

In this issue:

1. **Australia's Digital Media & Blogging Revolution** is being led by a new breed of entrepreneurs like **Carrie Choo** (right), Founder of Daily Addict, **Matt Jordan**, (pic bottom right) Founder of Imelda.com, and **Emma Stirling** (pic below left), Founder of Scoop Nutrition; see pages 13 to 22
2. **Fleishman-Hillard** picks Scott Rhodie for Digital role
3. **Porter-Novelli** in BUPA account
4. **VIVA!** Communications win AHMF account
5. **My intern experience** Sam Clover discusses his internship at Fleishman-Hillard Sydney
6. **JOBS:** page 28 & **Cartoons:** page 38



Left: Emma Stirling, Scoop Nutrition

Centre: Ogilvy 360 Digital Influence

Right: Matt Jordan, Imelda.com

See our cartoons > >

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

The dark side of news

## Taurus Marketing celebrates 15<sup>th</sup> birthday

Australian PR and marketing agency, Taurus Marketing, celebrated 15 years in business. The company, under Founder and CEO Sharon Williams has grown to include strategic counsel through to tactical implementation of major brands such as Napoleon Perdis and founding client KAZ Group.

Photo: from L to R: Sharon Ghatora, Shadiyah Lim, Defne Akdogan, Alex Yiannikas, Sharon Williams, Monique Jones, Ben Rousselot, Fiona Passaris and Katrina Camrass. Photo courtesy of Louise Hance Photography.

Commenting on this company milestone Sharon Williams, CEO of Taurus said: "We are excited to be celebrating the company's hard work and achievements over the past fifteen years and I am personally proud to have seen Taurus grow to become the success it is today. It was founded 4 days after my first daughter was born and 17 months after arriving in Australia from England, via Hong Kong. It proves this is the land of opportunity and anything is possible".



"Last year we launched our personal branding service TaurusProfile™ and social media strategy service TaurusEngage. Our focus is on continual business growth which includes the recent hire of 3 new staff members," comments Williams.

The Taurus list of clients includes: KAZ Group, QBE Insurance, Napoleon Perdis Cosmetics, The Bible Society and the Jesus All About Life Campaign, Datacom, TrustDefender, ASUS, TransTasman Business Circle, Connexion, Ansarada, Better Living Naturally and Platform Networks.

More info here. [www.taurusmarketing.com.au](http://www.taurusmarketing.com.au)

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## NewsMaker named top Press Release Distribution Service in Australia

Australian online PR services company NewsMaker has been named No 1 Press Release Distribution Service in Australia by independent authority TopSEOs.

The evaluation criteria used to place NewsMaker in the top spot include service, needs analysis, vision, dependability, and performance.

Says TopSEOs, "Our research and rankings only show companies that have proven they are the best. Companies on our list have excelled in submission process, optimization, distribution network, analytics, and support."

NewsMaker CEO and Managing Editor Leila Henderson says the NewsMaker team was thrilled to find out they had been named in the prestigious TopSEOs list. "The survey is very clearcut about what's important to our customers," Henderson says. "They can see from statistical evidence that we are improving their search engine results, have great pickup in online news feeds, and have a comprehensive media list offering.

"We apply strict quality criteria for our distributed content which means that journalists can rely on our press releases as sources for their stories, and consequently we have an excellent record of mainstream media coverage."

Henderson says that the company's growth has been almost entirely based on word of mouth through social networks and

search engines. "Our customers' press releases have always been Google News indexed, but now they are also appearing at the top of Google organic search due to our robust optimization process.

"The vast majority of our customers are professional business communicators such as PR professionals and marketing firms, as well as journalists who are seeking new story angles.

"The survey gave us full marks across the board, including our customer service and speedy turnaround on enquiries and help desk support."

About the Survey:

Read the full survey and evaluation criteria here:

<http://www.topseos.com.au/rankings-of-best-press-release-distribution-companies>

<http://www.topseos.com.au/rankings/search-engine-marketing-agencies/evaluation-criteria/press-release-distribution>

About NewsMaker

NewsMaker is a media technology company based in Adelaide, South Australia. The company develops systems for online publishing, distribution, tracking and reporting on media content. The NewsMaker service provides a very affordable way for the PR industry and marketers to publish their press releases and distribute them to search engines, social media and journalists.

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## Porter Novelli win Bupa Australia account

Following a competitive pitch, Porter Novelli Sydney has been selected to provide public relations consulting services for Bupa Australia, Australia's largest privately managed health insurance provider, which operates the trusted and respected brands MBF, Mutual Community and HBA.

Porter Novelli was awarded the three-year contract following an intensive selection process involving several of Australia's most experienced agencies. The consultancy will work with Bupa Australia on a brand-building, stakeholder and community relations and corporate reputation brief.

Bupa Australia's Director of Marketing, Product and Corporate Affairs, Mark Engel, said Porter Novelli would work closely with the Bupa Corporate Affairs team at both a strategic and a day-to-day level to provide an even greater range of corporate communications and public relations services to the Bupa Australia business.

Porter Novelli's appointment to Bupa Australia is the latest in a string of major client wins over the past six months. MYOB – Australia and New Zealand's largest provider of business software solutions and services – engaged Porter Novelli following a competitive multi-agency pitch to strengthen its brand positioning and corporate reputation. Corporate Express and Power & Data Corporation have selected the agency to drive brand awareness, while PC Tools has engaged Porter Novelli on a consumer lifestyle and corporate communication brief extending to other markets in the Asia Pacific. Porter Novelli has also recently undertaken a brand ambassador project for MasterFoods, and has been appointed to advise on significant health and human services projects for both Federal and NSW government departments.



## Ogilvy 360 Digital Influence expands team

Ogilvy PR Australia has further expanded its social media capability with the recent recruitment of three new specialists into its 360 Digital Influence practice. Lucie Snape and Annie Hammel have joined the 360 Digital Influence team as Digital Strategists and Koby Geddes as Digital Analyst in response to increasing client demand.

Lucie (@luciesnape) previously worked at Euro RSCG in digital marketing, Annie (@annabelle) at OgilvyOne's Digital Dialogue email and digital marketing practice, and Koby (@KobyGeddes) at OMD Australia.

The appointments come just 12 months after award-winning strategist Brian Giesen moved from Ogilvy 360 Digital Influence in Washington DC to head up the Australian operation, and help manage the Asia Pacific practice.

As well as its own clients, Ogilvy 360 Digital Influence team works for the broader Ogilvy PR group of companies, as well as the broader Ogilvy group in Australia and New Zealand, which includes Ogilvy & Mather, OgilvyOne, OgilvyInteractive and DTDigital.

Photo: left to right:

Annie Hammel (Digital Strategist)  
Koby Geddes (Digital Analyst)  
Annabel Brown (Digital Analyst)  
Jonathan Nguyen (Digital Strategist)  
Lucie Snape (Digital Strategist)  
Brian Giesen (Regional Director)  
Graham White (Managing Director)



## Scott Rhodie joins Fleishman-Hillard Sydney as Digital Media VP

Fleishman-Hillard Sydney announced the appointment of Scott Rhodie as vice president, Digital Media, to lead the firm's digital media offerings in Australia. A digital public relations and social media specialist, Rhodie brings a wealth of experience in public relations, journalism and digital communications to the Fleishman-Hillard team.

Rhodie started his communications career as a journalist for British tabloid The Sun, and has become a prominent character amongst Sydney's social media scene and is one of the organisers of Digital Citizens, an organisation dedicated to sharing knowledge and discussion of social, political, ethical and professional issues related to new technologies and the social web.

Walter Jennings, general manager of Fleishman-Hillard Sydney, said the appointment better equips Fleishman-Hillard to respond to clients' growing demands for digital and social media. "Fleishman-Hillard is very excited to welcome Scott Rhodie to this role," Jennings said. "He is one of Australia's most prominent and vocal netizens, and he has great perspectives on how to navigate in the digital world. Scott further strengthens our offering in Australia, as he joins an established global network of digital communicators."



Rhodie joins a regional digital and social media team that includes such experts as Napoleon Biggs, who heads up Digital Integration across Asia Pacific for Fleishman-Hillard and is based in Hong Kong. In his most recent position, Rhodie created the new digital and social media agency House Party within HotHouse. Previously, Rhodie worked as a senior account manager at Zing Public Relations, working on social media campaigns and online public relations for Lego, McDonald's, Optus and Toshiba. Earlier in his career, Rhodie worked as a journalist in the U.K. for publications including The Sun and Scotland on Sunday.

Follow Scott Rhodie on Twitter @ScottRhodie

## Momentum2's global media coverage for Plastiki

Sydney-based communications agency Momentum2, a specialist in environmental communications, generated global media coverage for the arrival of the Plastiki boat in Sydney.

Using expedition leader David de Rothschild as the chief spokesperson, Momentum2 created and managed the media events for the project in Sydney, with a brief to focus attention on the issue of plastic in the world's oceans and to help create global media coverage focused around Sydney Harbour. Reuters reported that the arrival gained coverage in over 180 international newspapers.

Patrick Riviere, a leading Sydney news agency photographer said: "I haven't seen this many media gathered since the Pope's last visit."



Photo: David de Rothschild is interviewed by media on arrival at the ANMM, Sydney. Image: Luca Babini

## Magnum PR win Ubisoft, ASICS and EKEN Power Brands

Magnum PR has been appointed by international games and entertainment manufacturer, Ubisoft®, to handle the consumer PR in Australia for the launch of their exclusive new interactive Michael Jackson game.

Michael Jackson The Experience will be available on all leading gaming platforms and has been developed in conjunction with Michael Jackson's Estate so it will be the only game to feature the Pop King's most famous songs and legendary dance moves.

Magnum PR also won global sportswear brand ASICS; to handle the PR for the launch of their new Oceania Headquarters, and EKEN Power Bands who Magnum PR will be helping launch into the consumer market.

