original website here:

<http://www.nothinglikeaustralia.net/page/1>



Australia is lampooned as the place for, clockwise from top left, the late Steve Irwin's crocodiles, sharks, race riots and the 1980 dingo baby case

Take a holiday in Australia? You must be joking

By Bonnie Malkin
In Sydney

AN AUSTRALIAN tourism campaign has become the latest advertising drive to be lampooned on the internet.

Less than 24 hours after the "There's nothing like Australia" slogan was announced, a website was set up to mock the initiative.

Tourism Australia spent £90 million on its marketing push, which called on Australians to

disclose their favourite domestic holiday destination.

However, it backfired when a new site, nothinglikeaustralia.net, created its own set of advertisements, which are unlikely to attract travellers to Australia.

Among them is a photograph of Lindy Chamberlain and her infant daughter Azaria, whose disappearance from an Ayers Rock campsite in 1980 became a notorious chapter in



Welcome from a spider

Australian history. Next to the photograph the advertisement declares "There's nothing like having your baby taken by

a dingo". Another proclaims "There's nothing like welcoming the new guy" alongside an image from the Cronulla race riots of 2005.

Australia's notorious animals are highlighted with a picture of a fearsome spider above an expletive laden caption. The line "There's nothing like surfing with your mates" is beside a picture of a surfer peering at a giant shark in a wave.

Even Australia's celebrities are not safe.

The slogan "There's nothing like taking your child to work" is emblazoned across a photograph of the late Steve Irwin entering a crocodile pen with his infant son Bob, a stunt that caused uproar.

Tourism Australia has taken the mockery on the chin.

Andrew McEvoy, the managing director of Tourism Australia, said he had seen the spoof website and thought it was "funny".

Weber Shandwick appoint Cousins to Samsung account

Weber Shandwick is strengthening its three year relationship with Samsung Electronics Australia with two appointments to the account team; Carrie Cousins (nee Ponder) (pic, top right), who joins as Account Supervisor.

Cousins, previously with Hausmann Communications and Howorth PR in Australia, and Edelman in New York, across consumer technology, enterprise technology, B2B and corporate affairs sectors. Cousins' experience includes various Microsoft Australia business groups, including Microsoft's Mobile Communications, Corporate Affairs and Citizenship businesses. Cousins ran a number of Microsoft's most important international and local events, including Microsoft's Professional Developer Conference (PDC), Imagine Cup, Australian Partner Conference and REMIX.

Cousins also worked on Sony Electronics in Australia and was responsible for day-to-day management of Sony's BRAVIA LCD TV, VAIO notebook, audio and video product groups. Cousins will report to Weber Shandwick's Senior Account Director Sally Thompson.

Weber Shandwick is also introducing ex-journalist Kasey McDonald to the Samsung account. McDonald, who came from Porter Novelli Australia, previously worked as Editor at several magazines including Who, InStyle, and Home Beautiful.



Weber Shandwick recruits Pascoe and Herrig

Elke Pascoe (pic, right, top) has been appointed head of a new and broader lifestyle practice in Australia, including responsibility for the agency's existing leading brand relationships in the consumer space. Additionally, she will have region-wide responsibility for extension of this offer to other selected markets in Asia Pacific.

Pascoe was formerly head of lifestyle at Edelman, Australia, where she led some of that agency's most significant client relationships including Reckitt Benkiser, Johnson & Johnson Consumer, Etihad Airlines and The Wrigley Company.

Prior to joining Edelman, Pascoe established her own public relations and events marketing agency in Ireland where she worked with a number of high profile youth oriented brands including Coca-Cola on the introduction and management of its brands to market.

The other key appointment is of **Carly Herrig** (pic, right, bottom) who has been appointed head of corporate, taking charge of the agency's business communications unit.

Herrig, a six year Edelman veteran, returns home to Australia having co-led corporate operations in Chicago, where she was responsible for Edelman's long-standing Motorola relationship and other key strategic initiatives within the business.



Weber Shandwick appoint Smith as Digital Strategist

Weber Shandwick Australia has appointed Jye Smith (pic, right) as digital strategist. Smith will report to Weber Shandwick Australia Managing Director Emma-Jane Granleese and be responsible for leading the development of digital strategies for clients across all practice groups.

Smith was formally head of social media at Switched On Media, a specialist digital agency where he was responsible for creating, leading and executing social media strategies. Prior to this role, Smith was marketing executive for CBS Interactive, where he developed marketing strategies, strategic partnerships and product innovation through mobile and video strategies and community management.



