

The PR Report

May 2011

In this issue:

1. Sydney based PR agency **Sefiani Communications** promote Roger Christie to Head of Digital (photo, right)
2. **Polkadot PR** win Stolli Vodka account
3. **Agent99 PR** win Bimbadgen, Spring and New Republique
4. **Hill & Knowlton** appoint Dawn Barnable for ADTA role
5. **The Bolt Report** launches on the Ten Network
6. **Red Agency** appoint UK expert Wright as GM
7. **Photon** launch CPR Sustainability agency
8. **Intern experiences** at DRPR and Splendid Comms



Left: Dionne Taylor, **Polkadot PR**

Middle: Sharon Zeev Poole, **Agent 99 PR**

Right: Dawn Barnable, **Hill & Knowlton**

Sefiani appoint Chritie as Head of Digital

Sydney based PR agency Sefiani has appointed Roger Christie as Head of Digital

Christie's appointment comes after four and a half years with the firm, where he has been a driving force behind Sefiani's expanded digital offering.

The PR Report spoke to Roger on the key challenges and opportunities that social media present for PR practitioners:

"B2B public relations firms like Sefiani also face a challenge in developing compelling offerings for clients engaged with corporate stakeholders. There's a perception from some in the business world that social media platforms are 'toys' or things that only suit consumer-facing organisations. The reality is there are some critical uses for social media in the B2B space, not least of which is online issues management and risk mitigation – something where public relations professionals excel."

What experience in digital does Sefiani have?

"Sefiani has been harnessing social media monitoring and analysis for some time now in our issues and management practice. More recently we've been advising clients on integrating digital communications strategy into ongoing PR activities. We're currently providing digital PR counsel for eftpos, St. George Bank, Hotels.com, Australia for UNHCR, Special Olympics Australia and recently launched group buying site Kid U Not."

Red Agency appoint Wright

The Red Agency has appointed James Wright to head up the Australian agency.

Wright moves to Australia from the UK where he was Managing Director at Grayling. During his 11 years with Grayling, Wright created and ran campaigns for local, regional and global brands, the public sector and NGOs, and offered strategic counsel on crisis management, digital, CSR and sustainability.

In 2008 he was named the Public Relations Consultancy Association Consultant of the Year. Wright devised many campaigns that have generated powerful imagery and media coverage. Some highlights include: recreating iconic landmarks from Coke cans for Coca-Cola in 4 UK cities; lighting the BT Tower (equivalent to Sydney's CentrePoint) with red lights for Red Nose Day (Comic Relief), a stunt that made the 6 'o' clock news; launching the world's largest electric car trial for the UK Government; launching the new Range Rover Evoque across 12 European markets; and launching Sony's Open Planet Ideas digital crowd sourcing platform, also across Europe.



Two new hires for Howorth

Howorth, an Ogilvy PR Australia company, has announced two new hires with Heather Jacobs joining in the newly created role of editorial specialist and Jessica Smart joining as a senior consultant.

Graham White, managing director of Howorth, said: "The role of editorial specialist is a new one and addresses the broader range of writing and content opportunities we are now seeing in briefs."

Jacobs has spent the past 16 years working as a journalist, specialising in writing about the media, marketing and advertising industries. Most recently, she spent four years as deputy editor on Campaign Brief and prior to this was editor of B&T. Previous roles include editor of Adbrief, senior reporter on New York-based Shoot Magazine, features editor on B&T and media reporter on Ad News. Jacobs previously worked in PR at Marcom, Vietnam, on clients including Cathay Pacific, LG, Unilever and Hewlett Packard. In her new role she will work on creative content for Howorth's clients and across the Ogilvy PR group.

Smart joins Howorth from the UK where she spent the past three years at Weber Shandwick in London. She was an integral member of Microsoft's pan-EMEA account team working on raising the profile of the company across Europe, Middle East and Africa. Prior to Weber Shandwick she was an account executive at Hill & Knowlton London working on clients including Yahoo! and Sony. At Howorth she will be working across Microsoft and Intel campaigns.

Weber Shandwick appoint Noble as VP, Lifestyle

Weber Shandwick has appointed Heidi Noble as vice president in the firm's Lifestyle practice. Reporting directly to Weber Shandwick Australia Chairman Ian Rumsby, Noble will be responsible for leading and developing the firm's growing Consumer practice.

Coming from Weber Shandwick's Chicago office where she led several major client relationships, Noble has been with the firm since 2009, and brings with her over 10 years of public relations experience across a variety of clients and consumer brands. Prior to joining Weber Shandwick, Heidi worked across a range of successful campaigns for global brands, including Tropicana, Starbucks and Bank of America.



5 Oceans Media appoint Neath

5 Oceans Media has appointed Janelle Neath (pic, right) as Director Marketing & Communications.

Neath was previously Global Director Communications for Red Bull and brings over 20 years experience in the marketing communications industry to 5 Oceans Media, having launched successful campaigns for major brands in the fashion, lifestyle, entertainment, travel and sport sectors in Australia.

Neath spent the last ten years working with one of the world's most marketing savvy brands, Red Bull Energy Drink and played a key role in the launch and growth of the Energy Drink brand in Australia since 2000 as Head of Communications including the management of branded content.



Bite hire Sparke and Goodfellow

Bite Communications has hired Adam Sparke to the role of Senior Manager/Producer, Digital, to support its growing Australian operation.

Previously account director with Hill & Knowlton, Sparke brings over ten years consultancy and in-house experience spanning public relations and video production.

Burson-Marsteller hire Tigar

Burson-Marsteller has hired Fiona Tigar as Senior Counsel with a remit on driving new business. Fiona will work across the organisation, but with a focus on the pharmaceutical and consumer healthcare industries.

Tigar has previously held general management and director positions within international public relations agencies in Sydney (Fleishman-Hillard) and London (Burson-Marsteller and Cameron, Choat & Partners), as well as internal comms within global pharmaceutical companies, AstraZeneca and Roche.

Tourism Australia recruits Nicole Tiedgen from AVVISO PR

De Wintern hire Clarke and Houlihan

The De Wintern Group has appointed industry veteran Will Clarke as senior account director and Melbourne practice head to support the consultancy's growing list of clients and to help grow the agency into new business areas.

Clarke (pic, right) joins De Wintern from NEC Australia where he was Public Relations Manager since 2007; prior to that he provided senior corporate affairs counsel to Telstra and Coles-Myer. With almost twenty years' in-house and consulting PR experience in senior roles in Australia, the UK and USA, Clarke brings a wide range of influencer experience across technology, telco and business to business markets to The De Wintern Group.



Paul Houlihan joins De Wintern as a senior account manager to strengthen De Wintern team with strong consumer tech experience. Houlihan has 8 years communications experience working across government, not-for-profit and consumer sectors. Most recently, Paul led the Public Relations team at global videogame publisher THQ, developing and executing communication strategies for the Asia Pacific region.

Proctor joins The Phillips Group

In-house PR Annelise Proctor leaves Domino's Pizza to join The Phillips Group, a Brisbane based PR Consultancy.

Proctor's new role will be working across a range of clients but will be primarily working as the main PR contact for BCF (Boating Camping and Fishing), part of the Super Retail Group. All Domino's media relations activity will be managed by Sarah Broad, Domino's Communications Manager.

Hill & Knowlton recruit Khan for health comms

Hill & Knowlton has appointed Nabeelah Khan as Nutrition Communications Manager to strengthen their specialist Food and Nutrition team. Khan has her over five years nutrition communication experience in the food industry as well as health journalism and digital communications expertise.

Khan will work alongside Penelope Holloway, Director, Consumer Lifestyle and other specialist Public Relations consultants to provide a unique offering to organisations in the food and nutrition arena.

Prior to joining H&K, Khan held the position of Communications Coordinator at Sanitarium Health and Wellbeing where she was the editor of their Good Food News magazine, and was responsible for coordinating nutrition public relations campaigns, writing cookbooks and managing website content for the launch of their new digital platform.

