

Issue 41 : MARCH 2010

In this issue:

1. **Stoykov** launches The Week on evoTV
2. **Everest** wins Slide account launch
3. **TEXT 100** win Yahoo!7 in competitive pitch
4. **Ex-BM chief Rylance** starts new agency; will take equity instead of fees from clients
5. **Hutton:** leaves H&K for Edelman CEO role
6. **Wrights** win Melbourne Cup project
7. **PR JOBS** ... see page 20

(Pic right; Nicole Madigan Everest)

PR JOBS
page 20



Left: Lara Shannon, practitioner profile (page 9)

Right: The Wrights team (from left to right : Managing Partner, Bridget Marcou; Account Manager, Lauren Zammit; Account Director, Cara Norden; Senior Account Manger. Leah Grant; and Chairman, Douglas Wright) with the 2010 Emirates Melbourne Cup and champion jockey Damien Oliver, launch the 150th Melbourne Cup Celebrations

evoTV and The Week launch online show

evoTV, the online TV platform for finance founded by Evolution Media, has teamed up with The Week to develop an engaging current affairs show. The Week in Review, hosted by The Week's Australian editor David Salter and screening on evoTV every Friday, will review the country's biggest issues in less than five minutes, from business to politics, sport to lifestyle, the high-brow to the low-brow.

evoTV founder Vanessa Stoykov (pic, right) said the show is perfect for evoTV's audience: "Our viewers are intelligent professionals who are time-poor but highly engaged. They want to keep up to date with what's going on but they don't have hours to do it."

The Week, owned by publishing magnate Felix Dennis, was started in the UK 13 years ago by British journalist Jolyon Connell and was named Magazine of the Year at the 2009 Valencia Festival of Media. It launched in Australia on 31 October 2008.

Watch The Week in Review on www.evoTV.com.au



Burson-Marsteller partner icon.pr in Melbourne

Burson-Marsteller Australia, a leading public relations and communications consultancy, announced it had signed a strategic affiliation with Melbourne-based digital PR firm, icon.pr, as part of moves to grow its Victorian business.

Under the deal, Burson-Marsteller Australia's staff will be co-located with icon.pr. The two firms will join forces on key new business initiatives.

"icon.pr and its parent, interactive specialists Icon.Inc, bring many additional offerings to the table that are complementary to our mainstream public relations and public affairs offering in Australia," said Brian West, Market Leader, Burson-Marsteller Australia.

"While we will maintain our own identity and continue to service our strong Melbourne-based client portfolio, the affiliation with icon.pr means we can offer existing and new clients a much broader range of services."

"This deal is a win for our clients and a great opportunity for both firms," said Joanne Painter, Managing Director, icon.pr (pic, above right).

Launched 18 months ago, icon.pr has extensive expertise in social media, online communications and interactive marketing. Its clients include Nu Energy, FleetPartners, Heat Group, Football Federation Australia, ANZ and Lifestyle Communities.

Burson-Marsteller Australia's Melbourne-based clients include Qualcomm, Henkel, HostPlus, mcm Entertainment and National Foods. BM's Melbourne GM Pia de Lima left the agency last year.



Burson-Marsteller win Siemens account

Burson-Marsteller Australia (B-M) announced it will be offering public relations support for Siemens, one of the Australia's most innovative technology-based solutions providers. B-M will be rolling out innovative and strategic PR campaigns across all eight solution areas including water, energy, environment, healthcare, productivity, mobility, safety and security as well as supporting ad-hoc projects.

Brian West, Market Leader of B-M Australia said, "Siemens is an exciting win for B-M as it provides a diverse scope for us to showcase our innovative and strategic PR campaigns. We will continue to support Siemens, working with them to achieve real business objectives."

"We selected Burson-Marsteller because of their professionalism and depth of experience and knowledge across multiple business areas pertaining to our industry. They demonstrated a keen willingness to partner with our business and we're delighted to be working with them," said Herna van Reenen, Head of Communications at Siemens.

Booth appointed GM, Corporate at Hill & Knowlton

Hill & Knowlton (H&K) has appointed Catriona Booth to the newly created role of General Manager, Corporate. Her responsibility is to manage the Corporate and Financial Services Group on a day-to-day basis and to develop and oversee the core services and key client relationships within that Group.

Catriona brings to Hill & Knowlton extensive experience in corporate communications in both the UK and Australia. Her expertise is in advising board members and senior management of listed entities on a number of corporate communication issues and M&A transactions.

Catriona's career in the field of corporate communications has predominantly developed in the UK where for 10 years she worked at Brunswick Group, the UK's leading financial and corporate communications consultancy. During her time with Brunswick she developed and implemented communication programs for clients such as Warner Bros. Entertainment; EMI Group; Regional Independent Media and Argos and advised on a number of high profile transactions.

Following her time at Brunswick she was appointed Director of International Communications at Warner Bros. Entertainment where she oversaw the internal and external communications for this company and acted as the company spokesperson in its international markets.

Catriona previously worked as a financial journalist for the Sydney Morning Herald and has a Bachelor of Economics from Macquarie University.



Lib "Big Guns" attend Barton Deakin office launch

Recently launched Government Relations Agency Barton Deakin, part of STW Group, officially opened its first office in East Sydney at an event attended by a range of leading business figures and political heavyweights.

Headed up by former Leader of the NSW Opposition, Peter Collins and announced late last year, the offices of Barton Deakin were officially opened by Leader of the NSW Opposition, Barry O'Farrell.

More than 80 other leading figures were also in attendance, including: Michael Connaghan - CEO of STW Group, Jillian Skinner - Deputy Leader of the Opposition, NSW, Louise Asher - Deputy Leader of the Opposition, Victoria, Senator Helen

Coonan - Deputy Liberal Leader Senate, Nick Campbell - State President of the Liberal Party, NSW, Michael Photios - Vice President of the Liberal Party, NSW, Nick Greiner - former Premier of NSW

“Our new premises makes a very clear statement of confidence in the Coalition, and will provide the broader business community a chance to develop relationships with the Liberal and National Parties in the lead up to the 2011 election,” Collins said.

Barton Deakin will work with interested business and industry to assist with a range of tasks including:

- Building cases to support business strategy – put in context for the NSW Coalition
- Analysing NSW Coalition policy and how it will affect business strategy
- Providing advice about NSW Coalition matters in the lead up to the election

People moves:

Debra Vermeer leaves the Bishops' Conference media role to set up as a freelancer.

Kylie Johnson leaves Fleishman-Hillard Sydney for comms role with Department of Climate Change in Canberra

Kerry Parkin leaves Hill & Knowlton Sydney to be freelance

Impact expands the team

Impact Employee Communications, an employee communication company and part of Ogilvy PR, has employed two senior Strategists following growth in client demand.

