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Hear about Oprah's Ultimate  
Australian Adventure  
New Media Summit 2011  
[www.frocomm.com.au](http://www.frocomm.com.au)



Left: NRMA President Wendy Machin

Right: Magnum PR's Katoe Dorman, Susan Taylor and Michelle Hampton

# News Corp launches The Daily, a news app for iPads

Is it a tabloid, a broadsheet, a blog? No it's a news app. News Corp launched its digital, subscriber only, newspaper app this month. As a nod to their print-media roots, and perhaps aspiring to be "the" global digital newspaper, it's called The Daily. News Corp is a global news and media company after all.

Although it's a US based service, News' claims The Daily will have a global coverage (although probably only as much global insight as the average American newspaper offers readers).

The Daily is the first of a many apps for the delivery of news. As a PR practitioner, what do you need to know?

- It's like a daily newspaper with up to 100 pages, so can only cover a limited number of stories
- It's global, so may offer Australian PR practitioners opportunities to submit Australian perspectives on global issues, especially as News Corp has staff photographers, agencies and stringers in Australia
- The Daily is for iPads, so stories with good quality photos will be important
- It has an experienced editorial team, so stories will be focused and "on message"
- The Daily won't be like a blog with a click and read/view feel: links and additional content (podcasts etc) are minimal, and The Daily retains the iPad "touch driven" experience.
- Subscribers can leave comments, like a Letters to the Editor page.
- The Daily is a "digital product", so it can be "delivered" and sold easily through iTunes
- News Corp will pay a % of the subscription fee to Apple but will save on printing and delivery. Newsagents, printing and paper companies are the losers.
- **Conclusion: The reading experience is like a newspaper, but the purchase experience is like digital music (and on a platform that has millions of accounts/customers)**

## KEY POINTS:

1. The Daily will focus on **six key areas**: news, sports, gossip and celebrity, opinion, arts and life, and apps and games.
2. The Daily will have Sudoku and crossword puzzles, localized weather reports, and a customizable sports package that captures news on the user's favorite teams.
3. The Daily is available on the Apple App Store as a subscription -- which will be billed directly to an iTunes account, priced at US 99 cents a week (or US \$39.99 for an annual subscription).

Read the News Corp media release here: [http://www.newscorp.com/news/news\\_471.html](http://www.newscorp.com/news/news_471.html)



# Lie to me?

Is News Corp Australia using a friendly Tim Burrows, owner of online marketing publication Mumbrella, to spin a story?

Why are David Breen's comments about what Editors at News Corp's UK tabloids knew of the phone hacking scandal so similar to Roy Greenslade's comments in The Guardian ten days earlier?

It may have been insights about micro-expressions and body language contained in the TV series **Lie to Me** <http://www.fox.com/lietome/> , but something caught The PR Report's attention during the interview on **1<sup>st</sup> February 2011...**

The interview covers a few local issues for the first 10 minutes (redesign of the paper's layout, Breen's career etc), then at 10 minutes 30 seconds into the 15 minute

interview Burrows asks about the News of the World phone hacking scandal; watch the interview here: <http://tinyurl.com/4jbd4lw>

At 11 minutes into the interview, Breen says: "Honestly, I've looked at the editors over there and a lot of them say they didn't know about it, I look at it and I go 'gee, if people on my staff were phone tapping people I'd know about it'. I just would as editor. You get a good instinct for where journos are getting stories from and how they're coming across their information," (transcript from Crikey's Jason Whittaker: <http://tinyurl.com/4saf8u9> )

Seconds after saying "honestly" Breen looks down and touches his face (photo above). What would Dr Lightman say? Is Breen lying? Has he been asked to say those words?

Breen's choice of words also seemed familiar...The PR Report re-read The Guardian and...

Ten days **before** Breen's chat with Burrows, on 24<sup>th</sup> January 2011, former News Ltd Editor Roy Greenslade wrote this article in The Guardian: full article here: <http://tinyurl.com/6guovcp>

"Ever since Coulson resigned as NoW editor ... he and News International have maintained that Goodman was a "rogue reporter". Nobody else on the paper took part in hacking, they said, and Coulson was unaware of any such activity. At the time, this didn't sound plausible to me. As a tabloid editor and senior tabloid executive, it was my business to know the provenance of stories. I spent more than 20 years on popular papers and every editor I worked for was aware of what was happening in their newsrooms..."

During my tenure at The Sun, I knew how the News of the World – just a floor below us in Bouverie Street and then Wapping – operated. Executives questioned reporters closely about how they obtained their stories. It was inconceivable to me that executives would simply accept editorial copy without bothering to ask staff how they came by it."

Is Breen using Mumbrella as part of a global damage limitation exercise for News Corp's corporate reputation, and in particular the reputation for editorial integrity of News' masthead brands?



## Sunday Telegraph editor Neil Breen

TheMumboReport

165 videos

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11:15 / 15:59

CC 360p



397 views

## Magnum PR win 4 new major accounts

Magnum PR has won four major new clients: Quiksilver, Perisher, All Interactive Entertainment and Upskilled.

For Quiksilver, Magnum PR will be heading up the fashion and lifestyle PR for the men's retail range in 2011 along with launching a revolutionary new product in March at the Quiksilver pro on the Gold Coast.

Australia's best ski resort, Perisher has also appointed Magnum PR to manage its media relations for the 2011 season, kicking things off with a major announcement about exciting new developments for the resort, to be revealed late February.

For Australian wholesale distributor, All Interactive Entertainment, Magnum PR will launch a new global computer game on Xbox 360 and PlayStation®3 called Yoostar2 In The Movies. This game utilises the sensor of Kinect™ and the PlayStation®Eye to insert players into famous movie and TV scenes, bringing to life the new notion of 'movieoke'.

Magnum PR is also working with a leading registered training organisation, Upskilled, on a 12-month program managing both social and traditional media relations requirements. The first activity for the organisation will be 'Upskilling Australia' - a major initiative to encourage training across 70 regional areas in Australia.

Photo: left to right, Katoe Dorman, Susan Taylor and Michelle Hampton



## NRMA and Maverick PR launch Red Flag campaign

In December 2010, motoring group NRMA launched a survey asking on NSW motorists to tell them the worst section of road in the state.

The NRMA asked motorists to 'red flag' a street intersection or major highway that caused motorists to see red. NRMA President Wendy Machin said the red flag survey "would give frustrated motorists a chance to tell both sides of politics what needed to be fixed on our roads."

The core objective of the lobbying campaign is to ensure both the major political parties announce their support for the NRMA's road investment agenda in advance of the state election.

The "Seeing Red on Roads" campaign mobilised the NRMA's 2.3 million members through a series of community forums and events. A Red Flag and flagpole was taken across NSW, offering motorists a chance to sign a petition, which is to be presented to the next Government after the state election in March. Motorists will also be able to support the campaign by flying Seeing Red on Roads car flags.

The short survey was launched using the corporate website [www.mynrma.com.au/redflag](http://www.mynrma.com.au/redflag) and through an exclusive arrangement with The Daily Telegraph. According to the NRMA, approximately 30% of survey respondents came via The Daily Telegraph's website.

An advertisement for the 'Red Flag Survey' by NRMA. The background shows a traffic jam on a road. Overlaid on the image is a red banner with white text that reads 'Red flag your worst section of road in NSW'. Below this, there is a dark red box with white text: 'Red Flag Survey NRMA Needs Your Help'. Further down, smaller white text explains the survey: 'NRMA is calling on you to 'red flag' the sections of road that frustrate you the most in NSW. By taking part in our survey you will go in the draw to win 1 of 5 Apple iPads.\* Your Red Flag could be a local street intersection or a section of a major highway. It could be where three lanes merge into two, traffic lights are out-of-synch and causing major delays, or a problematic local roundabout.' To the right, there is a call to action: 'Complete our survey for your chance to WIN 1 of 5 Apple iPads\*' and a yellow button with the text 'Enter now >'.

Red Flag Survey  
NRMA Needs Your Help

NRMA is calling on you to 'red flag' the sections of road that frustrate you the most in NSW.

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Complete our survey for your chance to WIN 1 of 5 Apple iPads\*

Enter now >

Over 9,000 motorists in NSW completed the survey, giving NRMA plenty of stories for local media, especially local print media. The road to receive the most number of red flags was the Pacific Highway with nearly 10 per cent of motorists saying it was the worst road to travel on in NSW.

The results will provide the next Government with an insight into some of the most congested, frustrating areas on the state's road network. The campaign was the idea of Maverick PR, who won a competitive pitch to support the NRMA's corporate communications team on the campaign.

