

# The PR Report

*the* monthly newsletter for the Australian PR industry

January 2012

1. Best job in the world? **Publicity Queen's Sally Romano** runs the event PR for George Clooney's conference gig (pic; below, left)
2. **Roxy Jacenko** (pic, right) founder of **Sweaty Betty PR** launches her first book; "Strictly Confidential", a rom-com about running a PR agency in Sydney... but who are the characters based on?
3. **Burson-Marsteller** appoints **Christine Jones** CEO (pic, below, right)
4. **Capstone Careers** expands into Sydney
5. **How did you celebrate Xmas?** We cover PR agency Xmas parties with three pages of photos!



 [kyliejohnsonmedia.com](http://kyliejohnsonmedia.com) | Bring your conference to life!

Your conference may be fascinating, but it's only a success if others know about it. Whether it's a live conference blog, audio and video interviews or Twitter and Facebook feeds, **Kylie Johnson Media** will ensure your conference has maximum impact.

Contact : Mob : 0405 425 665 email : [kjmedia@optusnet.com.au](mailto:kjmedia@optusnet.com.au) website : [kyliejohnson.com.au](http://kyliejohnson.com.au)



## B-M Australia appoints Jones CEO; West and Hibbert depart

Burson-Marsteller has appointed Christine Jones as Chief Executive Officer of B-M Australia, succeeding Brian West, who departed the firm at the end of December. Jones will take on the role in March 2012 and will report to Bob Pickard, President and CEO of Burson-Marsteller Asia-Pacific. She will remain on the global and regional healthcare leadership teams.

Jones has 25+ years experience working in Australia, Europe and Asia. A recognized expert in pharmaceuticals and issues and crisis management, Jones has successfully managed businesses through periods of economic expansion and recession. She re-joined Burson-Marsteller in July 2010 following three years at Roche Pharmaceuticals' head office in Switzerland where she was Global Head of Oncology Communications.

Jones previously worked with B-M Singapore from 2004 to 2007. In that capacity, she was credited with delivering 40 percent revenue growth and returning the company to the top of the agency rankings. In 2006, she re-opened B-M's operations in Indonesia and joined the board of Genesis Burson-Marsteller (GB-M) in India during the integration of the two companies. She remains a board member of GB-M India and B-M Asia Pacific.

### Jones acknowledges "explosion" in number of PR agencies

"It's a challenging and vibrant market that has experienced high fragmentation over the last decade and an explosion of boutique firms. Despite these changes, Burson-Marsteller has remained a firm known for senior strategic counsel, crisis communications and brand positioning", Jones said.

Prior to Roche and B-M, Jones worked with Edelman/Rowland Company (acquired by Edelman) for 14 years including assignments in London, Australia and Singapore where she established the firm's healthcare capability in Australia and Asia-Pacific (APAC).

Additions will also be made to the senior leadership team including Steve Bowen, who will join the firm in early 2012 as Managing Director of Corporate and Public Affairs to succeed Zoe Hibbert, who will be leaving the firm at the end of January. Bowen's 20 year communications portfolio includes serving multinational companies in the natural resources, automotive, finance, defence, technology, consumer goods and tourism industries. Bowen is currently based in Singapore responsible for corporate and brand marketing multi-market clients. He previously worked with Burson-Marsteller in Seoul before joining Kia Motors as Head of International PR. He spent six years with Edelman in Malaysia, Korea and Indonesia before returning to Burson-Marsteller in 2010.

Bowen will join the Australian leadership team along with Daniel Young, GM of Encoder, Bridget Candy, Director of Brand Marketing and Fiona Tigar, Senior Healthcare Counsel. Two further senior appointments will be made for the Technology Practice and the Brand Marketing practice as Candy will be on maternity leave for the first half of 2012.

---

## Hill & Knowlton wins Wrigley account

Hill & Knowlton has won The Wrigley Company account in the Pacific region for 2012, following a competitive pitch. Kristen Young, Wrigley Pacific's Senior Manager - Corporate Affairs, said: "The H&K team's demonstrated ability to turn communication activities into measurable business results was a key factor in their appointment. Their passion for, and understanding of, the food industry and our specific business needs were evident in the mix of strategic thought leadership and creative concepts that they presented during the pitch process."

Sue Cook, Managing Director at Hill & Knowlton, said: "The Wrigley account is a very important client to add to our food portfolio, with an exciting mix of consumer, healthcare, business to business and digital communications opportunities."

Wrigley, a subsidiary of Mars Inc will be serviced by **Hill & Knowlton's food+life** team, a multi-disciplinary communications offer that combines consumer, health, dietitian, public affairs, corporate and digital expertise. Cook said the food+life offer reflects growing demand from the food and beverage industry for integrated stakeholder communications.

# Hill & Knowlton wins Bayer Animal Health account

Hill & Knowlton has won the Bayer Animal Health portfolio account. The win follows a competitive pitch in late 2011.

Hill & Knowlton will take responsibility for developing an integrated communications strategy including consumer awareness, professional education and social media platforms, to support Bayer's companion animal products for cats and dogs.

## Lutter to lead account

The account will be led by Associate Director **Polly Lutter** and supported by an integrated team with consumer, health, creative and digital expertise.

Bayer Animal Health produces a range of products to maintain the health of livestock and companion animals, as well as a range of home and farm pest control products..

From left to right:

top row: William Salkeld, Anne Browning, Ben Shipley, Polly Lutter  
bottom row: Melissa Chlad, Cassandra Clarke



## Snippets

**Graham White**, MD of Howorth, owned by Ogilvy, goes on long service leave until March 2012.

UK Government funds local TV with money from BBC's budget

<http://www.pressgazette.co.uk/story.asp?sectioncode=1&storycode=48431&c=1>

ABC iview now available on the Xbox LIVE. Fans of ABC iview will be able to search, browse and select programs to watch by using their voice or waving their hand through Kinect for Xbox 360.

Peats Ridge, a 3 day festival in Dec 2011, became the first Australian festival to stream live, beginning to end

**Porter Novelli Digital Insights** for 2012; 24 page report on insights and trends for PR

[http://www.porternovelli.com.au/files/edm/2011/001/Porter\\_Novelli\\_Digital\\_Insights\\_2012.pdf](http://www.porternovelli.com.au/files/edm/2011/001/Porter_Novelli_Digital_Insights_2012.pdf)

**\*\* TREND TO WATCH \*\* UK Conservative/Lib-Dem Government makes significant change to health communication**

Government health comms/PR out-sourced to private sector PR agency, Freud <http://tinyurl.com/7op2dwt>

**Clayton Ford** is the new Manager for Regulatory Affairs at tobacco company Philip Morris

**Andrew Parsons** has moved from the Federal Department of Immigration and Citizenship, and is now Head of Media, Ministerial and Communications for Fire & Rescue NSW

Name change: Impact Employee Communications becomes **Ogilvy Impact**

**Jonathan Champ** has joined internal comms specialists Melcrum as Research & Content Director Asia Pacific. Melcrum publish Strategic Communication Management Journal, conduct research and provide training. book publishing

# Health Reporter launched: new health daily for Australia

A team with significant experience in the media, digital advertising, journalism and health communication industries has launched a [new daily breaking news and opinion website focussed on Australia's health system.](#)

Backed by a team of experienced ex News Limited journalists, the **Health Reporter**, was born of the belief by its owners that Australia's health system is important and large enough to have its own daily online news site producing original news content and opinion.