About Magnum PR: now in its fifth year, Magnum PR is a leading consumer PR agency working with multinational brands such as Red Bull, Colgate-Palmolive, nudie, Quiksilver, SumoSalad, Max Brenner,



Sandhurst Fine Foods, oo.com.au, and now Ubisoft®, ASICS and EKEN Power Bands. Specialising in media relations, Magnum PR is a vibrant and down-to-earth agency. For further information, check out [www.magnumpr.com.au](http://www.magnumpr.com.au)

## CP Communications win three new accounts

Sydney public relations & social media agency, CP Communications, has won three new accounts: Women on Boards; Reed Business Information's online vertical business directories; and Macquarie University's Faculty of Business and Economics.

CP Communications will be responsible for managing strategic public relations for Reed Business Information's vertical online directories (Infolink, Ferret, GoHospitality & FatCow) and the PR and social media for Women on Boards, and Macquarie University's Faculty of Business and Economics.

Left to right: Catriona Pollard, Bron Wormald, Naomi Joyce.



## Many shades of green, says Landor research

Article by Elisenda Estanyol, Lecturer at the Open University of Catalonia (Barcelona-Spain)

The fifth annual Image Power Green Brands Survey, conducted by WPP companies Cohn & Wolfe, Landor Associates and Penn, Schoen & Berland, and including consultation from Esty Environmental Partners, reveals that the majority of consumers—over 60 percent—in all countries want to buy from environmentally responsible companies. This shows that more and more, consumers are demanding that companies act in environmentally responsible ways, particularly reducing toxics, recycling and managing water. The 2009 survey showed that consumers in developing countries want to see more green products on store shelves, and is still growing in 2010.

The study polled more than 9,000 participants in eight countries—Australia, Brazil, China, France, Germany, India, the United Kingdom, and the United States—and ranking nearly 350 brands. The 2010 data indicates global differences about the top environmental concerns about consumers. While climate change is important across most countries, 30 percent of Brazilians and 26 percent of Indians cite deforestation as the top issue, and in Australia, 68 percent of consumers say it's important that companies manage water efficiently.

Local values like this should be kept in mind when companies are developing strategies to communicate the “greenness” of their brands.

“The key lesson for marketers is not to assume that everyone interested in green is concerned about the same aspects, and don't adopt a homogeneous strategy to reach them all,” said Mindy Romero, member of Landor Associates.

Despite having the interest, knowledge, and intent to buy green products and services, consumers around the world still often fail to do so, because the cost of green products continues to be a hurdle in developed countries. While in the US, UK, France, Germany and Australia, cost is the biggest challenge, in Brazil and India, limited selection is a concern, and in China, consumers find green labeling confusing.

More than two-thirds of respondents in each country polled cite reducing toxics and dangerous substances as the most important activity a company can do to be green, followed by water conservation or recycling. Consumers also say environmental consciousness is an important corporate priority, ranking in importance behind ‘good value,’ ‘trustworthy’ and ‘caring about customers.’

When consumers were asked which concerns them most -environment or economy- the economy won. In fact, 79% of Americans are more concerned about the economy than the environment. However, 41% of Australians are more concerned about the environment than the economy, more than in any other developed country polled. And in China and Brazil, the environment was a higher concern- a noted trend for developing countries.

Water management is a predominant concern in Australia, the only country where consumers said water is the most important environmental issue. 68% said that is important that companies manage water carefully in order to be considered green.

Australian consumers want disclosure too: 77% of Australians think that governments should require food origin labels, higher than in any other country. Compared to other developed countries, more Australians (74%) think government should require disclosure of all materials and ingredients in products.

According to Dan Esty, chairman of Esty Environmental Partners, "Companies must not only develop environmental strategies to address their most important global impacts, but they also need to be able to connect with consumers in a compelling and relevant way on a market-by-market basis."

"For the last few years we've seen interest in green brands increase in every country surveyed." said Russ Meyer, Landor's chief strategy officer. "Although still a differentiator in many categories, brand managers must remember that being seen as green is becoming a fundamental attribute for all brands."

Article by Elisenda Estanyol, Lecturer at the Open University of Catalonia (Barcelona-Spain)  
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## **Stellar\* Concepts win Napoleon Perdis account**

PR and marketing communications agency, Stellar\* Concepts, been appointed the public relations agency for leading Australian cosmetics house Napoleon Perdis.

From August onwards, Stellar\* Concepts will handle all communications for the Napoleon Perdis brands including the hero range of Napoleon Perdis prestige products and masstige offering, NP Set. Napoleon Perdis PR Account Manager, Jennifer Foo, will continue to work in-house at the brands' Sydney headquarters.

Stellar\* Concepts work for the brands within Australia and New Zealand will be comprehensive media relations; sponsorships; celebrity and ambassador programs; and event management amongst other services.

Napoleon Perdis, founder of Napoleon Perdis Cosmetics, said he was extremely excited about working with Stellar\* Concepts for public relations.

"On behalf of everyone at Napoleon Perdis, I would like to congratulate Stellar\* Concepts on their appointment. The team at Stellar\* have fantastic credentials in consumer lifestyle public relations, are incredibly passionate about the brands they work with and will add a lot of experience and energy to the Napoleon Perdis communications program. I have full confidence in them working alongside Jennifer Foo, my long-standing in-house PR Account Manager to drive and continue to elevate my brands to the next level."

Napoleon first announced the appointment via his Twitter page <http://twitter.com/napoleonperdis>, via video from the streets of London – <http://www.twitvid.com/XGAUF>

Victoria Tulloch, managing director of Stellar\* Concepts commented: "Napoleon Perdis is a dream client for any agency. Napoleon and his exceptional team fully embrace and understand the power, diversity and cost-effectiveness of the PR mix and how this can grow brands and businesses and display an infectious passion for what they do. We can't wait to help them achieve their next stage of business growth".

Napoleon Perdis picked up his first makeup brush at the age of 13 to help his glamorous mother primp for a soiree. Since then the self-taught makeup artist has long dreamed of spreading his glamour gospel. A native of Sydney, Australia, and now based in Los Angeles, Perdis has always sought to demystify makeup and transform runway and red carpet trends to reality. The Napoleon Perdis philosophy is not dictated by fashion: it's about accenting your natural beauty with confidence-building products. In 2008, in addition to taking his company global, the leading artist launched a new line exclusively for Target, NP Set. Perdis is also still an in-demand makeup artist. Since its unveiling in the U.S., the brand has attracted celebrity fans including Jessica Szohr, AnnaLynne McCord, Lindsay Lohan, Leighton Meester, Debra Messing, Jessica Lowndes, Shenae Grimes, Melissa George, Amanda Byrnes and Hillary Duff among others.

## Stellar\* Concepts win The Wine Society account

Stellar\* Concepts has won the business for The Wine Society to promote its annual Young Winemaker of the Year award.

This will be the fourth year that Stellar\* has worked with The Wine Society on the awards, which this year celebrates its 10th anniversary.

The award attracts impressive entries from Australia's best wine companies, both large and small, and is open to all Australian and New Zealand winemakers under 30 who are primarily responsible for the creation of the wine.

Stellar\* was chosen for its strong food and beverage portfolio which already includes Suntory (Cointreau, Louis XIII, Remy Martin, Midori and Hendricks); Singha beer; Batlow Apples; Cafe Sydney; and Merivale.

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## From Indiana to Fleishman-Hillard Sydney

United States based under-grad Sam Glover (pic, right) never expected to have an intern opportunity in the Sydney office of a global PR firm half way around the world from his home in Indiana.

Proving that it's the people you work with, not where you work, that's really important in life, Sam recounts his experience in the Sydney office of Fleishman-Hillard, and says his intern experience has reaffirmed his commitment to work in PR after graduating.



## My Intern experience at Fleishman-Hillard Sydney, by Sam Glover

My intern experience began innocently enough during a Skype video chat between an Indiana classroom and an Australian office. My International Public Relations professor's old colleague (Walter Jennings, now Senior Vice-President, partner and GM at Fleishman-Hillard Sydney) spoke to us about the world of Public Relations and how it has changed, at a seemingly exponential rate over his tenure in the industry. Little did I know that a shot in the dark with a simple request to our guest speaker from Sydney for an internship would land me half way around the world in the offices of Fleishman-Hillard Sydney!

For the last three months I've worked under the tutelage of Walter and many other members of the perpetually growing Sydney office. The combination of Walter's gregariously positive attitude, with the easy-going corporate culture and the remarkable team, ultimately created the ideal environment for me to learn the day-to-day Public Relations business.

My role focused on helping to manage existing client accounts covering a vast spectrum of practice groups including healthcare, technology, and even public affairs. From the day I started, I was thrown head first into the world of PR. My responsibilities included: drafting press releases, media calls, and stakeholder management. The furthest from my comfort

zone to which I was thrown happened in my first week when, I found myself in a new business meeting with Red Bull at their Sydney offices.

Without a doubt my short time with Fleishman-Hillard has been nothing short of a baptism-by-fire. My intern experience was made up of a cacophony of concentrated real-world experiences that have certainly broadened my view of the Public Relations industry and how it works day to day. It has also made me realise that this job isn't one that you can't master but simply, one that is learned and honed through trial and error.

I never expected to be in an intern position half a world away, working in a firm that really challenged me. That said, I wouldn't change my experience in any way and I consider myself to be enormously lucky to have learned from a spectacular group of professionals. I am also grateful for having had the experience of working with one of the world's leading global communications agencies.

My intern experience has ultimately solidified my ambition to continue within the Public Relations industry in one facet or another.

Sam Glover is on Twitter: @SoGlover

## Send us your intern story!

Editor's note: Thanks for your story Sam.

Readers are welcome to submit their intern experiences. We will profile one intern story per issue; we have an intern story for the October issue, so we're looking for an intern story for November.