Vanessa Williamson joins the organisation after eight years in London working with global beverage powerhouse Diageo as Head of Employee Communications for Great Britain. She has also worked within the government sector where she honed her policy and stakeholder management skills.

Lori Sarakinsky has also joined the highly-successful Impact team as a Strategist, after spending more than seven years working in Change Management at Accenture. During her time with the organisation she worked on a variety of large scale global business and IT transformational projects for a range of market-leading clients.

Working on long-term and often complex programs, Lori has developed specialist knowledge of change projects relating to key business functions and processes, large-scale systems implementations and communications initiatives.

DIY PR website offers online media contact lists

Many people want to publicise their business, product or service but just can't afford to pay a professional PR agency to do it for them. The **Handle Your Own PR** website (www.handleyourownpr.com.au) has been created to allow small and home-based businesses to do it themselves.

Jules Brooke and Simone Heydon (pic right) have been running their PR agency, Handle Communications, for many years. They know how powerful good publicity can be for a business. They decided to create a website to help businesses without the budget to employ a PR agency to run their own campaigns.



The Handle Your Own PR website is a great resource for people who want to create publicity for their own business. The site explains what PR is, how to go about setting up a campaign and media release writing tips. It sells a variety of media contact lists and a media release writing service.

www.handleyourownpr.com.au also offers practical advice about running your own campaign. It tells you what to gather before you start (e.g. gorgeous photography and media samples), how to approach the media and even explains what not to do (e.g. 'don't call the editor too many times - no one likes a stalker!').

All of the media lists on the Handle Your Own PR website contain the names, phone numbers and email addresses of media who WANT to hear from relevant businesses. "We have developed a lot of media relationships over the years," says Simone, "and these media lists are full of people who have been specifically contacted about Handle Your Own PR and have agreed to be included. They want to hear about great new businesses, products and services."

See media list online

The media lists are broken down into specific categories such as parenting magazines, newspaper supplements or new business media so that people only pay for the media that is right for their campaign.

Visit www.handleyourownpr.com.au for more information

Wrights win Melbourne Cup project

The Victoria Racing Club (VRC) has expanded its successful 10-year partnership with independent public relations consultancy, Wrights, appointing the firm to manage public and media relations for the 150th running of the Melbourne Cup.

The role will see Wrights continue its management of public relations and media accreditation for the 2010 Melbourne Cup Carnival, while delivering an extensive communications program to showcase the 150th Melbourne Cup celebrations.

The 150th Melbourne Cup celebrations kicked off with a spectacular launch event at Flemington Racecourse, which resulted in extensive national and international coverage across television, radio, print and online.

Featuring a 'who's who' of the Australian and international racing industry, the launch saw the VRC unveil a diverse range of government, business, cultural and community partnership initiatives, including an extensive year-long program of events to commemorate the milestone.

Building on its 14-year association with the thoroughbred racing industry including consulting to Country Racing Victoria (CRV) and Racing Victoria (RVL), Wrights has assumed the role of preferred public relations (PR) firm for the VRC in 2010.

"The VRC is planning a full year of celebrations to acknowledge the significance of this great race to Australia's sporting and cultural heritage, by recognising the great heroes, influential figures, racing clubs, communities and the visionary strategies that have taken this race from its beginnings to the international phenomenon it is today," said VRC Deputy CEO Sue Lloyd Williams.



“We are delighted to continue our successful partnership with Wrights, particularly in such an important year for the VRC.”

Wrights has been a driving force behind the successful Emirates Melbourne Cup Tour, developed in conjunction with the VRC in 2003, with the aim of extending the reach of the Emirates Melbourne Cup beyond a four-day celebration. Wrights will once again coordinate logistics and media management for the tour in 2010.

The consultancy has also played an integral role in the development of an international strategy, designed to showcase the sporting and cultural significance of the Melbourne Cup to a global audience, and increase visitation by international business people in conjunction with the Melbourne Cup Business Network.

TEXT 100 win Yahoo!7 account in competitive pitch

Text 100 Sydney has won the Yahoo!7 account in a recent four-way pitch that boosts the agency's digital lifestyle practice.

Harry Burt, General Manager Marketing for Yahoo!7 explained why it selected Text 100 as its Public Relations Agency: “Yahoo!7 needs an agency that can help serve multiple audiences – including consumer and trade. We were very impressed with Text 100's ability in the pitch to deliver an original core creative idea within a sound strategic framework that also addressed our corporate PR requirements. Not many agencies have that versatility and we're pleased to be partnering with Text 100 in 2010 – it's shaping up to be an exciting year.”

To support its recent business growth, Text 100 Sydney has hired new consultants Katie Keenan, senior account manager and consumer specialist and Simon Clarke, a senior account executive (pic right).

Text 100's new clients join Text 100's stable of current clients including: Adobe, Altec Lansing, Epsilon, Gartner, IBM, IntraLinks, Lenovo, Mitsubishi Electric, MTV Games, Optus, One Water, Plantronics, SanDisk, SunGard, Symantec, The Mathworks, VMWare and White Ribbon Day.



Weber Shandwick win HP account from H&K and B-M

Article in full by Matt Cartmell, PR Week UK 22-Jan-2010

Weber Shandwick lands multi-million dollar international HP account

Technology giant HP has handed Weber Shandwick the account to handle its corporate communications across EMEA, Asia-Pacific, Latin America and Canada.

HP called the review last September. It is believed the EMEA brief is worth \$2 million alone, while Asia-Pacific is thought to be worth \$1 million. Weber Shandwick's London office will act as the lead agency. Mabel Phoon, Weber Shandwick's executive vice-president, technology, will lead the account in Asia.

Burson-Marsteller was previously retained for HP's corporate comms in Asia-Pacific, while EMEA corporate work was handled by Hill & Knowlton.

Weber Shandwick landed the account after a keenly fought pitch. The brief includes issues and reputation management and crisis comms.

One priority for HP during the pitch process was believed to be the ability to anticipate a crisis. In December, the company was embarrassed by a viral campaign in which it was claimed that Hewlett Packard webcams are racist because their face-tracking software does not work on black faces.

HP vice-president of global corporate communications, David Shane, said: "Weber Shandwick is the right agency partner for this important assignment. Their scale, talent and depth of experience in issues management will serve HP well as we expand corporate programs in EMEA, AP and Latin America."

Director of HP corporate media relations, Christina Schneider, is being relocated to London to handle the newly-created role of director of international corporate communications, reporting to Shane.