Write Away win General Imaging account

General Imaging, the exclusive licensee of GE digital cameras, has appointed Write Away Communication + Events to manage its Australian public relations program. Write Away will be introducing the cameras to Australian consumers through a combination of both traditional and social media.

GE digital cameras are distributed in Australia by Tasco Sales. Tasco's Stewart Pickersgill, General Manager – Digital Camera Sales Division, comments: "Write Away's experience in working with consumer electronic, home and lifestyle brands is well regarded and they have impressed us with their results for Ricoh, one of our other photographic brands."

Write Away principal Jody Hammond says the new General Imaging partnership is a natural fit with the consultancy's portfolio of clients which include Breville, Kambrook, Uniden, Ricoh, Nilfisk and Fujitsu General.

Wilkinson PR expands to full service marketing agency

- Transformation to full-service marketing communications company
- Launch of consumer sub-brand *Woosh*
- Launch of Wilkinson Corporate Affairs unit led by Peter Wilkinson

Communications agency Wilkinson PR will become the [Wilkinson Group](#) and will offer an expanded set of services to clients across a diverse range of industries including technology, environment, government, primary industry, corporate, financial communications, consumer and lifestyle. Beyond traditional communications fundamentals, these services will include online communications and social media, capital markets and investor communications, internal communications, influencer outreach, government lobbying and the company's new SME support initiative.

The Wilkinson Group, which has offices in Sydney and Melbourne, and is the lead Asia/Pacific member of the international [IPREX](#) network, also today publicly launched two new business units; [Wilkinson Corporate Affairs](#), which will provide high level issues management and senior counsel with a focus on small to mid cap companies; and [Woosh](#), the group's new consumer sub-brand.

Wilkinson Group founder and veteran newsman [Peter Wilkinson](#) said, "Since our inception eight years ago we have focused on building a solid foundation for the future through our work with clients on high-profile corporate and issues-based campaigns.

“While the heritage of our firm has been in crisis management and media relations, we’ve now developed new specialisations built around expert practitioners in finance, consumer and lifestyle and this new structure embraces that.”

In July 2009, the company’s board appointed former Ogilvy PR consultant [Simon Murphy](#) to head its business operations, since which time Murphy has brought in additional ‘big agency’ experience in the form of [Saxon Shirley](#) (formerly Spectrum PR) to head digital and lifestyle and [Rebekka Thompson-Jones](#) (formerly Ogilvy PR and Zing) to head the new *Woosh* consumer division.

Prior to launch, the newly formed team has already completed a number of successful projects for [Woolworths](#), [Tiger Airways](#), [Progressive Direct](#), [Zuji](#), the [World Wildlife Fund](#) for their recent [Earth Hour](#) and a special environment focused project for the release of [HOME](#) on DVD.

Woosh has been launched to represent high-profile [FMCG](#) and lifestyle brands around the world. Headed by Rebekka Thompson-Jones, the new consumer division will blend expertise in social media with innovative consumer PR campaigns. Rebekka has in-depth experience across a wide spectrum of areas, from health and wellbeing, beauty, fashion, entertainment and lifestyle, with over 10 years PR experience, working both in London and Australia. In Australia, Rebekka was with Zing and Ogilvy PR and in the UK, agency experience included Lynne Franks, Munro & Foster and Fuel.

Financial communications expert [Hugh Fraser](#) is also promoted to the Wilkinson Group board, which is chaired by ex Macquarie Bank Executive Director [Tony Fehon](#). Fraser will continue to head-up financial and corporate communications firm FCC Partners, and will now also be available to provide counsel to Wilkinson Group’s clients.

Fleishman-Hillard and Rowland form alliance

Global PR firm Fleishman-Hillard has formed a strategic alliance with Australian PR agency Rowland. The affiliate partnership combines Fleishman-Hillard’s extensive global and Asia Pacific footprint – which includes its Sydney operation -- with Rowland’s well-established Queensland presence. The alliance creates both domestic and global opportunities for both firms to bolster their offerings and expand into new industry sectors.

Fleishman-Hillard and Rowland will work together to leverage each other’s resources, capabilities and networks to serve existing clients in Asia Pacific and to actively pursue new business opportunities across the global network. Fleishman-Hillard, one of the world’s leading strategic communications agencies, will benefit from Rowland’s strong position in Queensland, while Rowland will gain from Fleishman-Hillard’s Sydney presence and global reach across its 80 offices worldwide.