The public relations driven campaign also involved every NRMA Board Member engaging their local media, with support from the NRMA's Government Relations team, the Corporate PR/Media team as well as Maverick PR. The second phase of the campaign will see ATL advertising on radio and billboards.

Due to the large volume of respondents to the campaign, the NRMA has decided to run the survey annually.

## NRMA President leads lobbying campaign

Wendy Machin (pic, right) is the President of the National Roads and Motorists' Association (NRMA), and the public face of the Red Flag campaign. Prior to being the NRMA's President, Machin had a business offering PR advice and counsel, however this was put on hold when she became President.

Interestingly her career history reveals she started off in communications, see below:

1958	Born in Wingham, New South Wales
1981-1982	<b>Communications Officer</b> for the National Party
1983 - 1985	Elected to North Sydney Council as an independent
1993 – 1995	First woman National Party of Australia member elected to the NSW Parliament; Minister for Consumer Affairs in the Fahey Coalition government.
1995 - 1996	Fahey losses '95 election; Machin resigned seat in '96. Resignation prompted by-election, won by National Party's Rob Oakeshott (now an Independent MP)
1996 – 2000	President of Save the Children Fund NSW
1997 - 2000	Deputy Chair of the Australian Republican Movement (CEO was Malcolm Turnbull)
2005 – present	Elected to NRMA board. Becomes President in 2008. Also owns beef cattle property near Wingham, NSW.



## Matusik and Keen join PPR

Professional Public Relations' has appointed two consultants, Deanne Matusik (pic left) and Jennifer Keen (pic right).

Deanne has more than nine years experience in communications having worked on some of WA's highest profile events and strategic public relations campaigns. Deanne worked as senior publicist at Network TEN (Perth) managing publicity for the network's talent and portfolio of programs. She also managed numerous media and consumer events during her tenure as communications project executive at Burswood Entertainment Complex. Deanne also played a key role in coordinating the 2010 Rottneest Channel Swim - the world's biggest open-water swim.



Jennifer has five years experience in the public relations sector. She has expertise across the hospitality, tourism and sporting industries and has worked with some of Australia's premier brands and events including Jacob's Creek, Crown Lager, Hydro Majestic Hotel, Burke's Backyard magazine, Australia's First Families of Wine and Starlight Children's Foundation.

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## Cox Inall Ridgeway win Barangaroo indigenous consultation project

Indigenous culture has become an important area of consideration for the controversial Barangaroo development in Sydney; local indigenous groups are upset with a perceived lack of consultation. In an effort to rectify this, the Barangaroo Delivery Authority has appointed Aden Ridgeway of PR and communications firm Cox Inall Ridgeway to lead the consultation process with the indigenous community.

Barangaroo presents many opportunities to recognise and celebrate indigenous culture, and this process will include the formation of an Indigenous Reference Group to guide the discussion and future priorities.

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## Correction

Correction to the article "Editorial: Goodbye big Ad, Hello Big PR Event" in the January 2011 edition of The PR Report

KAILIS Jewellery was the sponsor of the Oprah morning event gift and not Paspaley. Approx 6000 audience members will receive a specially designed KAILIS Jewellery pendant featuring a limited edition 'O' medallion and pearl (see pic right). Our apologies for the error.



Kailis website [www.kailisjewellery.com.au](http://www.kailisjewellery.com.au)

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## Burson-Marsteller host media friends at Australia Day party

On Australia Day Eve, B-M hosted its own Australia Day kick-off media party at the iconic Mint building in Sydney's CBD.

Getting into the Aussie spirit, guests enjoyed Australian themed canapés, beverages and the authentic sounds of Australian bush band, Speewah.

Media attendance ranged from trade and marketing media to mainstream consumer publications, who all received an Australia Day survival kit in the form of an Aussie Swag.

Left to Right: Ben Ronald (Reader's Digest), Imogen Rimington (B-M), Anna Warby (B-M), Rochelle Adamson (B-M) and Leesa Hamilton (Reader's Digest)



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## Canon Australia appoint Howorth & OgilvyEarth

Canon Australia has appointed Howorth and OgilvyEarth, both part of Ogilvy PR Australia, to manage public relations and communications strategies across its corporate, sustainability and business imaging divisions.

Howorth and OgilvyEarth won the account in a competitive pre-Christmas pitch. Incumbent agency Hill & Knowlton will retain Canon's consumer account.

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## Hill & Knowlton win Unilever OMO account

Unilever Australasia has appointed Hill & Knowlton Australia to manage public relations and communication strategies for its OMO laundry brand.

Hill & Knowlton won the account in a competitive pre-Christmas pitch. Photo of the H&K team working on the OMO account, from left to right: Tina Alldis, Penelope Holloway, Fergus Kibble, Courtney Rule and Lucy Coggan

Lana Taylor, Marketing Manager Laundry, Unilever Australasia: "H&K demonstrated superior capability to deliver against our expectations for this year. Laundry is a very competitive category and I think H&K has what it takes to help us maintain and grow our leadership position."

Unilever is one of the world's leading fast-moving consumer goods companies. Globally, Unilever has around 163,000 employees, and in 2009 generated annual sales of €40 billion. In ANZ, Unilever employs more than 1,600 people. Unilever's portfolio features Flora, Lipton, Bushells, Dove, Rexona, Vaseline, OMO, Surf, Continental, Chicken Tonight and Streets.



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## Zing win Guardsman account

Zing has won furniture care product Guardsman account following a competitive three-way pitch.

Zing will be working with Guardsman to raise awareness of its products as it unveils the new branding of its entire range. Products in the range include protection programs for leather, mattress, rug and hardwood furniture.

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## NBN appoint GM External Communications

NBN Co, the company established to build and operate the National Broadband Network, announced the appointment of Andrew Sholl as General Manager, External Communications.

Sholl was previously Head of Strategic Communications for major UK commercial broadcaster, Channel 5, Head of Press and Global Content for ITV in London, a Partner in Portland Public Relations and Corporate Communications Manager for British Sky Broadcasting.

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## Clemenger expands Grad program; offers mix of PR and marcomms

The Clemenger Group Graduate Program (aka the Seven Brains Program), which takes seven graduates through a number of Clemenger companies has expanded this year with an intake of twelve.

The programme, now in its fifth year, will see graduates rotate through Clemenger companies in Sydney and Melbourne in the public relations, advertising, direct, digital, experiential, healthcare communications and shopper marketing fields.

Tim Parker, Executive Director of Clemenger Group, oversees the program and says it is unique in Australia as it exposes young talent to the unrivalled scope of companies within the Group.

The graduates rotate through three of: Clemenger BBDO, Clemenger Proximity, Traffik, URSAClemenger, Porter Novelli, CHE and Creative Activation over a period of 3 x 3-month rotations to get a taste of what each agency offers, and are paid an entry-level salary for this period. At the end of the 3rd rotation placement hopefully all graduates will be offered full-time positions.

The graduate programme began on February 7th, 2011 and is run annually. Prospective applicants for 2012 can obtain more information from [www.sevenbrains.com.au](http://www.sevenbrains.com.au) from July 2011.

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## Howorth appoint Kiddle and Torpy

Howorth Communications, the technology and B2B PR arm of Ogilvy PR Australia, has appointed two senior Practice Directors to manage its consumer technology and corporate practices.

Amanda Kiddle (left in photo) will lead Howorth's Digital Lifestyle division and Kathryn Torpy (right in photo) will lead the Business to Business (B2B) and Corporate divisions.

Kiddle joins from the UK, bringing a wealth of consumer lifestyle experience, having led large consumer teams and driven award-nominated brand campaigns at some of London's top PR firms including Edelman and Weber Shandwick UK. Kiddle's brand-building and reputation management experience stretches across a range of industries and includes global clients such as Samsung, Warner Bros, Reckitt Benckiser, Mars and Kraft.

Torpy has been instrumental in the growth of Howorth's B2B and Corporate practice since its inception in 2008. Formerly a journalist in Brisbane, including The Courier Mail, her international PR experience includes business, finance and technology from in-house and consultancy positions in the UK, US and Australia. Her more recent client experience includes Microsoft Australia, CTIMySmart, LexisNexis and Bluescope Steel.

Howorth Communications has a headcount of 35 staff.



## Acumen Republic appoint Van Pelt as GM Australia

Acumen Republic, a New Zealand PR agency, announced its expansion into the Australian market with the appointment of a General Manager for Australia, former Hill & Knowlton Practice Director, Myrna Van Pelt (pic right).