The idea for the intern story is for the intern to write up their experiences and share them with the PR community; however, we welcome enquiries from PR agencies and Universities wanting to discuss or nominate their intern programs.

Please email copy and photos to [glen@theprreport.com](mailto:glen@theprreport.com)

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## Tsuki win Mexico Film Festival

Entertainment and lifestyle PR and marketing agency Tsuki has won the 2010 Hola Mexico Film Festival, just days after celebrating national sell-out opening nights for the Russian Resurrection Film Festival.

Tsuki has managed sponsorship and media relations for the Russian Resurrection Film Festival for five consecutive years, and now expands its portfolio of festival clients including Australia's inaugural mobile phone film festival, Mobile Screenfest, with this new client win.

Each year in Australia, over 15 national festivals annually jockey for patronage and corporate support, placing increased importance on strategic grassroots, media relations, social networking and promotional campaigns.

Hola Mexico Film Festival will open nationally in Melbourne on October 22 (ACMI Cinemas), Sydney from November 4 (Dendy Opera Quays, Dendy Newtown) and at Perth's Cinema Paradiso on November 17.

Tsuki has more than fifteen years experience driving business-to-business and mainstream consumer campaigns for clients across arts, entertainment, consumer lifestyle, FMCG and automotive. Established in 2003 by Edweana Wenkart, Tsuki's client portfolio includes global and Australian brands such as Volvo Car Australia, PumpTV and now Hola Mexico Film Festival.

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## Woosh Win Budget Eyewear

Consumer communications agency Woosh has won a four month campaign to promote Budget Eyewear, a Luxottica retail brand company which has operated in Australia since 1977.

With a national chain of over 110 outlets throughout Australia and New Zealand, this is the first time that Budget Eyewear will use public relations to raise its brand profile and grow awareness around eye health in both Australia and New Zealand.

“Two Australian agencies and one New Zealand agency were invited to pitch for this campaign,” said Penny Parkinson, Budget Eyewear’s Marketing Manager. “Woosh was selected for a number of reasons, not least the team’s obvious passion for the brand. Their interesting and different ideas also really gelled with us, as did their overall drive to get the Budget Eyewear brand out there.”

Budget Eyewear’s initial brief was to increase appointments and sales as well as create brand fame, credibility and point of difference. It was on the latter point in particular that the Woosh team quickly realised that this campaign would be most successful if it harnessed the passion and experience of Budget Eyewear’s workforce.

“Engaging with select members of the Budget Eyewear team prior to the pitch was enormously insightful. We quickly realised that here are some folk who are not only truly professional, they are hugely passionate and then some about the state of eye care in Australia and over the Tasman,” said Simon Murphy, CEO of Woosh. “As a result our proposed campaign will have both a strong consumer and community focus.”

Woosh was launched in 2009 to represent high-profile FMCG and lifestyle brands. Headed by Rebekka Thompson-Jones, the division blends expertise in social media with innovative consumer PR insights. Woosh has already successfully designed and managed a number of high profile campaigns for clients that include Woolworths, Tiger Airways and the World Wildlife Fund.

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## World Vision recruits YouTube vloggers

World Vision Australia has enlisted three well-known YouTube vloggers, or video bloggers, to help communicate the organisation’s story to the online community.

The vloggers, Tom McLean (Frezned), Shawna Howson (Nanalew) and Alex Day (Nerimon), are from Australia, Canada and the United Kingdom respectively, and have a combined total of more than 374,000 subscribers.

The vloggers have travelled to Zambia with World Vision to learn how the organisation’s Child Sponsorship projects benefit poor communities.

“We’re excited to be one of the first international charities to directly engage the YouTube community in this way - opening the doors to our programs and allowing vloggers to get up close and personal with our work,” World Vision’s Digital Channels Manager Keith Don said.

Photo: Tom interviews Lister Chingagu, who leads a World Vision funded AIDS caregiver network. Within her network she has 72 caregivers that take care of more than 2000 orphans and vulnerable children.



The vloggers have started posting videos from Lusaka in Zambia, and their online communities are responding. The vloggers' stories have already had more than 400,000 views on their YouTube channels.

Australian vlogger Tom said he wanted to do more than just entertain his online fans. "I took the opportunity to travel with World Vision because I want to feel like my vlogs are actually having a positive impact on the world rather than being just amusement," he said.

"I don't think a lot of young people really understand what aid organisations like World Vision actually do, so I'm hoping that my vlogs will help shed some light on what poverty is all about and what can be done to address the issue."

The videos from the trip can be viewed on each of the vloggers YouTube channels, and on a microsite, [www.worldvisionvloggers.com](http://www.worldvisionvloggers.com) where all of the videos will be posted on a timeline.

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## Looking for a new job?

**\*\*\* see Job of the Month on Page 28 \*\*\***

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## TEXT100 profile tech clients to IT&T media

Text100's annual "Christmas in August" event set a new benchmark for engaging tech media.

Over 100 media and guests attended the event including Channel Seven's Gadget Guy, Peter Blasina, and Channel 7 presenter, Karen Ledbury.

Highlights of the evening included the preview of the new Amazon Kindle, a prize give-away of a Lenovo laptop, Nikon camera, and Cisco Flip Video.

The vendors which exhibited at the event were: Dyson, Nikon, Cisco – Lynksys, Cisco – Flip, Plantronics, Nikon, Altec Lansing, Maxwell, Sennheiser, One Water , FLAT, Gizmo, Lenovo and Amazon.



A full gallery of photos can be viewed on the Text 100 Facebook page <http://www.facebook.com/album.php?aid=203665&id=58679727650>

## Text100 win Fuji Xerox account

Text 100 Sydney has been appointed as the public relations consultancy for Fuji Xerox Australia following a competitive pitch process. The win follows a number of competitive pitch successes in 2010, continuing the agency's winning streak. Text 100 is now looking to grow its Sydney team with new hires to support recent business growth.

Text 100 will focus on elevating the Fuji Xerox brand beyond its heritage of 'the copier and printer company' to being seen as a leader in integrated document services and sustainability. The agency will be responsible for leading an integrated public relations campaign from media relations and publicity, through to public affairs and issues management. The consultancy will be building upon Fuji Xerox's past success with trade media to reach out to national business media, analysts and other influencer channels.

"Text 100 demonstrated a strong understanding of our business and presented a bold plan that showed impressive clarity of thought. The account team provided the right mix of strategic and tactical skills and experience," said Pam Fleming, Corporate Communications Manager, Fuji Xerox Australia.

Fuji Xerox Australia join Text 100's stable of current clients including: Alibaba.com, Altec Lansing, Amazon Kindle, Cisco Consumer Products, Epsilon, Gartner, IBM, IntraLinks, Lenovo, Macquarie Telecom, Mitsubishi Electric, MTV Games, Optus, OneWater, Plantronics, SanDisk, SunGard, Symantec Consumer, The Mathworks, VMWare, Yahoo!7 and White Ribbon Day.

Photo: From left to right: Niki Karlson, Adrienne Kern, Antonia Christie, Simon Clark.

Text 100 is a global public relations consultancy with a staff of 500 people and a presence in 30 cities worldwide. Client roster includes IBM, Cisco, Fujifilm, Lenovo, SanDisk, Skype and PayPal. For more information: [www.text100.com](http://www.text100.com)



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## Write Away win new accounts

Sydney-based PR consultancy, Write Away Communication + Events, has won several new projects and clients.

Buffalo Inc, Japan's leading global provider of networking, storage and multimedia solutions has appointed Write Away to manage its Australian public relations program. Buffalo's product range is aimed at home and small business users.

Buffalo joins Write Away's other technology clients including Ricoh, Uniden and GE Digital Cameras. Write Away has also been appointed to launch the range of jill-e designs digital camera and electronic equipment bags in Australia.

Already well-known in the US, the bags are a fashionable alternative to the traditional black bag. They are targeted at business and leisure travellers as well as busy families and their increasing array of electronic devices.

Also, Write Away has been charged with launching the Zoku 'quick pop maker', a non-electrical appliance that makes healthy ice blocks for children and adults. Dan Hale, Director of Hale Imports which is launching the product here, said he was drawn to the agency's experience with food, kitchen appliances and cooking. The Zoku account fits within the consultancy's existing portfolio of food and lifestyle brands including Breville, Kambrook, Villeroy & Boch and Emilia Glem.

Cancer Council Australia has reappointed Write Away to manage the public relations program for its sun protection merchandise range for summer 2010/2011. Its high quality sunscreens, sunglasses, hats, protective clothing, sun care cosmetics and shelters will be the focus of a comprehensive media relations program.

Write Away Principal Jody Hammond believes the partnership is a good fit with the agency's existing B2B and B2C clients and experience in the not-for-profit sector including a recent project with RSPCA.

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# Australia's Blogging Revolution

The number of bloggers in Australia is booming! It's not just websites funded by traditional media that Australians are turning to for news, ideas and different perspectives; independent websites are servicing niche audiences all but abandoned by the traditional media.

Online audiences are discovering a wide variety of websites on a diverse range of topics: lifestyle, fashion, finance, guides and reviews for gadgets, cars and whatever else you're looking to buy... and of course there's dating and adult services, which we're not covering here. Online audiences are growing rapidly and site visitors are staying longer; they might sign up for a newsletter or a special offer; bloggers understand engagement in a way traditional media doesn't. This article is a quick snapshot of some of the Australian websites that are building a name for themselves. It's not an exhaustive list, and we've profiled these websites based on a combination of quality of editorial, design, traffic statistics and the Editors willingness to engage The PR Report.

We've separated Australia's fastest growing bloggers into different vertical markets.

