

# The PR Report

*the* monthly newsletter for the Australian PR industry

November 2011

1. **Sefiani** appoints **Corey Cooper** (pic, right) as Creative Director
2. **Peter Witts** (pic, below, right) leaves CISCO Systems to launch new PR agency; Agenda Public Relations
3. **MacNamara's** new book on PR: Stop being American! Australian PR must be different the author says
4. **Carrie Morgan** to lead social media project for **Keep Left PR** real estate client hockingstuart (pic, below middle)
5. **Burson-Marsteller** appoints Ong as MD for Asia-Pacific region (pic, below, left) making her the most senior female at BM in Asia Pac
6. Regular sections: account wins, jobs and more...



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# evoTV launches second series of reality show No More Practice

PR agency and branded content specialist [evoTV](#) has launched the second series of its reality TV show on the financial planning industry, [No More Practice 2](#). With the industry in a state of flux and Government regulations creating uncertainty, the show is aimed at informing and educating Financial Advisers; helping them grapple with the growth and change the industry is currently experiencing.

Over the six-part series No More Practice 2 will follow the owners of two financial planning practices as they undertake very different journeys on their path to grow successful businesses. [One seller](#) is focused on selling a parcel of clients, while the other owners are hoping to raise money to grow their practice.

Helping the sellers along the way are mentors [Barry Lambert](#) and [Robbie Bennetts](#), founders of two of the biggest and most successful dealer groups in Australia, Count Financial and Professional Investment Holdings (PIS). Industry experts offering advice and assistance on succession planning also help the sellers to maximise the value of their planning practices prior to the sale.

The judges in this series are three of Australia's most respected names in the finance industry, [Mark Ballantyne](#) from Financial Wisdom, [Steve Davison](#) from Genesys Wealth Advisers and investment writer and publisher [Greg Bright](#). The judges cast a critical eye over the sales as they progress and give expert insight on the process to any adviser considering selling or growing value in their own practice.

[Vanessa Stoykov](#), CEO of Evolution Media Group which owns evoTV, said "This is a show that the industry has really embraced. It is about their peers and the lessons they're learning and that's why they are able to relate and respond positively to it. The show just continues to grow, with interest already registered for third series."

Stoykov believes the real value of the show is the outcomes it drives for the sellers. "In No More Practice 2 we have been able to create direct dialogue between the advice industry and its leaders. By collaborating with industry icons such as Barry Lambert and Robbie Bennetts, we are enabling financial planning practice owners to access real expert insight and develop a framework for future business success – and with that comes real business outcomes," Ms Stoykov said.

[The first series](#) of No More Practice resulted in the practice owners involved selling their practices and generating higher industry awareness than if they had gone it alone. Additionally, during the broadcast period the show received over 50,000 episode views on evoTV, with 80% of viewers returning to watch multiple episodes.

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## Snippets

**Deborah Thomas**, ACP Magazines Director of Media, Public Affairs and Brand Development to be judge on Celebrity Apprentice

Former Fleishman-Hillard and Burson-Marsteller MD, **Walter Jennings**, heads off to Hong Kong to be a partner at Kreab Gavin Anderson ([wjennings@kreabgavinanderson.com](mailto:wjennings@kreabgavinanderson.com))

**IMPACT Communications** becomes the ECCO International Public Relations network member for Australia and New Zealand

Former NSW and Federal Labor Government staffer **Julie Sibbraa** has joined PR firm Jackson Wells as special counsel.

**Weber Shandwick** Appointed Global Public Relations Agency by Russia's Bid Committee for the World Expo 2020

**David Loch** launches new agency; Unicus Group, specialising in investor relations, corporate communications and media relations. Offices in Melbourne and Perth [www.unicusgroup.com.au](http://www.unicusgroup.com.au)

**James Tait** leaves Lion Nathan as Head of PR; Tait retains a consultancy to the brewer.

**Sara Bray PR & Events** celebrate their 2nd birthday

**Mango PR** are running the PR campaign for MyPeace; explaining Islam to Australians

**Barton Deakin Publication** provides a brief on the NSW Super Departments and their reporting lines.

[NSW Super Departments](#)

**MEAA news:** Chris Warren, the head of the MEAA, the Journalists union, who's partner, Jacqueline Park, is Editor of The Walkley Magazine, and a Director of the Walkley Foundation; the magazine and Foundation are both owned by the MEAA. Former workers at the MEAA report an uneasy feeling about this relationship, especially regarding travel expenditure. Park recently went on an International Federation of Journalists (IFJ) funded trip to Argentina for a documentary film festival. The IFJ has an office at the MEAA headquarters in Sydney.

**Kleenex to sponsor Mummy Bloggers:** Kleenex is the platinum sponsor for the Digital Parents Conference in Melbourne next year.

**BlissPR has launched BlissHealth**, an integrated communication practice serving the needs of healthcare companies, from biotechnology to medical device & diagnostic to health services.

ABC radio report on astro-turfing: commercial TV found spruiking from fake Twitter accounts

<http://www.abc.net.au/rn/backgroundbriefing/stories/2011/3316825.htm>

BBC to cut 2000 jobs, reduce budget by 20%. The BBC is the world's largest public broadcaster: <http://wapo.st/punbhX>

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## CPR in US expansion

Local issues management agency Communications & Public Relations (CPR) has gained access to the US through offices in New York and San Francisco with the news of a major expansion by parent company Hotwire.

The new offices in New York and San Francisco offer CPR's clients access to a global network of communications specialists, according to CPR Managing Director Jayne Dullard (pic, right).



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## CPR Perth appoints Macrae

Communications & Public Relations (CPR) has appointed Travis Macrae to its Perth office to lead the company's expansion into the local mining and exploration sector.

Macrae is a former Opposition electoral officer and adviser to the Barnett Government, and joins CPR from the Australian Mining Review and the Australian Oil & Gas Review, where he was editor.

He is one of the first appointments to the specialist government and media relations agency by incoming Managing Director, former Perth journalist Jayne Dullard. CPR employs 25 communications and government relations staff across its offices in Brisbane, Sydney, Melbourne, Adelaide and Perth. Jayne Dullard, the founding associate editor of Perth's X-Press Magazine and a former ABC and Kalgoorlie Miner journalist, was manager of the company's Melbourne office before her appointment as Managing Director in July.

## PPR head office a Lazar family investment

WPP owned Australian PR agency PPR, has an interesting relationship with its CEO, Richard Lazar. Lazar's family company owns the building rented to PPR as the agency's national head office. The two storey heritage listed building in the Sydney suburb of Rozelle includes a ground floor swimming pool for PPR staff.

PPR was founded in 1970 by Richard's father Peter Lazar, and sold to WPP, the listed global marketing communications conglomerate run by Sir Martin Sorrell.

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## PPR wins DFAT campaign

Professional Public Relations (PPR) has been appointed as the PR agency for the third phase of the Australian Government's Smartraveller campaign following a competitive tender pitch process. Smartraveller is the Australian Government's travel advisory and consular information service managed by the Department of Foreign Affairs and Trade.

Peter O'Sullivan, National Director – Consumer at PPR, said: "Phase three of the Smartraveller campaign will aim to increase registrations on the Smartraveller website, read and subscribe to travel advice, encourage Australian travellers to take out travel insurance and promote increased understanding of the role of the Australian Consulate in helping people experiencing difficulties overseas."

Phase three of Smartraveller will move stakeholders from awareness to actively engaging with the program. The appointment adds to PPR's travel and tourism business; current clients include Emirates Airline, Wolgan Valley Resort and Spa, South African Tourism, NRMA Tourism and Leisure, Vail Resorts and the Adelaide Hills Wine Region.

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## Witts leaves CISCO to launch Agenda PR

CISCO System's former head of PR for Asia-Pacific, Peter Witts, has launched a new PR agency, Agenda Public Relations.

Witts sees his role as enabling clients to clearly outline their agenda to the media. Witts has launched the agency with a small but varied customer base, with clients from the IT, entertainment and sports sectors.

"Making PR work is not only about establishing and maintaining relationships with the media, and knowing what makes a story and what doesn't. It is just as much about working very closely with clients to understand their business and aligning their public story to that business agenda. The skill of PR is tying together the business objectives to the needs of the media, not hoping that it will happen by sending out a product press release," said Witts.