Acumen Republic, operating for over 30 years in the New Zealand market, has held flagship accounts in telecommunications, financial services, building and construction and the health sector. Their broad service offer includes Corporate PR, Public Affairs, Government and Investor Relations, and Consumer Marketing as well as a range of complimentary services in Design, Experiential Activation and Research.

“Having led the Technology Practice at H&K for nine years for Hill & Knowlton, leading the Analyst Relations Practice across Asia Pacific, and previously having held senior corporate affairs roles at Telstra and Apple, Myrna brings a rich depth of consulting leadership skills to take Acumen Republic to the next level.

“We also see this appointment as critical in providing local senior leadership for our foundation client in Australia, Alcatel-Lucent with a parallel mandate to grow the client stable across a broad sector portfolio in this market,” said Managing Director of Acumen Republic, Michael Dunlop



## Melbourne entrepreneur launches Deasil PR

Investment company Deasil Group has launched a public relations and communications agency, branded Deasil PR.

Melbourne based Deasil Group Chairman Philip Weinman says that the launch of a public relations consultancy is the next obvious step as it strategically invests and partners with businesses seeking to grow. Deasil Management group has 15 businesses in its portfolio, each with different competencies and resources.

“Our new PR offering is a perfect add-on to what we currently do; provide capital, infrastructure and management expertise, so our partners and clients can focus on the core of what they do well and grow their businesses,” Weinman said.

Deasil PR has appointed Felicity Grey as Account Director (pic, right).

Grey has both private and public communication expertise. Her consulting experience includes campaigns for the geothermal, aviation, transport, insurance, retail, advertising, recruitment, not-for-profit and sustainability and environment sectors. In addition, Grey spent eight years in the Victorian public sector, most recently with the Department of Sustainability and Environment (DSE) working on bushfires, climate change and sustainability communications.



“Deasil PR is a full service public relations and communications consultancy, open to a wide range of industry sectors,” Grey said.

[www.deasil.com.au](http://www.deasil.com.au) Felicity Grey Tel 03 9859 0659.

## Click PR win Freelancer.com

Click PR will handle the public relations activity in Australia and New Zealand for Freelancer.com, the world's largest online outsourcing marketplace with over 2 million members.

Click PR also recently won Mobotix, a German security manufacturer, and US gaming laptop and desktop vendor Origin PC. Click PR also promoted corporate whistleblowing website TradeLeaks, driving nearly 25,000 unique visitors within 24 hours of launching without any advertising spend.

Click PR founder Vuki Vujasinovic (pic, right) began his career at PPR working across a broad portfolio of tech clients, from consumer brands such as Dell, to enterprise companies like EMC and Oracle and security vendor Kaspersky. Following that he spent time as Communications Manager in-house at Kogan, helping propel the brand to one of the most prominent online retailers in Australia.



Vujasinovic launched Click PR in 2010, specialising in fast-moving, proactive and digitally focused communication, using social and digital media to effectively communicate with clients' stakeholders.

Vujasinovic says the business is expanding and he is recruiting.

## DEC win Kellogg and Taubmans accounts

Kellogg Australia and PPG (manufacturers and marketers of the Taubmans brand) have appointed DEC Communications to be their 2011 PR partner for various initiatives.

For Kellogg, DEC has been tasked with driving a number of consumer engagement programs including targeted activity for the Special K brand. At the same time, the agency will bring to life a brand building PR piece for Taubmans, complementing the above the line program. DEC Communications is a full service PR agency, specialising in consumer, corporate and digital communications. The Agency celebrates its 3rd birthday this month.

## The Age launches The Saturday Age

The Saturday Age combines a new masthead with a contemporary design, launched on 5<sup>th</sup> February.

There is a new four-page Forum spread featuring respected columnists John Silvester, Michelle Grattan, Michael Gordon, Shaun Carney as well as much-loved illustrators Michael Leunig, John Spooner and Ron Tandberg.

Other sections are compact in size, including a compact BusinessDay with columnists Malcolm Maiden and Adele Ferguson.

Photo right: Editor-in-Chief, Paul Ramadge



## Impress Media win COINS account

Global construction industry software company COINS has appointed specialist IT public relations agency Impress Media to raise its profile in Australia.

Active in Australia for the past 12 years, COINS has major national clients including Laing O'Rourke, Downer and Watpac. COINS has nearly 40 per cent of the UK market and a strong growing presence in the USA.

COINS' software offers the ability to manage multiple companies and projects, providing major construction companies with a high level of visibility and easy reporting.

Impress Media Australia is an Adelaide-based Public Relations agency that provides specialist communication services for innovative companies. MD John Harriss (photo, right)



## Tourism Australia teams with Google and YouTube

Tourism Australia has teamed up with Google and YouTube in an innovative new digital campaign, which will showcase many of Australia's iconic visitor attractions to an international online audience of millions.

Making Tracks will see four international musicians from the US (two), the UK and Taiwan, who have recently been selected to take part in YouTube Symphony Orchestra 2011, flown to Australia where they will each team up with one of Australia's most promising musicians and take part in their very own journey Down Under.

The journeys, and the musical compilations which come out of them, will be filmed and later broadcast on YouTube and via Tourism Australia's digital and social media channels.

Between them, the musical pairings will travel to every State and Territory and participate in a range of Australian experiences, including surfing at Bondi beach, a scenic flight over Uluru, an ocean walk on Kangaroo Island, a helicopter flight over the Twelve Apostles, journeying across the Western Wilderness in Tasmania, hot air ballooning over Canberra and a visit to the Sunshine Coast.

The campaign is the latest push in Tourism Australia's digital strategy, highlights of which include a YouTube-branded channel and the recent There's nothing like Australia campaign, which has encouraged thousands of people around the world to share their favourite Australian experience.

Tourism Australia is now working with YouTube to support the second YouTube Symphony Orchestra project. This has seen thousands of musicians from all over the world audition to win one of 101 spots to play at Sydney Opera House on 20 March 2011.

The first YouTube Symphony Orchestra saw 90 musicians from 30 countries play a sold-out performance at Carnegie Hall in New York as well as attracting 25 million views from 226 countries to the Symphony channel ([youtube.com/symphony](http://youtube.com/symphony)).

Tourism Australia is supporting YouTube Symphony Orchestra 2011 through its global public relations activities such as the international media hosting and visiting opinion leader programs.

The 101 musicians selected to form YouTube Symphony Orchestra 2011 will be flown to Australia in March and participate in a week of rehearsals and concerts from March 14 – 20, 2011, culminating in a final performance at the Sydney Opera House on 20 March that will be live-streamed around the world on YouTube.

The TA digital team: Renata Mancini, Digital Producer; Barbara Durance, Content Editor; Rapthi Thanapalasingam, Executive Producer; Leo Seaton, Manager, Media Relations; Kerry I'Anson, Manager Global Public Relations; James Dalziel, Media Coordinator – Destination; Trinity Scarf, Advocacy Manager, Global Public Relations



## Telstra app gives a voice to Facebook pages

A new Telstra developed app will allow Facebook fans to express themselves with audio (rather than written) status updates and wall posts, via their mobile phone.



The service, known as Blurtl, lets users:

- Post a 30 second audio status update to their Facebook page;
- Share a 30 second audio post on up to five nominated friends walls;

Telstra Consumer Executive Director, Ms Rebekah O'Flaherty, said an increasing number of Australians were accessing social networking sites on their mobiles, with Facebook by far the most popular.

"Whether recording your baby's first words to share with all your Facebook friends, leaving a personalised, audio Happy Birthday wall post to your mate in London, or updating your status with a quirky voice message that you're engaged, Blurtl will add an extra dose of personality to Aussie Facebook pages," Ms O'Flaherty said.

Visit [www.facebook.com/telstra](http://www.facebook.com/telstra), click on the Blurtl tab and follow the steps to register

## Ogilvy PR recruit Scott as Strategy & Planning Director

Ogilvy Public Relations Australia, a joint venture between Ogilvy PR Worldwide and STW Group, has appointed its first-ever Strategy & Planning Director; returning antipodean Katherine Scott. Scott will work across all Ogilvy PR Australia companies, including Howorth, Impact Employee Communications, Ogilvy PR Health, Parker & Partners and Pulse Communications.

Ogilvy PR's CEO Kieran Moore said: "Strategic planning for clients is becoming increasingly important in the PR industry. Katherine has both the experience across multiple sectors and an outstanding track record of delivering outstanding work for some of the biggest UK brands and organisations."