Through their partnership, Fleishman-Hillard and Rowland will provide current clients with an expanded set of services and resources. Rowland’s established clientele in the property, infrastructure, mining, industrial and manufacturing industry sectors complements Fleishman-Hillard’s client base in Sydney, which comprises leading technology, consumer, healthcare, and food & nutrition companies.

Fleishman-Hillard is a part of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com).

About Rowland

Based in Brisbane, Rowland is one of the largest corporate communication firms in Australia. It was founded as a single-person operation by Chairman Geoff Rodgers, in 1992 and now employs 80 people across six core business units including Corporate, Creative, People & Culture, Stakeholder Engagement, Government Relations and Crisis Management. The company services blue-chip public and private sector clients in the mining, resources, energy, property, infrastructure, finance, investment, agribusiness, health, education, professional services and consumer sectors.

Australian advertising unrepresentative says Grey

Grey's annual Eye on Australia report, conducted with Sweeney Research, tracks and identifies trends in consumer attitudes across metropolitan and regional areas. The report provides detailed insights on how Australians feel about work, life, environment, spending habits and the economy. For the first time, the 2010 report, which surveyed 1,000 Australians from varying ages and locations around Australia, has been expanded to include the family and grandparents.

One of the key findings of interest to PR practitioners, and our colleagues in the advertising and marketing departments is:



“Half of Aussies believe that the portrayal of traditional families in advertising and marketing is not representative of today’s society”

The PR Report asked Paul Gardner, Chairman of Grey Australia & New Zealand (photo above right), for his thoughts on why this is the case.

“There are many contributing factors to the change in portrayal of Aussie families.

The 2010 report has been expanded to include attitudes toward family and grandparents. Interestingly, it suggests that there really is no such thing as a ‘traditional’ family or what they do together anymore.

The nature of family is changing throughout Australia with half of Aussies believing that the portrayal of traditional families in advertising and marketing is not representative of today’s society.

Kids now live at home longer, people are getting married later or not at all, (almost half said marriage isn’t as important as it used to be), parents are delaying having children as well as the rise of the single person household with friends replacing relatives.

“With these changes combined with the digital revolution and more mums working harder, it is almost impossible to distinguish (let alone portray) what a ‘typical’ Australian family is today”.

So what does an Australian family do together? The report shows that families don’t sit down at the dinner table at 7pm anymore (thanks to changing work hours) but they do eat together. Eighty six per cent said they eat together at least some of the time and they also watch TV together, making TV a bonding and social family activity.

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

***** see page 30 *****

Fairfax Journalists probe PR firms involved in M&A deals

Journalists can, and do, play a prominent, and sometimes decisive, role in corporate mergers and acquisitions. Journalist's articles can influence not only shareholders, but other key stakeholders such as Politicians and Regulatory bodies, some of whom may have to make decisions that impact a takeover bid, such as foreign companies wanting to buy strategic Australian companies.

A key role for Financial PR firms is to influence the Journalists covering their client's transaction. Financial PR firms are often staffed by former journalists; the very people who used to write the articles in the financial media are now pitching to the current batch of journalists. It's their insight into what makes good copy, their contacts and ability to understand how the media works that the CEO's want to tap into, and pay for.

Stuart Washington and Michael West, two Journalists working for Fairfax owned Sydney Morning Herald, wrote an article for the Weekend Edition of 1-2 May on how ASIC, the Australian market regulator, was investigating trading in Lion Nathan shares, and the broader role played by advisory firms, including financial PR firms, involved in this, and other, M&A (Mergers and Acquisitions) activity.

However, when asked for comment by the Fairfax journalists, it seems "no comment" is the response. Here is the original article:

Wider net cast in Lion Nathan inquiry

By **STUART WASHINGTON AND MICHAEL WEST**

Article in full from SMH, May 1, 2010

REGULATORS have extended their investigation into insider trading in Lion Nathan shares, with more than 20 professional and advisory firms and individuals now caught up in the process. As revealed in the *Herald*, the Australian Securities and Investments Commission has sought information from two investment banks, Deutsche and Caliburn, and has raided the homes of at least two bank staff.

Sources close to the investigation confirmed that a number of other banks and firms have been issued with "notices of demand" to produce information, including employees of Lion Nathan. The public relations firm FD Third Person (adviser to Kirin Holdings, owner of Lion Nathan) declined to comment. Nor would six investment banks named as being involved in the deals: Citigroup, JPMorgan, Macquarie Group and UBS, plus Caliburn and Deutsche.

ASIC has declined to comment on the case. Federal police have also declined to comment. WeekendBusiness is making no allegations about firms that may have been contacted by ASIC in the course of what is understood to be a wide-ranging inquiry.