Leading the new venture are Michael Riley, ex News Limited journalist and long time health industry PR executive, and Jamie and Lori Silver, directors of digital media and advertising agency Pixel Light and who between them, spent years with internet pioneers LookSmart, Seek and realestate.com.au before establishing their own agency. (pic: Michael, Jamie, Lori)



“Our long term goal is to break news, provide challenging and thought provoking opinion pieces and help set the health news agenda rather than follow it,” Riley said.

Riley, who has taken on the role of Managing Editor after 25 years in senior public affairs roles including the public and private health sector and the pharmaceutical industry, said research conducted by the Health Reporter team indicated there were a number of issues, stories and opinions that could be reported more adequately in the media than presently being done and there were important stories and issues that warranted further coverage and/or follow up.

“We are aiming high in our goal to break news, publish stories and thought provoking opinion, news angles and articles that will set the agenda, to deliver content which is newsworthy and of interest to a national audience. “

The Health Reporter will be provide all content for free and will generate revenue initially via advertising. Riley said the response from the health industry in particular to the idea of the Health Reporter had been exceptionally positive.

“There will be no shortage of content across such a huge industry and we believe that if the content is good, balanced and reliable, the audience will be there and ultimately this is what potential advertisers want.”

“We may at times be competing for stories with Aust Doctor, Medical Observer, Pharma in Focus, but they write or report for a particular audience. We want to set our own news agenda and niche and report on news across the whole health industry – policy, human/patient interest and innovation. In time, we want to be able to be breaking news in health ahead of the daily newspapers and on a broader scale of stories and issues. But small steps first.”

According to Riley, his long term plan is to be “the” site to go to for health news; “The goal we are working towards is to be a daily breaking news and opinion website focused on Australia's health system. We break news, provide challenging and thought-provoking opinion pieces and help set the health news agenda rather than follow it.

We see our audience as the broader health industry (and all that entails), policy makers, health consumers and the general public,” says Riley.

Given the growth in; health issues (obesity), sales of pharmaceutical products and working practices (eg nurses increasingly performing function previously done by doctors), The PR Report feels Health Reporter will tap into a growing market.

## BAM holds staff Golf Challenge

Gold Coast based BAM Group held it's first ever 'Mini Golf Challenge' at Parkwood Golf Club during the organisation's recent planning conference, held twice yearly.

The 15 strong agency – which boasts offices on the Gold Coast, Melbourne and Charlotte, North Carolina – broke into groups where team strength and individual ability were tested on the challenging course. For the record, Senior Account Manager, Gus Burrows forced Agency Chairman, Brett 'Crusher' Murray to a play-off to win the tournament!

BAM Group provides PR services and sponsorship activations for companies such as Castrol, Jack Daniel's, Orrcon Steel and IRWIN Tools under the BAM Media umbrella and is the principal agency for South-East Queensland's biggest event – the Armor All Gold Coast 600. BAM Group also has leading motor racing news site – Speedcafe.com and BAM Tours under its banner.



## ICON wins three clients

ICON International Communications, Ketchum's exclusive affiliate in Australia, has added three clients to its portfolio. ICON won a competitive pitch to represent **Roomorama**, a peer-to-peer accommodation rental brand. The concept allows people to experience their travel destinations like a local, as well as make money from their most valuable asset – their homes – using an online platform. ICON won the pitch based on its interpretation of the brief as well as the consultancy's knowledge and experience in working with tourism and online brands.

ICON also started working with **Simplicity CRM**, a marketing software firm, that is looking to ramp up its Australian business. ICON has been re-engaged by market research and analytics provider **Nielsen** to assist with corporate communication. ICON has undertaken various projects for Nielsen since 2002.

## Heinz sponsor rooftop cinemas in Melbourne

Heinz owned Original Juice Co sponsored the Rooftop Cinema above Curtain House in Melbourne, and in collaboration with experiential marketing agency, Impact, will be extending reach with sampling activities scheduled across other events in 2012.

Other companies also sponsoring this year's season of Rooftop Cinema include; Mini, Bulmers, Connoisseur, 42Below and Volley. For Rooftop Cinema's program this summer visit [www.rooftopcinema.com.au](http://www.rooftopcinema.com.au)

Pic, right: left to right Tania Genge, PR Manager, H.J. Heinz Co. Australia, and Danielle Cooper (Senior Brand Manager - Chilled Beverages).



## Horizon wins three new accounts; appoints staff

Horizon Communication Group won three new accounts and appointed new staff. Account wins were **Silver Needle Hospitality**, **ClearlyContacts.com** and **The Modern**.

The new appointments of Nathan Quigley to the position of associate director and Kim Viney to the position of senior account manager are strong additions to the team. (pic, right: Nathan and Kim)

Nathan brings to Horizon over 13 years combined international PR experience working with some of the world's leading brands, high-profile organisations and market leading consultancies. Kim adds exceptional depth, local experience and knowledge in the consumer practice area, with specific expertise in the travel, health and nutrition sectors.



The two will work closely with the owners of Horizon, Liz McLaughlin, and Justin Flaherty, providing additional senior counsel to both longstanding and new clients.

Prior to joining Horizon, Nathan was employed by Network Rail UK Ltd as communications manager for the landmark A\$850 million redevelopment of London Blackfriars station. Previous to this he successfully set-up and ran his own PR consultancy in Perth and in the past has worked for Fleishman-Hillard, Melbourne, and notably Freud Communications, London.

Up until joining Horizon Communication Group, Kim worked at Hausmann Communications for nearly four years where she worked across key clients including Procter and Gamble, Westpac, Electrolux and Specsavers.

---

## Weber Shandwick wins Kensington account

Kensington, a worldwide supplier in technology accessories, has appointed Weber Shandwick as its public relations agency in Australia following a competitive pitch process. The firm will work closely with Kensington to extend and enhance its brand in both the consumer and enterprise spaces in 2012 and beyond, by building a brand awareness campaign, with a media and digital focus.