## Sector: Finance/Business:

### Craig Reardon, The E Team / Smart Company

One of leading SME website Smart Company's 'Expert Bloggers', Craig writes a blog entitled 'Internet Secrets'. According to Editor James Thomson Craig is one of the most visited and 'commented upon' bloggers. This notion of the 'expert blogger' is much akin to the 'columnist' of the press. From a blogging perspective it is a highly sought after role. Unlike individual blogs, a blogger with Smart Company doesn't have to rely on his/her own networks and viral activities because the publisher does the marketing.

Apart from incoming traffic to the website, Smart Company has a considerable list of email subscribers that get a daily summary email which drives much traffic to the website. So every Wednesday Craig is in the inboxes of thousands of opted in recipients.

The big benefit, according to Craig is: "Because Smart Company provide a link to my website with my byline, interested readers can click straight through to my website. This link is also a valuable Search Engine Optimisation benefit."

Craig's focus is the SME business sector, and his strategy is divided into four key areas:

- 1 - Address the real online issues of SME operators.
- 2 - The blog is written with the bottom line in mind.
- 3 - Create controversy; eBusiness has tended to be dominated by technologists and creatives who push their own particular methods.
- 4 - An entertaining style of writing. As a topic eBusiness can be dry and dreary. Craig tries to use plain English, humour and anecdotes "to liven it up a bit"

Contact Craig Reardon: [www.theeteam.com.au](http://www.theeteam.com.au) and email [craig@theeteam.com.au](mailto:craig@theeteam.com.au)



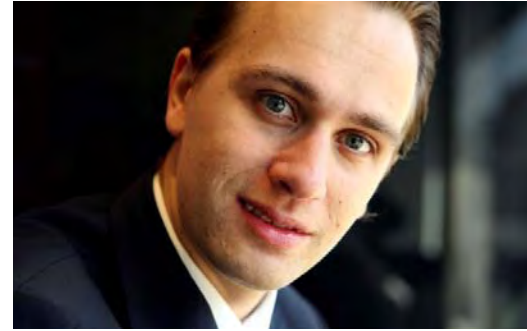
## Sector: Finance/Business:

### Fred Schebesta, Co-Founder, Credit Card Finder

(photo, right)

blog at <http://www.creditcardfinder.com.au/blog>

Fred decided to enter the credit card comparison market, because he felt that “Australian consumers needed a detailed and comprehensive comparison, which wasn’t being delivered by other sites,” and Fred’s point of difference is “we’re driven most by the feedback we receive from our website visitors, thanking us for helping them find the right credit card for them. Oh and we love working on Credit Card Daily - it’s great seeing our zany ideas come in to fruition!”



Fred says the team are consumer advocates, and try to create more transparency around the offers available from the banks. One thing you’ll notice as a stand out on the site, is the guides to the core types of credit cards. Each guide goes in to complete detail on the credit card type in question, telling you everything you need to know to make an educated comparison, and choose a credit card to apply for online.

CreditCardFinder run focus groups to get an understanding of what users actually want, which ensures Fred can honestly claim the site is for “Australians to use as a central resource for credit card information.”

Traffic statistics: Creditcardfiner is currently the most visited dedicated credit card comparison website in Australia, and is owned by two Directors: Fred Schebesta and Frank Restuccia.

CreditCardFinder is happy to be approached by brands or PR people/PR agencies:

Contact: Jeremy Cabral

E-mail: [jeremy@creditcardfinder.com.au](mailto:jeremy@creditcardfinder.com.au)

## Sector: Fashion/Events

### Carrie Choo, Founder, Daily Addict

Daily Addict [www.dailyaddict.com.au](http://www.dailyaddict.com.au) is the insider’s (online) lifestyle guide giving busy people early access to the new and notable in Sydney (launched early 2008) and Melbourne (launched mid 2010).

Each week day Carrie shares a recommendation of what’s happening, cool or interesting right now; perhaps a new store opening, exclusive event or useful website. Find out about first about art and designer collection launches, or the hot spot bar or restaurant ‘the locals’ go to. All content is filtered on Carries “worthiness scale” meaning if it’s worth being addicted to, it’s featured.

You can subscribe to a free daily online newsletter at <http://www.dailyaddict.com.au> or go to: <http://blog.dailyaddict.com.au>



Carrie's philosophy is as follows: "We give our savvy urban readers early access to the new and notable (they hear it here first) and premium content in a clever, short dose (like a good espresso but in the form of a cultural recommendation). If it's a new event or experience, or something (a product or service) that makes our readers' lives easier or more enjoyable we'll want to hear more. We love all things that are experiential, bespoke, customised, undiscovered and innovative. Anything that's really fresh, interesting or the makings of a new trend. Each recommendation typically falls neatly into one of our 10 lifestyle channels: from beauty to travel to pets.

More info here: <http://www.dailyaddict.com.au/lifestyle-features>

Carrie is happy to be approached by PR's or PR agencies if they have a great idea about what Daily Addict should feature  
Chief Editor contact Carrie: [carrie@dailyaddict.com.au](mailto:carrie@dailyaddict.com.au) or for Melbourne contact Kate: [kate@dailyaddict.com.au](mailto:kate@dailyaddict.com.au)

## Sector: Fashion

### Matt Jordan, Founder, Imelda.com.au

Imelda Marcos the shoe blogger? It's not as far fetched as it sounds, [www.imelda.com.au](http://www.imelda.com.au) has quickly become the internet's leading independent footwear blog - a satirical celebration of Australian and International footwear "as seen through the eyes of former Philippines First Lady Imelda Marcos," according to founder and blogger by Matt Jordan from Sydney.

According to Matt, the site's unique selling point is it's "caustic wit and a well-trained eye for the good, the bad and the eye-bleedingly ugly."

Former footwear industry insider Matt has reasserted the despotic former First Lady's place as the Patron Saint of Footwear. Even the great lady herself is aware of the site. "That Imelda herself has read my site (and not sued) is like being touched by the hand of God," says Matt

Imelda is primarily a news-focused footwear blog publishing exclusive features and is read by women aged 18-50. The primary focus of the Imelda blog is luxury footwear brands and according to Matt his relationship with those designers is "excellent," although Matt cheekily adds "relations between Imelda and mid-market footwear brands would best be described as strained!"

Matt welcomes approaches by brands or PR people/PR agencies, but only if it's footwear related [editor@imelda.com.au](mailto:editor@imelda.com.au)



## Sector: Food

### Lorraine Elliott, Founder, Not quite Nigella

Lorraine Elliott is the founder of the popular food and travel blog Not Quite Nigella. A former Advertising Media Strategist, she began the blog in September of 2007 after repeated suggestions from friends and family. The blog features a new story every day with stories alternating between a cooking story, restaurant review and store visit.



Lorraine also conducts interviews with chefs like Fergus Henderson, Donna Hay and Bill Granger and writes special features and behind the scenes stories on how food is made. There are also a number of travel stories as she crosses the globe finding interesting places to eat. The popularity of the blog has given her the impetus to take it full time which she has been doing since January 2009. Her readers are 90% female of the AB economic group and avidly interested in eating out, cooking and travelling.

Traffic statistics are impressive: 140,000 unique readers a month, 350,000 page views a month

Lorraine can be contact by brands or PR people/PR agencies, prefers email contact but not press releases:  
[info@notquitenigella.com](mailto:info@notquitenigella.com)

## Sector: Food

### Top Melbourne Restaurants

Top Melbourne Restaurants was setup by Foodie and Melbournite John Curtin, it was setup as a place to discuss Melbourne's best eateries, bars, cookbooks, kitchen products, alcohol products and coffee shops and has grown to over 48,000 members that contribute and has over 50,000 visitors weekly.

TMR loves to share via photos and reviews on anything from the hottest new restaurant to classic café/pub meals. John is also judging this years "Best in the City Awards" for citysearch.com.au and is Marketing Manager of Totem Onelove Group which organizes events such as Stereosonic, Creamfields, Onelove Recordings/Touring and is a partner in Chapel St Bar "Electric Ladyland"

Traffic statistics suggest a large dedicated database as well as daily traffic: 48,000 members and growing, and 181,278 daily views, with average view on daily post from TMR is 90,000 views

John is branching out to other cities:  
4000 members in Perth [facebook.com/topperth](https://www.facebook.com/topperth)  
2000 members in Sydney [facebook.com/topsydney](https://www.facebook.com/topsydney)

John can be approached by brands or PR people/PR agencies for ideas and news:  
John Curtin at [topmelbourne@me.com](mailto:topmelbourne@me.com)



## Sector: Food

### Kylee Vowles, Founder of WineFoodHotel.com

Winefoodhotel.com is an Internet Video Channel and social media platform specialising in, yes you guessed all the best video content and online editorial relating to wine, food and hotels/travel in Australia and across the globe. The site was set up for people who are passionate about wine, food and hotels, where they can share their experiences with a likeminded online community who have the same interests. Kylee is also on [Twitter.com/winefoodhotel](https://twitter.com/winefoodhotel) and Facebook, just search - Wine.Food.Hotel.

## Sector: Food

### Emma Stirling, Founder of The Scoop on Nutrition

Emma Stirling describes her site as “Hot news bites with a healthy serve of what's in flavour.”

A niche nutrition blog launched in early 2010 that is growing rapidly with over 1000 unique visitors per week as of 17 August 2010. With over 15 years experience as an Accredited Practising Dietitian Emma is passionate about bringing readers accurate, credible and user-friendly food and nutrition advice. Based in Australia Emma has global experience from living and working in the USA, Hong Kong and London. Emma also has PR experience, including a period with global agency Hill & Knowlton.

Emma describes her unique approach as follows: “With a strong background in health writing and strategic nutrition communication you're wellbeing info is in safe hands. And as a food lover, rest assured, I am heavy on taste.”



## Sector: Food

### George Ujvary, Founder, The Foodologist

Established in 2005, The Foodologist is dedicated to providing reviews, recipes and information of gastronomic interest to readers all over the world. George is passionate about South Australia and the food it produces and this blog is not only an expression of his own food interests but also a means of getting the message of South Australian food out to the world.