Hill & Knowlton's Food & Nutrition division currently provides services to The Coca-Cola Company, Kellogg, Subway and the Cranberry Marketing Committee.



Evans joins Text 100 as APAC Digital Strategist

Text 100 Sydney has hired digital strategist, Karalee Evans. In addition to hiring Evans, and to support recent business growth, Text 100 is expanding its Sydney team with a number of new hires across all levels.

To support the strong growth in the Australian business, Text 100 has made a number of new hires, including: Jennie Holland, Senior Account Manager; Pip Giles, Account Manager; Tamara Jawad, Senior Account Executive; Michaela Zucker, Account Coordinator; Anna Bray, Account Coordinator; Meredith Gilkes, Account Coordinator

Photo: from left back: Michaela Zucker, Jenny Holland, Meredith Gilkes, Karalee Evans. From left front: Anna Bray, Tamara Jawad



Ogilvy PR grow team in Melbourne

Ogilvy Public Relations has appointed Kelly Ward to Director and Tammy Walker to General Manager of its Melbourne office.

Kelly Ward has 25 years' industry experience, primarily within multi-national consultancies, including 10 years as a Director with Porter Novelli. Kelly's in-house experience includes establishing the PR function for the NHMRC's National Institute of Clinical Studies, where she was PR Manager for five years. During her time at Ogilvy PR she has been involved in the establishment of the national social marketing practice while working across client accounts such as the Australian Government's Measure Up campaign, National Asthma Council Australia and the Chiropractors' Association Australia.

Tammy Walker has 15 years' industry experience including 13 years in marketing and PR roles in large consumer brands working client side including Hewlett-Packard, Sensis, STA Travel and Foster's Group. Tammy joined Ogilvy PR in July 2009 and works across client accounts including Ford, McCAIN, Jetstar and Mattel.

Melissa Circosta, from the UK's Blue Rubicon, joins Ogilvy Melbourne as senior account manager. Along with Blue Rubicon, her time in the United Kingdom included stints at London consultancies Fishburn Hedges and Clarion Communications. She will work across Ogilvy PR Melbourne's retail clients.

Melinda Varley joins Ogilvy PR from marketing trade title B&T, where she was a reporter and Melbourne correspondent. She has more than six years' journalistic experience and spent five years in London, where she was editor of UTalkmarketing.com and a senior reporter for mad.co.uk and Brand Strategy magazine. Varley will work on creative content across Ogilvy PR Melbourne's corporate, consumer, B2B and social marketing practices. She will also assist with digital communications.

Maya Rana joins the Melbourne office as an account executive and will work within the social marketing practice. Previously she was with Socom Communications where she was a public relations consultant, working on government campaigns.



Photo: Ogilvy Melbourne team

Porter Novelli appoint three to lifestyle and healthcare teams

Porter Novelli has made three appointments for the Lifestyle and Healthcare teams.

Janine Smith and Anna Lavdaras have joined the Lifestyle team in Account Director and Account Executive roles respectively, while Lindsay McHugh will support the Healthcare team as Senior Account Executive.

Hill & Knowlton recruit Barnable for ADTA role

Dawn Barnable has joined Hill & Knowlton's Passport Marketing team as Media and Public Relations Manager for Abu Dhabi Tourism Authority (ADTA).

Barnable has over 9 years communications experience, having most recently worked at Edelman as a Senior Account Manager on high-profile accounts that include Etihad Airways, Bosch Green Power Tools and eBay. Barnable's experience also includes time in Japan working for an integrated agency in event and public relations management on luxury brands including Dom Pérignon and Moët & Chandon. Prior to this, Barnable worked as a Media Analyst in the Cabinet Office for the Government of Ontario in Toronto, Canada.

Agent99 win three clients

Sydney based Agent99 Public Relations has won three new clients to their roster. Bimbadgen (www.bimbadgen.com.au), one of Hunter Valley's premium wineries, has appointed Agent99 to run its consumer lifestyle PR.

The Agents will roll out a PR campaign for Spring, 30 Days of Feel Good Fitness (www.30daysfitness.com.au). In its second year, Spring will see Australians getting active for 30 minutes per day through 30 days in September to fight the battle against depression and anxiety. The initiative will aim to raise \$500,000 for research by the Black Dog Institute.

New Republique (www.newrepublique.com) the 'new age' digital brand strategy agency, has selected Agent99 to execute its PR program. New Republique, which launched less than 10 months ago, has secured clients including Coca Cola, Zurich, NAB, Tourism SA, City of Sydney and University of Western Sydney.

Bite win BSA account to tackle software piracy

Bite Communications has been appointed by the Business Software Alliance, (BSA) to run an awareness building program tackling business software piracy in Australia.

Operating as a global network of leading software companies, BSA Australia plays a primary role in 'promoting a safe and legal digital world'. Bite will help BSA bring software piracy to the front of the corporate, social, and media conscience with a program of marketing initiatives and calls-to-action to be rolled out over the next year. The integrated marketing strategy will aim to educate audiences, challenge their attitudes and perceptions, and engage them in new environments including social media networks.

Clayton Noble, Co-Chair of the BSA Australia Committee said: "The BSA doesn't sell a product; our goal is to change attitudes and behaviour. We want people to understand the benefits of using genuine software and the risks of using pirated software."

In 2009, 25 percent of software installed on personal computers in Australia last year was pirated, representing a commercial value of \$550 million.

Photon launch new comms division: CPR Sustainability

Looking to take advantage of government and private sector focus on Australia's transition to a low-carbon economy, the Photon Group has launched CPR Sustainability, a practice which advises organisations on their environmental and social sustainability programs. It offers businesses the global perspective they need to adapt to the country's changing sustainability agenda.

The practice is led by Sophie Hughes, a regional ambassador for Al Gore's Climate Project, who has extensive international sustainability experience in the UK, Europe and the Middle East. She has been central to the development of best practice strategies for clients from global corporations to international governments including, Marks & Spencer, McCain Foods, AT&T, United Nations Foundation and the Abu Dhabi Environment Agency.

Dani Lombard Public relations win SureSlim and Yes To Inc

Dani Lombard Public Relations (DLPR) has been selected to represent online weight loss program SureSlim Australia and Yes To Inc, which produces natural beauty brands Yes To Carrots, Yes To Cucumbers, Yes To Tomatoes, Yes To Blueberries and Yes To Baby Carrots.

DLPR will re-launch SureSlim, a medically-supervised weight loss program, as the company repositions itself from offering its services via franchised clinics to a purely online model. The new business model will make SureSlim's sensible and effective approach to weight loss accessible to anyone within Australia regardless of location. Photo right: Founder, Dani Lombard



Edelman Australia win eBay and EA Mobile

The appointment will see Edelman lead a range of consumer, corporate and B2B communication projects for eBay Australia. The local team joins Edelman offices across North America, Europe and Asia as the company's agency of record.

In February and March, Edelman helped eBay during its participation at the 2011 Online Retail Forum and the launch of its second annual Online Business Index, a study of Australian-based businesses engaged in eCommerce. Since January, Edelman Australia has also served as the hub office for eBay's regional media relations activities across Asia Pacific.

EA Mobile has appointed Edelman Australia to implement an integrated communications strategy in the local market around brands such as The Sims, Need for Speed and TETRIS. The PR program includes digital and traditional media relations, product launches and stakeholder engagement aimed at building the profile of the mobile gaming industry as it expands significantly in Australia.

The wins come off the back of a number of high profile wins for the agency over the last six months including: Samsung, EA Mobile, Johnson & Johnson and Sanofi Aventis.

The Sydney Morning Herald reports WPP and Edelman may head for a court battle over Michelle Hutton's move from Hill & Knowlton (owned by WPP) to Edelman.