Everest wins Slide account

2010 sees the official launch of Slide condoms through an innovative and edgy public relations campaign, managed by Nicole Madigan Everest (photo, right)

As sexually transmitted infections skyrocket among Australian youth, Slide will launch its campaign with a unique focus on youth sexual health.

By speaking in a language teens and young adults can relate to, the goal of the campaign is to make condoms fashionable again. With sexually transmitted infections among 15 - 29-year-olds increasing at an alarming rate, Slide's communications strategy aims to change the current mindset of this demographic without lecturing them.

At the heart of its campaign, Slide will be positioned as Australia's first "action sports" condom, by sponsoring some of the best Australian athletes including freestyle motocross rider Kain Saul, drag racing champion Shane Tucker and big wave surfer Alex Cater.

Slide's campaign will be supported by sponsorships, print adverts, viral and guerilla marketing/PR.

For more information visit www.slidecondoms.com and www.nicolemadigan.webs.com



Maverick PR win V8 Supercars

Maverick PR has won the role of PR agency to V8 Supercars Australia for the forthcoming 2010 Season Launch.

Maverick PR will be responsible for all non-sporting media relations. Maverick has been a preferred PR agency of V8 Supercars for two years now with their last appointment being to announce the hugely successful Sydney Telstra 500. The team at Maverick PR has solid credentials in the sporting category including previous clients such as, Formula 1™ Etihad Airways Abu Dhabi Grand Prix, FIFA Club World Cup UAE and Football Federation Australia.

Get networking!

The March session of **PRinks in Sydney** drew another great crowd of PR practitioners looking to network and discuss PR. Details via the group's [Facebook](#) account

Right; top 2 pictures:

Top – Petra Aitken (Howorth), Lauren Sharkey (Recognition PR), Lauren Taylor (Hill & Knowlton), Mitchell Hume (Cannings Corporate Communications)

Middle – Dan Davy-Thorborn (Eyeblaster – Digital Advertising), Roger Christie (Sefiani Communications)

Prinks contact:

Gemma Crowley, DRPR: gemma@drpr.com.au

Social Media Women

Three senior PR practitioners launched a networking club for women on social media, causing a bit of a stir amongst the social media boys perhaps?

Right; bottom two photos:

Social Media Women Founders: Kristin Rohan, Catriona Pollard and Nancy Georges
First event at The Blues Point Hotel, North Sydney

For future events contact:

Michelle Kissane

P: (02) 9922 1063

E: michelle@cpcommunications.com.au



Former SONY PR Ceberano launches Flourish PR

Angela Ceberano, formerly National Publicity Manager for Sony Music for 7 years, has launched Flourish PR. Cenerano's experience is the entertainment industry and she's worked with the "biggest & the best" in the music industry including Guy Sebastian, The Foo Fighters, Justin Timberlake and Pink to name a few.

Access Public Relations win Steggles

Access Public Relations has been appointed to handle the public relations for chicken supplier Steggles.

The Steggles business was acquired by the privately owned Baiada Group in July last year, an acquisition which culminated in the combined businesses becoming the leading producer of chicken products in Australia. The PR brief covers consumer, trade and corporate activity. The appointment also coincides with Steggles' recent announcement as the major sponsor of the Sydney Roosters NRL team.

PR practitioner profile: Lara Shannon

Every issue The PR Report profiles a PR practitioner; having an insight into what motivates people and understanding their career progression can be very helpful to every PR practitioner. In this issue, The PR Report learns that having a passion for environmental issues and a good understanding of the media, especially TV, has enabled Lara Shannon to build an amazing PR career in Australia and the UK .

After completing a Bachelor of Arts (Communication Studies) at the University of South Australia, Lara worked as a radio talk back producer and print journalist, before moving into a range of advertising account services, ad sales and public relations (PR) roles. These roles developed her writing and interview skills, and helped Shannon understand what does/does not make for an interesting news story. During her time at Uni, Shannon also undertook work experience in a wide range of PR agencies and TV stations, including as a Media Marshall for the Queen's Royal Tour to South Australian in 1992.

Deciding she wanted to make a difference in the world in her early twenties, Lara then joined the World Wide Fund for Nature (WWF), developing a wide range of corporate marketing and social responsibility partnerships, whilst also becoming a media and event spokesperson for the group. Lara then went on to work with Planet Ark. This included the high profile annual National Tree Day and SAFE Toilet Tissue campaigns.

During her time at WWF and Planet Ark, Lara also hosted regular environmental segments on children's TV shows including Cheez TV, Saturday Disney and Totally Wild, developing her TV presenting experience further.

Moving to the UK in 2000, Lara established her own specialist PR and social marketing consultancy in London, spearheading the launch of Planet Ark in the UK.

Since then, Lara continues her work as a green marketing consultant, media spokeswoman and freelance writer on a range of environmental and social issues. She is currently responsible for the Keep Australia Beautiful publicity campaign and a range of other environmental and public awareness initiatives.

As an experienced TV presenter and event MC, Lara is currently the Eco Presenter for Channel 31's 'Room to Grow' program, and presents corporate videos and website clips, as well as working as an event MC.



Cannings pushes NSW Government into compensation

Cannings campaign wins Asia Pacific PR Award for Crisis Management Campaign

Cannings Corporate Communications, a financial and corporate communications consultancy, has scooped the 2009 Asia Pacific Award for best crisis/issues management PR campaign. Cannings won the award for its strategic campaign, on behalf of the law firm Henry Davis York, involving a property in Sydney that contained excessive radioactive contamination.

Craig Badings, a director at Cannings explains: "In 2007, Peter Vassiliou and his wife discovered that the dream home they had bought in Hunters Hill, Sydney, contained excessive radioactive contamination and was unfit for human habitation.

"When the Vassiliou's first bought the property in 2001 there were no warnings from the New South Wales Department of Health about radioactive waste. It was only in 2007, while the New South Wales Department of Health was carrying out

radiation testing on the adjacent property, that Mr Vassiliou thought there may be a problem and approached the law firm Henry Davis York to investigate,” said Badings.

Independent expert testing confirmed that the Vassiliou’s property had excessive radioactive contamination and so the case began to convince the government to buy back the Vassiliou’s property at fair market value and to settle their costs.

“Henry Davis York partner, Dr Nicholas Brunton approached Cannings because it felt that the government was intentionally stalling and that the case could benefit from the pressure of an external public spotlight to get them to the negotiating table,” explains Badings.

In order to achieve this, the campaign included: publicising the findings of the independent radioactive report via the media; making Mr Vassiliou available to speak to the media; drawing on third party experts who conducted the report to add a credible, independent voice for the media; engaging with the local member, Michael Richardson and his team to help in facilitating a platform for previous residents whose families had suffered various illnesses to speak to the media; engaging the support of the local community press, and; highlighting the Parliamentary Inquiry findings on the matter.