Most recently, the regulator has examined unusual trading patterns in Lion Nathan shares in two periods before its \$3.5 billion takeover by the Japanese food and drink firm Kirin Holdings last year.

In that transaction, Deutsche and JPMorgan acted as advisers to Kirin, Caliburn acted as adviser to Lion Nathan and FD Third Person acted as public relations adviser to Kirin.

The investigation is examining allegations that a Deutsche employee passed information about the deal to a second person who then informed a West Australian crime figure.

The tip was then allegedly passed to people who used CommSec accounts to profit ahead of the eventually successful takeover offer of \$12.22 a share launched on April 24 last year. Before the announcement, shares last traded at \$7.96.

Australian Federal Police have confirmed they participated in raids in Sydney and Perth. While the corporate regulator is focusing on possible securities trading breaches, police have been examining the networks which link professional firms and bankers to organised crime.

WeekendBusiness put questions to all identifiable Australian professional services firms involved in two separate Lion Nathan transactions last year: the failed merger between Coca-Cola Amatil and Lion Nathan, and the successful takeover by Kirin.

When asked if they had been issued with a notice to produce, the six investment banks chose to make no comment, citing a policy of not responding to requests about regulator activities. WeekendBusiness asked the same questions of seven law, accounting and public relations firms that provided services during the transactions. Six - accountants Deloitte and Ernst & Young, law firms Mallesons Stephen Jaques and Blake Dawson and public relations firms Kreab Gavin Anderson and Cosway Australia - said they were unaware of any contact by ASIC in relation to trading in Lion Nathan shares.

FD Third Person, a communications consultancy specialising in work on mergers and acquisitions, was the only firm outside investment banks that made no comment on the questions. WeekendBusiness also understands Lion Nathan has been assisting ASIC with its investigations.

(article ends)

Interview with Stuart Washington, SMH

The PR Report followed up with Stuart Washington (pic, right), Senior Business Reporter at the Sydney Morning Herald, on the story. Of particular interest, was his insight into the role of advisors working on M&A deals in Australia.



The PR Report: How effective is it for companies to use financial PR agencies during M&A activity?

SW: It seems corporates are quite convinced there is merit in employing external public relations during M & A activity, because there seems to be a large number of firms selling the service. I'm not sure what value they add as gatekeeper. As a general rule, with some honourable exceptions, I find external public relations firms pretty frustrating.

The PR Report: When companies use a PR agency – do you think this “arms length” agency relationship allows the PR agency to supply you with more information than the company would if you dealt directly?

SW: Not generally. I think there is a question among journalists about the use of the "drop" as an exclusive to a media outlet ahead of a major market announcement. Whether the drop comes from the banker, the PR firm or the company itself is probably deliberately cloudy - and covered by a journalist's duty to protect their sources.

The PR Report: What are you looking for from a financial PR agency?

SW: Someone who understands the deal is pretty handy - but isn't that a role fulfilled by the investment banker? Teeing up a chat to the chief executive, also pretty handy.

The PR Report: How do you manage non-attributable comments from; PR agencies, the regulator, others?

SW: Off-the-record comments and their various motives are a tangled web. You respect the confidences, but it seems the ability to wilfully mislead under the guise of unattributed comments is used as a (very questionable) technique. In short, you attempt to manage those kinds of comments very carefully with the best awareness you can gather of the motivations. That being said, if you are told something by someone you would expect to know the information, you rely on being dealt with truthfully.

The PR Report: When you write “sources close to the investigation confirmed” – who do you mean?

SW: As it reads. We can't be any more specific, because it would disclose our sources. We are confident of what we have reported to date in relation to the Lion Nathan insider trading investigations. We have not been contacted seeking a correction.

Advertisement

Randstad 2010 World of Work Report

THE 10 BURNING QUESTIONS KEEPING BUSINESS LEADERS AWAKE AT NIGHT

The Randstad 2010 World of Work Report (WOWR) - formerly the Employment Trends Report - is even bigger and better than it has been in past years and we know you will love it, as will your clients.

The theme for the 2010 report is: The 10 burning questions keeping business leaders awake at night. It asks questions such as: How can I ask any more of my employees? How do I keep my employees? Do I need to change the way I lead? The answers and practical advice provided in the report, make it an enjoyable and interesting read and a valuable business tool for employers and managers. The data comes from a survey of over 3,000 HR professionals, business managers and CEOs across the Asia Pacific region.

Not only does it cover the key findings for the region, it also includes a country analysis section on Australia, New Zealand, Singapore and Malaysia, as well as an industry analysis section covering all of our divisions - so all of our clients will find relevant information as well as useful tips and advice to help them manage their human capital in 2010.