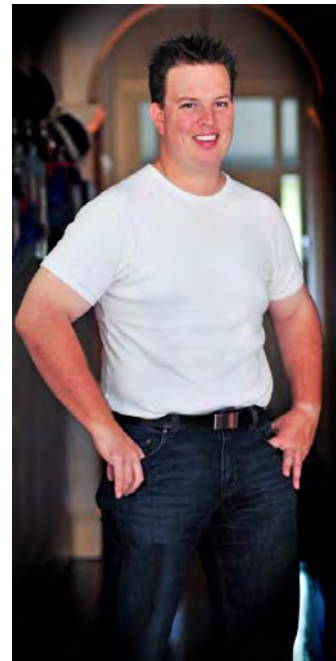
George says his motivation to write stems from both his passion for food and his professional involvement in the food industry. As somebody employed full-time in the food industry with a range of qualifications in gastronomy, food science and food safety, George is able to provide credible and knowledgeable information on all aspects of food in an interesting and entertaining format. The site is linked to both a twitter stream (GeorgeUjvary) and has a dedicated facebook page (The Foodologist) with a growing list of followers and subscribers.

George describes himself as “an obsessed foodie who’s been involved in the food industry one way or another for all of my life.”

After finishing a number of degrees in Physiology including a PhD from the University of Oxford, George returned to Adelaide to work for the family business (Olga’s Fine Foods) started by his father over 30 years ago. During that time George worked in all areas of the food business and in 2006 became Managing Director of the company.

George has completed the Le Cordon Bleu MA in Gastronomy at the University of Adelaide for which he was awarded scholarships from the Australian Association of Food Professionals and the Culinary Trust (part of the IACP).

George is happy to be contacted brands and PR agencies/people either at: [george.ujvary@foodologist.com](mailto:george.ujvary@foodologist.com) – please note that ideas for articles must be in keeping with the overall theme of the website.



## Sector: Wine & Beer

### Andrew Graham, Founder of ozwinereview.com

Setup initially as a tasting note repository, Andrew's blog has now morphed into much more of a rounded wine site, reviewing wine, talking about wine issues and with a beer or three added in for diversity. Australian Wine Review has been operational now for a little over 2 years and now receives between 7-8000 visitors a month (depending mainly on post frequency) and growing at about 8%.

Andrew's credentials are varied and include a great deal of journalism: '2009/10 WCA Wine Journalism 'Young Gun'; Gourmet Traveller WINE and Breathe Hunter Valley magazine contributor; LattéLife columnist; National Liquor News Tasting Panellist and you can follow Andrew at [twitter.com/ozwinereview](https://twitter.com/ozwinereview)'



## Sector: Food

### Christie Connelly, Founder, Fig & Cherry

Christie is a self-taught and health-conscious cook who lives in Sydney. She's always searching for new and exotic flavours and has travelled all over the world in pursuit of the perfect meal, including: Barcelona, Tokyo, Bangkok, New York and Istanbul... with Mallorca and Hong Kong next on the list.

Fig and Cherry allows her to express her love of cooking, eating, photography and travel. Through the blog, she has been lucky enough to meet amazing chefs such as Tetsuya Wakuda and work with brands like Electrolux, Bessemer and Sunbeam.

The name Fig and Cherry is strongly marinated in history; it reflects her family heritage of Hungarian and Lebanese cultures. Figs are often used in Mediterranean cooking and simply devoured fresh from the tree. Cherries, particularly sour ones, play an integral part in delicious Hungarian desserts, such as strudels and crêpes, as well as in rich savoury sauces to go with goose or duck.

Christie is a very busy woman. She also owns the online marketing agency, Morning Copy, and has a baby due in November 2010! She'll be launching another blog in September that will feature stories, reviews and competitions about pregnancy and motherhood.

Traffic Statistics are 50,000 visits per month (ranked in Top 50 Aussie Food Bloggers (#10) and Top 100 Aussie Women Bloggers (#44) lists).

Christie says she gets approached by lots of PRs/Brands and "would love more; I'm interested in exclusive partnerships, on-site advertising or events where only a handful of bloggers are involved."

Email [christie@figandcherry.com](mailto:christie@figandcherry.com)

Christie is launching a baby/mummy blog in September, so also interested in those types of products from PRs/Brands.



## Sector: Food

### Melissa Klemke, Founder of Frills in the Hills

Frills in the Hills (<http://www.frillsinthehills.com>) primarily focuses on food. A resource where many Mums and more visit on a daily basis to gain some inspiration to make, bake and create tasty and budget conscious meals with a focus on seasonal and Australian produce. According to Melissa: "Most of our readers have children, so family-friendly meals, party inspiration, family friendly activities, parenting tips and first hand experiences engage the readers to make them feel like they are part of a community."



The main demographic for visitors to Frills in the Hills is tertiary educated females 25-45 with children who browse the site from work or home.

Traffic statistics: approx. 25,000 unique visitors per month and 45,000 page impressions per month. (Steady incline since starting in January 2009). The sites has also been listed in Kidspots Top 50 blogger (and currently ranking first in popularity votes)

Contact for brands or PR people/PR agencies: [liss@frillsinthehills.com](mailto:liss@frillsinthehills.com)

## Sector: Education/schools

### Webmaster: Neil Pierson

Blogging and schools normally don't go together. However Covenant Christian School on Sydney's Northern Beaches has discovered the power of a blogsite for building a community.

Like most schools they have a weekly newsletter. Being only 4 pages long it can only report briefly on school events and include limited photos. When the school launched a new website in May 2008 they chose to include a blogsite. The website was "roughly based on the Sydney Morning Herald site" says Neil.



Since the new site launched they have averaged two new stories every school day. <http://www.ourcovenant.com.au>

The most popular aspect of the blogsite is the inclusion of over 7,000 photos. Combining this with a YouTube Channel and allowing comments on posts has had a very positive impact.

Webmaster for the school Neil Pierson explains "like most schools, there was previously no reason to return to our website. The blogsite has changed that. With 800 students from preschool to Year 12 a lot happens every week. Over the past six months the site has averaged 2,647 visits each week with 8,662 page views. Parents, staff and students are now much better informed about what is happening right across the school."

While it helps with building community it is also powerful for school marketing - both internally and externally. Photos, video and blog articles act like a window into the school community. Approximately 450 families get to know what is happening in the school.

As Neil says: "Google also loves the fresh content on the site so we rank very well with searches"

Statistics for combined website and blogsite

Covenant Christian School website statistics

Month	Visits	Page Views
From 23-Feb, 2010	2,124	5,446
Mar, 2010	12,419	36,787
Apr, 2010	9,028	47,004
May, 2010	11,497	36,237
Jun, 2010	12,359	42,521
Jul, 2010	11,297	30,636
23-Aug, 2010	10,091	26,584

Neil says he is happy to talk with PR agencies for news articles but not looking to engage one. Note that Neil is a sub-contractor to the school to help with marketing. The official spokesperson for the school is the Principal Bill Rusin. He also has a blog for his newsletter articles as part of the overall website:

[http://www.covenant.nsw.edu.au/blog/From\\_the\\_Principal](http://www.covenant.nsw.edu.au/blog/From_the_Principal)

Contact:

Neil Pierson, Storyteller - Marketing & Promotions, Covenant Christian School

Email [nperson@covenant.nsw.edu.au](mailto:nperson@covenant.nsw.edu.au)

Web [www.covenant.nsw.edu.au](http://www.covenant.nsw.edu.au)

Blog [www.ourcovenant.com.au](http://www.ourcovenant.com.au)

## Sector: Parenting/Family/Babysitting

### Ann Nolan, Founder, Babysitterdirectory.com.au

Ann Nolan is the founder of Babysitterdirectory.com.au. The blog Babysitterdirectory Blog has been operating for nearly two years: <http://www.babysitterdirectory.com.au/blog/>

Babysitterdirectory.com.au is Australia's leading online community connecting parents directly with babysitters and nannies and the blog functions as an important part of the site.

It's the place where parents, nannies, babysitters, childcare workers and interested people can come together and read and discuss child care issues affecting them whether it be information on how to hire a babysitter or nanny, how to manage conflict that may arise and other topics like how a vegan nanny can juggle the demands of working for a "meat eating" family and whether as parents you are obliged to feed your babysitter. The blog also regularly explores issues of parenting and also child development.

The site has over 3500 members and is growing fast.

[www.babysitterdirectory.com.au](http://www.babysitterdirectory.com.au)

[facebook.babysitterdirectory.com.au](https://facebook.babysitterdirectory.com.au)

[www.babysitterdirectory.com.au/blog](http://www.babysitterdirectory.com.au/blog)

## Sector: Style

### Nikki Parkinson, Founder, Styling you

Nikki says her readers are typically 25-55 year-old women looking for style direction, from new trends to advice on how to dress for particular occasions and how to create their personal brand.

Nikki writes reviews on new beauty products (and has guest bloggers who do too) as well as comment pieces on trends (“the good and the wacky” as Nikki says) and run competitions for readers to win prizes. The blog is very much written from a personal perspective, and as an ex magazine editor, Nikki sure knows how to write well.

Traffic statistics and rankings: August 17, 2010: Alexa ranking (worldwide 353,188; Australia 5683). Google Analytics (6237 unique visits per month; 12,205 page views per month)

Contact is [nikki@stylingyou.com.au](mailto:nikki@stylingyou.com.au)



## Sector: Women in Leadership/ Female empowerment

### Jen Dalitz, Founder, The SheEO Blog

The SheEO Blog features thought leadership from Jen Dalitz, the founder and SheEO of sphinxx which is Jen’s vision is to women equally represented in leadership roles, in our workplaces and communities.