Witts spent 13 years with Cisco and six years as a journalist prior to his time in PR. Agenda Public Relations is based in Sydney. Tel: 02 9980 5795

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## Maverick hires 4 staff

Independent agency Maverick has made four new hires. Leigh Williamson joins as Account Manager after a three year stint at London based sponsorship agency The National Schools Partnership. Liz Boyer joins as Activation Manager, Liz brings with her over five years industry experience working for clients such as the Harbour Bridge 75th Anniversary and Australia Day with the Office of Protocol and Special Events at the Department of Premier and Cabinet. Shane Davis joins as Activation Manager where he is tasked with running high profile events and consumer activations. Ignacio Gutierrez also takes the first step onto his career ladder at Maverick in the role of Activation Coordinator.

## The Indies host party to celebrate IT media awards

A group of independent PR companies, known as “The Indies”, held a big media party at Lo-Fi Collective at Kinselas in Darlinghurst to celebrate their success at the IT media awards.

The Indies are David Bass from Bass PR, Shuna Boyd from BoydPR, Christine Kardashian from Dash PR, Pru Quinlan from Einsteinz Communications and Corrie McLeod from Espresso Communications, all of whom specialise in IT PR.

Photo: left to right: Pru, Corrie, Shuna, Christine and David

Corrie McLeod said: “At the first awards night, we talked about wanting to thank the journalists for their vote of confidence in us, and how as small PR consultancies we couldn’t afford to hold a large party like the big PR agencies do. So we decided to pool our resources and host a party together and we haven’t looked back.”

This is now the third year The Indies have held their party and each year the party gets bigger and better. This year more than 60 journalists from IT, marketing and business publications attended the ping pong themed event.



## Res Publica hires Keneally

Res Publica has hired Patrick Keneally as Account Director to join its corporate and government relations team.

Keneally will be working on campaigns for the Cosmetic Physicians Society of Australia, Fitness Australia, Priceline and Korea Resources Corporation (Kores) as well as new business development. Immediately prior to working at Res Publica,

Patrick worked as an advisor for the NSW Government in portfolios including the Deputy Premier’s office, Environment and Climate Change, Commerce and Health. He was also a journalist and sub-editor on the Sunday Telegraph and the UK’s Guardian newspaper.



## OgilvyEarth partners with Carbon Disclosure Project

OgilvyEarth, Ogilvy PR's sustainability communications practice, will partner with the Carbon Disclosure Project (CDP), an international NGO that operates the only global climate change reporting system for companies

OgilvyEarth and CDP share a collective focus on supporting organisations to demonstrate leadership by taking action to measure, manage, reduce and communicate action on their environmental impacts.

With the recent passage of bills for a carbon price through the Australian Parliament, there is a growing impetus for organisations to measure, manage and disclose climate change information to their investors, purchasers, customers and other stakeholders.

## Analyst supports STW's \$500,000+ share buy back scheme

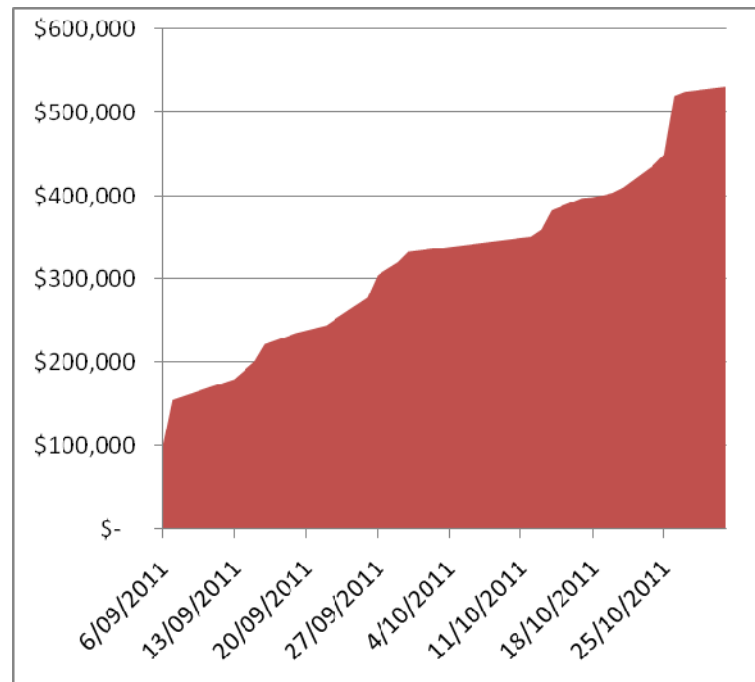
STW Communications Group (ASX: SGN), the holding company and owner of numerous PR agencies like Pulse, Ogilvy, Hawker Britton and Barton Deakin have been buying their own shares, spending over \$500,000 on the buy-back scheme (graph right shows cumulative daily spend on share buy-backs).

Despite the large amount spent, the share buy-back scheme is not a drain on STW's cashflow according to Andrew Dalziel, a stockbroking analyst at Wilson HTM stockbrokers, who said that "STW has a large cash pot; it's business is strong, and it is a cash generator" adding; "STW's share buy-back is a positive move and the return is greater than leaving the cash in the bank"

Dalziel said that a big challenge for STW is to change perceptions of what drives the company's share price.

"There is a perception that media spend in Australia is trending down and this has an effect on STW' share price, but that's not the case, as a high proportion of STW revenue is fee-for-service," said Dalziel.

Dalziel sees digital as a growth area for STW, adding: "Further acquisitions are not out of the question, maybe something in digital"



## Llewellyn Communications celebrates 10th anniversary

Sydney-based PR consultancy Llewellyn Communications celebrated its 10th anniversary in October. The milestone was marked with a party at The Loft, Doltone House at Jones Bay Wharf. A group of 70 clients, journalists, staff and suppliers celebrated into the night and were kept entertained by Kevin Rudd, Sylvester Stallone, Prince Charles, Ian, Thorpe, Arnold Schwarzenegger and Borat (aka Ben Price, one of Australia's leading impersonators).

Llewellyn Communications was established in 2001 by Lisa Llewellyn. Clients are from the healthcare, manufacturing, consumer, technology, construction, not-for-profit, financial and professional services sectors, including prestigious names such as Cochlear, Rheem Australia, Homeloans, Waterco, Swimart, Charles+Stuart, Brookfield Multiplex, EcoSmart Fire, the Swimming Pool & Spa Association and AMP.



Photo: Hedgie Gundry, Belinda Hill and Lisa Llewellyn

## Sefiani appoints Cooper

Sefiani Communications has announced the appointment of Creative Director Corey Cooper, to lead the agency's creative thinking and campaign development across Sefiani's client portfolio, which includes Expedia, Hotels.com, St. George Bank, Luxottica (OPSM) and AMP Capital Shopping Centres.

Corey brings international experience in consumer and entertainment communications and a strong track record in film and television publicity. He joins Sefiani from The Nine Network where he was Sydney publicity manager.

Previously, Corey worked in London with consumer agency, Freud Communications where clients included iconic brands and personalities such as Pepsi, KFC, Oral b, BAFTA and Marmite and international firms Edelman and The Publicis Groupe.

Prior to entering agency life, Corey was a publicist in film and television production companies including Mel Gibson's Icon Entertainment International, Tiger Aspect, SKY Television, TVNZ and FremantleMedia Australia.

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## Travel PR Firm The Brandman Agency opens Australian office

New York PR firm, The Brandman Agency, opens The Brandman Agency Australia, a fully owned subsidiary, which will also specialize in luxury travel and lifestyle brands.

The Brandman Agency Australia was developed as a result of a long-standing professional relationship between the company's New York-based Founder & CEO Melanie Brandman (whose background is Australian) and former Vogue magazine's travel journalist Susan Westwood – most recently of Vogue Entertaining + Travel and Vogue Living, Australia.

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## Liberal Party master or servant?

Insightful article by Kate Legge on Tony Abbott's Chief of Staff, Peta Credlin, in The Australian's Weekend magazine: Abbott apparently calls Credlin "The Boss"

Political types might compare Credlin to Alistair Campbell, Tony Blair's head of communications. If Abbott wins, Credlin's the power behind the throne.

<http://www.theaustralian.com.au/news/features/whos-the-boss/story-e6f8h6-1226182439093>



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## Burson-Marsteller appoints Ong as Regional Managing Director for Asia-Pacific

Burson-Marsteller has appointed Angelina Ong as Regional Managing Director, Asia-Pacific, making Ong B-M's most senior female in the Asia Pacific region. Her duties include business development, providing senior counsel to pan-regional clients and shaping the firm's proprietary intellectual capital across disciplines. Ong will be based in Singapore and report to Bob Pickard, President & CEO of Burson-Marsteller Asia-Pacific.