Scott has arrived back in Australia after five years as an Associate Director with leading agency Fishburn Hedges, spearheading high-profile campaigns for the likes of London 2012, British Telecom and campaigns in the public sector. A true generalist, she has more than 10 years' experience in communications planning, issues management, account handling and campaigning and has held senior positions in leading agencies in the Middle East, China and New Zealand.

# Wine.Food.Hotel launch internet TV channel with Sony

Lifestyle video website Wine.Food.Hotel has partnered with Sony to launch a dedicated Internet TV channel on the media giants new IPTV platform.

The Wine.Food.Hotel IPTV channel showcases inspiring, entertaining and informative videos from leading chefs, winemakers and hoteliers while unearthing exciting and interesting new travel destinations in Australia, New Zealand and across the globe. [NOTE: To watch the new Wine.Food.Hotel Internet TV Channel you'll need to purchase a Sony Bravia Internet TV or Blu-Ray player and connect the product to the Internet]

Wine.Food.Hotel director Kylee Vowles said Sony IPTV audiences will be offered a range of video content by contributing chefs and interviews with industry leaders.

Contributing chefs include Ben Shewry from Attica; there's interviews with chefs like Peter Gilmore on his new book Quay; see Paul Wilson (Middle Park Hotel) talking fish and sustainability with food author Hilary McNevin; and go mushroom hunting with Aaron Turner (Loam Restaurant), and get in the kitchen with food author Lyndey Milan and get an learn to cook Southern Italian with the Joseph Vargetto from Mezzo Bar and Grill, as well as Karen Martini cooking a dish from her latest book Feasting, she said.

The Sony IPTV platform offers channels for brands such as YouTube, Billabong, SBS and ABC. Go to [www.sony.com.au](http://www.sony.com.au) and take the prompts to internet TV. Fifteen new videos are uploaded each week, five for each category of wine, food and hotels.

## Campaign case study: Burson-Marsteller generate media coverage for drinks client

The PR Report is always interested in case studies of PR campaigns. In this example, Alexandra Churcher, a Senior Associate for Brand Campaigns at Burson-Marsteller (B-M) shares her experience working on the recent campaign for Russian Standard Vodka.



### Challenge

To celebrate a successful first year in the Australian market, and to launch Russian Standard Vodka's first international Ready-To-Drink (RTD) brand - Russian Standard Vodka Citrus, in late 2010

B-M was engaged to organise and manage a celebratory event and surrounding activity to create excitement around the launch of the RTD and the continued momentum of the brand, generate trade and consumer media coverage on Russian Standard Vodka and its products, and build relationships with key influencers, celebrities, customers and partners

### Solution

B-M developed a strategy to communicate the brand story, generate buzz around Russian Standard Vodka and the RTD, B-M was responsible for organising and managing an exclusive, luxury, premium event, held at The Ivy Penthouse in Sydney.



The event communicated the brand values through premium styling, content including ice sculptures, snow, oyster and caviar bar, live music acts including Flight Facilities, featuring Giselle on vocals, and former frontmen of Sneaky Sound System, MC DD and Tricky Nick on Sax, as well as in the surrounding media and event materials.

B-M also coordinated pre and post-event publicity, including a schedule of media interviews with top tier consumer, lifestyle and major metro media for Russian Standard's Founder, Roustam Tariko, and Miss Russia 2010, who both visited Australia for the event. B-M also managed a photo shoot at The Ivy Pool with Roustam Tariko, Miss Russia and Russian Standard Vodka models

### Outcome

Generating 46 pieces of media coverage including The Sydney Morning Herald, Australian Financial Review Life & Leisure Luxury Magazine, GQ, FHM, Nine To Five, The Age, CNBC and Sky Business News, Vogue, Bloomberg, Men's Style and Harper's Bazaar.

Guests at the event included Miss Australia 2010, Jesinta Campbell, model April Rose Pengilly, Operator Please drummer Tim Commandeur, club owner and socialite Julian Tobias, GQ Editor Nick Smith, Sydney socialites Bridget and Charlotte Holmes á Court, and Mr & Mrs Vetrik from the Sydney Russian Consulate



## UK Deputy PM will rein in Council PR

<http://www.pressgazette.co.uk/story.asp?sectioncode=6&storycode=46597&c=1>

Speaking to the Local Newspapers association lunch, UK Deputy PM Nick Clegg said the Government would "honour our commitment" to rein in Council newsletters, one of the main channels Councils (in UK) have to communicate directly with households.

## My intern experience

In this month's issue of The PR Report, we cover two intern experiences; PRR and Keep Left PR.

**Taaha Salah** spent a month with **PPR**. Here is his story.

### Great intern experience at PPR

It is not every day that one gets the opportunity to intern at one of Australia's top public relations agencies, Professional Public Relations (PPR). The experience was both insightful and challenging and offered a glimpse on what really happens in the world of PR.

On my first day interning, I attended a Pat Cash & Mambo Goddess photo call at Sydney Olympic Park for the ATP Champions Downunder event. It was fascinating for me to get a sneak peak of how to work with media such as Channel 10 and Fox sports, as well as co-ordinate the 'talent'.

The next day I attended the Champions Downunder press conference. I saw how PPR professionally managed such an event where they had to manage multiple sporting personalities and a posse of imposing media, each wanting their own time with the likes of tennis legend John McEnroe.

I was also given exposure to various accounts, such as travel client Value Tours, bookseller Dymocks, and the furniture removers association AFRA. It was great to work on a variety of different accounts, which allowed me to get a true taste of agency life and start to pick up some tools of the trade.



The staff were friendly, encouraging and very helpful. They advised me that confidence was the key to success, as well as knowing the media inside out, building up my contacts and forming relationships.

Prior to this internship, I was unsure of what type of communication career I'd like to pursue. I experienced jobs in advertising and marketing but felt disengaged. Public relations on the other hand, I found to be a good fit for me.

It is fantastic that a large PR company like PPR gives university students the chance to experience working within the industry and across such international clients like Emirates, Microsoft and McDonald's – making this internship a once in a lifetime opportunity.

**James Banham** worked with **Keep Left PR** for his internship. Here is his story.

## Internship the answer for graduates too

Straight out of Uni and long before the dust had settled on my overworked text books, I was roaming the streets of Melbourne – so to speak – for an opportunity to flex my muscles in the PR industry.

I found my opportunity quick smart and despite they were only small muscles and I knew virtually no one, I came across mid-sized agency Keep Left PR based in South Melbourne and I was greeted with an opportunity for an Internship greater than I had initially sought.

In a nutshell, my intern experience at Keep Left was a brilliant one. Caroline Siler, the Director of Keep Left is a very down-to-earth and personable PR professional and both she and her team did what they could to share their knowledge and expose me to as much real world PR practice as possible. Having said that, though, I was still the Intern and the occasional lunch run and trip to the Post Office never went astray – but it comes part and parcel, and it's all character building!

My first day consisted of the obligatory nerves and sickening determination to make sure no one regretted taking-on the graduate PR student. But I cast those nerves aside and stepped through the doors into a very new, funky office and the welcoming arms of keen co-workers.

It's funny to see the huge shift in attitude from University work and assignments to real work and projects take place before your eyes in a PR agency. Even as an Intern, you begin to realise that the casual feeling surrounding assignments is tossed out the window as you begin to handle the reputation and needs of actual organisations.

It was a busy time for Keep Left, which is why my full-time, month-long position was so beneficial. The company was still reeling after the great success of a large publicity effort in Melbourne's CBD and they wanted to harness that atmosphere and carry it through to the end of the year.

Plenty more client projects were coming to fruition in both the consumer and corporate spheres of the company. Clients such as Crust Pizza, Melbourne-based Lord of the Fries, Worksafe Victoria and Tabcorp Gaming Solutions (TGS) all had me running ragged compiling lists, contacting journalists and conducting research – all of which reinforced my skill set and has given me a small, but terribly useful insight into the world of PR.

Without a doubt, Internships are the way to go for students throughout their studies as well as people in my position; graduates. Keep Left provided opportunities to see the real side of PR and opportunities to contribute where I could, all the while not only reinforcing my appreciation for PR but my want to work in the industry.