Email caroline.dekimpe@randstad.com.au for your free copy!

Advertisement:



Meet the characters of

Queer as F**k!

The Queer as F**k Project is a unique web drama for gay men aged 18 years +

Follow the lives of five fictional gay men, Brendan, Davo, Daniel, Peter and Aaron and discover how golf balls, monkeys and physics all fit into this Melbourne share house!

A unique online social networking project delivering interactive sexual health promotion with 10 episodes to broadcast you can follow the story online via Facebook, YouTube and Twitter

Check us out on Facebook and become a FAN of [Queer as F**k!](#)

Queer As F**k is a collaboration between the Burnet Institute, University of Melbourne, Victorian AIDS Council/Gay Men's Health Centre and X:MACHINE Productions



www.facebook.com/QAFxxk

Advertisement:



EIANZ (NSW Division) invites you to:

Sydney goes wild(life)!



Celebrating World Environment Day and the International Year of Biodiversity

DATE	Saturday 5 June 2010
TIME	7.00pm – 11.00pm
VENUE	Lizard Lounge, Sydney Wildlife World, Darling Harbour
PRICE	\$95 for EIANZ members, \$115 for non members

Ticket includes entry to Sydney Wildlife World, drinks, canapés and live entertainment.

GUEST SPEAKER	Chris Darwin
DRESS	Cocktail

To buy tickets or for more information, contact Faye Hargreaves – faye@linchpincommunications.com.au or call 0412 436 121.

Guest Speaker – Chris Darwin

The EIANZ is proud to have invited Chris Darwin to speak at this celebration of biodiversity and the environment. Chris is in a unique position to talk about biodiversity from a historical and contemporary perspective.

Chris is the only direct descendent of Charles Darwin living in Australia. He has been here since 1986 and lives with his wife, Jacqui and three children in the Blue Mountains, where he works as a canyoning and rock climbing guide.

In 2003, Chris decided to use money inherited from Charles Darwin to pursue his ancestor's wish to do good to his fellow creatures. So, he and Jacqui purchased land to establish the 686-square-kilometre Charles Darwin Reserve, east of Geraldton in Western Australia, which is managed by Bush Heritage Australia.

PR Job advertisements:

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

Sydney

Corporate Relations Manager

- CBD location
- global orgnaistion
- 6 month contract

The purpose of this managerial position is to ensure that the role, activities, achievements, needs and offerings of this product are communicated to key stakeholders and consumers as to ensure this brands position is understood and considered as part of a wider corporate relations program aimed at enhancing the reputation of the organization and increasing profitability.

Please contact Thomas Walker on 02 8248 1853, quoting Ref No. 65-263871.

Thomas.walker@randstad.com.au

Marketing specialist- finance

- **fantastic marketing specialist opportunity**
- **\$90,000 base salary**
- **fantastic training and development**

My client, a leading financial institution is looking for a switched on marketing professional ready to take their career to the next level. A fantastic opportunity for someone who has a passion for events, promotions and the full marketing mix. This role offers fantastic training and development, a great remuneration package and is close to public transport.

To apply online, please click on the appropriate link. Alternatively, for a confidential discussion, please contact Brooke Pointer on +61 2 82481879, quoting Ref No. 65-708129.

Brooke.zabaks@randstad.com.au

Internal communications manager

- **Sydney CBD location**
- **financial sector**
- **outstanding salary package**

The internal communications manager is responsible for the strategic and operational aspects of the internal communications activities, including developing and implementing an internal communications strategy to support business objectives; ensuring all internal communications activities, print and electronic publications and online materials are consistent with our key messages and visual identity; and providing appropriate centralised internal communications support for all staff.

To apply online, please click on the appropriate link. Alternatively, for a confidential discussion, please contact Brooke Pointer on +61 2 82481879, quoting Ref No. 65-708126. Brooke.zabaks@randstad.com.au

Melbourne

Investor Relations Officer - Start ASAP

- **Funds Manager**
- **CBD Location**
- **5 month temporary contract - ASAP Start**

This is an opportunity to undertake a short term contract with a well recognised Funds Manager and support and existing Investor relations team in the following tasks:

To apply online, please click on the appropriate link. Alternatively, for a confidential discussion, please contact Alicia Sellwood on 03 8319 1231, quoting Ref No. 65777666.