Ong has 16+ years of communications, advertising and marketing experience, having held PR and marketing positions at Yahoo!, De Beers, Edelman and Weber Shandwick across Singapore, China and Indonesia. Prior to Burson-Marsteller, she was Head of B2C Marketing, APAC at Yahoo!

## BENCH PR wins two new accounts

BENCH PR have won two new clients, Xero and Lockbox. Xero provides an online accounting system and Lockbox private file sharing services, both via the cloud.

Xero's software is used by over 200,000 people in 100 countries to manage all aspects of accounting including cashflow, invoicing and payroll. The company has in excess of 50,000 paying business customers, 200,000 active users and has processed over \$50 billion in customer transactions.

Lockbox is a global leader in 'cloud privacy', enabling businesses to privately share files and collaborate with clients and partners. The company was founded in Melbourne, Australia and also has offices in the U.S and the U.K. The Lockbox platform uses client-side cryptography to deliver private communication and control within trusted communities.

Xero and Lockbox are the latest in a series of recent account wins for BENCH PR. In September, the company added Zendesk and C3 Business Solutions to its portfolio. At the same time, BENCH PR announced Zoe Palmer (pic, right), Senior Consultant, had joined its expanding team of consultants.



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## Agent99 PR wins Robins Kitchen

Agent99 Public Relations has won Robins Kitchen, Australia's largest privately owned kitchenware chain. The contract will include the opening of two new retail stores in the newly renovated Moore Park Supa Centre and Stockland Bay Village in Baulkham Hills.

Robins Kitchen has been a family owned business since 1976. The chain's other retail stores are located across Queensland and New South Wales, and the two new outlets will see the chain hit the 50 retail store mark.

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## Access PR appoints ex-B&T editor

Sydney public relations agency Access Public Relations has appointed former B&T editor and journalist Danielle Veldre as senior consultant. Veldre has 10 years' experience as a journalist covering marketing and media industries including roles as editor of B&T Magazine and Professional Marketing. Most recently she has been working as a freelance writer for The Sydney Morning Herald, ninemsn and ACP Magazines while her earliest journalist roles were in London where she worked on OK Magazine.

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## B-M study finds corporates double social media presence

However, study also finds many are still focused on "pushing information" rather than "engaging in dialogue"

More than 80 percent of companies listed on The Wall Street Journal's Asia 200 Index have a corporate social media presence, up from 40 percent last year, according to the [2011 Asia-Pacific Corporate Social Media Study](#)

[View the Study on Slideshare](#)

[View the summary presentation on Slideshare](#)

Readers can [download the full Study on Slideshare](#), or request it via email from Chris Yee Loy – [chris.yeeloy@bm.com](mailto:chris.yeeloy@bm.com).

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## Boroondara PR outreach wins award

The City of Boroondara has been awarded for its commitment to involving the local community in Council's decision-making process. The International Association of Public Participation (IAP2) has recognised Council's comprehensive efforts to communicate with, and engage, the community in designing Boroondara's Activity Centres Strategy and awarded Council the Core Value Project of the Year Award for Victoria.

## BM launch stunt for Lung Foundation

B-M people in the picture – Ursula Williams (second from left) and Gareth Finch (centre).

Burson-Marsteller launched a public health campaign with The Australian Lung Foundation that generated national publicity and proactively engaged the public, medical practitioners, politicians and corporations.

The strategy behind the "Show Us Your Lungs!" campaign, a novel approach in raising lung disease awareness, attract attention and communicate educational messages around the importance of lung health.

The integrated campaign focused on a range of communication channels and tactics including media outreach, engaging with key stakeholders through video content in the lead up to and at time of launch, working with corporations to support and promote the campaign among employees, direct mail to medical centres and community clubs and services, as well as directly engaging with key policy makers within Government.

To help draw attention to new research commissioned for the campaign and encourage people to check their lung health, The Australian Lung Foundation partnered with film actor John Jarratt (star of Wolf Creek) and media personalities, Dr Harry Cooper and Dr John D'Arcy.

Campaign launch video – <http://www.youtube.com/watch?v=9V97XpJLCB4&feature=related>



## Fenton sells agency to Wilkinson; plans to grow digital services

As part of a long-term succession plan, CEO Melanie Wilkinson replaced Jane Fenton as sole Director of Fenton Communications. Melanie has been with the business for ten years, and has been responsible for the general management and operations for the past eight years. Melanie remains in the role of CEO.

Jane has retained a shareholding and will stay on as an strategic advisor at Fentons.

The majority shareholding in Fentons has been bought by Melanie and her husband Todd Wilkinson who has joined the business as Head of IT and Business Architecture. Todd brings technology capability and insight to the Fenton digital team with a strong background in corporate and IT management as a CIO, he will also manage internal business and IT requirements.

The vision for Fentons is to grow digital strategy services as part of its core business of strategic communication, public relations, reputation and brand, marketing and stakeholder engagement: "Our focus remains firmly on our areas of speciality – government, health, sustainability, justice and professional services. We look forward to continuing to provide specialist, high quality consultancy to our growing client base," said Wilkinson.

Fentons recently appointed Jaselyn O'Sullivan as a senior account director in the media and digital team, which is headed by David Micallef. Natasha Levy who has been with the business for the past four years has been promoted to head of consulting.

The agency recently delivered the Secure Australia and Have Your Say Day campaigns for the Museum of Australian Democracy and the Think campaign for Australian Made Australian Grown.

Other new clients include the Diabetes Australia Research Trust and the Bionics Institute, who join Fentons' long term client list which features local government, Federal and State Government departments, VIC SES, Sustainability Victoria, McKenzie Aged Care Group, Mission Australia and St Vincents & Mercy Private Hospital.

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## Red Agency wins Cosentino Group account

The Cosentino Group, a producer and global supplier of quartz surfaces, has selected Red Agency as its PR agency following a competitive pitch. The Spanish company, which distributes to over 50 countries, announced its entry into the Australian market last month. Employing over 2,100 people, Cosentino supplies stone solutions for the home and public spaces.

Cosentino has a number of high profile ambassadors, including two-time Formula 1 world champion Fernando Alonso, current MotoGP champion Jorge Lorenzo and model Andres Velencoso Segura.

Red Agency will be leveraging these relationships and helping create others as the company finalises its Australian distribution channels. James Wright, General Manager of Red Agency in Australia, said: "We are developing a trade strategy initially, leveraging Cosentino's international leadership, their ambassador programme, telling the story of how the product is produced and showcasing it."

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## DEC PR creates tech division

DEC Public Relations (DEC PR) has established a technology practice with three new appointments.

Appointments are: Nat Bradford as Head of Technology. Nat most recently lead Hill & Knowlton Australia's technology practice managing strategic direction for the agency's then largest client, Canon, and other multinational technology clients including CA Technologies, Oracle and Optus. Previously Nat has lead accounts including Dell, XBOX, VMware, Kogan and Kaspersky.

Nick Healy (Account Manager), most recently lead digital consultant at PPR, managing the national Dell and XBOX accounts and also advising across all social media campaigns for the agency's consumer, health and corporate clients. And Ashleigh Favalaro (Senior Consultant), most recently of Einsteinz Communications, joins the team bringing her strong business-to-business technology experience on accounts such as Seagate Technology, Brocade and IPL Communications.

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## Top 3 tips for digital PR

1. Ensure at least some of your PR/comms is entertaining
2. Add lots of content (photos, videos etc)
3. Let people share it

This was the advice from one of the many speakers at the Frocomm ENGAGE 2011 conference in Sydney in November. For more advice and speaker presentations:

<http://www.theprrreport.com/past-events>

Check the comments on Twitter: #engage2011 and #frocomm



# Change.org appoints Robertson to heads comms in Australia

PR industry veteran Tony Robertson (pic right) has been appointed Communications Director Australia for Change.org, a US based technology platform for social change. Change.org empowers people to start, join and win campaigns for social change on the issues they care about.



Tony is the former head of corporate affairs for Alinta Limited, an Australian energy infrastructure company. Robertson has a wealth of experience in corporate communications, issues management and government relations, having also served as a media advisor to a WA State Premier (Richard Court).

Robertson is responsible for building the Change.org brand as the central platform for social change in Australia, as well as using targeted media outreach to win campaigns. For information, go to [www.change.org](http://www.change.org)

US media coverage of change.org includes:

Businessweek: Change.org named one of America's Most Promising Social Entrepreneurs.

CNN: Change.org victory over bank a sign of consumer power.

CNN Freedom Project: How one person can make a difference.