<http://www.smh.com.au/business/wpp-takes-to-the-courts-again-to-pursue-former-employees-20110414-1dfsr.html>

Weber Shandwick win Hagemeyer and Pfizer

Hagemeyer Appliances has appointed Weber Shandwick as its PR agency across its portfolio of kitchen and appliance brands, following a competitive pitch process. Hagemeyer Appliance's brands include DeDietrich, Blanco, Omega and Omega Altise.

Pfizer Animal Health, Australia's largest animal health provider, has selected Weber Shandwick to undertake its 2011 public relations program in Australia, following a competitive pitch. The firm will work with Pfizer Animal Health's companion animal marketing team to raise awareness of the importance of regular veterinary visits and preventative care treatments for companion animals and equines.

PPR win British Council project

PPR has won the campaign for a British Council project Realise Your Dream 2011. PPR will become the Official Publicity Partner for the campaign. Now in its ninth year, Realise Your Dream organisers and PPR are aiming to grow the campaign's reach across the country. Realise Your Dream seeks five of Australia's most talented creatives, and offers them the trip to grow their skills in the UK. [Editors comment: ironic given the BBC's refusal to supply live TV feed to the ABC for the wedding of Wills & Kate because "the Palace" didn't approve of The Chaser running live commentary during the event]

The program encourages gifted Australians to make the most of the talent and knowledge in the UK's creative sector, no matter their geographical location, ethnicity or creative bent. The programme offers a professional development scholarship in the UK, return airfares and \$8,000 to cover expenses. www.realiseyourdream.org.au Entries close 4 July

Will the boys at The Chaser apply?

Pulse win Carnival Cruise Lines

Consumer agency Pulse Communications, part of Ogilvy PR, has won the PR business for the world's largest cruise company following a four-way competitive pitch. Pulse will run a series of campaigns, through traditional and social media, to launch Carnival Cruise Lines in Australia and attract cruise enthusiasts and new customers for the first 'sail' from Sydney in October 2012.

Pulse Managing Director, Matt Buchanan said the campaign was particularly significant as it will be the first time the cruise company has permanently deployed a ship outside the United States.

Buchanan said the appointment was an example of Pulse's brand building expertise combined with travel sector expertise and adds to the agency's travel and tourism work with The Malaysia Trade Commission, Tourism Australia and Tourism NSW. Carnival Cruise Lines is owned by UK/US listed company Carnival Corporation & plc (NYSE/LSE: CCL), and also owns P&O, more info at: http://en.wikipedia.org/wiki/Carnival_Corporation_%26_PLC

Polka Dot PR win Stoli Vodka campaign

Suntory Australia has appointed Public Relations agency Polkadot PR to a campaign for the vodka brand, STOLICHNAYA (Stoli). The six month campaign will see Polkadot PR and The Shop (Aust), a creative agency, roll out a number of initiatives to leverage the roots of the Stoli brand and highlight its unique selling proposition.

The campaign will launch a range of digital and social media activations throughout the year, such as The Stoli 'Original Fund' – a community initiative that will give three consumers a chance to put \$1000 each towards their original idea.

Other elements of the campaign will include the search for Stoli's official bartender, offering one lucky winner the opportunity to be involved in media events. Interested bartenders should get in touch now by sending an email to beau@polkadotpr.com.au

Companies interested in having Stoli sponsor their event should also contact Polkadot PR to discuss details.

Keep Left PR win WorkHealth, Hocking Stuart, PAW & AusRegistry

PR and communications agency, Keep Left, has won 4 new clients/projects across the corporate, consumer and government sectors.

Following a competitive pitch, Keep Left has been awarded a major project with WorkHealth, a division of WorkSafe Victoria, to educate and motivate Victorian workers to request their employers provide a free preventative health check at work.

Keep Left will roll out a series of stunt-based events across Melbourne, supported by a strong news platform, social media strategy and blogger outreach campaign. It's Keep Left's second major project with WorkSafe VIC.

Keep Left has also won a new division of Blackmores, Pure Animal Wellbeing (PAW) after a competitive pitch, as well as real estate group Hocking Stuart and AusRegistry International, a domain name wholesale registry provider.

Keep Left will launch PAW's full-range of natural pet healthcare products, with a focus on its flagship joint care supplements for mature-aged dogs and cats. The team will also kick off a six-month corporate positioning and profiling campaign for Hocking Stuart and a media and stakeholder relations campaign on behalf of AusRegistry International, which Keep Left will roll out both locally and globally.

Former DEC Communications Group Manager, Tara Poole, has joined Keep Left as B2C Practice Director. Photo:L-R: Sally Locke, Director (B2B), Jennifer Levitt, Creative Director, Tara Poole, Director (B2C), Caroline Siler, MD



Brand Meets Blog matches brands to bloggers

As more companies begin pitching to bloggers, Melbourne mum Louisa Claire has launched Brand Meets Blog as a way to connect the two. Louisa said it was in response to blogger requests to better match them with brand campaigns - and to do it properly. "I like to call us a matchmaking service - we do the introductions, whether you go on a date is up to you."

Working with hundreds of Australian bloggers and adding more to its network each day, the business connects brands and bloggers for targeted, personal campaigns that offer maximum value for both parties. Along with a consulting service, it offers a monthly Brand Meets Blog newsletter introducing a different niche each month, key bloggers within it and information about how to work best with these bloggers.



The initial focus will be on brand-savvy parenting and lifestyle bloggers, with plans afoot to spread across the Australian blogosphere as growth demands. It has already been welcomed by bloggers and PR alike with Public Relations teams responding by rethinking their strategies for their blogger outreach.

“Many brands are yet to really own their space in social media and bloggers can offer them access to that untapped pool of customers,” she said. “Brand Meets Blog can help brands get those crucial first steps right. Bloggers and PR companies are in the phase of educating each other on how it's done. Brand Meets Blog makes this a seamless process.”

Louisa Claire is a mum of two who started writing 4 ½ years ago on her personal blog Everything Is Edible as a way to keep in touch with family interstate. She has blogged through the birth of her two children and the many challenges and triumphs of parenting. Everything is Edible is now about positive purposeful parenting. She connects with hundreds of women daily from around Australia and the world.

Former Edelman MD launches mentoring service for PR agencies

Former MD of Hill & Knowlton Australia and Edelman Australia, Amanda Little, has launched **Intermedia Consulting**, an agency offering mentoring and training services specifically for the PR industry.

Working with small and mid-sized agencies around Australia, Amanda brings 20 years of senior management agency experience to help with; rebooting new business efforts, developing training plans, advice on staffing and managing client issues.

Amanda works with agency heads and owners both on and offsite to implement a tailored program for the consultancy. She offers a unique opportunity for agency owners to tap into her experience and expertise to enhance their agency management skills and build a better agency with Amanda as a sounding board. She has already delivered tangible results for the agencies she has worked with.

“As a business owner, it’s a rare opportunity to get access to someone of Amanda’s experience and wisdom,” said Marguerite Julian of Stellar Concepts. “With Amanda’s experience in heading up top tier PR agencies, she’s been an invaluable source of advice and counsel in growing our business and mentoring our staff.”

“I looked for a long time for someone to help me restructure my business,” said Louise Carroll of Gold Coast PR and Marketing agency, Evello Marketing. “We are working with Amanda to review all aspects of our business.”

Also passionate about training for pr people, Amanda has developed a curriculum for agency training. She launched the very popular “Account Management Boot Camp” in January as well as running the course in house for agencies.

“Account management is a core skill for consultants, which is not taught at University and there hasn’t been any training in this key skill area available”, said Little. Intermedia’s next training course on leading and managing people, will be launched in July. Contact details: Amanda@intermediaconsulting.com.au



Frank PR win Singapore Tourism and Electronic Arts

Frank PR has been announced as the retained agency for the Singapore Tourism Board, following an eight agency strong competitive pitch process. Frank PR will work on the two year contract from May 2011 and will be responsible for handling all PR activities and campaigns for the Australian and New Zealand markets.