Alicia.Sellwood@randstad.com.au

PR Specialists

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

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

To apply online, please click on the appropriate link. Alternatively, for a confidential discussion, please contact Leanne McLoughney on 03 8319 1144, quoting Ref No. 65-4032156. Leanne.McLoughney@randstad.com.au

Events Manager – Corporate

- **CBD Location**
- **Immediate Start**
- **12 month contract**

Our client is a professional services organisation that is recognised on a national and has a strong and long standing brand. The organisation is now seeking an Events Manager to develop and implement these high level events on varying scales for a period of 12 months.

To apply online, please click on the appropriate link. Alternatively, for a confidential discussion, please contact Alicia Sellwood on 03 8319 1231, quoting Ref No. 65-760761. Alicia.Sellwood@randstad.com.au

Canberra

Media Monitor -PART TIME

- **6am to 10.30am - 3 days per week**
- **Potential to go permanent part time**
- **Federal Government Department**

Our Federal Government client is currently seeking a person to manage the Agency's media activities from 6am to 10.30am 3 days per week. As this position evolves, the successful applicant could potentially work part time hours 5 days per week (hours may be subjected to change).

To apply online, please click on the appropriate link. Alternatively, for a confidential discussion, please contact Megan Edwards on 6245 2932, quoting Ref No. 65-701253
Megan.edwards@randstad.com.au

Brisbane

Graphic designer

- **toowong location**
- **Start asap**
- **hourly rate negotiable**

Our client, a not-for-profit organisation based in Toowoong, is seeking the experience of a talented graphic designer to start asap!

To apply online, please click on the appropriate link. Alternatively, for a confidential discussion, please contact Liana Callaghan on 3243 3997, quoting Ref No. 65-45451.
Liana.Callaghan@randstad.com.au

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 online, please click on the appropriate link. Alternatively, for a confidential discussion, please contact Liana Callaghan on 32433997, quoting Ref No. 65-48751.

Liana.Callaghan@randstad.com.au

Perth

Senior advisor/corporate affairs consultant

- **senior corporate affairs position**
- **competitive salary package**
- **reputable company**

Our client, a reputable and established company, is looking to expand their expertise with a new Senior Consultant specialising in corporate affairs to join their team.

To apply online, please click on the appropriate link. Alternatively, for a confidential discussion, please contact Brooke Pointer on +61 2 82481879, quoting Ref No. 65-708108.

Brooke.zabaks@randstad.com.au

Horizon Communication Group

Consumer Senior Account Executive

Horizon is a highly awarded strategic communications agency that has been recognised for excellence both locally (four PRIA commendations in 2009) and internationally (winning IPRA's Golden World Award consecutively in 2008 and 2009).

It is looking to hire a smart and 'switched on' Senior Account Executive with Consumer PR experience working with 'household name' brands. Applicants should be creative thinkers with a genuine understanding of how to add value to clients. Strong account management, writing and relationship-building skills are crucial, as well as a proven ability to achieve excellent media relations results.

The successful applicant will work on exciting campaigns for international tourism and lifestyle brands, reporting into the Director of Horizon's newly created Brands & Communities team.

Interested candidates should call Janine Hoffman on 02 8572 5626 or email janine@horizoncommunication.com.au

SENIOR PR TEAM MEMBER with opportunity to grow

Are you looking to take the next step in your career? Dynamic boutique PR agency specializing in health/medical/beauty is seeking the services of a professional PR Practitioner, with proven skills in health/ lifestyle PR who is looking to further exercise their skills in team management, taking day to day responsibility for managing the team to achieve the client goals.

Exciting growth opportunity in an exploding area of health/medical/beauty PR. Flexible package options available.

For more information email Gill at gfish@brandnewsolutions.com.au



Public Relations Account Executive

Healthcare PR

- **Palin Communications** - one of Australia's best known and most professional health and lifestyle PR consultancies - is recruiting for a PR Account Executive.

You will be a key member of the team on a range of high profile healthcare and consumer communications projects. Tasks include media relations, research for program development, production management, co-ordination of promotions, business development support and general client service. New media solutions and digital marketing will be key areas of activity on these projects.

With a communications-related degree and at least one years experience in a PR role, your enthusiasm, ambition, research skills, interest in the healthcare sector, knowledge of media, curiosity about public affairs, use of social media and obsession with results make you ideal for this role.

This is an ideal opportunity for someone with some curiosity about healthcare who is in the early stage of their career and looking for the next challenge within a small company as part of a friendly, motivated team.

\$45K total package as a guide.

For more information or a copy of the job description call Martin Palin, Managing Director in confidence on 02 9412 2255 or 0418 419 258 or email mpalin@palin.com.au.