Dan Rather: "What seems like just a collection of laptops is actually a nerve-center for social justice the world over."

FOX News: Angry mom heads to Change.org to take on school board over hot classrooms.

Houston Chronicle: "Change.org is equipping ordinary people to produce extraordinary results in their efforts to bring about social change."

New York Times: "Online Activism Finds a Home in San Francisco."

Washington Post: "Change.org fuels grass-roots campaigns."

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## 'Digital waste' pollutes the online world says TNS

Global report from research consultancy, TNS, shows half of consumers don't want to be bothered in social networks

Businesses are wasting time and money trying to reach people online without realising many resent big brands invading their social networks – according to findings from a global study launched by today by [TNS](http://www.tns.com), a Kantar company and part of WPP.

The findings were revealed by TNS's Digital Life study, the most comprehensive view of how more than 72,000 consumers in 60 countries behave online and why they do what they do – an interactive data visualisation of the key findings can be found at [www.tnsdigitallife.com](http://www.tnsdigitallife.com).

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## UK politicians lined up to kiss Murdoch's ar\*e says former Editor of The Sun

Ex-editor of News Corp owned UK tabloid The Sun, Kelvin Mackenzie, the man responsible for some of the greatest tabloid headlines in the paper's history ("It was The Sun wot won it"), spoke recently at the UK Leveson inquiry into the culture and ethics of Britain's media.

Mackenzie let fly in true tabloid style when asked how UK politicians engaged with the media: "obsessive ar\*e-kissing over the years of Rupert Murdoch. Tony Blair was pretty good, as was Brown. But Cameron was the Daddy. Such was his obsession with what newspapers said about him ... that as party leader he issued all his senior colleagues ... with knee pads in order to protect their blue trousers when they genuflected... There was never a party, a breakfast, a lunch, a cuppa or a drink that Cameron & Co would not turn up to in force if The Great Man or his handmaiden Rebekah Brooks was there. There was always a queue to kiss their rings."

## Fleishman Hillard wins Chobani yogurt brand

Fleishman Hillard Australia has picked up the PR account for Chobani, an American yogurt brand. The account will be managed by Paris Searson (pic right), VP of Consumer at Fleishman-Hillard Australia.

Chobani is a Greek style yogurt made with natural ingredients using a centuries-old straining process, giving Chobani yogurt a signature texture, flavour and health benefits.

Fleishman Hillard's consumer and corporate accounts include Philips, McCain, British Airways, Equal, and Naturalizer Shoes.



## Media "famils" & Editorial transparency

Editor & Publisher of Dynamic Business magazine, Jen Bishop, is enthusiastically open about who's paid for her overseas trip in her editorial of the October issue:

"Last month I went to Shanghai with HP to learn about their latest developments in printer technology."



## Max and Spectrum offer pro-bono PR

Throughout October, Opportunity International Australia, a not-for-profit organisation providing microfinance to people living in poverty in developing countries, united the nation in a month of fundraising events called Food for Thought. The idea behind Food for Thought is to gather friends, family and colleagues for a meal to help raise donations and leverage the United Nations International Day for the Eradication of Poverty.

Amongst those who helped raise money and awareness for the cause were Max Australia and Spectrum Communications, who provide some pro-bono PR services for Opportunity International Australia. The two Sydney-based PR agencies teamed up to host a catered event in the agencies' new offices in North Sydney. Some of Max and Spectrum's clients including Asus, Blackberry, Jabra and Intel were keen to show some extra support for the Food for Thought initiative by offering a prize pool of goodies which was raffled off to a couple of lucky winners. The evening ended with \$650 worth of donations.

## ninemsn launches new food website

ninemsn has unveiled its new culinary destination, ninemsn Food. Launching with Coles as the premier partner alongside sponsors Riccadonna and Fonterra, the new site offers consumers an online food experience and a one-stop-shop for all things Food. Boasting more than 25,000 recipes, handy meal planning and shopping list tools, how-to fact sheets, blogs and food news, galleries and videos - the site combines content from ACP Magazines brands including Recipes +, Australian Women's Weekly, Gourmet Traveller, in addition to content produced exclusively for the site.

[www.food.ninemsn.com.au](http://www.food.ninemsn.com.au)

## Ogilvy 360° Digital Influence adds two new staff

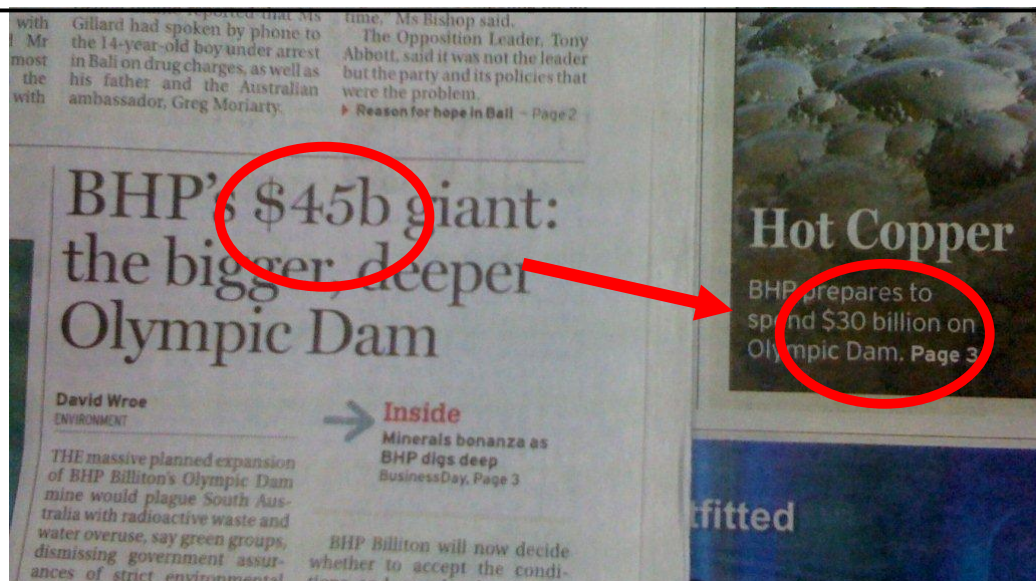
Ogilvy's social media division, Ogilvy 360 DI, recently added two senior practitioners to the team - Tanya Chadha, a Senior Digital Strategist and Penelope Lipsham, a Digital Strategist. Both appointments are a direct result of ongoing growth of the business and increased demand for social media expertise from existing and new clients within Ogilvy PR and the broader Ogilvy group.

## Porter Novelli Melbourne recruits designer

Porter Novelli Melbourne has added Senior Designer Tyson Edwards to its creative arm, PNM CreativeGLO. Edwards is experienced in art direction, photography, web design and development, brand creation and variable video design, with brands including Mattel, Honda, Vespa, 7-Eleven and NBL Australia in his portfolio. Porter Novelli Melbourne clients include The Walt Disney Company, Dairy Australia, ACCIONA, New Balance, Vaalia, the Department of Broadband, Communications and the Digital Economy, Mercy Health and the Grains Research and Development Corporation.

## BHP dam falls \$15billion

BHP's new dam fell in value simply by travelling from the SMH cover to the SMH business section



## Parker & Partners wins WPP internal Atticus Award

Parker & Partners, the bi partisan public affairs and government relations agency that is part of Ogilvy PR (part owned by WPP and STW Group), has won an “Atticus Award”

The Atticus Awards is a WPP internal competition that celebrates original thinking in communications; the awards are for companies in the global WPP group; Parker & Partners were the only Australian winners this year.

Parker & Partners won the Atticus Corporate Category for “State of Change”, a booklet examining the policies, politics and personalities driving the new NSW Government. Mathew Jones, Director at P&P, was in UK to collect the award from WPP CEO Sir Martin Sorrell (see picture).



## Spectrum Communications works with BlackBerry on eBook

Research In Motion (RIM), the maker of BlackBerry, worked with PR agency Spectrum Communications to write and publish an eBook featuring advice and insights from 14 of Australia’s most successful women. The eBook was written to commemorate the 100th anniversary of International Women’s Day and offered as a gift of inspiration and encouragement to all Australians.

The eBook was launched via a virtual book club meeting on Twitter in late September and has since been downloaded over 1,000 times. Although the women in the book have experienced very different walks of life they all have three things in common: they are passionate and love what they do, they have insights, encouraging words and advice to share and they are avid BlackBerry users. They include: Alethea Gold, internationally respected children’s fashion stylist; pop sensation Jessica Mauboy; solicitor at Buttar Caldwell Lawyers Wajiha Ahmed; MD of RIM ANZ, Adele Beachley and more.