Managing Director of Frank PR, Myf McGregor (right) said: “Our brief is to encourage premium Australian travellers to extend their trip and stay-over, in addition to amplifying



their 'Your Singapore' brand platform. PR's role will be to educate the Australian consumer on the many experiences that Singapore has to offer, including fine dining, shopping, recreation, sport and culture."

The Singapore Tourism Board is Frank PR's first travel and tourism client, which will join the agency's portfolio of consumer and lifestyle brands, including Schweppes Australia, Oovie, Veet, Clearasil, and Unilever.

Electronic Arts (EA), publisher of video games, has appointed Frank PR to handle the ongoing consumer PR requirements for EA's portfolio of console titles in Australia and New Zealand. The agency's role will include delivering creative campaigns for EA's best selling franchises; FIFA, Need for Speed, The Sims, Mass Effect and Battlefield.

Frank PR will also support the internal PR and Marketing teams with a consumer media focused press office, including day-to-do media outreach, review program, news and feature idea generation, launches and events. Additionally, they will work closely with EA's media, creative, and digital agencies to ensure a solid, through-the-line approach and to leverage other opportunities for PR wherever possible.

Haystac win Google consumer account

Haystac has been appointed as the public relations agency handling online advertising and consumer products for Google Australia. As part of the appointment, Haystac will be working closely with the Google team on key B2C and B2B public relations initiatives across Google Search, Chrome, YouTube, search and display advertising, and various other projects.

Haystac team for the Google account: Haylie Marchant, Amanda Kuhn and Tabitha Fairbairn

Harshmellow win two new accounts

Harshmellow Media + Design has won two PR accounts: North Queensland Mining, Processing and Energy Conference and IF ICE CREAM FACTORY.

Australian Professional Conferences and Seminars engaged Harshmellow to conduct traditional PR activities in North Queensland's mining communities ahead of its inaugural event in Townsville.

In addition, Harshmellow has been appointed work on independent ice-creamery, IF ICE CREAM FACTORY. The account includes a wide scope of work including artwork and concept development for the brand, launches of three Townsville stores, sustained PR activity and social media.

Harshmellow Director, Sarah Mathiesen; contact <http://www.harshmellow.com.au>

Jordan-Meier: critical role for digital in crisis management

If trust is the new black, then social media is the new normal for crisis communication, says Jane Jordan-Meier, crisis media expert and author of a new book on crisis management.

"Crisis planning is incomplete and definitely flawed without social media," says Jordan-Meier. "From the devastating earthquake in Japan to the floods in Australia and the disastrous oil spill in the Gulf of Mexico, social media has revealed its power, saving lives, providing vital updates and raising money."

The Four Highly Effective Stages of Crisis Management -- How to Manage the Media in the Digital Age showcases how organizations can effectively manage their image and reputation in the face of a crisis by following simple rules and understanding the predictable patterns of news reporting.

The Four Stages are:

1. **Stage One – Fact-Finding:** The spotlight is beaming squarely on the triggering event. This is the breaking news stage.
2. **Stage Two – The Unfolding Drama:** The spotlight moves from the incident to the response and the victims. This is the reputation-forming stage where the rallying on social media sites, both negative and positive, becomes a focal point.
3. **Stage Three – Blame Game:** Everyone has an opinion; your crisis is beamed everywhere. People want to know who is to blame and why, which makes this the finger-pointing stage.
4. **Stage Four – Resolution:** This marks the end of the crisis, but the spotlight can be turned to full glare again if you slip up or something similar happens elsewhere. This is the fallout stage, so try to gain closure with an event that demonstrates solutions and lessons learned.

Jordan-Meier examines the role of the media, both new and old, in a crisis; how crises are triggered; tackles the vexed question of whether the CEO is the best spokesperson in a crisis; the role of employees on the frontlines; how to develop messages in a crisis; the rules and pitfalls of the social media; plus examples that underpin the pivotal role of the media in a crisis. Packed full of practical information, the book covers dozens of current case studies from around the world including Australia, Europe, the U.K., the U.S., and Scandinavia.

The Four Highly Effective Stages of Crisis Management is a must-have for anyone responsible for communication and crisis management. Jane Jordan-Meier is one of the world's top media and crisis management experts. Jordan-Meier launched her book in Sydney this month (photo, right).

Contact: Jane Jordan-Meier jane@janejordan.net or www.crisismanagementbook.com



Stellar* Concepts win Suntory

PR agency Stellar* Concepts is continuing its relationship with alcohol distributor Suntory Australia with the agency winning the business for Disaronno and continuing its work with Cointreau.

Stellar* will be promoting Disaronno, one of the most recent brands to commence distribution by Suntory, with a 9 month campaign that will relaunch the world's favourite Italian liqueur into the Australian market through a series of consumer events in Sydney and Melbourne, media tasting sessions and a publicity campaign.

After executing a hugely successful PR campaign for Cointreau since 2009, including managing the visit of global brand ambassador Dita Von Teese in Australia, Stellar* has been re-signed to work with the brand for another year. Over the next 12 months, the agency will be responsible for leveraging Cointreau's sponsorship of Melbourne Spring Fashion Week and managing a strategic publicity and social media campaign.

Brand manager for Cointreau, Kristy Officer, said: "Since working with Stellar*, we have achieved excellent results for the brand. Stellar*'s approach to developing targeted PR and event strategies partnered with online activation and brand alignments has been a key component to Cointreau's growth in Australia."

Stellar* was chosen for the account due to its proven experience in the food and beverage industry with recent clients including Batlow Apples; Cafe Sydney; IGA; Merivale; MasterChef Live and Taste of Sydney.

Taurus manage PR for Clean Up Australia Day 2011

This year Taurus Marketing managed the media and PR campaigns for Clean Up Australia Day, now in its 21st year. Working with the Clean Up team Taurus Marketing delivered coverage nationally in broadcast, print and online. These efforts delivered the clean up message resulting in an estimated 565,631 volunteers getting their hands dirty in the nation's largest community participation event.

The 5 month media campaign focused on ensuring the message was spread nationally to engage volunteers to register for the clean up.

Traditional PR led the campaign, in addition to strategic media relations, nationwide launches, media briefings, events, social media and site coordinator liaison. As a result, 7,477 registered sites were registered across the country from capital cities to regional municipalities (over 400 more than last year).

Styling You win best blog award

Blogger Nikki Parkinson (pic, right) has been announced as the winner of the Best Australian Blogs 2011. Nikki also won the Business Category of the national competition for her blog "Styling You", which focuses on fashion and style.

Co-judge Joel Norton, chief strategy officer of marketing agency BoostHQ, said: "Nikki's blog has a great variety of content combining images, copy and video to entertain and engage readers. It has a high level of interaction and comments from readers and excellent integration with social media. YouTube, Facebook, LinkedIn and Twitter were all clearly visible and easy for readers to connect with."

With 570 blogs in the running, Nikki won in the face of some tough competition. Nikki's blog has been instrumental in building up her business as a stylist. "My blog is firming up to be a solid part of my business. Not only has it worked to increase my profile locally, nationally and internationally, it now attracts advertising and income. Nikki wins \$1500 worth of prizes.



Commercial TV launch PR/Adv campaign

Is TV losing "eyeballs" (viewers) to the web? ThinkTV, a lobbying and promotional initiative of the Australian Free-to-Air commercial TV networks, is busy promoting a campaign featuring leaders in the TV sector discussing the future of TV, with a message that TV is still popular and won't be overtaken by the internet.

The PR campaign is focused on the nation's advertisers and media buyers - ThinkTV is running the campaign in the advertising trade magazines such as AdNews (picture, right, shows full colour advert from the back page of a recent issue of AdNews)

The key message ThinkTV want you to think is this: "No mass medium has ever replaced another. They exist alongside each other" says Gary Carter, COO at Freemantle Media.

However, a recent article in The Australian's Media & Marketing section (owned by News Corp) discussed the changing trend in media consumption away from TV, towards the web. Whilst the talk at ThinkTV is not about where advertisers will place their media spend in an age dominated by the web, there's no doubt it's the elephant in the room (or 800lb gorilla if you're American).