James' top five tips for success as an Intern:



- 1) **Enthusiasm** – You will get nowhere as a dull, lazy, disinterested employee or Intern. The key to getting the most out of an experience is to be keen to learn and have an active interest.
- 2) **Authenticity** – People can smell a fake a mile off. Don't pretend to be someone you're not, or be interested in doing tasks that don't suit you; In the end, you'll come off second best.
- 3) **Accepting** – As an Intern, be prepared to get the bodge jobs that no one wants to do. It's a fact of life and helps not only the company or agency move along, but will help you get to know particulars of a client or project.
- 4) **Proactive** – It is common knowledge that people new in a job, unless they're managed thoroughly, can wind-up doing nothing throughout a day. Don't let this happen and do what you can to find tasks to fill-in your time; A little question – "Do you need help?" - goes a long way.
- 5) **Be hungry** – Especially when trying to gain the most of your Intern experience or in an attempt to secure a job, a hunger for the media and the relevant industries of the company's clients is a must. Thorough knowledge is obviously something that grows over time, but planting the seeds from the get-go is a very wise move.

I could not have found a greater team to work with nor a greater company to work for. I was extremely lucky to have been given the Internship position with Keep Left and even luckier to have been offered a full-time position after my Internship. I followed my own tips and have successfully started the next journey of my life – and I can't wait!

## Send us your intern story for The PR Report !

Editor's note: Thank you Taaha and James, best wishes for your future careers in PR!

We try to profile one or two intern stories per issue... We have two intern stories for the March issue, so [we're looking for an intern story for April 2011](#). The idea for the intern story is for the intern to write up their experiences and share them with the PR community. We welcome enquiries from PR agencies and Universities wanting to discuss or nominate their intern programs. Please email [glen@theprreport.com](mailto:glen@theprreport.com)

## JOB OF THE MONTH

**PR: Senior Account Director / Group Account Director (Consumer) – SYDNEY – \$130k+**

This fast growing, exciting, awarded and highly regarded independent consultancy requires a gun SAD/GAD to help lead its successful lifestyle group. You will bring insights and proven experience working with leading consumer, lifestyle, hospitality and travel brands and proven ability to create, lead and execute highly successful campaigns on behalf of your clients.

You are a proven relationship builder and have significant experience in managing a diverse client portfolio of major national and international brands.

The successful candidate will have at least 8 years experience within a PR agency environment and likely be a current gun Account Director or Senior Account Director seeking a new challenge and open channel for progression to General Manager. An impressive benefits package, highly supportive and collegiate team environment and stable, happy and impressive client portfolio await the successful applicant.

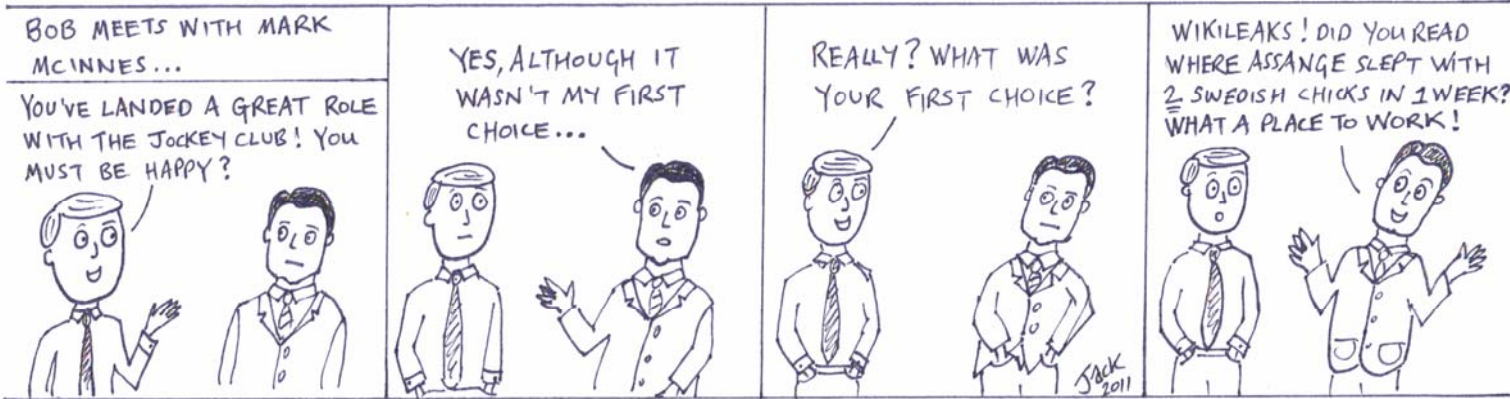
**Enquiries and applications should be directed to Jeremy Wrench:**

E: [jobs@capstone-careers.com](mailto:jobs@capstone-careers.com) or Tel: 03 9827 7277

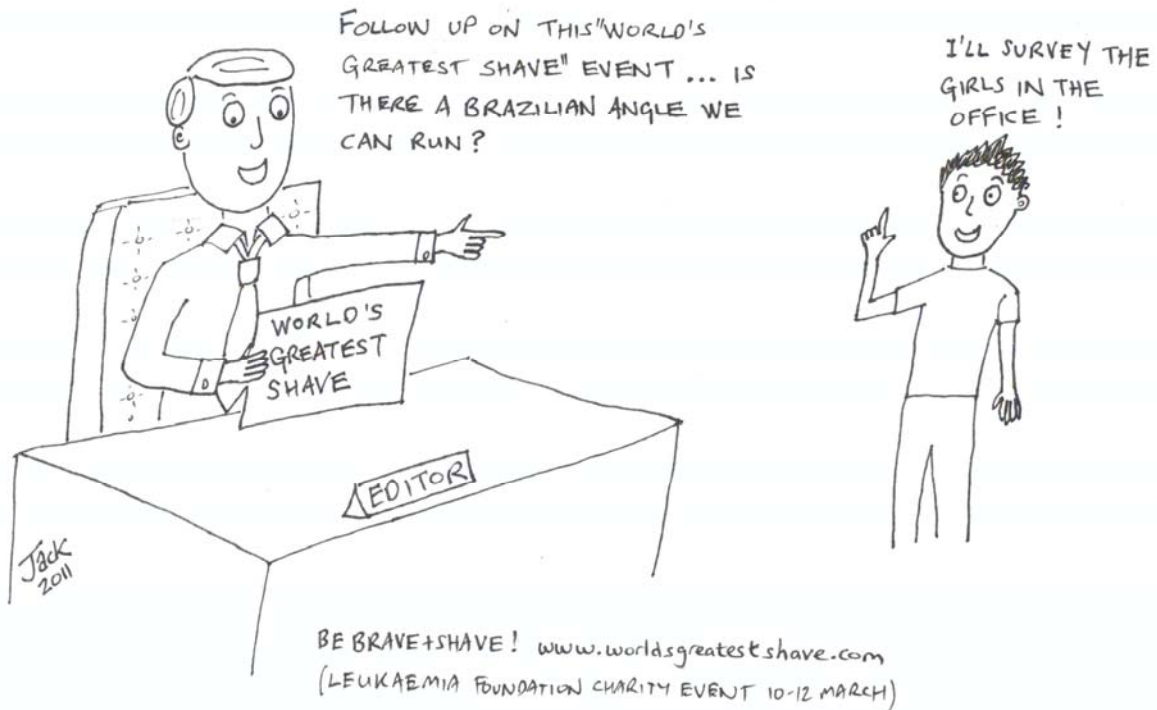
W: [www.capstone-careers.com](http://www.capstone-careers.com)

# Where the truth lies...

life in a PR agency



## The dark side of news



Editors note: the above cartoon is not endorsed or sponsored by the Leukaemia Foundation



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

## **SYDNEY ROLES**

### **PR: Account Manager / Senior Account Manager (Consumer) – SYDNEY - \$65k-\$80k+**

An outstanding opportunity for a proven and experienced AM/SAM with one of Sydney's fastest growing PR consultancies. This is an ideal opportunity to join a sociable, fun, highly supportive and very successful consultancy, and enjoy working on a client portfolio that will be the envy of most. 5+ years consultancy experience required, food, beverage and events experience preferred.

### **PR: Senior Account Director / Group Account Director (Consumer) – SYDNEY – \$130k+**

This fast growing, exciting, awarded and highly regarded independent consultancy requires a gun SAD/GAD to help lead its successful lifestyle group. You will bring insights and proven experience working with leading consumer, lifestyle, hospitality and travel brands and proven ability to create, lead and execute highly successful campaigns on behalf of your clients.

You are a proven relationship builder and have significant experience in managing a diverse client portfolio of major national and international brands.

The successful candidate will have at least 8 years experience within a PR agency environment and likely be a current gun Account Director or Senior Account Director seeking a new challenge and open channel for progression to General Manager. An impressive benefits package, highly supportive and collegiate team environment and stable, happy and impressive client portfolio await the successful applicant.