On Success: A Woman’s Perspective – <http://au.blackberry.com/ebook>

## We the People - US President crowdsources ideas

Following the article on change.org, it seems online petitions are all the rage.

More than 750,000 people have already used a new feature on the WhiteHouse.gov website called [We the People](http://www.WhiteHouse.gov/YourIdeas) to create and sign petitions calling on the Obama Administration to take action on a range of issues.



## Watterson launches WBOOK to promote books and authors

Sydney-based communications consultancy, Watterson Marketing Communications, is launching a book publicity arm focussed on providing Australian authors and publishers with targeted campaigns, revitalising backlists and supporting global profile and rights sales.

WBOOK is run by Jonathan Englert, a senior consultant at Watterson and an internationally-published author originally from New York.

“Books live or die by word of mouth,” Englert said. “The biggest hurdle for any author is sparking a critical mass of conversations that will drive this word of mouth. What’s important is having communicators and strategists who can discover what is essential about a book, what makes it stand out and then get this message out to every single avenue possible.”

Englert said WBOOK will work with individual authors who seek to gain visibility for their books as well as publishers who might require communications support either on a project-by-project basis or to tap WBOOK as their outsourced publicity department.

Englert said “Serious writers and artists have always been concerned with communicating to their public and getting the word out about their books... Salvador Dali flying over 1930s Manhattan in a biplane throwing leaflets down to the streets below announcing one of his art openings. That’s not passive communication... and the ‘stunt’ was both artistic and effective –after all, it wasn’t the flyers that mattered but all the press Dali got for barnstorming Manhattan.”

According to Englert, more than 22 new books are published every day, seven days a week in Australia

## PR astro turfing on the web

ABC radio report: “The internet is awash with misinformation, manipulated identities, fake reviews, and dishonest comments. Politicians use astroturfing. So do businesses and marketing firms. Beware—it's infecting everyone. Reporter Hagar Cohen”

<http://www.abc.net.au/rn/backgroundbriefing/stories/2011/3316825.htm>

## Pranksters spoof corporate PR

<http://theyesmenfixtheworld.com>

Actors pretend to be corporate PR spokespeople, go on the news and apologise for corporate disasters.

In one scene, an actor pretends to be a Dow Chemical PR practitioner, and apologises for the Bhopal disaster and takes full financial responsibility.



## Aussie PR too American, says Macnamara

Public relations is overly American in approach, struggling to come to grips with social media, under-researched, and lacks critical thinking and analysis needed to improve ethics and its societal impact says Australia academic and former PR man, Jim Macnamara, in his new book on PR.

This is the argument presented – not in an attack on public relations – but in a new text book for students studying PR.

Professor Jim Macnamara at the University of Technology Sydney undertook research involving a content analysis of 14 widely used text books on public relations which he said revealed four major gaps in knowledge and focus in the field. This research, combined with Professor Macnamara's 30-year career working in journalism, public relations and media research, prompted him to write the book.

Macnamara said a new book on PR was necessary as it seeks to fill the four major gaps he identified by:

1. Closely examining the use of social media by companies and organisations which provide opportunities for two-way interactive engagement with their stakeholders, rather than traditional one-way information transmission through advertising and promotion. He says many organisations are struggling to come to grips with social media and the loss of control over messages in the Web 2.0 environment;
2. Moving away from predominant American-centric theories and models that do not necessarily fit with Australian, New Zealand and Asian values and attitudes to conceptualise PR within local social, political, cultural and historical contexts;
3. Emphasising and integrating research as a key part of public relations to understand and listen to audiences as well as evaluate the results of campaigns – a widely under-developed aspect of PR; and
4. Applying critical thinking and analysis to identify more ethical and socially beneficial ways of practising public relations.

Macnamara also has undertaken research that shows public relations has a major impact on the media, responsible for between 30 and 70 per cent of media content.



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## PPR Perth expands its investor relations team

PPR Perth has appointed David Ikin and Tony Dawe as Account Managers to join its expanding Investor Relations division.

David Ikin has experience across financial services, agribusiness, telecommunications and resources sectors. An award-winning newspaper journalist, David has also managed communications for a Perth-based ASX 200 company and worked as a media adviser and speech writer for the NSW Government.

Tony Dawe brings more than 20 years investor relations, corporate affairs and crisis communications experience to the team. Prior to joining Professional Public Relations, Tony consulted to a range of clients across the mining and resources industry.

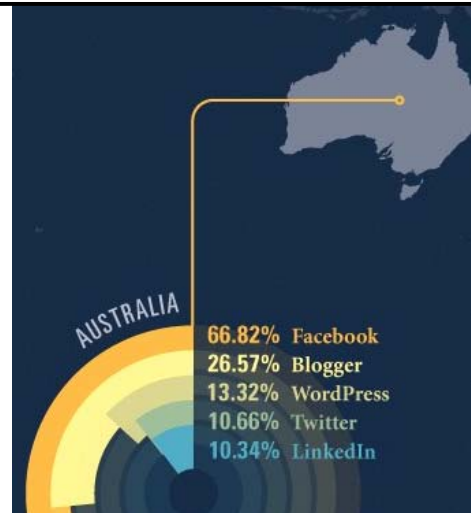
## Res Publica appoints Kittel

Res Publica has appointed Sarah Kittel as Account Director to join its consumer and lifestyle division. Kittel will work across key clients including Lion, Popina, Unilever and Priceline. Prior to joining Res Publica, Sarah worked on a range of multidiscipline campaigns for major consumer and commodity brands in the United States including Campbell Soup Company, McCormick, Kellogg's, Chiquita, National Pork Board and Milk PEP (Got Milk?).

## Social network use in Australia

For the full global picture click here

<http://mashable.com/2011/09/23/world-social-networks-infographic/>



## The PR crisis that keeps on giving (to Edelman)

The News Corp crisis just keeps on revealing more scandals; from what James Murdoch knew, and did or didn't tell the UK Parliamentary enquiry, to new revelations that a journalist at News Corp owned tabloid The Sun spied on lawyers defending phone hacking victims, the crisis comms work must be making a small fortune for Edelman, the PR firm tasked with helping News/Murdoch during the crisis.

<http://www.pressgazette.co.uk/story.asp?sectioncode=1&storycode=48196&c=1>

## H&K chief outlines lessons from politics for PRs: invest up front

There is no such thing as a free lunch in social media campaigning, according to Rishi Saha, Regional Director (Australia, Middle East, Africa, South and Central Asia) for Hill & Knowlton. Rishi joined Hill & Knowlton from the Prime Minister's Office in the UK where he was David Cameron's Head of Digital Communications.

He spoke about his experiences and learnings from political campaigning and government communications that could be applied to corporate and brand communications using digital channels and tools.

"Behavior change is the most exciting area of communications at the moment and Governments have to think about how people make decisions and who influences them if they want to drive effective public information campaigns in areas such as road safety and healthy eating," he said. A key aspect though in building advocates via social media is to invest up front.

"To build advocacy in social media you need to ensure you have motivation, rewards and incentives for the community and take care to make them feel special - even before you ask them to do anything for you," he said.

Politics has always relied on volunteer activism so the principle of mobilising grassroots support is built-in. In many ways, this is 'social media' in its truest sense, long before the advent of the Internet. Many political campaigns have therefore embraced digital seamlessly, as the 'online brand ambassador' concept is a familiar one, steeped in history. Politics has a

volunteer toolkit can be readily digitised - calling friends, fundraising, emailing contacts, printing and delivering leaflets and organising events - coupled with a defined endpoint: an election.

Rishi said it was increasingly harder to get people volunteering in traditional ways so political parties and even governments have started embracing game mechanics as a means for driving political activism and contributing to public policy development.

But for many brand and corporate communicators, who have tended to rely on advertising or media relations, this is relatively new territory. So what can they learn from the political playbook?

1. First, develop a set of useful, specific and measurable activities that supporters can do.
2. Next, create digital tools that enable easy activation of those tasks.
3. Finally, offer meaningful incentives for their endeavour to encourage further action.

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## Hill & Knowlton appoints Ryan to Health division

Hill & Knowlton (H&K) has appointed Laura Ryan as Associate Director within the agency's Health and Public Affairs division.

A former Federal Government adviser and Departmental campaign manager, Ryan has experience in the political and communications sectors. Her most recent role has been working with the Department of Health and Ageing in the communications team. Prior to this she was Press Secretary to the Hon Nicola Roxon, Minister for Health and Ageing, including during the last Federal Election campaign.