---

## Maxted Thomas wins four new clients

Maxted Thomas PR has won four new clients across the Sydney and Auckland offices. Maxted Thomas PR will provide PR services to **New Zealand Fashion Festival (NZ)**, **George Foreman (AU & NZ)**, **Russell Hobbs (AU & NZ)**, and **iRobot (AU & NZ)**.

Brought to the public by the team behind New Zealand Fashion Week, the New Zealand Fashion Festival is in its third year running and is set to take place next year from Friday 24th February – Sunday 4th March.

The team in the MTPR NZ office will be looking after all media and public relations during the leading up to and during the event. For more details, contact Kate McGahan in the New Zealand office: [kate@mactedthomas.co.nz](mailto:kate@mactedthomas.co.nz)

iRobot: Founded in 1990 by Massachusetts Institute of Technology roboticists, iRobot designs and builds some of the world's most important robots. iRobots home robots are revolutionising the way people clean.

## Publicity Queen runs PR for conference; Clooney draws media

Publicity Queen had the opportunity to work with George Clooney, who was brought to Australia by their client, The Growth Faculty, as part of the Global Leadership Forum held in Sydney.

According to Principal, Sally Romano, they are generally in the position of building journalists' trust with their clients' brands and service offerings in the initial stages of engagement.

"Not so with George!" said Romano. "Working with an international star with the brand-power of George Clooney was a complete turning of the tide. Instead of contacting the media, they were contacting us in droves, seeking exclusives and trying to out-bid one another with editorial proposals. And at the event, we even had a current affair show surreptitiously filming trying to get a scoop while many other Sydney-based journalists were simply waiting, watching and hoping."

"But perhaps what is most interesting, is that in the scramble for George, five other notable gurus who were also speaking at the forum got lost," she commented.

The other presenters included Martha Stewart, Nobel Laureate Professor Muhammad Yunus, music industry mogul Russell Simmons and web entrepreneurs Jeff Taylor of Monster.com and Michael Fertik of Reputation.com.

"As far as the media were concerned, these five impressive world-class presenters may as well not have been there," Romano said.

---

## Capstone Careers expands into Sydney

Capstone Careers has appointed Edith Crnkovich to the position of Sydney Area Manager to support the specialist PR/Communications recruiter service its rapidly growing client and candidate base, and will lead operations for Capstone's Sydney office.

Crnkovich joins Capstone Careers with more than ten years local and international industry experience as a B2B and B2C corporate marketing and communications specialist covering strategic communications, executive communications, message development, public relations, analyst relations, marketing strategy, branding, event management and development of integrated marketing campaigns.

Edith has worked with a broad variety of organisations from large multinational listed corporates to national and/or specialist independent organisations. Established in 2009, Capstone Careers is a specialist recruitment firm primarily servicing the public relations and communications industries within Australia and has established offices in both Melbourne and Sydney.



---

## Compelling Conference Coverage

By Kylie Johnson.

One of the toughest jobs in modern public relations is convincing a journalist to cover a conference. Newsrooms rarely have the time and resources to send a reporter to a conference because there's a risk they won't return with a decent story. News editors simply can't afford risk any more.

As a public relations practitioner and former journalist, I became frustrated with the situation and decided the solution was to tell the stories ourselves and target our audience using online content tools. The traditional media could catch up later.

It made sense. I've spent the past six years telling the stories of various organisations: developing podcasts and online content at the CSIRO, other Government departments and private companies.

I know how empowering it is to ignore the traditional news cycle and just get on with the true role of public relations, which is relating to the public. The media is simply a channel like any other.

It all came together during a major health conference in Melbourne last year. I enlisted the help of Deakin University's Senior Lecturer Ross Monaghan and his team of public relations students to create a pilot conference blog.

You can view the blog here: <http://settingthepace.posterous.com> It's simple, but it proved that a combination of text, interviews and photos is a powerful way to showcase the best speakers from a conference.

The team promoted the blog using all the channels available to us, from Twitter and Facebook to email and the old fashioned telephone.

We targeted bloggers, forums and traditional media.

The results of the pilot were fascinating. Of course the online coverage was excellent, but we also discovered it solved the problem of convincing journalists our stories were worth reporting. They could see the stories themselves and then approached us about covering them. Some even used the content for their websites.

What began as a pilot has now evolved into a fully-fledged communication solution and my team has created blogs for conferences of all different shapes and sizes. Coverage can just be as simple as a blog and photos with social media outreach, or 'full scale' with dedicated video editors, photographers and social media correspondents.

The fact is that blogs are deceptively simple. A blog can be created in 60 seconds. It can also become a ghost town 60 seconds later.

The key to a successful conference blog is a strategic approach, along with the ability to create compelling content and the knowledge to promote the site. This requires an unusual mix of traditional journalistic skills, public relations expertise and online media experience.

The use of online content tools is rapidly evolving as people discover their power to shine a light on wonderful stories that would have previously disappeared into the shadows.

Kylie Johnson, Director, Kylie Johnson Media [www.kyliejohnson.com.au](http://www.kyliejohnson.com.au)

---

## Coca-Cola slammed by GetUp! for anti-CSR lobbying

According to e-lobbying group GetUp!, ASX listed soft drinks maker Coca-Cola Amatil has been lobbying the NT Government NOT to improve its recycling efforts.

GetUp! communication stated: "A successful deposit and refund scheme on cans and bottles has been operating for 30 years in South Australia, and many other parts of the world. **But when the Northern Territory parliament tried to introduce it for 2012, Coke and its allies were there harassing them with false claims about its impact.**"

"... Coke is running a well-funded misinformation campaign against it, and has been harassing anyone trying to push for a refund recycling scheme that would reduce millions of tonnes of CO2 pollution and billions of litres of water..."

See [www.getup.org.au/coke-not-in-my-name](http://www.getup.org.au/coke-not-in-my-name)

# Framing your competition

By Andrew Collins, CEO, Mailman

How does a brand speak of the competition in public? Its not such an obscure question with today's online trends, ease of chatter and likelihood of debates that you should consider a framework for how to do this most effectively. Anything worth doing will encounter competition – if not its unlikely to be worthwhile enough.

The most common and easiest ways of doing this are typically either to 'bash' the competition; make loud obnoxious statements about how poor they are and beat them to a pulp. Or the other common practice is to simply ignore it all together. Many brands, codes of sport, clubs just prefer to 'not comment' when asked of the competition. Both have some merits...Mohammad Ali did enjoy the the first alternative.

A third and what I'll suggest can be the most tactical (yet brash) method is to frame the competition with bashful praise. Create a message that can stick which clearly positions you as a 'better offering' whilst not knocking the competition. But first, in order to arrive at your 'framed position' you'll need to follow these steps.