Says Badings: “We first focused on the release of the independent report on radiation levels at the property.

Channel 9 given exclusive

“Channel Nine TV News had previously covered the story and so we offered them an exclusive view of the report which they broke in a two minute report on the 6PM news. As the exclusive broke, a pre-prepared release was disseminated to all environmental reporters at the state dailies with a copy of the report. “Pre-recorded sound bytes quoting Henry Davis York partner, Dr Brunton were recorded prior to the Channel Nine story and radio alerts were sent to all radio news desks.”

The objective of publicising the findings of the report was successful and media coverage included: three, two minute news inserts on national TV News, 10 print news articles, 12 on-line/newswire articles and coverage across leading state/national radio stations: 2UE, SBS and ABC.

After a week of intense media coverage, the state government approached Henry Davis York about meeting to discuss settlement terms. Months later the state government agreed to settle with the Vassiliou family for an undisclosed sum. This covered an agreed valuation of the property as well as out of pocket expenses.

Dr Nicholas Brunton, partner, Henry Davis York, said of the campaign: "Without the concentrated and effective media campaign prepared by Cannings, it is doubtful whether the Government would have agreed to settle with our clients. The advice on how to prepare for and orchestrate the campaign was extremely helpful. The development of a central message was also very important as it avoided the campaign from being sidetracked. The media strategy resulted in highly favourable press coverage and greatly enhanced the prospects of settlement."

bellamyhayden win digital strategy project for Nicabate

GlaxoSmithKline has appointed comms agency bellamyhayden to develop a digital strategy for their Nicabate® Nicotine Replacement Therapy products after a competitive pitch.

The appointment is to develop a digital strategy for the brand for 2010 and beyond. The appointment is effective immediately and will see the agency working in partnership with Vox Group.

Head of digital at bellamyhayden Simon Corbett said: “We were delighted to be given the opportunity to pitch for such an important project. We found ourselves competing against some very strong specialist digital agencies so it is with some pride that we accept the appointment.

bellamyhayden are currently the retained media planning agency for Nicabate®.

Ex- B-M Asia chief Rylance launches comms agency that will take equity stake in lieu of fees

Former Burson-Marsteller veteran Bill Rylance launches Asian consultancy

Article in full by Arun Sudhaman, from prweek.com, 1/3/10 (Photo, right: Watatawa founder and CEO Bill Rylance)

After departing Hong Kong for Europe, Rylance took on twin positions as Asia-Pacific chairman and global development chairman at B-M. He brought his 26-year relationship with the WPP agency to a close in late 2008.

Watatawa, Rylance told PRWeek Global, is born out of an 'ironic inspiration' with the way that many consultancies currently operate. Instead, Watatawa will combine a consulting arm, focusing on discipline-neutral communications, with an investment arm. 'I'm making it abundantly clear that we shouldn't be seen or described as a PR agency not because we have an issue with PR agencies – of course we don't – but simply because it's a fact,' said Rylance. 'We're truly discipline-neutral and we go to clients with no prior agenda or the need to sell a particular set of services.'

Watatawa Investment, notably, will seek to assist entrepreneurs and start-ups with both intellectual and financial investment. 'In practice that means providing our services in exchange for an equity position, an agreed success fee or investing capital into a business at a favourable valuation,' said Rylance. It will also work with mature companies with IPO and M&A goals.

The new offering features a roster of senior executive talent, including Simon Pangrazio, who recently departed his role as Asia-Pacific CEO at Burson-Marsteller. The company's group of founders, in addition to Rylance and Pangrazio, includes former B-M veteran Bryan Matthews, ex-Standard Chartered Bank senior executive Chris Werner, and branding specialist Michael Beamish. Gus Chow, CEO of Hong Kong listed company Harmony Asset, completes the line-up.

Rylance added that the new firm would position itself around the twin values of social capital and market capital. 'By social capital we refer to the importance of reputation, trust, relationships and other critical but often intangible assets that are notoriously difficult to manage,' he said.

'We want to have a very real impact on shareholder value and in reality that means we have to address the values of all stakeholders. In fact, we're not interested in working on one half of the equation only.'

Watatawa will also be able to call on a 'catalyst group' of consultants from around the world. This includes former B-M UK CEO Jonathan Jordan, and Beijing-based consultant David Wolf, who previously headed B-M's Asia-Pacific tech practice.

Rylance added that Watatawa's business model would not 'charge based on time input', but would instead 'charge for agreed-on outcomes that have tangible value, measurable by our clients.' As for the name, Rylance noted that the partners wanted something that would prompt questions. 'It's an invitation to explain our core values. We love our name and stand by it.'



Looking for a new job?

***** PR Jobs – see page 20 *****

B-M hires senior talent to capture Vic clients

Burson-Marsteller Australia (B-M) has appointed two new additions to their Sydney and Melbourne offices; Adam Blight as Head of the Melbourne office and Corporate and Public Affairs Manager and Ivana Tranchini appointed Associate in the Corporate and Public Affairs team in Sydney.

Blight (pic, right) joins B-M with 11 years of international experience in corporate affairs, issues management, stakeholder engagement and media and government relations.

Prior to joining B-M, Blight was General Manager, External Affairs, with CPA Australia, one of the world's largest accounting professional bodies. His previous experience includes positions with Austrade, ASIO, the Office of William J. Clinton in New York, London-based charity Help the Aged and the Victorian Premier's Office.

"B-M is well positioned to deploy its international network and local knowledge to tap into Victoria's growing economy and broad base of industries. Victoria is home to some of the country's largest organisations and accounts for almost 25% of the Australian economy, making it an exciting place to grow an international brand such as B-M's," Blight said.

Tranchini, whose expertise is strategy development, stakeholder relations and brand building, joins B-M Sydney from Horizon Communications. With significant knowledge of corporate affairs, government outreach and consumer communication, she will work closely with an array of key clients including Trust Company, Siemens and Huawei Technologies.



Bullseye helps Blackmores link sponsorship to social media

The Blackmores Sydney Running Festival is now a 'must run' event for casual joggers and elite athletes. Bullseye, an independent digital services agency, worked closely with Blackmores to find new ways to build on the success of each event. The objective for Bullseye is to use digital technology to improve the level of engagement and relevance offered to race participants.

Photo: Blackmores Sydney Festival team. From left to right: Sean Gardner (Client Services Manager), Kevin Ferry (Creative Director), Claire Seidler (Senior Client Services Manager).