She has also served as Media and Senior Policy Adviser to the Hon Alan Griffin, Minister for Veterans' Affairs; and Campaign Manager and Public Affairs Manager in the Department of Health and Ageing. Prior to these roles she worked as a producer for ABC Radio in Canberra. Ryan reports to Health Practice Director, Melissa Chlad.



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## Oakes: 4 predictions for the future of media

<http://www.abc.net.au/local/stories/2011/10/21/3345509.htm>

1. The rise of McJournalism
2. The rise of PR
3. The rise of social media (i.e. bypassing the traditional media)
4. The rise of bloggers

Veteran political broadcaster Laurie Oakes gave the 2011 Andrew Olle lecture on media. Oakes described four themes that would dictate the future media landscape. Quotes from the transcript:

Prediction 1. What's been called "**the industrialization of journalism**" More stories being produced for more outlets at ever greater speed by fewer people. It's sometimes described as McJournalism or-in the words of the BBC's respected political correspondent Andrew Marr-"bite-sized McNugget journalism".

Prediction 2. Spin will become even more pervasive and powerful, believe it or not. As news organizations suffer worsening financial pressures and cut back on staff and resources, the **PR industry is getting stronger and stronger**. "Bulking up as if it's on steroids" someone has said.

Prediction 3. **Political journalists will be bypassed more and more.** But what I'm referring to here is politicians, parties, governments, interest groups and so on contacting voters directly via the internet. GetUp already does this very effectively.

Prediction 4. **Bloggers will start to usurp the role of determining what is news.** The Press Council chairman says the greatest challenge is the risk that the blogosphere, with its tendency to rush to judgement and circulate scuttlebutt, will push the mainstream media into a race to the bottom.

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## IMPACT Comms sponsors Eat.Drink.Blog.2011

IMPACT Communications Australia sponsored the Eat. Drink. Blog. 2011 Photography Competition, a key event at the second annual Australian Food And Drink Bloggers Conference; called Eat. Drink. Blog 2011 held on the 5<sup>th</sup> November. Details here <http://eatdrinkblog.org/about/>

IMPACT estimate there are 800+ food bloggers active in Australia. As their readership grows, so does the influence of food bloggers. Chocolatesuze, Souvlaki for the Soul, Kitchen Wench, Grab Your Fork, Tomato, and A Table for Two, all boast large readerships.

Food Blogger' traffic beats Donna Hay and Delicious mag sales

Not Quiet Nigella, has more than 160,000 unique readers per month more than the circulation of Delicious and Donna Hay Magazine\*.

\*Not Quiet Nigella readership statistics from <http://www.notquitenigella.com/working-with-not-quite-nigella/>. Delicious and Donna Hay magazine figures from [www.newsspace.com.au](http://www.newsspace.com.au)

"The citizen journalist has well and truly arrived if the strength and organisation of the blogging community is anything to go by," says Allison Lee, director and founder, IMPACT Communications Australia.

"Public relations professionals cannot afford to regard the 'media' as those journalists in the employ of publishing companies. Any client who fails to get blogger relations advice should put their PR account out to pitch," says Lee.

The photo exhibition will feature original images from submitted by food bloggers from across Australia. The winner will received the IMPACT Award of \$1,000 visa gift card, a community prize from KitchenAid will also be awarded to the people's choice.

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## Keep Left launches hockingstuart social media project

Melbourne real-estate agency hockingstuart has engaged Keep Left and Melbourne digital agency Reactive to implement a social media strategy, with a focus on Facebook. hockingstuart plans to use the Facebook page to position itself as a 'local authority' with clients as well as profile its key agents. Keep Left are hockingstuart's PR agency and won the social media work as a new project.

Keep Left will work alongside Reactive on the development and creative execution of hockingstuart's social media strategy, with Reactive responsible for the design and all technical elements of the project while Keep Left will drive online video production, the content strategy and community management.

Keep Left recently appointed Carrie Morgan to the role of Social Media Strategist to drive the agency's focus on online and digital communications. Morgan will lead a team of community managers and blogger outreach specialists, and work closely with a number of independent digital agencies across Melbourne, Sydney and Brisbane.

Health supplement manufacturer, Blackmores, also recently awarding a brief to the agency, which included work on social media strategy development.

# Businesswriters & Design appointed to Government services panel

Businesswriters & Design (BW&D) has been included on an Australian government panel of providers of creative and design services, following an official tender process.

Set up by the Department of Human Services, of which Centrelink forms part, the panel of approved providers will supply creative and design services to 32 participating government agencies, which include the departments of Human Services, Foreign Affairs and Trade, Immigration and Citizenship, Defence, Health and Ageing, as well as other government agencies such as Austrade, and the ACCC. BW&D has been approved to provide both graphic design (including web and forms design) and editorial services (including authoring, editing and proofreading).

# UK Deputy PM tells PR agencies to end unpaid internships

<http://www.prweek.com/news/bulletin/UKDaily/article/1098175/?DCMP=EMC-CONUKDaily>

Crikey cartoonist attacks NAB: cartoon below from Crikey newsletter

**nab** more take, less give, more take

NAB has taken the Victorian Sheriff's Office to court after it failed to evict the tenants of two properties. The owner of the properties rented them out and then defaulted on repayments to NAB, prompting NAB to seek repossession orders. NAB wants the Supreme Court to force the Sheriff to evict the tenants immediately, without it needing to comply with the Residential Tenancies Act, which requires renters be given 28 days' notice. Out on the street. No notice. Reader comments on this news report suggest NAB may also charge the tenants for the cost of removal and storage of their possessions.

**Personal Business Greed Fuck You**

**Community**  
About Us / Corporate responsibility / Community

NAB believes in people and communities. This leads us to support their needs and interests. We aim to build genuine connections so that we can continue to help grow vibrant and sustainable communities. We support all communities in which we operate, with a focus on activities that build social and economic wellbeing both now and in the future.

actual text on the NAB website

But I have a lease!

No, you have twenty minutes to get out

We're breaking up with the other banks

Eat the poor!

I'm finishing on the moon and I create this product or service

NAB Group CEO Cameron Clyne says:

## The Red Agency & Euro Christmas Charity Quiz

For the first time ever, PRs, advertisers, marketers and journalists face each other in a battle of the smarts to raise funds for Foodbank, Australia's largest hunger relief charity.

Challenge your knowledge of all things, win awesome prizes and support a good cause!

- When:** December 13 (Tuesday)  
**Time:** From 5.45pm, with the first brain teaser at 6.30pm  
**Where:** Red Agency, Level 12, 60 Miller Street, North Sydney, NSW 2060  
**Cost:** \$100 per team (maximum 6 per team), all proceeds to go to Foodbank, or \$20 a ticket  
**RSVP:** [nicole.romano@redagency.com.au](mailto:nicole.romano@redagency.com.au)  
02 9963 7835



red  
agency



Foodbank  
An Australia Without Hunger

EURO RSCG  
AUSTRALIA

## Job of the Month



### PR: Senior Media Advisor (Professional/Financial Services) – SYDNEY \$80-100k+

This highly regarded industry peak industry body are looking for an experienced and proven communications professional with a solid background in both internal and external stakeholder engagement. You have experience and significant contacts in the professional and/or financial services sector and strong business acumen.

You are equally adept at identifying and creating strategies and messages as you are in delivering the tactics driven by this vision. You have strong issues management experience and proven ability to relate to a broad range of stakeholders from consumer to government. 6+ years related experience required.

Contact Jeremy Wrench

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

Tel: 03 9827 7277

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

### **SYDNEY ROLES:**

#### **PR: SAE/AM (Ethical Health) – SYDNEY – to \$80k**

This is a genuine career defining opportunity for a proven and experienced SAE/AM with one of Sydney's most respected, and almost certainly, most successful independent consultancies. The agency has outstanding reputation for professionalism, and strong culture of teamwork and commitment to personal development as well as a happy and down to earth team with positive work life balance. Their commitment to excellence is winning international recognition and considerable business growth as well as a very happy and stable client base. You should have 3+ years in consulting and a proven track record in the ethical healthcare consulting sector or for a healthcare organisation or patient representative group.

#### **PR: Account Director (Consumer/Brand) – SYDNEY - \$110k+**

Eye popping client list, check. Brilliant culture, check. Outstanding reputation and very stable working environment, check. This influential and admired consultancy is requires a new senior team member to lead its moth watering client portfolio. You will bring insights and solid experience of consumer & lifestyle trends, underwritten by natural and interest in, and proven ability to leverage, social media. A natural leader you thrive on delivering strategic direction and enjoy the challenge of business development. You should have at least 6+ years experience within a PR agency environment and be driven by working with some of the most exciting and compelling businesses in your sector.