1. List what you both can offer or do
2. List what you can do and they cannot
3. List what they can do and you cannot

By doing this you will force yourself to acknowledge your shortfalls and also acquire an arsenal of information with which to corner your competitors with damning praise.

An example of this could be that of the new NFL American football team deep in the heart of a [soccer](#) (the other football) friendly area, where the NFL are focused to [drive participation, attendance, and support](#) whilst the competition have most of it wrapped up. Following the process listed above it may be concluded that the 'NFL has over 10 times the employment opportunities and prospects for career when compared to soccer...'.<sup>1</sup>

Using this information when asked about how you expect to win the local market above the successful soccer programs an alternative could be to respond "*soccer is a great sport in which to participate, with limited career earning potential in mind.*" in other words if your child has limited ambitions you should stick to soccer, whereas by contrast the NFL is a much greater career prospect to consider.

Now If you're looking for an agency to deliver results without the hoopla that comes from dealing with real, passionate people I can name a few...

**Andrew Collins:** In 2007 Andrew thought to himself "Where in the world is the *most* challenging place to grow a business?". China was the obvious answer. Mailman became his calling. Andrew is the CEO and the Master of his Domain. You can connect with him [here](#)



## ABA launches media sales figures website

[The Audit Bureaux of Australia \(ABA\)](#) has launched an innovative online tool that allows PRs to quickly check a publication's audited circulation data.



ABA Quick Find	
ABC Publications	
<b>SYDNEY MORNING HERALD (M-F)</b>	Period Ending: Sep 11
189,803	Average Total Paid Sales (MPS)
Metropolitan Monday - Friday Daily Newspapers	
Publication Type	

# Facebook/Greenpeace “Unfriend” Coal

Greenpeace and Facebook announced that they will collaborate on the promotion of renewable energy, encourage major utilities to develop renewable energy generation, and develop programmes that will enable Facebook users to save energy and engage their communities in clean energy decisions.

The news comes two years after Greenpeace launched its global “Unfriend Coal Campaign”, enlisting 700,000 online activists to call on Facebook to power its datacentres with clean energy instead of coal

Facebook, like other IT companies, is under pressure from conservation groups to power its operations, including its data centres, using renewable energy sources (such as solar, wind and sea). "Facebook looks forward to a day when our primary energy sources are clean and renewable, and we are working with Greenpeace and others to help bring that day closer," said Marcy Scott Lynn of Facebook's sustainability program. "As an important step, our datacenter siting policy now states a preference for access to clean and renewable energy."

Unfriend Coal Campaign: <http://www.greenpeace.org/unfriendcoal>

The Unfriend Coal Campaign was supported by over 700,000 Facebook users in 14 countries, and set the Guinness World Record for most Facebook comments in one day: <http://www.greenpeace.org/international/en/news/Blogs/Cool-IT/facebook-world-record-attempt-begins-now/blog/34222/>.

Background: The energy used to power data centres, such as those operated by the giant global IT companies (Facebook, Apple, Microsoft, IBM etc) that deliver online services is significant, totalling more than 2% of US electricity demand, and is projected to grow 12% or more per year. Facebook and other social media platforms use what is called “cloud” computing – every photo or video you post to Facebook, YouTube etc is hosted by those companies on a site they own, and which they power. The videos, pictures and other data stored in these high tech “cloud” services require huge amounts of power (electricity). If the cloud was a country, it would be the 5th largest in the world in terms of electricity use.

---

## Goody Two Shoes offers social media for conferences/events

Jess Miller, founder of Goody Two Shoes, has created a niche service for event or conference organizers. Miller has created a “% point plan” to show how she works with the event organiser to:

1. Evaluate how they currently use social media and advise which tools work best for them depending on their goals i.e. promote their event, understand the topic area, identify influencers, create a community etc.
2. Design information architecture for the event that manages content creation and capture, editing, and distribution among participants or if they choose, to a broader audience.
3. Provide a team of Social Media Scribes that attend the event, capture key points, do Vox Pops, take pictures, and live tweet event. G2S also provide iPads for participants to capture workshop notes and allow those that may not be as assertive in a group situation to have their opinions voiced. Scribes also research supplementary information on speakers and resources. Tweets are projected onto a screen so that participants can view them during workshop (but not speaker) sessions.
4. Then finally, G2S edit all of the content and discussion generated into easy to read Storify Chapters, here's an example <http://storify.com/3PillarsNetwork> that can be accessed after the event. For this event, Millar introduced the concept as one of the first presentations and then wrapped it up at the end. One-on-one sessions with participants was also offered.
5. check out the case study here <http://www.slideshare.net/JessMiller1/behaviour-change-for-sustainability-national-congress-social-media-harvest-presentation>

## Enough with the creative!

LinkedIn, the online network for businesspeople with more than 2 million members in Australia and 135 million worldwide, released the most overused words and phrases in members' LinkedIn Profiles for 2011. The number one most overused buzzword in LinkedIn Profiles for users based in Australia is "creative."

Here is the 2011 list of the top 10 terms that are overused by Australians:

1. Creative
2. Extensive experience
3. Effective
4. Track record
5. Motivated
6. Innovative
7. Communication skills
8. Wide range
9. Problem solving
10. Dynamic

---

## Kibble: tourism sector benefits from social media

Fergus Kibble, General Manager H&K Australia, gave a presentation at the ATEC (Australian Tourism Export Council) annual conference on Dec 7th in Sydney (see pic, right).

ATEC is the peak body representing a tourism export industry worth nearly \$25 billion to Australia. Kibble's presentation explored how social media has changed the way we are connecting and engaging with all influencers; from the media, the trade and most importantly directly to the consumer.



The presentation is here: <http://www.slideshare.net/bshipleys/social-media-for-travel-and-tourism>

---

## A word with you

Have you taken a look at your writing style lately? Do you tend to lecture your readers, or sound a bit pompous? If you do, you are in danger of losing your audience.

Take a leaf out of *The Economist*, a good place to look if you want to see how to write about complex subjects in an entertaining way. In his book *The Economist Style Guide*, John Grimond gives eight precepts for engaging your readers – and two are warnings to writers not to be too didactic or stuffy.

On being didactic he writes: 'If too many sentences begin *Compare, Consider, Expect, Imagine, Look at, Note, Prepare for, Remember* or *Take*, readers will think they are reading a textbook.'

And on being stuffy: 'Use the language of everyday speech, not that of spokesmen, lawyers or bureaucrats ... Pomposity and long-windedness tend to obscure meaning, or reveal the lack of it: strip them away in favour of plain words.'