The site was furnished with a step-by-step guide to help runners prepare, as well as access to race day information and post-event videos, where runners could view live footage of themselves crossing the finish line. The videos were watched a total of 127,957 times, demonstrating the power of online video, as a total of 32,007 people ran the race!

Site visitors were also given the opportunity to ask for advice from Blackmores' online naturopaths by connecting with them directly from the site. They were offered interactive course maps to help them plan their race, and a free Blackmores Sydney Running Festival singlet was given away free to those who purchased special training products from the Blackmores range.

Embracing Social Media

Another key campaign aim was to create a local level of engagement by connecting event participants online through social media. To engage the online community, a live feed was featured on the Blackmores training site that displayed tweets relating to the Blackmores Sydney Running Festival. Antonia Kidman - the event's ambassador - tweeted her experiences as she limbered up for her first half-marathon.



Edelman recruits H&K's Hutton as new CEO

Michelle Hutton will join Edelman Australia as Chief Executive Officer. Hutton joins from Hill & Knowlton, where she was Chief Executive, Australasia. Hutton had a successful 15-year career at Hill & Knowlton, tripling the business in Australia.

During her 20 years in PR, Hutton has worked with many leading brands, including the Commonwealth Bank of Australia, Canon, Sony Ericsson, The Coca-Cola Company, Kellogg, Ford and Unilever. She is a Governor of AmCham and sits on the NSW State Council for CEDA (NSW).

In addition, Alexandra Kelly will join Edelman Sydney as General Manager. Ms Kelly joins the company from Weber Shandwick, where she was Head of Client Services, Australia. A consumer marketing specialist, Ms Kelly has more than 12 years experience as a communications strategist for some of the world's leading brands and corporations.

In her role, Ms Kelly guides strategy for both b2b and b2c communications across an array of leading clients including Olympus Imaging Australia, Nestle Cereal Partners, Nestle confectionary & corporate, CSR Australia, Singapore Airlines, Unilever, Sanofi-Aventis, and Johnson & Johnson Pacific.

Edelman's President, Asia-Pacific, Alan VanderMolen, said the move to attract two of Australia's leading public relations professionals is the first step in the company's bid to progressively move from being an international firm with offices in Australia to becoming a distinctly Australian firm with a strong global network.

"This is the first phase of a broader plan of initiatives that Edelman will be rolling out in Australia. We have significant breadth across the world and across the region – now we're after much greater depth, critical mass and increased market relevance.

Edelman's current Managing Director for Australia, Amanda Little, will take on a new role to build and lead a new national Sustainability Practice designed to help the firm grow its offer in the Corporate Social Responsibility and Sustainability spaces. Amanda has been involved in sustainability communications for sometime as Founder of sustainability education not for profit, One at a Time Foundation.

Melbourne-based Asia-Pacific Corporate Practice head, David McCarthy, and Melbourne General Manager, Rhys Ryan, will continue in their current positions.

Jetstar leverage Quiksilver sponsorship

Low fares airline Jetstar together with Australian surf brand Quiksilver teamed up to create a specially painted aircraft to launch the 2010 Quiksilver Pro on the Gold Coast.

Photo: left to right: Ruth Kimpton, Adrienne Biscontin, Christine Dal Tio, Peita Golden and Ingrid Nason from the Jetstar comms team with the Quiksilver aircraft



Recognition PR win Kelly Services account

Recognition PR has picked up the Australian arm of recruitment solutions provider Kelly Services. Kelly Services has a solid history within the non-executive staffing business, and has built a strong foothold in the executive recruitment market specialising in finance and accounting, IT&T, sales and marketing, science, property, construction and engineering.

The account will be headed by **Traci St. Lawrence**, Senior Account Manager at Recognition (pic below, left), and will be supported by consultant **Elizabeth McKenzie** (pic below, right) and director Elizabeth Marchant.

Recognition is an Australian-owned media relations and marketing communication consultancy specialising in the IT and B2B markets. Recognition's clients include Atdec, the Business Software Alliance, Fluke, Happen Business, Hostworks, Mincom, RSM Bird Cameron, Symantec Hosted Services, Quest Software and Wavelink Communications.



Study reveals how Journalists use social media

89% of journalists turn to blogs for story research

A survey released by Cision and George Washington University confirms some long held beliefs: journalists are using social media more than ever to source and research stories, however they trust social media sources less than "traditional" ones. From the survey:

89% of journalists said they turn to blogs for story research
65% to social media sites such as Facebook and LinkedIn
52% to microblogging services such as Twitter
61% use Wikipedia

The number of reporters using social networks has increased, as in a November 2008 survey released by the Society for New Communications Research and Middleberg Communications only 48% of reporters said they used LinkedIn, 46% used blogs and 45% said they used Facebook to assist in reporting.

Survey reveals PR median income of \$150-175k

Recruitment agency Salt & Shein's Communicators' Remuneration Study reveals salary levels across Australian PR sector and industry sentiment; key highlights from the survey are as follows:

- Median remuneration was \$150,000 to \$175,000.
- The construction, financial and industrials paid above this range
- Respondents were more positive in 2009 compared with 2008 in relation to employment opportunities and budget growth in the communication discipline.
55% expect no change to the number of communications practitioners employed in their organisations during 2010.

49% anticipate their communications budget to be the same as it was in 2009.
29% expect a budget increase this year.

- KPIs for communication practitioners remain Quality of Relationships with Stakeholders, Managing Perceptions, and Accurate Reporting of the Organisation in marketplace reports (e.g. media and analyst reports).

McMillan Communicators (MC) win arts account

MC has secured the Artworkers Alliance account to undertake PR activity for Er*tica - A National Acquisitive Art Prize. (Note to readers; the use of asterisks is the decision of Editor, and is done to avoid corporate email spam filters that may object to documents with these words inside)

The art prize; one that is sure to be complex, different and possibly controversial. The competition is a challenge to artists to make work that explores all the elements of the er*tic...to find a simple sensuality or to tackle highly s*xual imagery that is not exploitative or por*ographic. The project is a welcome challenge for McMillan Communicators, and with extensive experience promoting the Arts in the media, McMillan Communicators must now utilize new media to ensure extensive coverage of (possibly) controversial images.

Video interviews with artists streamlined on the website, social network marketing and blogs as well as traditional PR activity are all part of the strategic plan of attack in the lead up to this national art prize and exhibition being announced and launch in May 2010.

UK Conservative Party appeals to “working families”

Outdoor posters target the Labor heartland: working families.

Article by David Singleton, PR Week UK,
17/2/10

Industry experts insist political campaign poster still valuable weapon

PRWeek asked PR chiefs: 'Has the traditional campaign poster had its day?' And 14 of the 15 responded with a resounding 'no'.