According to Sally Jackson, journalist at The Australian: "The internet has surged ahead in it's dominance of consumers media activity, with Australians increasing their time online... users average 21 hours 42 minutes a week online"

According to the Neilson Australian Online Consumer Report figures used in The Australian's article, the "Watching TV" category is at 15 hours per week, suggesting watching live TV is now coming second behind the web. Whilst there are other ways to watch TV, for example, time shifted TV is at 7 hours per week, the trend is clear; web is number one. What is less clear, but arguably more important, is what will happen to the advertising media spend that follows media consumption? Will advertisers switch ad spend to the web?

Read ThinkTV's interview transcript here: <http://tinyurl.com/3fujspz>

Read The Australian article by Sally Jackson: <http://tinyurl.com/6l8x582>

Hotels and Clubs launch lobbying campaign on TV, web, pubs

Canberra based Government Relations consultant **David Kindon** of Client Solutions offers his thoughts on the lobbying behind the current campaign by ClubsAustralia and the AHA that attack Federal Government proposals to curb problem gambling.

Article by David Kindon.

As we worry about trivial matters such as climate change, the death of Bin Laden, the strength of the Australian dollar, carbon price etc we seem to be either blissfully unaware, or complicitly supportive, of the actions by large lobby groups to protect their territory in the most blatant and offensive ways.

I am referring to the interdependence of sport, alcohol, tobacco and gambling on each other's survival. At one level we see national sporting organisations sadly claiming that the links between alcohol and sport sponsorship is critical for the survival of that sport. What message does this send to young sportsmen and women and to those who watch sport?

At the community level we now see Clubs Australia and the AHA funding a lobbying campaign against the Government's proposals to deal with the issue of problem gamblers.

Using drink coasters to advertise your message to club members is a brilliant idea providing several benefits. First it gets your message across as the captive audience down their schooners. Second on the reverse of the coaster - the details of their messages are expanded upon. Third the coasters may be used to collect signatures for petitions aimed at stopping the government plans in their track.

Such an in-your-face campaign however does lend itself to retaliatory messages such as:

- Who voted to do nothing about problem gamblers?
- Who voted for Clubs to exploit their weaker members?
- Who voted to subsidise the price of a beer or meal by preying on the weakness of problem gamblers?
- Who voted for Clubs to spend members funds on the campaign without asking for their approval?



It also raises the question of who is funding the campaign. If it is the clubs themselves - then the poor problem gamblers are funding action aimed at preventing assistance to them!

This is a campaign which, rather than the opening skirmish, seems to have fast forwarded to the end game! It is a campaign in which cannot lead to a win/win outcome. These are very risky tactics and may bring the clubs into disrepute.

To suggest that the Government's proposals are "UnAustralian" is frankly completely over the top and stupid. It reminds me of Rex (Moose) Mossop's campaign against public nude bathing at Balmoral Beach on Sydney's affluent north shore. He famously said that he had nothing against nudity and male genitalia - he just didn't want it stuffed down his throat! Bless him! The Club's hyperbole borders on being just as silly.

However, the big guns in lobbying - the mining groups, the banks, the smoking/beer/gambling sectors seem to have reverted to the Stone Age method of clubbing (no pun intended) first, asking questions later. It's all very depressing really.

P.S. I am a happy and supportive member of several clubs but that doesn't mean I have to accept or support everything they do. Contact David Kinson at david.kinson@gmail.com

Further reading here: <http://its-unaustralian.com.au>

Goodbye Blue, hello Australia; still Virgin

Virgin Blue has re-branded as Virgin Australia. Sir Richard Branson launched the new identity along with CEO and Managing Director John Borghetti (pic, right).

Borghetti said the consolidation of the brand was "a pivotal point" in the airline's Game Change Program.

The program includes new airport lounges, along with a new look and feel for Virgin Australia airport terminals. Borghetti also confirmed that Virgin Australia would re-launch its frequent flyer program Velocity Rewards later this year.



Gray launch Undy Sunday

The creative agency behind Rotary Bowelscan's risqué bowel cancer awareness initiative that recently saw hundreds of Queenslanders unite to shake their bums and perform eye balling stunts in nothing but their underwear, has been announced as the organiser for next year's much anticipated sequel.

Leading Brisbane public relations and marketing agency Gray Media Services took a bold move with its recent Undie Sunday campaign, pushing normally reserved Rotarians out of their comfort zone and into their undies in a large scale event that aimed to drastically increase the awareness of the importance of testing for what is the nation's second biggest cancer killer.

NSW Government move to clean up lobbying

Following the defeat of the NSW Labor Government in March 2011, the new Liberal Government has taken prompt action to deal with the public's perception that lobbyists have an undue influence on the political decision making process. In this article, **Yaron Finkelstein**, Director, Crosby Textor (pic, right), describes the key moves the new Liberal Government is undertaking to change the lobbying process in NSW.



It's almost 50 days since the people of NSW made an emphatic decision and voted for change across the State.

Having concluded that the voters no longer believed that the previous Government was governing in the public's interest, the then Opposition went about creating a clear distinction and prosecuted the case with increasing efficiency right through to polling day.

And now, with the new Government settling in, it will soon begin implementing significant changes in policies and approach that will be critical to public affairs and government relations practices in NSW.

The Government is intent on explicitly changing the culture that underpins the 'business of Government'. It will do so because it told voters it would and they expect them to. This has significant ramifications for those companies who interact with the Government.

The new Premier has clearly stated his intentions, declaring that "anyone else who believes that by employing a lobbyist they are going to get better access to my Government or get an inside run on a decision, a tender or anything else.... Those days are over. "

The Government has already introduced legislation to ban so-called lobbying success fees: payments over and above the normal service fees when a desired outcome is achieved for a client. The Premier himself introduced the Bill and will have carriage of it – a significant gesture in itself and underlines his personal commitment to change and a strong desire to distinguish his Government from the previous one.

Similar success fees have already been banned in Queensland and are being considered by the Victorian Government too. In NSW, the legislation includes fines of up to \$55,000 for a company and \$22,000 for an individual. Government decisions will increasingly be made through the prism of 'the public interest' – not sectional or corporate ones. The challenge for business in NSW is to understand how your company's activities can converge with, and reflect, the public interest.

A sophisticated appreciation of public opinion and what voters expect from the political and corporate communities will become the new currency for successful Government strategies. Influence will be replaced by insight and cosy deal makers moved on by well-honed campaigns. In no time at all, old-fashioned lobbying efforts will be left far behind.

Yaron Finkelstein is a Director of Crosby|Textor, an Australian political strategy and corporate advisory firm providing polling, campaign and government relations services.

SONY mis-step on cyber security leads to PR crisis

1. Sony Playstation security breach a lesson for all PR practitioners; Australian Government may take action
2. Data theft now key issue for all organisations
3. PR/Comms for any breach of data security should be planned and practised
4. The PR Report's 2011 Top 20 Trends for PR practitioners raised this issue – see page 22 (Trend 19)

Background: article from The Australian claims Sony sat on knowledge of the potential theft of users data (credit card details, email addresses, personal information) for one week before publically admitting the issue:

<http://tinyurl.com/42aatul>

Also of interest is that Sony has 77 million members in it's Playstation "online community" worldwide and 715,000 in Australia.

WordStorm PR's Biggest Morning Tea

PR agency WordStorm is once again supporting Cancer Council's annual fundraiser, Australia's Biggest Morning Tea, by hosting an event for media, clients and friends on Thursday 26 May 2011.

The WordStorm team will join over one million people taking part in Australia's Biggest Morning Tea events this May, raising funds for Cancer Council.

The Sydney agency has been supporting Cancer Council and Australia's Biggest Morning Tea since 2008, when it first held a morning tea event (see photo, right).



Funds raised from WordStorm's event are donated to Cancer Council. In addition, WordStorm give any left-over food items to OzHarvest, a not-for-profit organisation that collects excess food to help feed those in need.