Send applications to mpalin@palin.com.au by mid May 2010.

More information on Palin at www.palin.com.au



Capstone Careers provides specialist permanent recruitment services to the Public Relations, Corporate Affairs and Marketing Communications industry. Capstone utilises decades of practical experience working within, and an in-depth understanding of, this industry to successfully search for, select, and appoint high quality practitioners with first class clients. Below is a small selection of the roles we are currently seeking to fill:

PR Account Manager, Corporate/B2B, SYDNEY

- Join fast growing consultancy
- Enjoy close-knit team environment
- Manage first-class client list

This impressive a fast growing mid-size Sydney based B2B focused consultancy is seeking an experience and mature AM to join a close-knit team and assist with a first class client list and pursue further growth.

This is an ideal role for those motivated by working on high profile clients and campaigns and who seek to join a consultancy on the rise. You sound strategic skills, be a outstanding writer, be a first-class client manager, enjoy new business development and should be comfortable working within a flat structure,

You will be a proven communications professional (no less than 4 years industry experience). Ideally this will include experience as both a journalist and a consultant.

PR Account Manager, B2B & B2C

- Family orientated culture
- Mix of B2B & B2C clients
- Social media focus

Continued growth within this young, dynamic and family orientated consultancy has created the opportunity for a experienced senior consultant / account manager to join a very happy and supportive team.

You will have a strong can-do attitude, thrive on dealing with stakeholders at all levels, have a strong grasp of and genuine interest in social media/networking, Your strong writing skills and ability to multitask, will be underwritten by a high degree of enthusiasm and general positive demeanour.

PR Account Manager, Public Affairs, MELBOURNE

- Long established and highly regarded consultancy
- Supportive culture focused on personal development
- Highly rewarding client campaigns

Continued growth within the Melbourne office of this well established national consultancy requires a public affairs AM to assist with an impressive client list and further consolidate growth.

You will be motivated by working on campaigns that drive significant social improvement, and be a proven communications professional (no less than 3 years industry experience). Ideally this will include some consulting experience, but more important will be your love of media and media management, your ability to strategise and plan media relations, your willingness and ability to be flexible and multitask.

PR Senior Account Manager B2B/B2C – MELBOURNE

- Young, exciting and highly creative consultancy
- Impressive client list
- Highly regarded campaigns

This rapidly growing, and creatively driven Melbourne based agency requires a talented SAM to join a high achieving team on a portfolio of recognised and well regarded brands. Lifestyle and retail experience would be of benefit.

Your 5+ years specific PR experience, proven writing skills, strong strategic mind and highly creative outlook are underpinned by impressive relationship skills. You enjoy a fast paced and youthful environment, and are motivated by achieving consistently outstanding results for your clients.

PR Consultants – MELBOURNE, SYDNEY & BRISBANE!!

- Numerous opportunities 1-4 years experience

Continued growth within consultancy across the sector over the past quarter has seen an increase in demand for practitioners with 1-4 years consulting experience in high demand. We currently have a number of briefs from both B2C and B2B focused clients who are looking to grow their junior teams or support recently promoted consultants. If you are looking for a new role in Melbourne, Brisbane or Sydney, contact us now!

Enquiries and applications should be directed to Jeremy Wrench:

E: 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

Salt & Shein

Corporate Roles

Internal Communications Manager

ASX Listed Financial Services Organisation

12 month Contract

5 Years + experience in Internal Communication

Senior stakeholder management

PR Coordinator

Luxury Brand

3 Month Contract

Suit agency background

Internal Communications Manager

Global FMCG Organisation

6 -12 Month contract

Change communications Experience an advantage

For more information in confidence, please contact:

Fraser Clapcott at Salt & Shein on (02) 9947 9730

Alternatively please email an application to fclapcott@saltshein.com.au

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
Fax: 02 9959 2244
Website: <http://www.wellingtons.net.au>
Email: careers@wellingtons.net.au

In-House Corporate Comms. Team Leader - 6 Month Contract! | Circa \$170K Package Pro Rata

Location: NSW

Top in-house opportunity for experienced Corporate Comms. practitioner looking to secure a six month contract starting August!

Depth and variety is on offer and you will enjoy being hands-on whilst managing a team of three experienced Corporate Comms Managers. This is a blue chip global corporate with a supportive and rewarding culture. You will be degree qualified with 12+ years of experience in corporate comms/PR some of which will have been gained in a corporate environment. Experience in Food & Bev./Retail/FMCG/Health/Nutrition preferred. You would also need to drive but it's free parking!