On The SheEO blog, Jen profiles resources and professional development that support women on their leadership journey including leadership trends, career management advice, work-life balance and family and happiness topics; and advice and education to ensure employers find and keep the best women on their teams including employment law and regulations, best practice employers, gender diversity issues and practical tips for advancing women.

Further, the SheEO Blog encourages women to work hard and play hard – with regular offers and competition giveaways that encourage women to share their ideas and suggestions amongst the community, and to celebrate success.

Women in Leadership is one of the hottest business trends currently, especially since the gender diversity reporting guidelines were introduced by the Australian Stock Exchange and with the appointment of high profile women into roles, including Australia’s first female Prime Minister. ThesheEOblog.com on sphinxx is distributed by RSS and email feed and by visitors to the sphinxx website ([www.sphinxx.com.au](http://www.sphinxx.com.au)) Readers of The SheEO Blog are women in management and leadership roles looking to advance to the top of their careers and leaders of women who are looking to connect with women.

This is a high growth blog with over 20,000 page views per month, and an interactive community submitting content and commentary. The majority of traffic is from Australia, followed by USA, UK, Japan, China and then a number of other countries. Jen is happy to hear from anyone looking to access her audience: email: [jen@sphinxx.com.au](mailto:jen@sphinxx.com.au)



## Sector: Social Media

### Lara Solomon, Founder, Social Rabbit

Social Rabbit is a blog that helps SME's understand social media and how they can use it in their business, with hands-on examples and ideas that they can implement. However, many of Lara's suggestions would also apply to all types of businesses and Government Departments.

Lara has had a lot of success in her other business ([www.MyMocks.com](http://www.MyMocks.com)) with social media and saw that there was a real need in the market for someone who has actually used social media for business to teach and educate others on it.

Lara mixes up blog posts with practical hands-on how-to posts, more informational types posts and review posts with opinions. Lara describes herself as "a very straight talking Rabbit, who doesn't fluff around and tells it how it is in an easy to understand way, which people like!"

The most popular posts are the how-tos and the examples of other people who are doing it well, and readers use the blog as an information resource.

Traffic statistics: over 2000 unique visitors a month and over 5000 page views a month, not massive at the moment, but is growing month on month by about 25%

Contact details are [Lara@SocialRabbit.net](mailto:Lara@SocialRabbit.net) or phone 02 8006-4495



## WPP plc: global growth in PR

From the WPP Investor relations website: <http://tinyurl.com/258go2d>

The table below gives details of the proportion of revenue and revenue growth by communications services sector for the first six months of 2010 :

Communications Services Sector	Revenue as a % of Total Group	Reported Revenue Growth 2010/2009 %
Advertising, Media Investment Management	39.2	4.4
Consumer Insight	26.3	3.4
<b>Public Relations &amp; Public Affairs</b>	<b>9.4</b>	<b>3.4</b>
Branding & Identity, Healthcare and Specialist Communications	25.1	2.4
TOTAL GROUP	100.0	3.5

In the second quarter, consumer insight and public relations and public affairs improved significantly, with growth of 5% and over 3% respectively. Growth in the Group's branding & identity, healthcare and specialist communications businesses (including direct, digital and interactive) in the second quarter was similar to the first quarter at just under 2%. The Group's advertising businesses achieved a 180 degree turnaround from -4% in the first quarter to +4% in the second quarter, leaving year to date revenues up marginally.

# VIVA launch short film campaign for AHMF

Launched by VIVA! Communications on behalf of the Australian Herpes Management Forum (AHMF), the Live and Love Short Film Competition is calling on students, the film and media industry, and pop culture enthusiasts nation-wide to create high-quality, 30-second-long films that explore HSV and educate viewers about its prevalence, while encouraging open discussion about the virus in order to reduce its stigma.

Budding film makers are being challenged to shoot cinematic flicks designed to destigmatise HSV – the Herpes Simplex Virus commonly associated with cold sores and genital herpes – as part of the Live & Love Short Film Competition.

A total prize purse of \$15,000 is up for grabs with finalists invited to the Live & Love Short Film Competition awards screening on Tuesday, October 19, 2010 – the evening prior to Herpes Awareness Day, October 20, 2010.

The campaign will be supported by traditional media and online platforms.

Apology: In the August issue of The PR Report an article was published with the headline “Who benefits from the millions spent on health department PR” written by Melissa Sweet, a freelance Journalist, Lecturer and Director of Sweet Communication. Melissa Sweet did not give permission for this article to be reproduced in The PR Report. This was our error, and The PR Report apologies.

## SMH Good Weekend: who'd want to work in newspapers?

The scan below is from an article in Sydney Morning Herald's Good Weekend magazine (21/8/2010). The article, by Fenella Souter was headlined “Back to basics” in which the Fenella interviews an environmentally friendly family. A comment by interviewee Fiona was enlarged into a pull-quote - perhaps Fiona intended to refer to FMCG products, but inadvertently provides a touch of irony (as newspapers are thrown away, mostly the day after purchase)



Like newspapers??

# Social Media 101: Tweet costs Rice a Jaguar

<http://www.autochic.com.au/news/stars/Jaguar-Dumps-Stephanie-Rice-as-Brand-Ambassador>

Written by Olivia Richardson

Luxury car maker Jaguar has dumped Stephanie Rice as its brand ambassador after she let out an "f" word (hint: a slur word for 'homosexual') on Twitter.

"Suck on that f\*\*gots", she posted after the Wallabies defeated the Springboks on Saturday; later apologising and removing the comment. Jaguar wasn't keen and ended the relationship with Rice after former rugby league star Ian Roberts said that Rice "and anyone who sponsors her" is a "complete idiot".

"We made a decision yesterday, and we've terminated the agreement with her," Jaguar Australia's marketing and public affairs manager Mark Eedle told SMH Drive. "We will be taking the car that she's been using back," said Eedle. Rice had been Jaguar's brand ambassador since the start of this year. Jaguar now says it's in no hurry to have other athlete brand ambassadors...

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## Haystac Sydney win Toys R Us

Marketing communications agency Haystac, part of the Mitchell Communication Group, has made three key appointments in Sydney following several successive new business wins, including being appointed to manage national PR activities for the leading children's retailer Toys R Us.

Following a competitive pitch, Haystac's Sydney team was appointed by Toys R Us to deliver strategic communication campaigns with a strong focus on key retail calendar events and in-store programs across 36 national stores.

Other recent new business wins for Haystac Sydney include Reckitt Benckiser, a leading manufacturer of household cleaning products; Goodman Fielder, Australia's largest food manufacturer; the Pataks range of curry pastes and spices for AB World Foods; ING Australia, to support the brand's transition to OnePath; and law firm Keddies Lawyers.

Kelly Drew, General Manager of Haystac Sydney, said the agency's Sydney office continued to go from strength to strength with the recent client wins facilitating immediate growth.

"Our Sydney team had a strong 2010 financial year and has continued to experience steady growth in recent months," she said.

Haystac Sydney has appointed Amanda Kuhn to the role of Account Director along with Haylie Marchant and Symon Madry as Senior Account Managers. Amanda Kuhn joins the Haystac Sydney team with a strong background in marketing, having most recently managed Marketing, Communications and Publicity for World Wrestling Entertainment Pty Ltd in Australia and New Zealand. Haylie Marchant has returned to Sydney after operating her own PR agency in Chicago for a number of years, while Symon Madry joins the Haystac team from the National Australia Bank.

(Photo: l-to-r: Haylie Marchant, Amanda Kuhn, Symon Madry) more info at [www.haystac.com.au](http://www.haystac.com.au)



## MAGNUS appoint White

MAGNUS Investor Relations + Corporate Communication has strengthened its corporate transaction communication advisory team with the appointment of Dudley White (pic, right) as Director of Investor Relations and Corporate Transactions.

Dudley brings more than 13 years' experience in corporate transactions, media and investor communication in Australia, the UK and Asia Pacific to the MAGNUS business.

Dudley specialises in financial communication for listed and unlisted companies, and advised on a number of significant transactions including acquisitions, public-to-private takeovers, debt restructurings and initial public offerings.

Before moving into communication advisory roles, Dudley had a successful career as a journalist with Bloomberg News in London, Melbourne and Sydney. During his time at Bloomberg, Dudley covered the mining and oil and gas sectors across the Asia Pacific region.

Dudley's media experience covers both print and broadcast journalism, including regular TV appearances discussing news and developments in the mining and natural resources sector, and the Australian economy more broadly.

MAGNUS Managing Director, John Gardner, said the appointment of Dudley was another positive step in the evolution of the MAGNUS business.

"In the 12 months since opening our doors, the MAGNUS business has built a reputation for delivering outstanding results for clients in relation to corporate transactions, investor relations and their broader corporate communication needs in the resources, mining services, property, professional services and financial services sectors.

"To attract an advisor of Dudley's experience is a major win for both MAGNUS and our clients, and a reflection of the future growth potential of the business," John said.

Until recently, Dudley was an Associate Director with Edelman in London. His main clients included Akbank (Turkey's largest bank), private bank Brown Brothers Harriman and TD Waterhouse (the UK's biggest execution-only broker). He has also worked on a litigation case in Turkey for global hedge fund QVT and Ontario Teachers' Pension Plan's acquisition of lottery operator Camelot.

Before joining Edelman, Dudley worked at The HeadLand Consultancy, a specialist financial communication firm in London. Prior to that, he spent seven years in Australia where he worked for Bloomberg and Ogilvy financial PR affiliate, Savage & Partners.



## Job advertisements page 28...

## Big month for Avviso PR

Dogs and bikes don't really mix, but both have landed in the lap of Avviso PR this month.

The boutique Sydney agency has just launched a new Bike Rack as Art design competition for the Powerhouse Museum, which inspired the team so much that a couple went out and bought new bikes themselves.

The dogs have come care of Gill and Marc Schattner, with the Avviso team providing PR for two new exhibitions for the contemporary artists, known for their sometimes controversial dog-inspired work.