The biggest advocates of the traditional poster campaign included Huntsworth CEO Lord Chadlington and Chime Communications chairman Lord Bell. Chadlington said: 'All the concomitant publicity in the press and on the internet makes posters worth a huge multiple of their basic cost.'



Bell cautioned against being distracted by internet spoofs. He said: 'Patently posters have not had their day... It is silly to make generalised comments - it depends on the specific idea and poster. A bit of abuse on the internet is not a reason to dismiss other forms of communication.' In the same vein as Bell, APCO's global services to government MD Darren Murphy said: 'There's no doubt that lack of finance will restrict Labour's poster campaign but I wouldn't write posters off because of a bit of satire. Satire is as old as politics itself even if it appears in the new media.'

Westminster City Council comms director Alex Aiken was also a staunch advocate. He said: 'The campaign poster is alive and well because it is versatile. It's a photo opportunity, static and viral message all in one package.'

Only Hanover MD Charles Lewington replied 'yes' to PRWeek's question. Lewington said: 'Reports of the death of outdoor campaign posters are greatly exaggerated. With TV spend restricted to PPBs, posters will continue to claim a large slice of marketing spend, regardless of internet mockery. 'However techniques have moved on from 2005. The Tory "Death Tax" poster went up on 18 digital sites, mere hours from copy approval. The TV coverage of the poster was extensive - though broadcasting rules will close that down when the election is called.'

1,500 - Number of sites that will feature the new Tory posters*
£8m - Current Labour Party national campaign budget**
£18m - Amount Tories are expected to spend on national campaign**
Source: *Conservative Party **Media reports

UK: Tory leader bags lobbyists as disgraced former aide becomes... a lobbyist

Article in full: David Singleton, prweek.com, 10/2/10
Tory MP Andrew MacKay to join Burson-Marsteller lobbying arm

The Conservative MP Andrew MacKay is to join the lobbying arm of Burson-Marsteller after the general election, PRWeek can reveal.

MacKay, MP for Bracknell and a former parliamentary aide to David Cameron, will become an international consultant and strategic adviser in the global PR agency's UK public affairs team.

The news come days after Tory leader Cameron launched a fierce attack on lobbying, effectively blaming lobbyists for declining levels of public trust in Parliament. MacKay announced last year that he would be standing down as an MP, along with his Tory MP wife Julie Kirkbride, after details of their expenses claims were revealed.

Mackay was instructed to repay £31,193 by Sir Thomas Legg, following his review of expenses claimed over the past five years.

The former aide to Cameron confirmed that he was entering the lobbying industry. In a statement, Mackay said: 'After leaving Parliament I want to be a part of a winning team that is assisting global businesses face their strategic communications challenges and Burson-Marsteller provides a fantastic opportunity to do this.'

He added: 'I considered a number of consultancies and decided on Burson-Marsteller because of its range of international clients, its campaigning approach and the quality of the team.'

Earlier this week, Cameron used a major speech to lay into lobbyists. He said: 'It's an issue that crosses party lines and has tainted our politics for too long...an issue that exposes the far-too-cosy relationship between politics, government, business and money. I'm talking about lobbying - and we all know how it works. The lunches, the hospitality, the quiet word in your ear, the ex-ministers and ex-advisers for hire, helping big business find the right way to get its way. In this party, we believe in competition, not cronyism. We believe in market economics, not crony capitalism. So we must be the party that sorts all this out.'

Wotnews reports on ASX companies media analysis

The Wotnews 2009 Research Reports are now available. A free sample report is available here: <http://wotnews.com.au/store/research/sample>

A full listing of the reports available is here: <http://wotnews.com.au/store/research>

INSIGHTS: Some of the insights contained in these reports include:

- Share of news coverage compared to competitors.
- How does a company rank in news coverage compared to all ASX listed companies.
- What is the relationship between news volume, sentiment and share price.
- What type of news stories and ASX Announcements occur on the best and worst market days.
- Which publishers and bloggers write most about a company.
- What were the top stories about a company in 2009.
- What type of stories are most popular on social media services like Twitter.

For Marketing and PR, each research report provides an instant snapshot of a company and competitors news performance for 2009.

Aussie iPhone app wants to be like “eBay with a twist”

Australian startup Bonobo launched *Yoink* this week, a free iPhone and web app to facilitate the worldwide reuse of everyday items that measures your generosity at the same time.

The new iPhone application and website is like *eBay* with a big twist: everything must be free, locally picked up and there is no bidding - the first person to “Yoink” an item from someone wins it instantly. People, cities and countries are ranked on a worldwide scoreboard determining who is the most generous at giving items away.

"We made Yoink so that it only takes 30 seconds to either give something away or find free stuff from people near you," said Ben Hamey, Bonobo's co-founder. "Grab something you don't need anymore, put it on Yoink and its available for anyone in your community."

Getting free items is simplified by technology that identifies the nearest available items from your current location. Things already listed include televisions, clothes, mobile phones, satellite dishes and even free range eggs. The locations have been equally diverse with initial members already from Australia, USA, Canada, Italy and Macedonia.

Yoink is available free at www.yoink.com and on the [iPhone App Store](#). Bonobo is a self-funded Australian technology startup that creates web and mobile products.

BondPR win REGUS account

The latest client to join BondPR is global serviced office provider Regus (www.regus.com). BondPR Sydney was the Australian arm of a global initiative to launch the Regus “telepresence business suites” to Australian businesses, one of which has been set up in Regus’ Darling Park offices in Sydney.

Photograph: left, Kayleigh Ford, VP Sydney, BondPR and (right) Tegan Turnbull, Account Manager, BondPR. Photo © Stu Harris Photography

BondPR Sydney benefits from the global foot print of a 50+ country strong PR network and access to respected social media experts. “It’s great to have the backing of a multi-country network – it means as well as focussing on local success we can also offer the option of



rolling client campaigns out to almost anywhere they need to go,” Kayleigh Ford, VP Sydney, BondPR.

“We bring a strong mix of varied genres of PR to the table in our local team, including film and book promotions, sports, healthcare, fashion, food and drink, business and technology.”

BondPR’s client list includes:

BudTrap (www.budtrap.com.au) – launch of a new gizmo for managing iPod and other MP3’s headphone wires. The ‘no tangles’ campaign has already seen BudTrap devices showcased across national newspapers, teen and girl, lifestyle and advertising media.

Team Se7en - the record breaking champion water ski racing team benefitted from TV and newspaper exposure during the 2009 season, realising the team’s goal of bringing more attention to the sport.