In-House Consumer PR Manager | \$140K

Location: NSW

Top opportunity to go client side if you're currently a consumer PR SAD/

GAD working in an agency on blue chip consumer accounts. Or if you are currently in-house looking for a more dynamic and fast paced environment then look no further! Food & Bev./Retail/FMCG experience preferred. You would also need to drive but it's free parking! 9+ years of PR experience required.

PR AD/Senior Account Director - Consumer - Travel/Wine! | \$120K-\$130K

Location: NSW

Funky consumer agency has a need for a consumer AD/SAD 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 popular sectors of travel and wine! This top notch agency offers a social, collegial and energetic work space to operate in. Team to manage of course and scope to progress too! 7/8+ years' agency experience required.

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.

PR SAD - Consumer/Sport - Top Melb. Agency | \$130K

Location: NSW

Idea led PR agency in Melbourne needs entrepreneurial & creative SAD to join their established consumer team. Variety of fun and challenging accounts on offer whether sport, FMCG or health & wellness with highly visible projects/events! Creative agency with buzz! Make the move to Magic Melbourne!

PR SAD/Team Leader - Corporate/B2B Focus | Circa \$130K+

Location: NSW

Popular PR agency requires dynamic SAD/Team 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! 8+ years' agency experience required.

Account Director – Healthcare



SHJ Sydney is looking for an Account Director – Healthcare

scaffidi hugh-jones
a member of the SenateSHJ group

SHJ Sydney is looking for a dynamic healthcare account director to join our growing team. We have a reputation for understanding the complexities of ethical healthcare and developing creative strategies that resonate with clients, media and health care professionals.

Based in the Sydney CBD, we are a close knit team with the advantage of shared support, resources and IP from our other offices in Melbourne, Auckland and Wellington. Our team have the opportunity to work across offices and learn from the industry's best and brightest. We are dedicated to staff development and comprehensive training is provided to all staff members.

SHJ is part of the trans-Tasman SenateSHJ Group, which was named the Australasian consultancy of the year 2009 by the renowned Holmes Report.

The right candidate will be working with our portfolio of high-profile ethical healthcare clients to:

- Provide high quality communication counsel and support to clients
- Contribute to strategy design and articulation
- Clearly articulate strategy
- Develop and manage project plans and effectively communicate plans and progress
- Work independently or to manage a team of consultants to deliver great client outcomes
- Set your own priorities and juggle/manage competing demands
- Build strong client relationships and grow your network of contacts
- Challenge and develop ideas and think rigorously
- Protect and maintain Scaffidi Hugh-Jones' client base by providing high quality service and advice

Competitive package in line with skills.

For more information or a more detailed job description email Naomi Mermod at naomi@shj.com.au

The PR Report's Lucky draw prize

This month, our lucky draw prizes go to:

Kath Kissell, Earth Hour Global

Nicole Glasson, DEEWR

Sarah Robinson, Super Cheap Auto Group

This month's lucky draw book prize is a copy of:

"Stay on Message"

by Paul Ritchie, Senior Public Affairs Manager, NSW Business Chamber (photo, right, below)

Stay on Message reveals the simple yet powerful tools that will allow you to communicate effectively and authentically in a world with unlimited media possibilities.

Every day, these tools are used to influence and impact the coverage of events all around the world. Yet for the most part, the principles of context, narrative, framing and the media cycle are hidden from the very people they are seeking to influence.

Paul Ritchie draws from his experience working with major sporting organizations, businesses and political leaders to detail how you, too, can use these principles to communicate your message.

Stay on Message details:

- The 7 rules of a great message and how you can harness them
- How the news cycle actually works
- How to frame a message and create a personal narrative
- How to actively promote or explain your message
- The most common mistakes made by people in a crisis
- What the rise of the citizen journalist means for organisations
- Why the rise of Facebook and Google will make spin doctors even more influential than ever before.

Stay on message is available from www.vividpublishing.com.au/stayonmessage or on Amazon



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

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

The completed program will be released soon!

In the meantime, take advantage of our "Pre-brochure" registration special offer: Register for just \$750 (+gst)
Register online at www.frocomm.com.au



Contact:

Contact the Editor:

Glen Frost

Tel: 02-9476-3333 or email: glen@theprreport.com

To subscribe:

The PR Report is a free service to PR practitioners.

Please visit www.theprreport.com

Previous issues kept here:

<http://thepublicinterest.ning.com>

Keep in touch:

Join us on Facebook: <http://tinyurl.com/ykg6p7j>



Join us on YouTube: www.youtube.com/theprreport