There have been no horror outcomes for the agency recently, but they have won a horror film contract, working with Greenlight Productions on its new Redd Inc interactive horror film project, inspiring the imaginations of budding filmmakers and actors all over Australia.

Things have been eventful, as the Avviso team works on the Australian Event Awards campaign for the second year running, with a focus this year on the Australia's Favourite Event campaign, results of which will be announced next month.

Avviso is also proud to volunteer its services to support NAPCAN (National Association for Prevention of Child Abuse and Neglect), with recent activity to announce the results of the NAPCAN National Survey and National Child Protection Week producing hundreds of articles and broadcast interviews to raise awareness of this worthy cause.



## PR: Is there a looming war for talent?

*In this article, Jeremy Wrench (pic, right), Managing Director of specialist PR recruiter, Capstone Careers, provides insight into the past, present and future trends for PR practitioners.*

Eighteen months ago it was quite clear-cut, very few jobs anywhere and maintaining your current position was the order of the day.

Three trends from this period were apparent:

1. If salaries were moving at all, it was probably downward, but for the most part public relations career conditions in Australia were stagnant.
2. Job losses were, thankfully, minimal and it seemed everyone was holding tight to what they had.
3. Roles that were made redundant were, more often than not, in-house/client-side positions, often as a result of foreign owned businesses trying to minimise operational costs.

Fast forward to the current day and getting a read on the health of the profession is a little more complicated. Growth is most certainly back, but it is not universal across the profession.



## **There are now two key trends in the PR jobs market:**

1. Ongoing conservatism within enterprise over the past year and a half has seen an increasing trend to channel advertising dollars into communications, and,
2. At the same time there is an ongoing reticence to increase internal head-count, and increasing preference to outsource the discipline.

As a result elements of the profession, particularly consultancy, are red hot with considerable upward pressure on remuneration, while at the same time some of those in-house/client side comms roles (particularly within foreign owned businesses) remain considerably more elusive.

Australia is perhaps on the leading edge of global trend here, with reporting from multinational communications businesses out of London this past week highlighting WPP's PR & Public Affairs businesses reporting 3.2% growth in the first half of 2010, Chime 5% and Huntsworth 13.7% for the same period.

## **Impact for PR Agencies?**

Locally, mid level consultants, Account Managers (AM) and Senior Account Managers (SAM), are where the greatest number of opportunities are opening up, and similarly where the most pronounced shortage of talent tends to be. The laws of supply and demand are therefore placing upward pressure on salaries and benefits packages. Increasingly SAM's are being offered Account Director (AD) level salaries and/or being offered roles as AD's perhaps a year or two ahead what might have been considered a traditional basis of experience, further exacerbated by the fact that quality AD's are not exactly flooding the market either.

## **What are the growth sectors?**

Specific sector experience is also in high demand, particularly in Technology and Corporate Affairs. There is also increasing levels of demand in generic b2b/b2c sectors, while healthcare and financial services specialists are a little behind the curve.

In conclusion, the past eighteen months have seen significant change in the career prospects for PR professionals, and the eighteen months should prove very interesting to observe.

## **Key Conclusions:**

1. Assuming economic conditions continue to improve, it is very likely that job prospects across the board will follow.
2. The consultancy market, already struggling to find the talent to maximise growth opportunities may face even more challenging times if enterprise (and client-side) starts to regain confidence and rehire or grow internal teams, creating yet more demand for PR professionals.
3. For PR professionals, returning confidence throughout the industry and a building war for talent can only be good news.

*In addition to founding [Capstone Careers](#), Jeremy Wrench has over 16 years of experience in public relations including senior executive roles with PPR in Australia and with top 5 consultancy Trimedia Harrison Cowley, in the UK.*

**Job of the Month; next page....**

## Job Advertisements

### **JOB OF THE MONTH:**

#### **PR: Senior Account Director (Issues & Crisis) – SYDNEY - \$Neg.**

Our client, a highly regarded, well established, international consultancy requires an issues and crisis specialist with proven corporate & public affairs experience, to consolidate ongoing growth.

You should have an extensive network of contacts, and pride yourself on your awareness of current affairs and major issues, as well as your desire to deliver outstanding and strategically led campaigns.

You will have outstanding relationship skills, a sharp strategic mindset, extensive issues and crisis management experience and a cool head. You are a natural educator and proven ability to train and/or mentor clients and associated stakeholders. You have a clearly demonstrable track record of first class results for major brands and/or institutions.

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

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

T: 03 9827 7277

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

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



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

#### **SYDNEY ROLES**

#### **PR: Recruitment Executive – (Public Relations) Hours to suit - SYDNEY \$: Competitive base salary and outstanding commission structure**

Capstone Careers ongoing growth and presence in the Sydney market has created an outstanding opportunity for an experienced PR professional join our local offer. This role will enable you to exercise your passion and knowledge of the industry to assist others chart their desired career path. If you have demonstrable industry experience and proven relationship skills we can teach you the rest. This role would suit returning mums or any PR professional looking for hours and flexibility to suit their lifestyle.

**PR: Recruitment Executive – (Public Relations) Hours to suit - SYDNEY \$: strong base salary and outstanding commission structure**

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**PR: Senior Account Manager (Technology) – SYDNEY \$75k – 85k+**

Young, friendly and supportive, this award winning Sydney agency requires a level-headed, proactive and experienced SAM to support its impressive Technology practice. You should have 4+ years consulting experience and proven track record of success with b2b and/or consumer technology clients.

**PR: Senior Account Manager (Corporate Affairs) – SYDNEY \$70 – \$85K+**

This respected Sydney consultancy requires a new SAM to join its highly regarded corporate & public affairs team. 4+ years consulting experience and proven track record with corporate and public affairs clients required. A genuinely exciting client portfolio, supportive, stable and friendly working environment await the successful applicant.

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

An outstanding opportunity for a proven and experienced Senior Account Manager with one of Sydney's fastest growing PR consultancies. This is an ideal opportunity to join a highly sociable, fun 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.

**MELBOURNE ROLES**

**PR Account Manager - (Consumer) – MELBOURNE \$55k+**

A great opportunity exists for an experienced Senior Account Executive to take the next step to Account Manager with one of the country's leading PR consultancies. You will either be a highly talented SAE with some client management responsibility or a proven AM looking to further your career with a very highly regarded, international business. 4+ years consultancy experience required.

**PR: Practice Director (Consumer) – MELBOURNE – \$110k+**

This exciting, dynamic and growing international consultancy requires a gun practice head to lead its young but impressive consumer practice team. You will bring insights and considerable experience working with leading consumer & lifestyle brands and proven ability to create, lead and execute highly successful campaigns on behalf of your clients.

You should be natural relationship builder and have an established and trusted network of influential local market contacts. Equally you have significant experience in managing a diverse client portfolio of leading national and international brands.

The successful candidate will have at least 6 years experience within a PR agency environment and likely be an Account Director or Senior Account Director looking to take the next step.

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

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

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

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

T: 03 9827 7277

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

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## **Associate Director – Public Relations**

**KellyExecutive**

- Senior Account Management – B2B
- Highly Competitive Salary
- Collegiate & Supportive Culture

Our client is an Australian owned PR and Marketing Communications specialist servicing an impressive, extensive list of high profile business partners across a range of sectors. Key to their success is a culture which drives performance within a supportive, down to earth, non-hierarchical, externally focused environment. An opportunity has now arisen for an experienced Account Manager to join the team in a key, leadership role.

Reporting to the PR Director, this is a senior role suited to a mid-level PR specialist who can demonstrate the following:

- PR experience which includes Agency exposure
- Account management experience
- Excellent relationship management skills
- Strong organizational skills
- Knowledge and experience within the technology sector highly regarded

As part of the executive management team, you will assume responsibility for a number of key accounts and also for identifying, developing and pitching for new B2B opportunities. A natural leader, you will relish the opportunity to mentor the Account Management team and provide support and guidance to less experienced staff.

In return for your expertise, you will be rewarded with a dynamic, supportive environment that places value on work life balance, professional development opportunities and ongoing support of their staff.

To apply, please submit you CV to [tracy.fernandez@kellyexecutive.com.au](mailto:tracy.fernandez@kellyexecutive.com.au)

For further information or a confidential discussion please contact Tracy Fernandez on ph: 03) 9204 4219.



**Position:** Senior PR Account Manager  
**Accountable to:** Managing Director  
**Duration:** Ongoing

**Commitment:** Full Time  
**Starts:** Immediately  
**Stipend:** \$ competitive and excellent benefits

**Tsuki is a marketing and PR agency which believes in making serious waves.** We drive business-to-business and mainstream consumer campaigns for clients across arts, entertainment, consumer lifestyle and automotive. The team works with leading partner agencies and blue chip clients.  
[www.tsuki.com.au](http://www.tsuki.com.au)

### Job Description

A Senior Account Manager at Tsuki is the 'brains' of client relationships and team management. This role is responsible for attracting, retaining and growing client programs on budget, on time and to agreed KPIs.

You will also be responsible for developing and motivating your team to strive for excellence and, whilst keeping it fun, achieve best possible performance. It is essential that you have a proven track record in advising global brand name clients and team management.

For the right candidate the sky is the limit. Working closely with the Managing Director you will be given every opportunity to succeed and to join the leadership team of the consultancy's next period of growth. Passion and dedication to results-driven outcomes are essential to this role.

Tsuki values an entrepreneurial spirit, team player, creativity and innovation.

### Skills

- Flair for managing relationships at a senior level
- Excellent team management skills
- Strong commercial acumen
- High creative levels
- A resilience to face up to the day-to-day challenges of a complex brief
- A deep pragmatism

### Application Process

Interested applicants should email their resume and cover letter to [hireme@tsuki.com.au](mailto:hireme@tsuki.com.au) , attn: [Edweana Wenkart](#). Due to the high level of applications we are unable to respond to everyone. If you have not heard from us within a week, then unfortunately you have been unsuccessful in your application.