Passengers - BondPR were also on board to publicise the preview of a new Cameron Daddo movie by Aussie writer/screen director Michael Bond at Adelaide Fringe 2010 – Passengers (www.thepassengersfilm.com)

Understanding your PR career roadmap

Forging a career in public relations is a little like property development, you need to create and recreate an end product that appeals to the widest possible audience. Much like renovating your home for profit though, ideally you do want to enjoy where you live along the way. Jeremy Wrench, CEO of Capstone Careers, puts his overalls on, picks up his toolkit and gets cracking on building a career.

In very broad terms there are three core stages to a career in PR;

1. starting out - where one is trying to simply get a foot in the door;
2. consolidation - where we build expertise and knowledge, and perhaps a specialism, and;
3. ideally the last stage is fulfilment, where we utilise what we have experienced and learnt to achieve a role that is both suitably challenging and entirely rewarding.

The following is a basic guide to parts one and two in the journey, a road map to part three if you like.

Stage one: Starting Out

It may seem obvious but I’m constantly surprised at how many talented young practitioners do not appreciate the value of internships and/or volunteer work when starting out. Assuming you have obtained a relevant degree, most if not all graduate roles have a very level playing field in terms of competition. Few graduates that are entering the market and trying to get their first role in PR have anything significant in their background to set them apart from the next applicant.

The easiest method of getting a head-start and one more likely to impress employers relevant internships or volunteer work. Aside from the fact that you may well end up impressing the organisation you are working for at this stage, and potentially earn yourself a permanent opportunity, you are proving genuine dedication to your vocation, gaining some degree of experience (even if it is just the working environment), and demonstrating a willingness to muck-in. All of which will result in a big tick next to your name when CV’s are filtered for graduate roles. Keep at it long enough and the door will almost certainly open... if you have any talent.

Charting a course through stage two:

Having got your foot in the door, and remembered to show your ability to hold down a steady job (i.e. ideally at least 2 years in the first role), you’ll need to quickly start planning and mapping out your future career. The choices you make in the first 5 years will largely dictate your future. As an industry we tend to pigeon hole people very early on, so if you are keen to have a broad range of choice as your career progresses you may want to be careful not to be type-cast. Equally if

you know what you want and don't seek flexibility the earlier you can prove the specialism the faster you will progress in that journey.

For those that want to avoid type casting, seeking opportunities in consultancy early on is important, the greater the variety of clients and purpose of campaigns you work on the more adaptable you will be seen to be. Again its easy to get type-cast as a certain type of consultant, consumer, corporate, health, technology, public affairs etc, stay too one-dimensional for too long and transitioning will become increasingly hard.

It is also far easier for an individual with 8 years consulting experience to move into a corporate (in-house) role than it is for someone to move from a corporate role to agency. Its a odd dynamic really, to move from in-house to agency, you'd want to want to make the move in the first 5-6 years at a maximum, to go from agency to corporate, is possible at any time, and only gets marginally more challenging after 10-12 years.

Fulfilment:

Once you start getting to the 10-12 year stage ideally you have identified where your real passion lies and the types of roles that make it easiest to get out of bed in the morning. Equally, if managed well, you've shown the ability to be flexible and adaptable through your career to date, and demonstrated at least some degree of specialism in the area that excites you most. You've been aware that at the 7-8 years of experience stage, the skills shortage in our industry is most pronounced, and you have made the most of that reality to transition towards the specialism that suits you best. You now have unquestionable levels of experience (hopefully a track record of proven results), shown a good degree of loyalty / longevity (i.e. you average 2.5 years per tenure or more) and balanced that to avoided type-casting.

You now are on the best footing to dictate your longer term future and pursue roles that are most fulfilling.

***Jeremy Wrench** has more than 16 years PR consulting experience, running multinational campaigns for world renowned brands both in Australia and in the UK and has worked with clients within every major sector. Today he is the Managing Director of **Capstone Careers** (www.capstone-careers.com) a specialist recruitment provider to the public relations industry. For further career advice Jeremy can be contacted by email: jeremy@capstone-careers.com*

SHJ continues strong growth with two new hires

SHJ has strengthened the team with the appointment of a third Principal, Naomi Mermod in Sydney, and a consultant, Martina Vodanovic in Melbourne.

Naomi (pic, right, top), Principal and healthcare communication specialist, brings an intimate understanding of brand pre-launch and launch communication strategies. She has extensive experience in national, European and global communication and issues management programs. Prior to joining SHJ Naomi headed up Ogilvy Healthworld Communications in the UK as Managing Director.



Martina (pic, right, bottom) joins SHJ Melbourne as a consultant, where she will work closely with a number of public and private sector organisations. Previously involved in the financial services industry, she has experience in accounting, portfolio management, risk assessment, business writing and internal corporate communication reporting on the public, private and not-for-profit sectors.



Salt & Shein PR Agency Jobs

Please call Ike Levick on 0405 218 626 in confidence or email ilevick@saltshein.com.au.

1. Senior/Account Director, PR Agency

- Be surrounded by seriously impressive colleagues
- Work on larger complex transactions
- Hit the ground running

This leading corporate communications agency specialises in financial transaction support, investor relations, and issues and crisis management. Due to ongoing new business wins, a fantastic new opportunity exists in the financial transactions team for a Senior/Account Director. Successful applicants must have:

- At least 5 years' experience - in PR, business or financial journalism, corporate law or banking
- Understanding of financial markets
- Track record in financial or business media relations (ideally in Australia)
- Appetite for contributing towards new business generation.

Immediate start.

2. Account Director, Corporate, PR Agency

- Join a leading consultancy
- Apply clever research and thinking to achieve results
- Thrive in an issues-rich sector

This independently owned strategic communications consultancy is enjoying significant new business wins and is seeking an Account Director who can manage complex, issues-rich accounts. The ideal consultant will have:

- Corporate experience (agency or client side)
- Consulting background
- Thorough understanding of the Australian media
- Fantastic writing skills.

Immediate start.

3. Account Manager, Consumer/Health, PR Agency

- Well established healthcare team
- Large consumer health brands
- Great City location

This award-winning global PR agency is seeking a strong consumer/health Account Manager with over five years' experience. The initial focus of the role will include working on accounts in weight management, food and nutrition and some consumer health. The successful candidate will ideally have:

- Considerable consumer health experience
- Solid account management skills
- Effective and engaging writing skills
- Some background in healthcare PR
- 6+ years of experience.

Immediate start. Applicants from overseas may apply.

4. Senior Account Exec/junior Account Manager, PR Agency

- Work with blue chip financial services clients
- Enjoy a strong team environment
- Develop your career!