### **PR: Practice Director (Corporate) – SYDNEY – \$140k++**

This exciting, admired international consultancy requires a gun practice head to lead its impressive corporate practice team. You will bring insights and considerable experience working with leading, internationally recognised brands and proven ability to create, lead and execute highly successful campaigns on behalf of your clients.

You have a proven track record of impressive results for a range of clients including sound knowledge and experience of the financial services industry. You thrive on developing strategic response to challenging and complex business issues and have proven a sound crisis and issues management experience.

You will have impressive relationship skills, a sharp strategic mindset, and convey the gravitas and maturity required to provide insightful communications counsel to clients and associated stakeholders at all levels. A high profile, international client list and highly supportive consulting team await the successful applicant as well as

outstanding opportunity for future development. The successful candidate will have at least 10 years experience within a PR agency environment.

## **MELBOURNE ROLES**

### **PR: Account Director / Senior Account Manager (Consumer) – MELBOURNE – \$80k/90k+**

This international consultancy is rapidly growing its presence and brand in the Melbourne market on the back of some outstanding execution for its impressive portfolio of high profile clients. With ongoing growth the consultancy requires a gun SAM/AD to further support its highly regarded consumer practice offer. You will bring insights and proven experience working with leading brands, where particular expertise or experience in the general lifestyle and/or automotive space would be beneficial. You should have natural creative flair and proven ability to lead and execute highly successful campaigns on behalf of your clients.

You should have well developed relationship management skills, and have an established and trusted network of influential local market contacts and have significant experience in managing a diverse client portfolio of high profile brands. The successful candidate should have at least 5 years experience, ideally within a PR agency environment.

### **PR: Senior Account Manager / Account Director (Corporate) – MELBOURNE - \$Negk+.**

Our client is one of Melbourne's most highly regarded and well established consultancies, with a reputation for providing industry leading counsel to clients and professional development of their people. This outstanding business requires a corporate specialist with proven results and experience, to facilitate significant recent and ongoing growth.

You should have significant business acumen, be highly competent in providing senior counsel to stakeholders at all levels, have a solid network of contacts in the industry, and pride yourself on your awareness of current affairs. You have a natural desire to deliver outstanding and strategically led campaigns.

You will have outstanding relationship skills, a sharp strategic mindset, sound issues and crisis management experience, as well as a calm approach and good sense of humour. You are a natural communicator and have proven ability to gain the confidence and respect of clients and associated stakeholders alike. A very high profile client portfolio and equally impressive consulting environment await the successful applicant as well as outstanding opportunity for future advancement.

### **PR: Research and Communications Officer (Corporate) – MELBOURNE \$65k/\$80k+**

This is a rare opportunity for an experienced communications officer to take a pivotal role within a highly regarded industry body. This is a newly created role, and is one which will see you working directly alongside the newly appointed Communications Manager, you will therefore have significant scope to create and define the communications agenda and will be required to be a trusted senior advisor to the business. You should have considerable communications management experience, proven ability to interpret and translate complex information and data as well as strong research skills. 4+ years experience required.

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

E: [jobs@capstone-careers.com](mailto:jobs@capstone-careers.com) or T: 03 9827 7277

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

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

# WELLINGTON'S



**Wellington's Recruitment** Pty Ltd was established in July 2004 by Amanda Wellington (pictured), an experienced recruiter with over 14 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.

## **Inhouse PR Manager - Consumer - \$100K-\$120K**

Location: NSW

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!

You will enjoy being hands-on managing the external agencies as the key day to day contact. As you are customer focused you will enjoy liaising with the market intelligence and sales teams in order to identify opportunities for the end customer. The role affords a breadth of work including issues management, corporate comms., internal comms. and more!

Tertiary qualified ideally in PR or Marketing, you will have around 7+ years' experience in a consumer PR environment preferably including some FMCG/Retail. Alternatively if you have been working within a PR agency on consumer accounts this is the perfect opportunity to go client side. You will be a team player possessing impressive negotiation and presentation skills. You will enjoy working with senior stakeholders within the business and have an ability to work across teams.

A strong career path is ahead of you if you take on this challenge and prove your ability! This top notch organisation also offers flexibility and is a big supporter of having a work/life balance! You can't beat that!

## **Public Relations – AM/SAM Consumer Healthcare/Nutrition | Up to \$80K**

Location: NSW

- Mix of OTC/Nutrition/Health & Wellness
- Work Across Teams in Leading Agency!

A brilliant opportunity to join an inspiring healthcare team as a consumer healthcare AM/SAM in this established leading agency. You will love the breadth and variety this role affords and you will have the support of a small team to assist you in your mission so you don't get bogged down in the admin!

You will be the key contact for these challenging pieces of business which include some of the world's leading healthcare/nutrition/FMCG brands. This is no ordinary portfolio with a variety of projects on offer.

You will be tertiary qualified ideally with a minimum of 4+ years healthcare PR experience. Agency experience would be ideal with expertise working on some consumer/FMCG brands. New business skills and strategic ability will be well viewed. You will enjoy working with like-minded people who are driven, passionate, creative and collaborative!

This is a great role if you are looking to advance your career in a well run, friendly and relaxed agency that is happy to offer some flexibility and a work/life balance!

### **PR Account Director - Integrated Agency - B2B/B2C Mix - Online/Lifestyle Accounts | \$100K - \$120K**

Location: NSW

Funky PR agency has a need for a PR AD (with some B2B PR experience) who is at the top of their game! You will drive a well known consumer online account with a large budget and a breadth of projects so variety is a given here! Other general consumer accounts also form part of the mix!

This top notch integrated agency offers a social, collegial and energetic work space to operate in and you will gain exposure to other areas in the marketing mix including advertising and digital. Team to manage of course and scope to progress too! 6+ years' agency experience required.

### **Consumer PR Account Directors - Melbourne Based! | \$100,000- \$120,000**

Location: VIC

- Top Creative Melbourne PR Agencies
- Plenty of Scope to Progress!
- Make the Move to Magic Melbourne!

If you are keen to further your career with one of Melbourne's leading PR agencies then look no further as I have several top-notch AD positions that will give you the chance to work with creative and inspiring practitioners! So if you're in Sydney and looking for a change of scenery then perhaps a move to Magic Melbourne is on the cards for you!

Your dynamic and passionate disposition coupled with your ability to think laterally will be welcomed by these cutting-edge agencies. You will also have exceptional attention to detail and operate at the highest of standards.

Ideally you will be tertiary qualified with 6+ year's consumer PR experience whether gained inhouse or on the agency side. These agencies have a great approach to having a work/life balance so you get the best of both worlds! Ideal for energetic and entrepreneurial practitioners who are looking to step up their career a notch without losing their life!

### **Public Relations - Team Leader - Consumer Tech./Digital! | Competitive Package!**

Location: NSW

- Envious Mix of Accounts!
- Relaxed & Innovative Culture
- Large Team to Manage!

A brilliant opportunity to join one of the more relaxed and creative PR agencies in town! You will report to an inspiring MD and will have the support of a sizeable team to assist you in your mission of driving the Consumer Tech./Digital Practice.

You will be the key contact for these challenging pieces of business which include some of the world's leading consumer tech./digital brands. This is no ordinary portfolio with a variety of projects on offer which are challenging and issues rich.

You will be tertiary qualified ideally with around 8-10+ years Consumer/Consumer Tech. PR agency experience. New business skills and strategic ability are paramount. You will enjoy working in an environment that provides plenty of autonomy and scope to just get on with the job without being micro managed!

This is a great role if you feel you are being held back in your current structure and you're ready to prove yourself at a more senior level in a stimulating environment. Senior management opportunities beyond this role will exist for the right person!

**PR SAD - Consumer/Experiential! | Circa \$130K-\$140K**

Location: NSW

A brilliant opportunity to join a thriving cutting edge PR agency as the 2ic in the Consumer Team! You will report to a "go-getter" Group Director and will have the support of an experienced team!

You will be the strategic resource/counsel for these dynamic and challenging pieces of business which require a PR Practitioner with an ability to produce sound consumer PR/experiential campaigns taking into account the wider marketing mix! You will work closely with the Group Director and GM and take full responsibility for your accounts driving and growing the business whilst you work. New business pitching will also be an important aspect to this role so having a demonstrated track record in winning business is essential as is being a confident presenter. You will be tertiary qualified ideally with around 9+ years' agency PR experience. Expertise in Youth Markets, Beverages, FMCG, Social Media and Experiential would be well viewed. You will enjoy working with a team of like-minded practitioners who are good fun, talented and inspiring!