All you need to do is set a date in May, brainstorm some great morning tea ideas, invite your guests and raise money to support the fight against cancer. To register to host an event or to donate visit www.biggestmorningtea.com.au or call 1300 65 65 85.

Fairfax shine light on Jacenko

Proving the old journalist adage that everyone is interested in bright young things, s*x and money, Roxy Jacenko, the photogenic owner of Sydney based PR agency Sweaty Betty, has featured in a number of articles in the Fairfax media in the past few weeks. Journalist Stuart Washington's SMH article (right) offers an intriguing insight into Sydney's wealthy young eastern suburbs socialites, and examines issues surrounding a recent insider trading case involving Jacenko's partner. The picture on right shows the SMH website page.

Link to full article here: <http://tinyurl.com/3hda26v>

According to Jacenko, the Sweaty Betty agency "has gone from strength to strength", with new clients and upcoming projects including Argyle Pink Diamonds, Cosmopolitan Fun Fearless Female Awards and Fashion Weekend Sydney and the Cleo Bachelor of The Year event and publicity campaign, with staff numbers of 20.



The challenge to deliver Quality Journalism

Is the hungry beast of 24/7 reporting killing journalists ability to understand and report the economic news? Has opinion moved from the Editor's Opinion column (or the Opinion pages) to the articles?

Newspaper Publishers often comment on the need for quality journalism as being the key to the success of their publication. These comments are usually part of a Publishers ongoing dialogue on the economics of the newspaper/media industry,

a.k.a. can newspapers survive in the digital age when advertising revenue is in freefall, and what impact does this have for Journalists and Sub-Editors.

Cutting the number of Journalists and sub-editors will make a difference to the quality of any publication. Here is an example of the disconnect between what Publishers say, and the reality of the day to day reporting:

Front page article in The Australian Financial Review (owned by Fairfax) on 3rd May:

Headline: How a record dollar does the heavy lifting for Reserve bank

Opening paragraph: "The Australian dollar has broken through the US\$1.10 barrier for the first time since it was floated in 1983, taking pressure off the Reserve Bank to raise interest rates even though inflation is higher than expected." (article by John McDuling and Joanna Heath)

The next day:

Front page article in The Sydney Morning Herald (owned by Fairfax) on 4th May:

Headline: Reserve confirms rate rise looming

Opening paragraph: "The Reserve Bank believes inflation has bottomed and it will soon have to lift interest rates, possibly even next month." (article by Peter Martin and Eric Johnston)

And you thought the media was there to make complex issues simple?

It happens on TV too: note mistake in the name; FOX News stated "OBAMA BIN LADEN DEAD" instead of "OSAMA BIN LADEN DEAD"



Westpac CEO battles The Australian

The Australian's headline (below) of 5th May:

Westpac chief Gail Kelly joins carbon tax revolt

EXCLUSIVE Scott Murdoch and Sid Maher | [The Australian](#) | May 05, 2011 12:00AM | 153
[comments](#)

Gail Kelly's response in interview on ABC radio the same day:

Fran Kelly (ABC): Before we get to the Westpac profits, can we start with the issue of the carbon tax? Because you're reported this morning in one newspaper as attacking Labor's plan. The headline is 'Westpac joins carbon revolt'. Have you changed your position on a carbon tax?

Gail Kelly (Westpac): Fran, that headline is just straight out wrong. Really fundamentally wrong and quite annoying, actually, to see a headline like that.

Fairfax staff inspired by WikiLeaks; leak CEO memo

As anyone in PR knows, CEOs rarely write their own internal emails/comms in one sitting. That's partly why PR and internal comms exist; as a service to the CEO and/or senior management. Fairfax CEO Greg Hywood's internal message to staff, including the suggested edits by external PR advisor Sue Cato (of Cato Counsel), has been leaked for all to read.

Ironically, whilst external advisor Sue Cato edited the CEO's memo about staff sackings, the staff being sacked are sub-editors, whose jobs are being given to external suppliers. Additionally, given Fairfax's publication of secret corporate and Government information/letters from WikiLeaks, there will no doubt be a few chuckles around town.

Link below is to article in The Australian (including Greg Hywood's edited letter):

<http://tinyurl.com/3u7efp8>

The Bolt Report launch: is this the start of the Aussie TEA party?

Right leaning media commentator Andrew Bolt launched his new TV show, The Bolt Report, this month on Network Ten.

TV analyst Glenn Dyer reported for Crikey that the show attracted 163,000 viewers at the 10am launch with another 123,000 watching at 4.30pm show, when the "encore" edition was broadcast.

A Facebook campaign called Operation Bolt-Cutter was set up by comedian and writer Christian Price urging advertisers to boycott the program. It has attracted more than 900 supporters.



Heads up, corporate Australia!

By Karen Eck

Many Australian executives are in dire need of a corporate facelift. Hundreds, if not thousands, of mug shots issued every year to event and conference organisers - even the media - would be more suitable for crime identity kits rather than corporate photos.

And that's a crime against common sense.

It's surprising how many professionals fail to get some of the basics right. The fact that an executive bothers to supply industry publications and conferences with dreadful, outdated images reflects negatively on them and, in turn, their business. Are they to blame? Or does a company's publicist or marketing manager need to pay more attention to how their 'spokesperson' is being represented?

From our experience at Professional Profiling, males and females differ in how they perceive the need for good corporate imagery.

While some men desperately want to present themselves better, they don't know where to start and they generally respond better to having someone else, like an EA or marketing manager, tell them it needs to be done. Women, on the other hand, are more in tune with the power of

An advertisement for Professional Profiling. The headline reads "who needs a profile?". Below the headline is a photograph of a man's head and shoulders, wearing a dark suit jacket, a white shirt, and a purple striped tie. The man's face is replaced by a pair of black-rimmed glasses. To the right of the photograph, the text says: "A professional profile is vital for anyone in business. Need more exposure? Professional Profile can help." Below this text is a bulleted list of services: "Premium headshots", "Biographies", "Brand stories", "PR strategies", "Media training", and "Editorial packages". At the bottom right is the Professional Profiling logo, which consists of a stylized 'P' inside a circle, followed by the text "professional profiling". At the bottom of the advertisement is the website "www.professionalprofiling.com" and the phone number "(02) 8570 5588".

good corporate imaging, but find it hard to justify the time and cost, considering the need for decent hair and make-up. Even deciding the best wardrobe to bring requires pre-planning.

In response to this obvious market need, Professional Profiling has established a Power Photo Shoot service designed to put the best face forward for corporate Australia.

The company's suite of services is designed for executives and managed by people who know how to get results with minimum fuss. Contact Louise at Professional Profiling on louise@professionalprofiling.com

Internships: Experience counts

This month's first intern article is by **Christie McClure**, who has been at **Dennis Rutzou Public Relations** in Chatswood (Sydney) for just under a year.

After a year of study at APM College of Business and Communication, it became apparent that the only way I'd be able to grasp the concepts we were learning in the classroom was to experience it first hand, where the issues and clients are real and a note from the doctor won't stop clients fervently calling if you were running behind.



I began my internship at Dennis Rutzou Public Relations at the start of my second year in April 2010. At this time, the agency was going through a period of change with two more employees joining the team. Within our team of six, everyone has different backgrounds, knowledge and experience, which keeps things ever evolving.

My first day was a blur; there was so much to see, do and understand, while trying to navigate a new environment. After a couple of weeks I managed to get the hang of my main tasks which included media clippings, preparing features lists, assisting with client work and some general administration tasks.

By July 2010, the six of us had become a family, helping and looking out for one another and having fun at the same time. Before joining DRPR, I was always worried that once I had a new job, I'd be too frightened to ask for help as it was assumed that I was competent at all jobs. It was completely the opposite! DRPR promotes a learning and sharing environment where everyone is encouraged to attend conferences and seminars or listen to webinars. Weekly, we have meetings to fill everyone in on any interesting or useful things we have come across. We also have daily and monthly meetings as well as bi-annual off-site meetings to make sure everyone is on the same page, with the same communal goals for the future, which is important in any kind of organisation. At every meeting, I have a voice and my ideas have never been dismissed, but encouraged to grow.