Located in the heart of Sydney's city, this small consultancy is seeking a 'contract to perm' Senior Account Executive/junior Account Manager, starting immediately! You will report to one of the Account Directors, work on a mix of clients, conduct media relations, research, assist with account management and more. This agency is looking for applicants who are:

- Self motivated

- Degree qualified
- Professional and well presented
- Willing to learn about new technologies
- At least two year's experience, ideally agency or financial journalism
- Committed to their career development.

5. PR Agency Account Manager - Consumer

- **Work on big, multi-national consumer brands**
- **Specialise in media relations and generating publicity**
- **Enjoy a great team atmosphere**

Turning five years old this year, this boutique consumer PR agency is privately owned and thriving on recent new business success. Three opportunities exist for PR consultants with experience from 1-5 years. Clients are from a range of sectors including FMCG, lifestyle, culture, women's health and beverages. The successful applicants will ideally have Australian PR agency experience, though overseas candidates are also welcome to consider this role. The successful applicant must have the following attributes:

- Creative
- Strong media relations across the entire consumer landscape
- Passion for writing about brands and people
- Solid account management skills
- Able to work on multiple accounts
- Effective at managing different priorities.

Immediate start. Overseas residents may apply.



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:

SYDNEY OPPORTUNITIES INCLUDE:

PR – Corporate Group Director, Sydney

Leading global PR consultancy looking to appoint a new Corporate GD to its growing Sydney office. Taking on an already impressive and issues-rich client list you will be tasked with building upon a solid legacy of excellence in corporate and financial communications to further grow this practice division and build your own empire. If successful you will benefit from world class resources and insights and an established and high performing team.

You should be a proven corporate & financial communications professional, with significant team leadership and client management skills and experience. You will have outstanding relationship skills, a sharp strategic mindset, extensive issues and crisis management skills, and clearly demonstrable track record of first class results for major brands and/or institutions.

Role would suite 10+ years PR (preferably consulting) experience, polished presenter, and capable of building lasting relationships at all levels

PR Account Director, Consumer Technology – SYDNEY

Very popular international consultancy is looking to expand its technology offer with a proven and strategically brilliant AD within the Sydney office. You will have extensive technology experience, proven consumer and/or consumer tech track record from and be equally comfortable dealing with high end back office network infrastructure accounts as your are consumer tech gadgets and gizmos. You will have at least 6+ experience in tech PR & consumer consulting, demonstrable experience in handling big brands/multifaceted campaigns and be an accomplished team leader and proven business builder.

PR Public Affairs Account Director – MELBOURNE

Vibrant, *young* and creative, popular national public affairs agency requires talented proven AD to lead a select group of high profile clients and small but high achieving team. Expertise in environmental, social welfare, and NFP would be very favourable, as would experience within government (local, state or federal). Minimum 5+ years specific public affairs experience.

PR / Social Media / Digital Director MELBOURNE

Fast growing young and dynamic Melbourne based consultancy is looking to broaden their offer and respond to growing client demand and appoint proven digital / social media expert. You should have a proven PR background, a natural techie translator, and be motivated by growth and business development. Social media will be your first language, digital insights are your forte', PR your discipline of choice. Contact us now if this sounds like you and you have at least 5+ years of experience.

PR Account Director, Consumer – MELBORNE

Popular, young and entrepreneurial Melbourne based consultancy, with proven heritage and impressive client list is appoint a proven and creatively insightful AD for big brand clients. You should have proven consumer (and ideally b2b) experience, be a competent leader of people and thrive on building both existing and new business. You are comfortable in multifaceted, multi-disciplined campaigns and have genuine awareness and experience in social media best practice. You should have at least 6+ experience in a similar role and be keen to join a solid yet growing business.

Enquiries and applications should be directed to Jeremy Wrench:

E: jobs@capstone-careers.com

T: 03 9827 7277

About Capstone Careers: **W:** www.capstone-careers.com

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.

a) In-House Consumer PR Manager

\$110K-\$120K

Top opportunity to go client side if you're currently a consumer PR AD 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!

b) PR AD - Corp./B2B/Consumer Tech. Mix!

\$110K

Forward thinking AD needed to drive a mix of B2B/B2C tech./corporate accounts working across a mix of exciting sectors with responsibility for managing a sizeable team. Breadth of projects with issues management & senior strategic counsel focus. 7+ years agency experience required.

c) PR Account Director - Consumer

\$100K

Funky consumer agency has a need for a consumer 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! Exciting sectors and a social, energetic work space to operate in. Team to manage of course and scope to progress too! 6+ years' agency experience required.

d) PR SAM & AD - Consumer/Sport - Top Melb. Agency \$75K-\$100K

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

e) PR AM/SAM - Corporate/B2B Focus - Melb & Syd. \$75K-\$80K

Popular PR agency requires dynamic AM/SAM for each of their Melbourne and Sydney offices 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! 4/5 years' agency experience required.

f) Senior Recruitment Consultant - Advertising/Marcoms. Neg.

Ever had an interest in working in recruitment? Well here's your chance! We are on the look out for an advertising or marcoms. practitioner with 8+ years' advertising/marcoms agency experience who might be needing a change of scenery! You don't need recruitment experience as I'll personally train you! Ideal if you are looking for flexible hours or a part-time arrangement!

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

JOB ADVERT

Digital PR consultant

Are you excited by big brands and a creative challenge? Do you want to work on campaigns that integrate social media with traditional marketing communications and PR? Do you want to be part of an expanding agency and fun team? Do you want to be a leader in digital PR?

We're looking for a digitally savvy communications / PR consultant with at least 18 months agency or in-house experience to be part of an **exciting new initiative at Burson-Marsteller Australia.**

The ideal candidate will be ambitious, enthusiastic and outgoing. They'll demonstrate an understanding of social media and the Web as part of an integrated approach marketing and PR strategy.

We'll provide opportunities to work with high profile brand name clients and participate in new business, a personalised and ongoing training program, competitive package and a supportive yet challenging workplace.

Does this sound like you?

If so, please send a CV and covering letter marked 'Digital Consultant' to Laura Huxley at laura.huxley@bm.com

The PR Report's Lucky draw prize

This month, The PR Report has the following book to give out as our lucky prize draw. Congratulations:

"Blogging for business" by Shel Holtz, goes to Pip Lampe of the RAS of NSW

Where the truth lies

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



The PR Report is a free service to PR practitioners.
Contact the Editor: Glen Frost
Tel: 02-9489-9010 or email: glenfrost@frocomm.com.au

To subscribe, please visit www.theprreport.com
Previous issues: <http://thepublicinterest.ning.com>

Join us on Facebook: <http://tinyurl.com/ykg6p7i>



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