For enquiries about this role, please contact Edweana Wenkart, Managing Director on 02 8354 1830.



## **PR Public Relations Account Manager**

- Excellent remuneration package
- Earn up to \$200k per annum pro rata
- Opportunity to work from home

### **About Us**

Publicity Queen is one of Australia's leading boutique PR agencies with presence in Brisbane, Sydney & Melbourne, and is looking for an Account Manager to join the royal family in Brisbane.

### **About the role**

The right candidate, through strong results and by attracting new clients, can earn up to \$200k per annum pro rata. The role is ideal for someone who is tenacious and energetic and has a proven track record in creating, leading and executing PR strategies. With an ability to work from home, this is an exciting opportunity for a senior PR professional who is looking to make a long-term commitment.

### **Our Clients**

We specialise in building the brands of fast-growth companies by working closely with clients to develop PR strategies that are aligned with their business plans and objectives, and leverage both traditional and new media channels.

### **Our Workplace**

Publicity Queen is a highly innovative agency so this is a unique opportunity...

- to work with a talented, energised & collaborative team;
- to gain positive 'work-life' balance through flexible work hours;
- to work with a diverse, exciting & inspiring range of clients; and
- to negotiate a package that reflects your expertise.

### **Our Publicity Queens**

To be a Publicity Queen you will need:

- formal qualifications in PR or journalism at least five years of Australian PR or journalism work history;
- agency experience with managerial responsibility for client accounts;
- proven expertise in PR strategy development & implementation;
- an absolute commitment to achieving and reporting on results;
- to be self-motivated, confident and highly accountable; and
- the love of celebrating your successes with colleagues and clients.

If this sounds like you, then we'd love to hear from you.

Please send your CV to: [work@publicityqueen.com.au](mailto:work@publicityqueen.com.au) or if you have any questions, please call Nicole Zipf on 0407 644 888



Please send your details to Ike Levick, Senior Consultant at Salt & Shein – [ilevick@saltshein.com.au](mailto:ilevick@saltshein.com.au) – to express your interest in confidence.

**Senior Account Manager, Healthcare, Sydney**

- Great opportunity to join a leading global PR firm
- Work on both ethical and consumer health accounts
- Join a well established, professional team
- Immediate start.

**Account Director, Corporate/Public Affairs, Sydney**

- Provide strategic advice to senior C-suite level clients
- Manage and drive corporate/public affairs accounts
- Attend new business meetings and follow up on leads
- Local contacts with business and finance journo's a must.

**Senior Consultant, Financial Services, Sydney**

- Unique opportunity to join a fantastic outfit
- Seeking a young gun with two years' PR agency or financial journalism experience
- Strong communications skills essential
- Proactive attitude.

**Account Manager, Consumer tech, Sydney**

- Work on iconic global brands
- Leverage your experience to add real value
- Think outside the box to impress very savvy clients
- Develop your career.

**Account Director, Telco/Corporate, Sydney**

- Help to grow the Australian presence of a leading NZ agency
- Leverage your local contacts and knowledge to further establish the agency's AU footprint
- Work on varied accounts – telco, consumer, corporate
- Demonstrate your new business skills
- Interviews will take place mid October for an early 2011 start.

**Account Manager, Consumer, Sydney**

- Great opportunity to join an award-winning Sydney boutique
- Work on consumer health, lifestyle and eco-conscious accounts
- Writing, account management, attention to detail and creativity essential
- Immediate start.

**Part-time Senior PR Manager, Sydney**

- Unique opportunity to build the reputation of a brand & identity agency
- Write thought leadership pieces about brand engagement, identity
- Target Marketing Directors, CEOs and brand opinion leaders through strong local media contacts
- Work for two days per week, based in North Sydney
- Immediate start.

# 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.

## In-House Consumer PR Manager | \$140K

Location: NSW

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

Contact: Amanda Wellington

Company: Wellington's Recruitment Pty Ltd

Phone: 02 9959 2488

Fax: 02 9959 2244

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

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

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

Location: NSW

Enviably 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!

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

Location: NSW

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

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

You will be tertiary qualified ideally with around 12+ years' agency PR experience. Expertise in Youth Markets, Beverages, FMCG, Social Media and Experiential would be well viewed. You will enjoy working with a team of like-minded practitioners who are good fun, talented and inspiring!

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

Location: NSW

Popular PR agency requires dynamic SAD/Team Leader to manage a great mix of corp./B2B accounts which aren't in the typical corporate sectors which means interesting/stimulating work! Team to manage and scope to progress as well! 8+ years' agency experience required.

## **PR Tech. SAM & GAD/Leader | Circa \$140K**

Location: NSW

If you have experience in Tech. PR whether Consumer Tech. or Enterprise/B2B it might be time to review your options if you're an AM or SAD as there are currently some enticing roles to explore! Now might be the time to step up to the next level! Degree plus 4+ years PR agency experience required.

## **PR AD/Senior Account Director - Consumer ! | \$120K-\$130K**

Location: NSW

Funky consumer agency has a need for a consumer AD/SAD who is at the top of their game! You will drive a key consumer entertainment account with large budget and a breadth of projects so variety is a given here!

Prestigious and exciting account to drive in the popular sector of consumer lifestyle & entertainment! This top notch agency offers a social, collegial and energetic work space to operate in. Team to manage of course and scope to progress too! 7/8+ years' agency experience required.

## **PR SAM - Consumer/Experiential | \$75K- \$80K**

Location: NSW

Excellent opportunity exists in award winning creative agency for a driven consumer SAM to manage highly visible programmes in the Lifestyle/FMCG/Experiential space! Scope to progress once ability is proven. Juniors to manage as well! 3/4 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.

Contact: Amanda Wellington

Company: Wellington's Recruitment Pty Ltd

Phone: 02 9959 2488

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

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



## Account Manager, Corporate Communications

### Melbourne, Australia

Fleishman-Hillard's Melbourne office has an immediate opening for an **Account Manager, Corporate Communications** to join the office's rapidly growing corporate communications team. The role will support clients in multiple sectors, including food, automotive, supply chain management and technology.

This position provides the opportunity to work in a fast-paced environment with collaborative teams on corporate positioning and reputation, marketing, internal communications, issues management, media relations and new business development.

### Responsibilities

The **Account Manager** will serve as day-to-day lead on multiple B2B and corporate reputation management clients, ensuring all campaign projects are managed and deadlines are met whilst keeping all parties informed of the status of the different projects. Additional responsibilities include developing written materials (news releases, key messages, talking points), conducting proactive media outreach to key regional and national business and trade reporters, and contributing to new business proposals (research, writing). Good organizational and research skills and ability to multi task are required.

### Qualifications

- Minimum of four plus years of public relations experience (preferably in an agency environment) working with corporate clients (broad range of sectors preferred).
- Strong media relations experience with proven program results and demonstrated experience in building media relationships with national business and trade media.
- Results-focused approach and committed to go the extra mile for clients.
- Excellent verbal and written communications skills a must.
- Experience interfacing directly with clients.
- Attention to detail, with the ability to manage multiple projects simultaneously.
- Ability to develop and edit high quality written materials, including media correspondence, bylines, and speaking abstracts.
- Digital savvy, conversant in social media and online communications.
- University degree in communications, journalism, marketing or related field required.

### Interested?

Please send a cover letter and CV to [syd@fleishman.com](mailto:syd@fleishman.com).

### **Group Account Director - Boutique PR Agency**

This is a fantastic opportunity for someone ready to take their next step in PR. You will be responsible for the management and direction of client programs as well as development of new business. A confident leader, you will have the ability to impart your proven understanding of the Australian and international PR and marketing industries knowledge both internally, and to clients. You will be career focused with over 10 years experience in PR. This boutique agency offers a friendly work environment with the capacity to support your growth.

### **PR/Communications Manager (2 days per week)**

This is a wonderful opportunity to work within a leading brand and communications agency on a part time basis. This agency has driven the re-brand of some of Australia's most highly-recognised brands. You will use your knowledge of brand and branding and your ability to produce cutting edge written communication with a consistent voice across press releases, direct mail, digital marketing platforms and website.

### **Marketing Communications Officer**

This is an exciting opportunity to work in a newly created role in the government health sector. Your previous experience in end-to-end campaign management will see you succeed in this innovative role. A confident and highly skilled communicator, you will be responsible for copywriting for various materials including press releases. Experience in database management is important to this role.

### **Account Manager**

A great opportunity exists for a Media professional to work within a BRW Fast 100 agency specialising in the financial services industry. You will be an integral member of a dynamic team that manages the PR programs for retained and project clients. Media liaison, including the development of outreach materials and the identification of media interview opportunities are important to the role, along with general media management experience

### **Internal Communications Officer**

A well respected government organisation is looking for a confident and experienced communications adviser with over 5 years experience. The opportunity would see you develop and deliver high quality strategic communication solutions and provide counsel and advice to change leaders. Exposure to change reforms and an appreciation of communication as part of change management is important to the role. Your excellent communication skill, including presentation skills would see you succeed in the role. If this sounds like you and you are a fast-mover – able to develop, test and deliver solutions to short timeframes we would like to hear from you.

### **Contact: Nicola Gifford**

consultant, pr communications & creative

**Randstad**

T +61 2 8248 1819

[Nicola.Gifford@randstad.com.au](mailto:Nicola.Gifford@randstad.com.au)

[www.randstad.com.au](http://www.randstad.com.au)



# Where the truth lies

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



## The dark side of news



Upcoming events:

**Digital Advertising & Marketing  
Government Relations Summit  
Sydney Bloggers Festival**

**Sydney Bloggers Festival >> buy the t-shirt (A\$33)**

<http://glenfrost.redbubble.com>



## Contact The PR Report:

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

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