**PR SAD/Team Leader - Digital/B2B/Government Focus | Circa \$130K+**

Location: NSW

Popular creatively led PR agency requires dynamic SAD/Team Leader to manage two prestigious big budget accounts in the Digital/corp./B2B/Government space which means interesting and stimulating work! Team to manage and scope to progress as well! 9+ years' agency experience required. Relaxed and supportive culture in a bright and breezy office environment!

**PR AM - Consumer Lifestyle/Experiential - \$65K-\$70K**

Location: NSW

Excellent opportunity exists in award winning creative agency for a driven consumer AM to manage highly visible programmes in the Consumer Lifestyle/Entertainment space! Scope to progress once ability is proven. Juniors to manage as well! 3+ 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.

Due to new business wins and organic growth with existing clients, several of the PR agencies I work with have a number of exciting opportunities in Sydney across the key sectors....consumer, corporate, healthcare and tech.

I've recruited in the PR area for over 15 years so I'd love to speak to you to discuss these exciting opportunities or simply to offer some career advice. So if you have two years + experience from working in a public relations agency or in-house do get in touch with me. Ideally you will be tertiary qualified in Communications, Public relations/Journalism or Marketing and be commercially savvy with impressive written and verbal communication skills. Being confident, intelligent and a go-getter will also help of course! Look forward to hearing from you!

**Contact: Amanda Wellington**

Phone: 02 9959 2488

Website: <http://www.wellingtons.net.au>

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

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# Espresso Communications

## B2B/technology Account Manager

We're looking for an experienced B2B Account Manager with experience in the technology sector to come and join our growing agency. While we are small we have big ideas for our future and are looking for a suitable candidate to help us get there faster.

Based on the lower north shore, our agency has an excellent reputation for providing high quality communications support. We make it our business to have terrific clients with whom we have great working relationships.

We are flexible and offer relaxed working conditions with plenty of opportunities for your creative input, career aspirations and personal growth – we want you to make this position your own.

The successful candidate will have:

- 3 + years' experience in a related role
- A sound understanding of the Australian media landscape and social media
- A broad understanding of the technology sector
- Excellent writing and communication skills

This is an agency on the move. If you have a passion for communications and meet the criteria, jump in and make this role yours! To apply, send your cover letter and CV to [info@espressocomms.com.au](mailto:info@espressocomms.com.au)

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## CONSULTANT



Socom Pty Ltd is one of Melbourne's leading public relations companies. As a national and international multi-award winning agency, Socom has significant experience designing and implementing a range of campaigns and strategies tailored to meet the individual needs of each client. Socom takes pride in delivering outstanding results for clients, often in difficult and complex environments.

We are seeking a passionate communicator with one to three years experience. You will be a member of the community relations team. A strong team ethic is essential. You will enjoy working with a variety of clients and may have recent experience working with the community.

In this role you will use your well developed writing skills and be able to produce materials across a range of purposes.

Appropriate tertiary qualifications are required.

The term of this contract is an initial 12 months with a view to an ongoing role. The expected salary package will range up to \$55,000 depending on experience. This includes the required superannuation contribution. A job description is available at [www.socom.com.au](http://www.socom.com.au) in our Careers section.

To apply, please send your resume and a cover letter addressing the key selection criteria outlined within the job description to [info@socom.com.au](mailto:info@socom.com.au) before close of business on Friday 28 February 2011. Receipt of your resume will be acknowledged.

Socom anticipates that shortlisted applicants will be contacted for an interview time on or before Friday 4 March 2011. All enquiries about the position should be directed to Penny Kotsiovos on 8317 0111 or [pennyk@socom.com.au](mailto:pennyk@socom.com.au)

## ACCOUNT MANAGER

- Passionate about Social Media
- Strong Media Relations
- B2B and B2C Clients + Over 4 years experience

As we grow the Australian business at a rapid rate, Text 100, the world's only global boutique PR consultancy, is looking for a talented Account Manager to run integrated campaigns for cool online, consumer and b2b brands.

We're looking for someone with great traditional and social media relations skills, who wants to work with a dedicated team striving to create award winning campaigns. Great client management skills are a must, as well as an appetite for a challenging and rewarding career.

## SENIOR CONSULTANT

- Strong Social Media Consultancy Experience
- Business Development Drive
- Passionate about Online Marketplaces

Following a spate of new client wins, Text 100, the world's only global boutique PR consultancy, is looking for a senior consultant to join its management team as we continue to grow the Australian business.

We're looking for someone with business development acumen that will enhance our strong 'agency 2.0' credentials. Social media expertise and client management experience are essential. These skills, and a healthy dose of entrepreneurship, will be rewarded with a competitive remuneration package and global career potential.

Email resumes to: [katiep@text100.com.au](mailto:katiep@text100.com.au)

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## ACCOUNT DIRECTOR/SENIOR CONSULTANT Corporate/Govt Affairs

\$110k inc (neg) plus incentives.

Highly unusual offering in diversified, strategic PR agency for mature and driven individual to not only work with fantastic blue chip clients but also acquire equity in the business! Ideally you will be a strong hands on manager both upwardly and downwardly with 6+ years agency experience, possess highly developed multi-tasking skills so as to always meet tight deadlines, consider it a priority to develop and nurture relationships with both your clients and the media and most importantly come with an awesome attitude and a determination to seize the opportunity and make this role your own. School hours will be considered for the right person.

## PR/SOCIAL MEDIA MANAGER (in-house)

\$130k-140k neg.

Ground breaking player in the telecommunications industry is seeking an energetic forward thinking professional to manage all external PR communications for this innovative business. Must be an outstanding strategist and have 7+ years broad communications experience preferably gained in both agency and in-house roles (must have the latter), possess a superior working knowledge of social media platforms and display demonstrable end to end project management experience with a clear understanding of the PR function within the overall marketing mix. Reporting to the Marketing Director the successful candidate will also possess a positive 'can do' attitude and be a creative thinker with a talent for generating fresh ideas and translating those into customer engagement.

Contact [lynette@soldham.com](mailto:lynette@soldham.com) or call 02 9956 4200

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



## PR Agency Director - Sydney

**Location, City**/Surry Hills, Sydney  
**Start Date** February 2011



**MY CLIENT IS VISITING SYDNEY WEEK COMMENCING 21 FEBRUARY. I HAVE A NUMBER OF CANDIDATES LINED UP TO CHAT WITH MY CLIENT. IF THIS SPARKS YOUR INTEREST AND YOU WOULD BE INTERESTED IN MEETING, THEN READ ON!**

Our client is a leading PR/Communications Agency in the UK market and is readying itself for a Sydney launch. As a result, we are seeking a senior PR professional who is forward thinking and commercially sharp to spearhead their Sydney operations.

In addition to working with three very strong business directors, the agency has recently made additional UK based senior hires, so the support will be extensive. You will be responsible for driving the local business forward, so a self-motivated individual with solid business management experience is what we seek.

Experience in being able to win new business is essential. Equally important is your local market experience and contacts and your desire to be a hands-on leader – not afraid to roll up your sleeves and get involved in all aspects of the business and work closely with clients.

You will be a strong agency professional. You could perhaps be heading up a division within a larger agency and ready for the next step of responsibility. You could perhaps be a senior PR professional with your own freelance client base that you are keen to fold into a business with strong foundations for growth. You could even be a right hand person to an Agency owner and ready to spread your wings.

A combination of traditional and digital expertise would be a distinct advantage.

Simply put, someone who takes ownership for delivering results is what we seek. If you think you have what it takes to launch this agency in the local market and grow and develop a team, then call **Simon Lusty** at Firebrand Talent Search on 02 8667 8888 or email [slusty@firebrandtalent.com](mailto:slusty@firebrandtalent.com)

## Group Account Director (Consumer)

**Location, City**, City fringe, Sydney  
**Start Date** ASAP

It's refreshing to see how an Agency can battle the storm of a tough economic downturn and come out on top! Well this Agency certainly has and with this comes a great opportunity to lead a strong consumer PR Agency team.

With a strong portfolio of clients, some of which whom they have partnered with for over 20 years, this is a pivotal senior role for my client and one not for the faint hearted. Working across a variety of industry sectors, you will have solid Agency experience at a senior level, which will include people management, financial management (budgeting, forecasting, capacity planning, timesheets etc) and extensive consumer PR experience.

A good creative 'ideas' person is what we seek! Combine this with your leadership capabilities, personal drive and a passion for consumer PR and you will sure to be a success.