#### **PR: Senior Account Director (Technology) – SYDNEY - \$120k+.**

You love being on the cutting edge both in terms of digital and traditional communications and client expertise and service/product development. You're determined to find a no nonsense consultancy that can balance highly professional approach, first class systems and processes and the ultimate delivery of industry leading results, with a genuine down to earth approach and maintain a happy and content culture of support, and actually live up to the claim of delivering work life balance. You want this role! This impressive and rapidly growing independent agency requires a new senior team member to take a leadership role within its well very highly respected Technology practice division. You will bring insights and considerable experience in technology, underwritten by natural leadership and relationship management skills. 7-10 years experience.

#### **PR: Practice Head (Finance & Corporate) – SYDNEY – circa \$180k ++ additional benefits**

This is an exceptionally rare opportunity to become a co-leader in what may well be Sydney's most successful strategic consultancy. This business has an outstanding reputation for providing first class counsel and delivering the highest quality of results, and is supported by a truly impressive team of highly talented yet very down to earth practitioners. The client base is impressive and very stable, with organic and new business pipelines equally strong. You have proven and extensive experience in corporate communications, with solid financial services industry experience, sound issues management expertise and broad industry sector knowledge and contacts. You are driven by a desire to provide outstanding strategic counsel and make a genuine impact on your client's business. A natural people manager and leader you pride yourself on your ability to provide strategic counsel at the most senior level. 10+ years relevant experience required.

### **MELBOURNE ROLES**

#### **PR: Account Manager / SAM (Fashion/Lifestyle) – Melbourne - \$60k-\$75k+**

A truly exciting role with one of Melbourne's most creative and engaging PR consultancies. You know your Gorman from your Gwendolynne and your Loder from Loder and have strong sense of style and lifestyle. You have impressive media knowledge and contacts and possess outstanding organisational skills. You should also have a natural ability to coordinate, colour blocks, media, events, after work drinks, etc. This is a tremendous opportunity to join an exciting, well regarded, highly supportive and tight-knit Melbourne consultancy. 4+ years in consultancy required.

#### **PR: Senior Counsel/Practice Head (Corporate / Issues Management)– MELBOURNE –\$180k+ negotiable**

This very highly regarded, highly awarded and exceptionally well run Melbourne consultancy is looking to appoint a senior practitioner further strengthen its offer in the corporate comms/issues management space. You will have a proven track record of proving senior counsel and insights at the highest level and sound ability to strategically navigate difficult and challenging issues, crisis and or change management programs. You thrive on challenging and complex subject matter and have diverse industry knowledge and experience. You should have 10+ years communications experience with the majority of that time being within professional communications consultancy.

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

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

To learn more about these roles or about Capstone Careers go to: **W:** [www.capstone-careers.com](http://www.capstone-careers.com)



## WELLINGTON'S

Wellington's Recruitment Pty Ltd was established in July 2004 by Amanda Wellington (pictured), an experienced recruiter with over 15 years' experience working in specialist recruitment agencies for the Communications industry. 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.

### **PR GAD/Team Leader - Corporate/B2B**

**Circa \$150K**

If you're looking to run a Corporate team and make your mark in a well-known, reputable PR firm that is recognised globally for the work it produces then look no further. Degree and 10+ years of PR exp. req. including team management.

### **PR Team Leader - Consumer**

**Circa \$140K**

A brilliant opportunity to join a thriving cutting edge PR agency as the head of the consumer practice! You will report to a "go-getter" MD and will have the support of an experienced team! You will be tertiary qualified ideally with around 8+ years of 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! So if you're an SAD looking to take the next step this role would be ideal!

### **PR AD - Consumer/Experiential - Top Integrated Agency!**

**\$110K**

You will be degree qualified and ideally should have at least 7+ years of consumer PR agency experience, some experience in experiential/events and a genuine desire to work in a fast paced and cutting edge integrated yet boutique agency that loves to push the boundaries!

### **PR AM - Consumer Lifestyle!**

**\$65K-\$70K**

Superb mix of high profile, big budget accounts to get your teeth into! Degree and 3-4 years of PR agency experience required, strong business acumen, local media contacts and the ability to operate with limited supervision managing clients effectively.

### **PR SAE/AM - Top Healthcare Brands!**

**\$60K-\$65K**

Are you a top notch ethical healthcare PR SAE looking to take a step up to AM? This professional and structured boutique agency offers training & development and plenty of scope to progress up the ranks in the short term once your ability is proven! Degree and min. 2 years of exp. req.

### **PR AD & SAD - Consumer Lifestyle - Melbourne Based!**

**\$110K-\$130K**

This agency is creative & cutting-edge giving you the chance to work on some of the best brands in the world! Ideally you will be tertiary qualified with 8+ years of consumer PR agency experience and an ability to work in a high energy and fun environment!

**Applications or enquiries should be directed to Amanda Wellington**

WELLINGTON'S RECRUITMENT PTY LTD, PO BOX 1249, NORTH SYDNEY, 2059  
PH: (02) 9959 2488 FAX: (02) 9959 2244 ACN: 107 949 333  
Email: [careers@wellingtons.net.au](mailto:careers@wellingtons.net.au) Website: [www.wellingtons.net.au](http://www.wellingtons.net.au)



Contact Ike Levick  
on 0405 218 626 or email  
ilevick@saltshein.com.au



Contact Claire Radcliffe  
on 0415 835 266 or email  
cradcliffe@saltshein.com.au

*"I was impressed with the help I received from Salt & Shein. I felt positive that my best interests were at heart ... I had someone friendly to advise me through the daunting process of job hunting ... and secured an ideal job through them ..."*

*"Their service is honest, fast, and on-brief every time ... They know our company culture well and take the time to fully understand our requirements ... Plus, they're just straight up nice people to work with."*

#### **Account Director, Consumer / Lifestyle**

- An exciting new position designed to transition into the 2iC / GM
- Use your drive to help build an award-winning consumer PR agency
- Manage and direct clients and account managers
- Deliver the highest quality strategic and creative work
- Ideally suited to an upcoming industry leader

#### **Senior or Group Account Director, B2B Tech / Corporate**

- Join a well-established, large, successful independent PR agency
- Culture best described as intelligent, insightful, strategic and creative
- Manage and mentor individuals and teams
- Provide strategic client insights and a fresh perspective
- Work on some of Australia's largest campaigns

#### **Account Director, Consumer / Consumer Tech**

- Join a fast growing consumer tech PR agency
- Thrive on a collaborative, fast-paced culture
- Enjoy working on consumer and consumer tech accounts
- Develop your strategic and line management skills

#### **Account Director, Consumer**

- Join a national PR agency with a great track record
- Focus on three global, diverse consumer brands
- Lead well-established, friendly and committed teams

#### **Account Manager, Consumer**

- Award winning agency, lovely vibe
- Work in the food/FMCG space – you must be a foodie!
- You would currently be an AM, confident in managing clients
- Great team, fantastic AE in support

#### **Account Manager, Tech/Consumer Tech, Contract (potential to extend)**

- Must be strong on strategy and creativity – it's all about the ideas!
- Great opportunity to work on broader APAC client
- Top tier agency, working with some of the best in the industry
- If you're feeling unchallenged and want to step up, get in touch

#### **Senior Account Manager & Account Manager, Ethical Healthcare**

- Cultural fit and passion for Ethical Healthcare are the key criteria
- Supportive team environment
- Specialist agency with a strong portfolio
- You might be a strong SAE or AM, looking for that step up

#### **Account Manager, Financial Services**

- Excellent opportunity to join a highly regarded specialist agency
- Hugely valued by their clients as trusted advisors
- Lovely, harmonious team, very experienced
- Open to finance background with transferable skills



**MANAGING DIRECTOR - Singapore-based**

**\$ NEG**

- Multi-national agency requires new Market Leader for Singapore office
- Rare chance to work in profile regional role at one of the world's best known and respected agencies – a leading global communications, counseling & PR firm
- Demonstrate skills as both a senior counselor and practitioner
- Must have led local/regional/global client relationships at senior level
- Must have a proven track record of managing and profitably operating an office
- You will have approx 12-16 years within the PR and comms arena

**GAD – Sydney (Consumer/Entertainment/FMCG)**

**\$140K incl. neg**

- New senior opening at top consumer independent agency
- Brilliant clients across entertainment/hospitality, lifestyle, personal care
- Manage a team of six within large agency and be part of senior management team
- Buoyant and progressive agency offering great future opportunities
- Work/life balance and creative, dynamic environment

**SENIOR ACCOUNT DIRECTOR – Melbourne (Consumer, brand, retail)**

**\$120K incl.**

- Join this outstanding independent agency at a time of growth and progression
- Manage a team of seven and be responsible for one of the agency's largest clients
- Work directly with the agency head to champion new opportunities
- Join one of Melbourne's finest and most high-profile consultancies

**ACCOUNT DIRECTORS – Sydney (corporate/b2b/telco/IT)**

**\$100K incl. neg**

- We have several roles for top practitioners to join thriving and clever agencies
- These are roles which offer stability, significant clients, award winning campaigns
- Stimulating, dynamic environments to attract the industry's finest professionals
- Be smart about your career and don't settle for lack luster roles – you don't have to!