*This monthly writing guide is provided by Tony Spencer-Smith of the corporate editorial consultancy Express Editors ([www.expresseditors.com](http://www.expresseditors.com))*

# Top 10 LinkedIn Tips for PR practitioners

LinkedIn has more than 135 million members worldwide, including 2 million+ members in Australia. How can PR practitioners use LinkedIn? In this article, Tara Commerford, Head of Communications for LinkedIn ANZ/Southeast Asia, offers her suggestions.

## 1. Raise your profile

Using your profile page the right way can be the gateway for potential clients, employees and industry partners to contact you. It goes without saying that people are finding you through search engines and your LinkedIn profile is often one of the first ways people will find and learn about you. Claiming your own URL increases your chances of appearing on top search engine ranking. You can do this by editing your profile settings and customising your Public Profile URL.

Make sure your summary is complete, and add a photo of yourself to increase your credibility. You are 12 times more likely to be viewed for potential opportunities if you have more than one position listed on your profile. Adding a photo to your profile will make your profile seven times more likely to be viewed than those without a photo.

Add at least three recommendations. Recommendations are one of the best ways to secure new clients, because this is the feature looked for most when viewing a new profile. So if your clients and media contacts are happy with your work why not ask them for a recommendation. Also don't be shy in writing a recommendation as it inspires goodwill and strengthens your relationships.

Also consider linking your Twitter account if you haven't already done so. If you are posting through Twitter and you want it to appear on your LinkedIn network use #in or #li at the end of your tweet.

## 2. Create a company profile

Increase your visibility and showcase the expertise of your PR firm by creating a Company Page. Regardless of the size of your business, Company Pages give members an opportunity to view information about each company, such as its description, number of employees and as well as details on products, services and client recommendations. You can also now make status updates within your Company Page that will allow your followers to receive further insights — breaking news about the company, employee moves, relevant job opportunities or the latest updates on your products and services including multimedia content.

## 3. Grow and monitor your network

Import your existing contact lists from your mail client to find out which of your contacts are already on LinkedIn. LinkedIn automatically recommends people you might know based on your details and existing contacts, and you should regularly scour through your existing contacts for people you might want to connect with. Offering to connect with customers, clients and vendors is a great idea because it shows your audience that you are online, and gives you an edge on the competition. Journalists and freelancers are getting active on LinkedIn, so connect with those you've worked with. Keep an eye on their profiles to track their movements in case they are writing for a new outlet, writing on a new topic or covering a new beat. Since they are sharing their stories through their LinkedIn status updates, you can always be on top of the stories that they are filing.

## 4. Engage with your connections through LinkedIn Groups and Answers

By joining LinkedIn Groups, you have the opportunity to not only connect with like-minded practitioners but also gather insightful information through the discussions taking place within the group. There are closed groups where the discussions remain private and also open groups where the discussions are public. There are lots of LinkedIn PR and Social media groups that you can join on LinkedIn.

LinkedIn Answers is also a great tool to find out what's happening in your industry or your client's industry or test ideas. You can also use this tool to find experts and the week's 'Top Experts' are featured on the Answers page. Also use this to answer questions relevant to PR, and if your answers are consistently voted the best by the network, this is a great way to build your credibility and showcase your expertise.

## 6. Recruit the right people

Use LinkedIn's search tools to find people from a pool of passive candidates who might be best suited for your key roles. Change your status to "hiring" and post the job listing to your LinkedIn groups to attract relevant talent. Upgrading to a

LinkedIn premium account will enable you to send direct messages “InMails” to prospects with whom you are not connected.

#### 7. Improve productivity through LinkedIn mobile

Access LinkedIn on the move through iPhone and BlackBerry apps enabling you to update your profile and search for others on LinkedIn to help recall and connect with business acquaintances at events and conferences. You can use the LinkedIn mobile application to pull up background details of the person you are meeting on-the-go, putting you in good stead for a great introduction and conversation points.

#### 8. Leverage applications

Look through LinkedIn’s Application Directory to find the right applications for you. Leverage LinkedIn applications such as SlideShare to share your presentations with your contacts and Triplt to let your connections know the places you will be travelling to, so if of your connections are free, they can catch up with you. Link your Twitter account or blog to your profile to give potential employees and connections further insight into your capabilities and expertise.

**9. List your events:** You can use LinkedIn Events to promote your client events or monitor what events your network is attending and find relevant events recommended to you based on your profile. You can also meet up with prospects at the next industry event or re-connect with old acquaintances.

**10. Find relevant information:** LinkedIn Signal is a great tool that can help you extract insights from the stream of information that is being shared by your network. You can use Signal to find trending topics or get market intelligence on who’s talking about your clients as you can filter information by network, company, industry, region, people and popular ‘hashtags’ or topics.

## Ninemsn launch cricket app

ninemsn has launched a cross-platform app; Cricket Insight. The free app is available for iPhone and soon to Android and Windows Phone 7, offering users year-round Cricket coverage with exclusive content from Wide World of Sports (WWOS).

In-depth sports data provided by Australian cricket's official live scores provider infoplum (formerly Cadability) will power the app, which delivers live scores, results, fixture information and enables users to customise alerts.

Cricket Insight also incorporates exclusive video content from Channel Nine’s The Cricket Show, as well as regular cricket coverage updates and all cricket bulletins from Nine News.

Alex Parsons, ninemsn’s Managing Director of Audience says: “During the cricket season, our audience spends an average of 4.5 minutes on Australia’s #1 ranked mobile sports site; Wide World Of Sports.

“We’ve focused strongly on video as our popular Nine Newsbreak and WWOS apps have proven our audience consumes ‘snackable’ sports video content via their mobile devices, and on a regular basis.”

The ‘tv companion app’ has also been designed to enhance Cricket fans’ TV viewing experience, with an electronic program guide highlighting all cricket programs and unique features like; live batting wheels, in-depth real-time analysis and exclusive commentary.

“The success of other Insight apps, for AFL and NRL, which receive in excess of 200,000 visits per month in season peaks, shows Australians are increasingly demanding ready access to real-time sports information via their mobiles.”

One Green Bean have the PR account for ninemsn



## Ogilvy PR wins Veda account

Ogilvy Public Relations Australia, a joint venture between Ogilvy Public Relations Worldwide and STW Group, has been appointed by data intelligence and insights firm Veda, following a competitive pitch.

The appointment will see specialists from Ogilvy PR's business-to-business consultancy Howorth and sister consumer and brand agency, Pulse work together to develop and implement a national PR campaign for Veda.

Howorth and Pulse will be supported by Ogilvy's 360 Digital Influence teams to ensure social and traditional media integration. Ogilvy PR will also work closely with Veda's communications team to grow brand awareness of the company, with a particular focus on its Commercial Credit Risk and Consumer Credit Risk (B2C fraud identity and credit file) markets. Veda offer services in credit reporting, analytical tools and marketing services, serving a diverse range of markets including large financial institutions, SME and B2C clients.