From day one I was given the opportunity to assist on all accounts, from 24/7 fitness franchise Anytime Fitness to Australian ceiling fan manufacturer Hunter Pacific. When I arrived, the creative 'Almond Dress Stunt' for The Almond Board of Australia was about to unfold. It was very interesting to see how the media and public viewed this through all the press clippings.

Prior to my experience at DRPR, I never knew the depth in which public relations practitioners went into for a client, such as website reviews, social media strategies, activity reports and internal communication reviews. These activities are a lot more than just dealing with media coverage, which is what I first thought the job entailed.

I know it sounds cliché, but I really couldn't have asked for a more supportive team or a better first experience in the industry. If there's one thing you pick up from this article, it should be that nothing can take the place of experience. So put yourself out there - it's not as scary as it seems, I promise.

Internships: Working on great campaigns the real PR story

Our second intern article is by Rebecca Macfie, who worked at Splendid Communications.

I've always heard people say "you won't learn that in a textbook," which led me to wonder what sort of information textbooks fail to include, now I know. I have just completed my first year at university studying PR & Advertising with the aspiration to finish my degree, jump into a high profile position at a reputable PR Company and use the knowledge that I have learnt from university to apply myself. However, three months into my internship I have acquired the most valuable form of knowledge that can only come from experience.



On the 15th November 2011, I began my internship with Splendid Communications. I arrived bright and early on Monday morning to find a gorgeous looking split level office which somewhat resembled one of those that you only see in MTV reality shows, I was greeted by the receptionist who introduced me to each friendly employee on arrival and gave me a quick tour of the office that I would be working in for the next three months. Soon after, I was assigned to one of teams within the office, briefed on the work I would be attending to and what clients I would be working with. During my internship I was fortunate enough to work with some of Splendid's most reputable clients, including Guinness, Johnnie Walker and Tropfest.

Being an intern often sees you being thrown in the deep end, with expectations to partake in tasks that you may have never experienced doing before. With St Patrick's Day on the rise, the Guinness team was working passionately towards convincing Australia to raise their pint glasses in pubs around the country to kick off celebrations. I was challenged to draft my very first press release, which proved to be a very challenging yet rewarding experience. The impressive Guinness team assisted me throughout this task and progressively helped me to manicure the edges in my writing style and splash a bit of the infamous 'Splendid style' into my work.

Splendid globally has a high calibre of clients, ranging from high profile organisations to local boutique businesses. One event that Splendid continues to service is the world renowned Tropfest, the largest short film festival in the southern hemisphere. I was taken on board as the production office manager and worked a consecutive eight days on site. My role as office manager meant that I was the point of contact for most event related enquiries.

One of the perks of working for a creative PR & Events company like Splendid is being able to attend the events which the teams have worked so passionately towards. On the last week of my internship, I had the pleasure of attending 'An Evening With Johnnie Walker,' an event which saw three of the world's greatest striding men, Grant Hackett, Tim Cope and cricket legend Steve Waugh inspire an intimate audience with stories of their careers and accomplishments.

With a diverse range of clients, a powerful and passionate team and a creative and inspiring company etiquette, Splendid Communications has been a perfect place to begin my journey into the world of Public Relations. Not only have I acquired the most valuable source of knowledge through experience, but I have met some of the most incredible people who have been so supportive throughout my time at Splendid. Splendid Communications has truly confirmed my passion for PR & Events and I cannot wait to complete my degree and exercise the knowledge I have acquired from my internship.

Send us your intern story for The PR Report !

Editor's note: Thank you Christie and Rebecca for sharing your intern experiences, best wishes for your future careers in PR!

We welcome enquiries from PR agencies and Universities wanting to discuss or nominate their intern programs. Please email glen@theprreport.com

JOB OF THE MONTH

PR: Account Executive / Senior Account Executive (Technology/B2B) – SYDNEY - \$45k+

An outstanding opportunity for a proven and experienced AE with one of Sydney's most respected and fast growing consultancies. This is an ideal opportunity to join a sociable, fun, highly supportive and very successful consultancy, and enjoy working within an impressive Technology practice with CV defining B2B and B2C technology brands. You should have 2+ years consulting experience and proven track record of success with technology or corporate clients. Brilliant culture!

Contact Jeremy Wrench

E: jobs@capstone-careers.com or Tel: 03 9827 7277 W: www.capstone-careers.com

Vister

Created by Glen Frost, artwork by Adolfox



Where the truth lies...

life in a PR agency



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: Graduate / Account Executive (Consumer Tech) – Sydney – 40k+

Our client is rapidly growing newly established consultancy, lead by a highly credentialed and respected leadership team. This leading edge, creatively brilliant consultancy is both entertaining and highly professional, with a relaxed and down to earth culture. If successful you will enjoy working on a client portfolio that will be the envy of most. An ideal role for a young gun with strong interest and or experience in consumer technology and social media.

PR: Account Manager (Consumer) – SYDNEY - \$55k-\$65k+

Our client is one of Australia's fastest growing consultancies and requires a gun Account Manager to join its Sydney team. This is energetic, creative and highly supportive agency with a strong track record in nurturing careers and delivering outstanding people and results. If successful you will enjoy working on a major brand client portfolio, and will benefit from outstanding leadership and supportive/collegiate environment. 4+ years consultancy experience preferred, would suit an AM with an eye on SAM role in near future.

PR: Senior Account Manager (Healthcare) – SYDNEY - \$75k+

An outstanding opportunity for a proven and experienced AM/SAM with one of Sydney's most respected international consultancies. This is an ideal opportunity to join a sociable, fun, highly supportive and very successful consultancy, and enjoy working on a client portfolio that will be the envy of your peers. 4+ years ethical, OTC or consumer healthcare experience is required.

PR: Account Director (Corporate) – SYDNEY - \$110k+

Our client is one of Sydney's most highly regarded and well established consultancies, with a reputation for providing industry leading counsel to clients and professional development of their people. This outstanding business requires a corporate/finance specialist with proven results and experience, to facilitate significant recent and ongoing growth. You should have significant business acumen, be highly competent in providing senior counsel to stakeholders at all levels, have a solid network of contacts in the industry, and pride yourself on your awareness of current affairs and have sound experience and knowledge of the financial services industry. Minimum of 5 years consulting experience required.

MELBOURNE ROLES

PR: Account Manager / Senior Account Manager (Sports/Automotive/Retail B2B & B2C) - MELBOURNE \$70k-80k

Our client is a fast growing mid-sized independent consultancy with an impressive client list in the sports, automotive and retail industries and a genuinely friendly, supportive and collegiate culture. Recent additional growth means that this successful business now requires an experienced AM/SAM with 4+ years experience and solid understanding of the of the above industries. You should have strong relationship skills and, proficient writer and be highly organised.

PR: Account Manager / Senior Account Manager (Corporate / Consumer) – MELBOURNE \$65k – \$80K+

This respected Australian owned consultancy requires a new AM/SAM to join their highly regarded team with an impressive record of managing high profile, issues-rich campaigns on behalf of government, community and business. 4+ years consulting experience and proven track record with corporate and/or issues management required, community engagement and consumer awareness experience would also be beneficial. A genuinely exciting and challenging client portfolio, supportive, stable and friendly working environment await the successful applicant.

PR: Senior Account Director (Consumer) – MELBOURNE – \$100k+

Our client is a very highly regarded international consultancy with a growing presence in the Melbourne market. An impressive portfolio of high profile clients and first class systems, process and resources await the successful applicant. With ongoing growth the consultancy requires a gun AD or proven SAD to further support its highly regarded consumer practice offer. You will bring insights and proven experience working with leading brands, well developed relationship management and team leadership skills, and have an established and trusted network of influential local market contacts. The successful candidate should have at least 6 years experience, ideally within a PR agency environment.