Interested to find out more, then call **Simon Lusty** at Firebrand Talent Search on 02 8667 8888 or email [slusty@firebrandtalent.com](mailto:slusty@firebrandtalent.com)

# PR Jobs at The Narrative and Woosh



The Narrative and Woosh, a kind of corporate and consumer communications fusion, is looking for two new team members.



As a new agency we have plenty to offer including great people, a fantastic work place, an interesting mix of clients, ample reward and recognition plus we are growing fast, so are you curious?

If so we would like to hear from you if you are an ambidextrous and ambitious **corporate account manager** with:

- Around 5 -7 years experience working on well known corporate brands in house or agency;
- Some expertise in financial services, with a smidgen of tech and environmental;
- The ability (and desire) to work autonomously when required across a diverse client portfolio; and,
- A high level of attention to detail and a strong urge to impress clients and peers alike.

We're also looking for **senior consultant in consumer**, who:

- Has 2-4 years full-time experience in consumer products/services, desirably from an agency background;
- Can demonstrate outstanding written and placement skills;
- Knows the mainstream lifestyle and consumer media inside out; and,
- Is efficient, reliable and loyal (you'll get extra brownie points if you love dogs too!).

So there you go. Stuck in a rut? Bored with the same old same old? Then we can offer you a fresh start in 2011. Please send in your resume and covering letter to [TJ@wooshtn.com.au](mailto:TJ@wooshtn.com.au)

Please note that for both roles we would prefer to hear from candidates who already have the right to work in Australia.

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## Robert Walters survey predicts PR job growth for 2011

Recruitment agency Robert Walters' salary and employment trends for the PR sector in 2011 are summarised below followed by separate views on the Sydney, Melbourne and Brisbane markets by Regional Heads of PR recruitment/search at Robert Walters:

### Top three trends:

1. Demand for PR, marketing & communications professionals expected to increase
2. upward pressure on salaries, particularly for senior PR professionals
3. Growth sectors are the **oil and gas, IT&T and infrastructure** sectors.

### SYDNEY

By Kevin Reape

Salaries will be nearly identical across industries but will strangely enough vary within an industry, for example an Internal Communications Manager at one financial services company will earn \$80k whereas at another they will get closer to \$130k.

All the below roles will be around the same range of \$80-130k base

- Internal Communications Manager
- External Communications Manager
- Marketing Communications Manager
- Corporate Affairs Manager
- PR Manager

'Head of' and 'Director' roles for all of the above will normally range from \$150k base upwards.

## MELBOURNE

By Kevin Maher

In the Melbourne employment landscape salaries for PR, Media and Communication roles vary dramatically from sector to sector; with the highest salaries across the board coming from the financial services sector, closely followed by FMCG and the services sectors.

Due to a couple of factors the largest variation in salaries comes from the manufacturing sector. Factors include the size of marketing team, size of budgets, and the full scope of the roles within this sector. With smaller teams often PR, Media and Communications work becomes one small element of a larger role and generalist Marcomms professionals are preferred over specialist PR/Media professionals.

Although some external PR/Media roles come with salary loading/overtime for additional or out of hours work, overall there is marginal difference in salary packages between internal and external communications positions. For some high profile, issues-rich positions a premium of up to 10% above the average salary has been seen in the past 12-18 months. Often these positions are taken on a fixed term contact basis.

Hourly, daily and fixed term rates vary extensively across all sectors and levels, with numerous variables taken into consideration before creating the rate for the position. These factors include length of contract, strategic focus of the role, size of team and or budget, time frames for projects (i.e. average length of work day) and business critical position or BAU.

### Salaries\*

	Coordinator / Assistant (0-3 years experience)*	Manager (5 – 8 years experience)*	Director / Executive (10 years + experience)*
FMCG	\$55,000 -65,000	\$85,000 – 110,000	\$150,000 - 200,000
Financial Services	\$55,000 -65,000	\$90,000 – 120,000	\$150,000 - 220,000
Professional Services	\$50,000 – 60,000	\$85,000 – 100,000	\$140,000 - 200,000
Services (Telco / Utilities)	\$55,000 -65,000	\$85,000 – 100,000	\$150,000 - 190,000
Government / Healthcare	\$45,000 – 50,000	\$80,000 – 95,000	\$110,000 - 150,000
Manufacturing	\$45,000 – 60,000	\$70,000 - 100,000	\$100,000 - 180,000

\* Salaries based on permanent employment and quoted as inclusive of super.

## BRISBANE

By Callan Raine

Salaries won't differ much across industries, however the resources, oil and gas, mining and water sectors would pay up to 10% more.

Salaries by role are as follows. Figures are basic salaries inclusive of superannuation

Corporate Affairs/Social Responsibility Manager	\$150 - 220k
Communications/PR/Community Director	\$150 - 200k
Government/Indigenous Relations Manager	\$140 - 180k
Investor Relations Manager	\$110 - 160k
Stakeholder Engagement Manager	\$120 - 150k
Communications/PR/Community Senior Consultant/Executive	\$100 - 130k
Corporate Affairs/Social Responsibility Executive	\$90 - 100k
Media Relations Manager	\$70 - 100k
Communications/PR/Community Consultant	\$70 - 90k

# Salt & Shein

## Salt & Shein PR Agency Jobs:

Please call Ike Levick on 0405 218 626 in confidence or email your application to [ilevick@saltshein.com.au](mailto:ilevick@saltshein.com.au).

The roles advertised here are only a selection of what is on our books. We work with PR agency candidates with experience across all sectors and levels and we would welcome your contact.

### 1. Account Director, Consumer lifestyle - Sydney

*Work for a successful consumer PR agency*

- At least 7 years' experience
- Lead the consumer lifestyle team (FMCG/food/drink/homewares)
- Excellent attention to detail
- Strong account management, local media knowledge.

### 2. Account Director, Beverage, Food & Nutrition (12 month contract) - Sydney

*Work with great clients, a fantastic team and very well known PR agency*

- 5 – 7 years' experience
- Track record in providing strategic client counsel
- Manage a team
- Immediate start

### 3. Investor Relations Communications Assistant / Manager - Sydney

*Join a very successful IR boutique*

- Tertiary qualified, at least two years' experience
- Work with ASX listed clients
- Develop and implement IR strategies for diverse clients.

### 4. Director, Corporate - Sydney

*Join one of Sydney's fastest growing IR and corporate communications boutiques*

- Manage a team
- Enhance client reputation and manage issues
- Build towards a stake in a very successful business.

### 5. Senior Account Manager, Corporate - Sydney

*Join a start up agency, with diverse foundation clients*

- Work with a great entrepreneurial MD
- 5 years' experience
- Ability to juggle workload, work autonomously and deliver great results.

### 6. Senior Consultant, Consumer - Sydney

*Join a young consumer team in Surry Hills*

- At least 2 years' experience
- Outstanding writing skills required
- Demonstrate your media relations knowledge.

### 7. GM, Consumer

*Form part of an exciting senior management team*

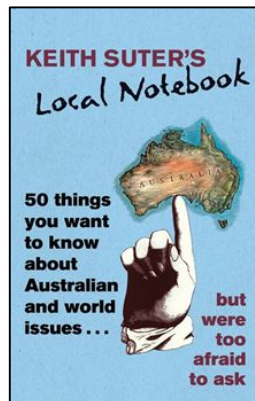
- At least 10 years' experience (esp. agency)
- Enjoy managing resources, people, deadlines, reporting
- Provide senior strategic client counsel
- Contribute towards an evolving business – great career opp for a SAD/GAD.

Please call Ike Levick on 0405 218 626 in confidence or email your application to [ilevick@saltshein.com.au](mailto:ilevick@saltshein.com.au).

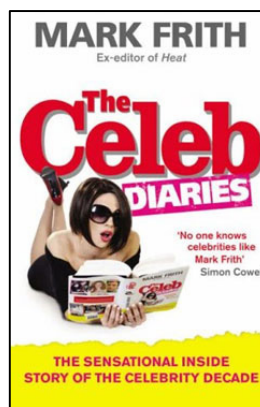
## The PR Report's lucky draw prizes:

This month, our lucky draw prizes go to:

**Belinda Miller, Lloyds International**



**Lauren Fragapane, Red Agency**



## Upcoming conference: New Media Summit 2011

22<sup>nd</sup> & 23<sup>rd</sup> March

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

Speakers: NAB, Weight Watchers, American Express, PeopleBrowsr, Klick Communications, News Corp Magazines... and many more

## Have you got news for The PR Report?

Deadline 10<sup>th</sup> of each month : Contact [glen@theprreport.com](mailto:glen@theprreport.com)

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