---

## P&G wins "Best Consumer Engagement" award

P&G, owner of brands including Vicks, Gillette and Olay, has been recognised by UNICEF for its "Vicks Road to Relief" initiative, a campaign that delivered over 4.5 million measles vaccinations to children in developing countries over the last two years. At UNICEF's recent annual gala event in Sydney, P&G accepted UNICEF's award for Best Consumer Engagement.

The Vicks Road to Relief campaign provided a way for Australians to make a difference to the lives of underprivileged children. Every specially-marked Vicks product purchased over the last two years helped to pay for children in developing countries to be immunised against measles, a key measure in the fight against pneumonia. Pneumonia is a serious complication and common cause of death associated with measles. Each year almost two million children in developing countries die from this preventable disease.

In 2011, the campaign was also extended to social media where consumers were able to immunise a child with every Facebook 'like'.

The initiative has reached children in some of the most remote places across Vietnam, Bangladesh, Papua New Guinea, Laos and Somalia.

One of Australia's largest independent consumer specialist agencies Hausmann Communications, developed and implemented the PR strategy for the campaign which included social media and Facebook and facilitated a field trip to recipient country Laos with Vicks Road to Relief Ambassador Erik Thomson, to see the immunisation program in action. The account team included Sarah Johnston (Group Account Director), Philippa Zingales (Senior Account Manager) and Kristy Allen (Senior Account Executive).

---

## RMPR appoints new staff

Perth consultancy Riley Mathewson Public Relations has appointed Zoë Buswell to the position of Consultant. Buswell joins RMPR from the UK-based Aspect Communications working with a range of clients including HSBC, Barclays Bank, Vodafone, Sky News, the Victoria and Albert Museum and Cancer Research UK.

The appointment caps off a strong year for the Subiaco-based company which has seen a raft of new private and public sector client appointments including the WA Government's Department of Food and Agriculture and Economic Regulation Authority along with Countrywide Co-operative Housing Society, and BHP Billiton Petroleum through the company's long-standing affiliation with the Edelman group.

RMPR founder and director, Des Riley, said that 2011 was one of the company's strongest periods of growth in its 13 year history.



# QANTAS scoops 3 of top 10 PR disasters for 2011

For the second consecutive year, ASX listed airline Qantas has topped the list of the annual PR Disasters Awards conducted by PR watchdog and blogsite PRdisasters.com. And for the first time in the awards' history, the airline had three embarrassing PR glitches feature in the year's top ten most talked about PR nightmares.

While the unprecedented grounding of its fleet ensured that Qantas topped the list of 2011's biggest PR blunders, "the flying kangaroo" also took out second spot with its ill-fated Twitter 'luxury pyjamas' promotion on Twitter. Its rugby related 'racism' gaffe – where Wallaby supporters went 'blackface' to win a promotional prize – also edged into the awards' top five.

Troubled footy star Brendan Fevola's much talked about fall from AFL grace and Tony Abbott's 'stunned mullet' TV interview with Seven News reporter Mark Riley also earned a top five placing.

The Awards – calculated by online monitoring agency CyberChatter – highlight the worst examples of business, celebrity, government, media and sports PR blunders. The results assess the most talked about PR disasters in both traditional and online media, including social media spaces. To qualify as a PR disaster, the incident must catalyse sustained, negative media coverage for the brand, business or person at the centre of the story.

Gerry McCusker (right), author of the 'PR Disasters' book and blog commented: "The data suggests that microblog tool Twitter is most often used to vent anger at brands and personalities who get their PR wrong. And the most vocal Aussie critics appear to be those in the 25-34 age bracket, although over-50s were out in force against the Qantas grounding.



## Australia's Top 10 PR Disasters for 2011 (biggest disaster first):

1. **Qantas grounding** – business decision that inconvenienced and angered a nation
2. **Qantas luxury Tweet** – poorly conceived Twitter promo which drew ire not idolising
3. Brendan Fevola – termination of troubled star's contract with Brisbane Lions
4. Tony Abbott – mute, shaking-head TV interview freeze
5. **Qantas golliwog** – social media promo, which catalysed a racial brouhaha
6. Ricky Nixon – PR fallout from unseemly association with the St Kilda teen
7. Larissa Behrendt – bitchy comments against Bess Price published on Twitter
8. Kyle Sandilands – personal vendetta against a journo forced a humiliating apology
9. Australian Defence Force – Cadet Skype-cam sex scandal
10. Gasp Retail – bad customer service flowed from in-store to email; a PR 101 fail!

Louise Di Francesco of Cyber Chatter added: "Using our online and social media tracking technology, we've crunched the amount of online conversations relating to PR gaffes and the tone of those conversations. This allows us to accurately gauge the impact of these PR disasters on the public perception of the brands and people Australians are most closely following – and judging."

# Five key themes to watch this earnings season

By David Loch, Managing Director, Unicus

Between now and 29 February 2012, a large number of the 2,313 ASX listed companies will be required to report their financial results for the period ended 31 December 2011. This bi-annual reporting window is commonly referred to as the 'earnings season'.

Corporate communication around results and associated PR is critical as it frames current expectations, shapes future expectations and provides a stepping stone for the remainder of the year and beyond.

This earnings season is expected to be particularly significant for listed companies with a number of key themes reflecting current market conditions including:



1. **Macro Environment** – As sentiment turns more circumspect, market participants will increasingly be focussing on the macro environment including what direct and indirect effects this is having on listed companies – be armed with information and position your story to take advantage of this current environment;
2. **Funding & Liquidity** – With debt funding margins and costs rising in 2011, corporate CFOs will again be back in the spotlight to communicate their funding and liquidity strategy as global credit markets tighten and bankers pass through cost increases to corporate Australia – be prepared for this including the risk mitigation strategies employed by the company;
3. **Risk Management** – In the current environment, the financial community is expected to have a renewed interest around risk management including systems, processes, culture and how risk management supports the corporate strategy – use this as an opportunity to differentiate your organisation and build confidence in the business platform;
4. **Topical Issues** – These are numerous although there are common threads to questions likely to be raised. Such topical issues may well include sovereign/political risk, regulatory/legislative change, consumer/business environment, market/economic conditions, skills shortage – prepare for these inevitable questions, have a corporate position and demonstrate thought leadership; and
5. **Strategy** – Take the earnings season as an opportunity to focus more of the communications around the company's strategy and less around historical financial results. Each of the likely issues to arise can be framed in the context of the corporate strategy reinforcing key messages.