Enquiries and applications should be directed to Jeremy Wrench:

E: jobs@capstone-careers.com or T: 03 9827 7277

To learn more about these roles or about Capstone Careers go to: www.capstone-careers.com



suite 5 level 6, 100 walker street, north sydney nsw 2060
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INTERNAL COMMUNICATIONS MANAGER (in-house)

Circa \$130K package

Global hospitality and restaurant chain seeks outstanding and dynamic Internal Comms Manager. Reporting to the Director of Corporate Communications this is an absolutely key hire for the business with the mandate being to continually strengthen and align all company information to all internal audiences including corporate staff, franchisees, restaurant managers, staff and suppliers. Must have 7+ years communications experience with a focus on internal communications principles and practices which may come from having worked agency, client side or (preferably) from both.

Contact: lynette@soldham.com

PR ASSOCIATE MANAGER High Profile FMCG Co (in-house)

Circa \$85K inc flexible hours!

Exciting in-house opportunity to find your passion managing external relations for a portfolio of global brands in the personal and household care category. Ideally you will be a clear and concise thinker with solid brand experience who is a confident multi-tasker and trouble shooter and someone who can foresee change and drive it through. 5 years PR/External relations experience is essential as is a university degree. Flexible hours and the opportunity to work some days from home are offered.

Contact: jane@soldham.com

ACCOUNT DIRECTOR/SAD Consumer/Health/Lifestyle (4-5 days)

\$120K inc NEG

This position in a Sydney boutique PR agency represents a rare opportunity to work in a progressive and stimulating environment with clients in the health and wellness sector (with an emphasis on anti-aging) that offers work/life balance. You will have 6-8 years experience in a similar field and be able to act as 2ic to the MD. You will have the ability to run a group of clients, manage staff and add value to the new business process as well as be financially astute and commercially savvy. The opportunity to work a 4 day week is a real possibility.

Contact: lynette@soldham.com

ACCOUNT DIRECTOR Retail/Fashion/Consumer

\$110K in NEG

Stand out agency role for a superior practitioner who can take the reins (100%) of the agency's leading client who is arguably one of the most exciting retailers in the region. You will manage a national account team and multiple stakeholders. Ideally you will have a background in retail and/or fashion (but not essential) and have strong media contacts with news, fashion and lifestyle media nationally. Proven experience with social media engagement will also need to be demonstrated. Expectations are high from both the agency and the client so only the "best of the best" need apply. Prepare to be challenged, inspired and motivated.

Contact: lynette@soldham.com.au

EXPERIENTIAL PRODUCTION MANAGER

\$NEG

Award winning Sydney integrated agency is looking for an experienced and professional Production Manager to join the experiential team. You will be working across the biggest brands in consumer, FMCG and lifestyle with a team that specialises in experiential, PR and sponsorship. A minimum of 4 years experience in a similar role is required.

Contact: jane@soldham.com

ACCOUNT MANAGER Fashion/Retail- Brisbane PR agency

\$NEG

Due to the recent win of a large retail client, this national PR agency is establishing a new office in Brisbane and is seeking an Account Manager to come on board. This exciting new position represents a truly wonderful opportunity for a 3-4 year practitioner to work on one of the country's leading retailers. If you love fashion and are inspired by working with a client who is always breaking new ground then please apply.

Contact: christine@soldham.com

SENIOR ACCOUNT MANAGERS Consumer/FMCG/Lifestyle

\$NEG

Focused PR professionals with 4+ years agency experience urgently required to fill yawning gaps in marketplace. Must be talented and confident practitioners passionate about the consumer space. Take advantage NOW of current candidate demand to refresh a stale career and re-invigorate that flagging mojo, as tomorrow it may be different.....

Contact: christine@soldham.com

Senior Account Executive Travel and Aviation

- Work with a great team and clients
- Fixed term contract - 4 months



PPR is one of Australia's most successful public relations agencies recognised for its superior work with market-leading consumer brands.

Our Sydney office currently has an opening for an experienced and motivated Senior Account Executive to assist with the running of several high-profile clients, with a focus on the travel and aviation industry.

The position will be for a fixed four month contract period and provides an outstanding opportunity to work with an award-winning team. You will report directly to a Senior Account Manager and be involved in managing existing consumer campaigns, coordinating media famils, assisting with issues response, managing executive media engagements and sponsorship activation.

The successful candidate will ideally have **two years agency** or relevant media relations experience within the consumer environment, coupled with a tertiary qualification.

You should have a proven track record and be able to demonstrate your creative flair. An interest, experience or existing media contacts in the travel and aviation industry will be viewed favourably.

Your career will get a stellar boost with PPR's internal training and mentoring. The team works hard, has fun and there is a great team spirit and office culture.

So do not delay! Send through your application today employment@ppr.com.au

Your interest will be treated in the strictest of confidence.

The Jean Hailes Foundation for Women's Health

The Jean Hailes Foundation
for women's health

Website & Communications Administrator (full-time)

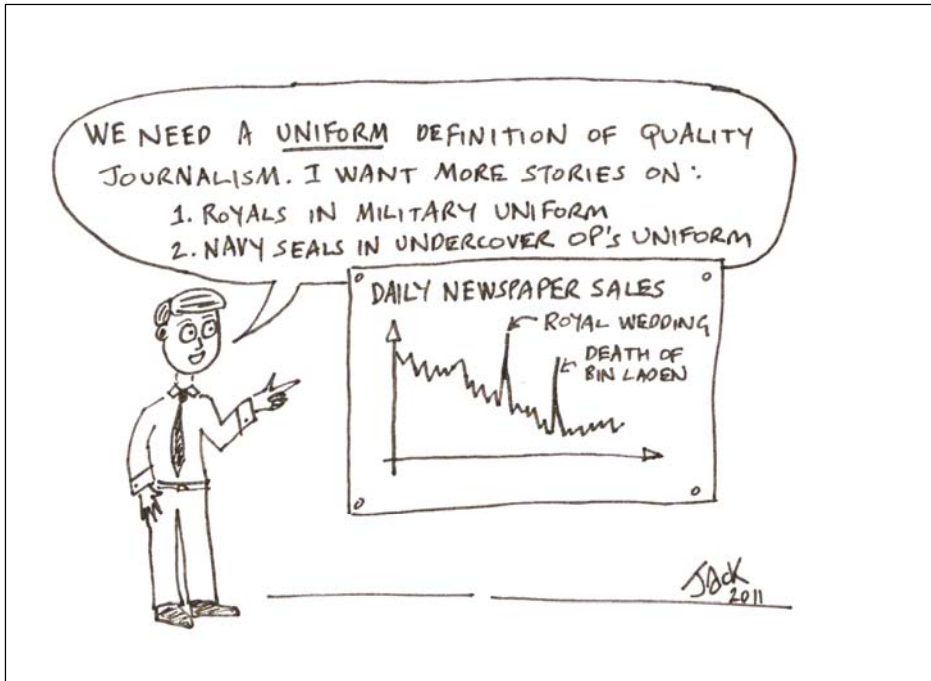
Sitting within our Communications team, this key support role focuses on both the extensive content of our website and the reporting on media and communications activities across Jean Hailes. Our website is our flagship to accurate and relevant health information. This role is accountable for the uploading of data, the maintenance and the review process of all website content.

A track record, displaying the following key skills is essential:

- Experience in writing and editing content
- Expertise on operational website management and internet application user skills
- Effective report writing and co-ordination of data
- Demonstrated ability to liaise with a broad range of people and to foster relationships
- Well developed time management coupled with the ability to work with competing priorities

For position description see www.jeanhailes.org.au Your application will include a letter responding directly to the key selection criteria, along with your resume and contact details for referees. Enquiries and applications to fiona.duthie@jeanhailes.org.au. Applications close 18th May, 2011

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