**SAM/AM – Sydney (Ethical Healthcare)**

**\$70K - \$85K incl.**

- Award winning, results orientated agency seeks passionate, creative, ethical healthcare professionals
- Ethical PR experience is a must, either in agency or client side
- You must have a real hunger and interest in the ethical arena, excellent attention to detail, be both committed and competent

**ACCOUNT MANAGER – Sydney (Corporate B2B)**

**\$70K incl.**

- Mid-size agency in excellent location requires an AM who is close to moving to SAM
- Plenty of scope for advancement for sensational individuals
- You will manage existing client business as well as assist with new business pitching
- Excellent writing skills are a must

**SAE/AM – Sydney (Consumer Tech/lifestyle)**

**\$50K –70K incl.**

- Unrivalled opportunity to work for one of the great agencies in town and learn from the best in the business
- Work alongside a consummate professional with excellent knowledge and capabilities
- Ideal candidates must have at least three years experience working on big brands, a tenacious, dynamic and confident personality with some excellent media contacts
- This opportunity would really suit someone who is stuffed full of creative ideas, has excellent client management skills and who isn't backwards in coming forwards



Lynnette Edmonds

T 02 9956 4200

E [lynette@soldham.com](mailto:lynette@soldham.com)



Vicki Bainbridge

T 02 9956 4200

E [vicki@soldham.com](mailto:vicki@soldham.com)

*Whether you  
are an employer  
looking for staff,  
or seeking  
a job yourself  
- rest assured,  
we will find  
you a pearl.*



## Account Manager - Health / eHealth

Hill & Knowlton is a leading global PR and communications consultancy, advising on and implementing strategic communication programs for top-tier organisations across a diverse range of industries.

We have a fantastic opportunity for a proactive and experienced Account Manager to join our high performing and expanding Health team.

### Your responsibilities will include:

- Managing key relationships with valued existing clients and implementing communications programs
- Contributing to the development of communications programs
- Providing counsel to key client stakeholders
- Contributing to the development of new business
- Working as part of a team to deliver growth through providing new ideas and offering diverse experience.

### The successful candidate will have:

- 3-4 years agency experience or similar role or ready to step up into an account manager role
- Knowledge of /or experience in health issues and community relations is desirable but not essential
- Excellent media relations, client service and account management skills
- Experience in and a desire to work as part of a team; be able to step in and become part of our growth plan; providing client counsel where required; supervising & mentoring junior team members
- Excellent written and verbal communication skills, including assistance with proposal development and presentation skills.

If you are a dynamic Account Manager with a passion to work in the Health sector, this is your next career move!

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## Late news:

### CPR Adelaide appoints former Foley COS

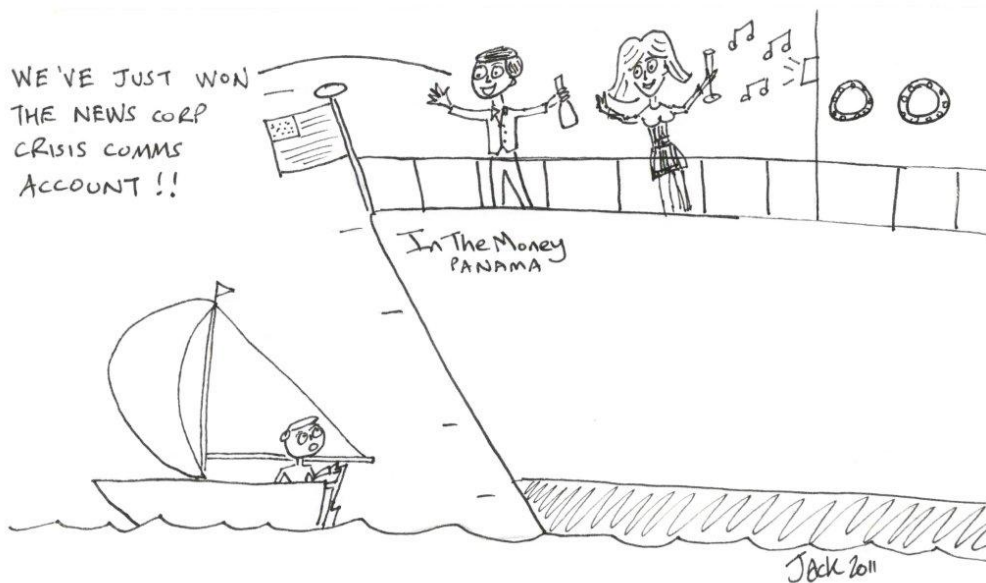
Former SA Government staffer Brad Green has joined the Adelaide office of national public affairs and issues management agency Communications & Public Relations (CPR). Green joins CPR from the office of Kevin Foley MP, the former Minister for Industry and Trade and Minister for Defence Industries.

## Smith returns to contentgroup

Former Brumbies Rugby Media Manager Nick Smith has re-joined Canberra communication firm contentgroup as senior manager. Having spent seven years working as a journalist in the Canberra region, Smith worked with contentgroup before linking with Brumbies Rugby as Media Manager for four seasons between 2006 and 2010.

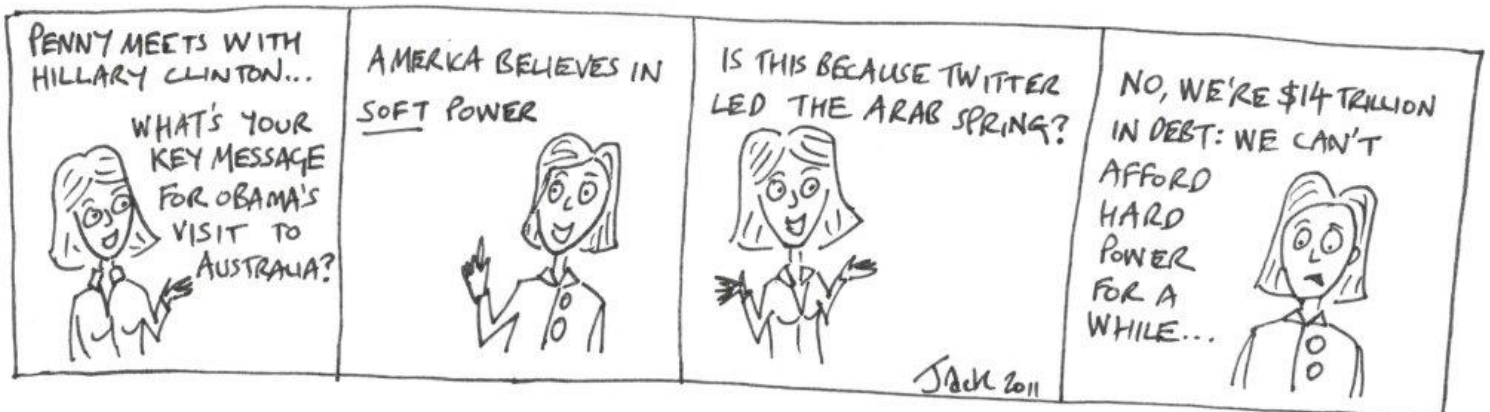
After working as Media Manager for the Wallabies, Smith joined the Australian Federal Police media in January 2011. "The ongoing change in communication driven by content and technology is dramatic" said Smith. "Back in 2005 we focused on strategy and media relations. Now we are not only looking at those two areas but also social media strategy, social media training and content (video, audio, stills text). Digital technology gives contentgroup clients the opportunity to be publishers. Our aim is to help them make the most of these new platforms while still delivering through traditional channels"

### The dark side of news



### Where the truth lies...

life in a PR agency



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