David Loch is the Managing Director of Unicus, a boutique investor and media relations, corporate and transaction communications firm with offices in Melbourne and Perth. For more information: [www.unicusgroup.com.au](http://www.unicusgroup.com.au)

---

## Jacenko pens novel on running a PR Agency

Roxy Jacenko, founder of one of Australia's best known fashion PR agencies, Sweaty Betty PR, lifts the lid on the glamorous world of fashion and celebrity in her first reality novel; *Strictly Confidential*.

"Ever wondered what really goes on behind the slick faced world of fashion PR? *Strictly Confidential* will knock your Manolos off!" said Gemma Crisp, Editor of CLEO, of Jacenko's new book.

Characters in *Strictly Confidential* include Belle Single, a "high-priestess of the Shire and an aspiring actress with a penchant for fast cars, fast men and fast-tracking her bank account," and Luke Jefferson, "a highly-respected gossip columnist for The Sun, Luke has his finger on the pulse of Sydney's social scene and he's not afraid to Tweet it."

Are Jacenko's clients and staff characters in the book? Is the Luke Jefferson character based on a well known gossip columnist at The Daily Telegraph? Find out more in the February issue – we'll cover the book, and the book launch party!



## Recruitment specialist rebrands to sandy oldham people

Sydney-based advertising and public relations recruitment agency Sandy Oldham Consulting has recently rebranded to sandy oldham people, with a new visual identity developed by award-winning advertising writer Jane Caro and art director Stephanie Martin.

The rebrand, which includes a complete corporate identity lift, new website and office branding fit out, aims to better reflect the company's new directional focus and business development growth.

The company was originally established back in 1998 by founder Sandy Oldham, and the name change better reflects and aligns the two existing divisions ad people and pr people (which was established in 2007 and is jointly owned by Sandy Oldham and Lynnette Edmonds – pictured on left of photo; consultant Vicki Bainbridge is on the right in the photo).



## Movies highlight trends in PR and media sectors

Trends: product placement, traditional media trying to embrace digital

Whilst THE GREATEST MOVIE EVER SOLD and PAGE ONE are very different offerings in terms of tone and subject matter, each documentary excels in peeling back the layers of the intrinsically linked worlds of PR, media and advertising.

From filmmaker Morgan Spurlock (SUPERSIZE ME), comes THE GREATEST MOVIE EVER SOLD – a feature length documentary that was fully financed through product placement.

Spurlock jumps head first into the covert world of movie marketing, allowing audiences to look into the pitch meetings and product placement presentations which can inform our everyday purchase decisions. He has an irresistible offer for the brands involved – for the right price, he will make the entire movie about them. No questions. No catches... But before he can make good on his pitch, he will have to face the everyday trials and legal ramifications of juggling so many brands in one basket.



On the other side of the media fence sits PAGE ONE: INSIDE THE NEW YORK TIMES, a timely story of the struggle to maintain the relevance and integrity of newspaper journalism within a world that is increasingly pulling away from the printed word.

PAGE ONE: INSIDE THE NEW YORK TIMES gains unprecedented access to The New York Times newsroom and the inner workings of the media desk as the paper's writers, editors and publishers grapple with existential challenges from players like WikiLeaks, new platforms in Twitter and tablet computers, and readers' expectations that online news sources should be free.

PAGE ONE skillfully paints a nuanced portrait of journalists continuing to produce extraordinary work—under increasingly difficult circumstances. At the heart of the film is the burning question on the minds of everyone who cares about a rigorous press: what will happen if the fast-moving future of media leaves behind the fact-based, original reporting that helps to define our society?

## Intern articles

In this month's issue we profile the experiences of two interns; Emily interned with ICON and Caroline interned by VIVA!

Many thanks to both Emily and Caroline; we're glad you enjoyed your intern experience and hope you enjoy your careers in public relations.

### Blog post – by Emily Field (ex-ICON intern)

The term internship is renowned for meaning 'resident photocopier and coffee-run expert' among university-goers. So when I nabbed an internship at ICON I expected to be just that: a robot wired for menial tasks. As it turns out, I was wrong.

From the moment I joined the ICON team, as much emphasis was placed on my learning experience as there was on my contribution to the company. Everybody took the time to teach me the tricks of the trade, answer my every question and concern, and even help me with my uni work. I'd never expected the team to be so supportive, or to gain so much training. But that's what went down, and I quickly began shedding my ignorance of the PR world.



I kicked off my internship in the best of ways, with a long lunch at Aria where I was invited to celebrate ICON's 10th anniversary and meet the team. I was so stoked to be greeted by a bubbly bunch of people, all smiles and geared to celebrate. A couple of conversations in, it struck me that Chris, the MD, wasn't lying when he told me that ICON only employs kind people who dump their egos at the door. Usually when people make that claim they're either aspirational or lying. Chris wasn't, and that's one of the reasons I've always loved coming to work.

The Aria long lunch was just one of the many social outings I indulged in during my time at ICON, and all part of the work-life balance policy the company takes so seriously. I've always been a major fan of the emphasis ICON places on sharing workloads and taking time out to regroup.

Since leaving, people have asked me what the highlights of my time at ICON were. It's hard to say really, as they span from writing and research to the day we made it snow in summer. Yep, we created a harbourside snowstorm on a 30 degree day, complete with snowballs, Christmas tree, and Baskin Robbins ice cream. While I did spend an hour cleaning up faux snow from the grass with a hair comb post snowstorm, the photo shoot was an awesome experience, and one I'd like to recreate sometime.

I cling to other memories too, such as the time we were tasked with showing MTV Brazil around Sydney's nightlife. Five days and five nights of showing off Sydney's rhythm to a bunch of fun-loving Brazilians with cameras was not only fun but also enlightening. It turns out 'camera-shy' isn't a word you would use to describe many clubbing Australians....

All in all though, the best part about working at ICON was the exposure I was given to all levels of the ICON business. ICON's open learning environment was perfect for being a sponge, and I gleaned invaluable insight into the way a business functions. I was involved in new business drives, agency planning sessions, and worked across a broad range of clients, all of which helped render the ins and outs of the agency transparent. In sum, I learnt a head load of things that I'll never part with.

It's been two weeks since I left, and while I love ad land and its people in everyway, there's a feeling I can't shake: I miss the team. They're a close-knit bunch, and after so much time together it's hard to say bye. So, I've already been back to say hello. I won't lie, this could become habit.

Intern story by Sydney University Master of Health Communication student, Caroline Chen, who completed an internship at VIVA! last month.

## Curtains down on internship at VIVA! Communications

Sydney University Master of Health Communications student, Caroline Chen, completed an internship late last year (2011) at independent health and wellness PR agency, VIVA! Communications. Here's what she had to say about the experience:

After two months of interning at the fabulous and frantic VIVA! headquarters it saddens me to say the end has come all too soon. Nonetheless it's been lots of fun and I am grateful to have had the opportunity to experience the excitement first hand. I even managed to pick up a few things on the sly...

My tasks at VIVA! comprised contacting the media, media monitoring, data collection, transcribing interviews and some event-based writing – all of which have forced me to recognise that there is so much more work involved than meets the eye!



Take interviews for instance, to aid television broadcasts VIVA! often records video news releases (VNRs) featuring interviews with key spokespeople, of relevance to the particular health issue of interest at the time. This involves members of the VIVA! team organising interviews with key spokespeople, conducting actual interview and shooting overlay. Each question or take may require several attempts to perfect. Back at the office, the interviews are transcribed, overlay times are recorded and actions described. Interviews require additional transcriptions of each question and answer, and general shot notes. Once this is completed, the usable segments are only then ready to be edited for a story which VIVA! has already completed media alerts, media releases and background documents... have I lost anyone yet?

Point of the story is, it was truly astounding to witness the level of complexity and amount of work that goes on behind the scenes. To learn just how much the PR work generated by VIVA! contributes to shaping of public knowledge makes it hard to imagine what media and organisational communications were like before the birth of PR.

I now know that contrary to popular belief, PR doesn't just mean flashy events and corporate announcements in times of crises. Public Relations is an indispensable aspect of organisational operations and its far-reaching realm means involvement in all aspects of communication, including interviewing, researching, writing, contacting the media, sales, broadcasting, advertising, media monitoring and much, much more. My observations have found VIVA!'s work not only a testament to this, but an improvement upon it, by incorporating up-beat attitudes and killer shoes into the equation.

To be a part of a Health PR company such as VIVA! means that no two days will ever be the same; that you are then part of a team of professionals who masterfully combine skills and knowledge of health, media and communications; and that the end results are guaranteed to be delivered with flair and precision.

On a final note, I'd like to do some myth busting: Contrary to chick-flick PR movies and novels like Everybody Worth Knowing, I would like to announce that **NOT ALL PR COMPANIES REPRESENT THE SCARY DEPICTIONS WE SEE IN POPULAR CULTURE**. Despite recollections from even serious dramas like Law and Order that have in the past insinuated that PR people are so stressed and busy, they are driven to become mean and conniving coke addicts, my recent mini ethnographic experience compels me to say that it's total b\*ll\*cks and couldn't be further from the truth.

Sign up for an internship here if you don't believe me.

## December? Must be XMAS Party time!

A big thank you to all the agencies and individuals who were willing to share their pictures; we hope everyone enjoyed Christmas, whether it involved holidays, relaxing or keeping the agency ticking over whilst everyone else was relaxing!



**Left: Bench PR, Melbourne:** far left is Rob Stummer, MD for IFS - middle is the Sales Director for SUSE, Hamish Miles + Jocelyn Hunter, Bench PR

Right: **Howorth:** Slide Bar in Sydney

(top left to right): Steve Munachen, Duncan Smith, Paul Thompson

(bottom left to right): Mitch Phillips, Adam Clatworthy, Graham White



Right: **Haystac's** party on Sydney Harbour; staff from offices in Sydney, Melbourne, Auckland, Brisbane & Singapore.



**Left: The Australian Ballet** had their party at Riverland in Melbourne: Kate Scott, Eli Wallis, Anna Kavanagh, Ann Brennan, and Jeffrey Guiborat

**IABC Victoria** Xmas Party at Take 2, pics here: <http://vic.iabc.com/iabc-victoria-christmas-drinks-2011/>

**AMPR** held their annual Christmas party for over 200 clients, media, suppliers and industry reps. The theme was Block Party, and the street outside the office in Cremorne provided the perfect location. Grant Smillie and Andy Murphy provided the tunes, while Tommy Collins served up some delicious canapés and drinks. Photo, right: Jaime Robbie Reyne (Musician) & Jannah Flockhart (AMPR)



Right: **Media Monitors Group** client Christmas function held at The Loft, King Street Wharf. L to R: Yana Schvarts and Kristy Enright from Merlin Entertainments Group, with Beth Pittman-Dennahey from Media Monitors



Left: **Naked Communications** Xmas party – a fabulous 20s themed party held on Rodd Island

Right: **PPR Sydney** celebrated the end of the year with a circus themed Christmas party – More than 50 members of the Sydney and Canberra teams took part in juggling, plate spinning and acrobatic classes before a harbour cruise and lunch.





Left: **ICON** Christmas party, held at a private dining room at Wolfies Grill

Pictured in this photo are (L-R):  
Back row: Alicia Collins, Phil Burfurd, Clare Waller, Sarah Corry, Svetlana Monastyrsky, Donna Underwood, Hannah Crafter  
Front row: Picture of Franziska Kaestner (who was in Germany on the day), Nicky Preston

Right: **Red Agency** Christmas party.

L-R Bridget Ash, Natasha Carroll, Nicole Romano and Brittany Roper.



Left: **Mango Communications** had their Xmas Party at The Arts Factory on Oxford Street; the theme was CIRCUS

Right: **Text100's** Sydney Xmas Party



Late news:

## Corpwrite Australia expands client base

Boutique writing and public affairs agency Corpwrite Australia has shrugged off challenging trading conditions, to secure a retainer with mid-tier accounting firm HLB Mann Judd.

As part of the retainer, Corpwrite Public Affairs (CPA) will be responsible for the rollout of HLB Mann Judd's social media strategy in NSW. Having cemented the deal at the end of 2011, CPA director Matthew Moran says, "Our arrangement with HLB Mann Judd allowed us to end the year with a bang and hit the ground running in 2012".

CPA has also been appointed by UK-based PR firm, Bell Pottinger, as part of its international press office for global recruiter Futurestep, a Korn/Ferry company. The appointment comes as Corpwrite extends its relationship with leading real estate brand Raine & Horne. Corpwrite now provides an expanded range of services to the property group including issues and crisis management and training. In 2011, Corpwrite also extended its relationship with aggregator RateCity, while earlier assisting financial advice firm Bridgeport Financial Services Pty Ltd with a major marketing communication project for its adviser network.

## Job of the Month

**Account Director (Consumer/Brand) – Sydney \$90k-\$115k**

- **Major, high profile brand portfolio**
- **Significant opportunity for advancement**
- **Friendly, laid-back culture, desirable office space**



If major multinational brands, cutting edge creativity, and a fun/lively, highly supportive team culture are your thing, then this is for you!

Our client, an awarded and highly regarded consultancy, has continued to attract some of the most admired and recognised consumer brands in the country to their business over the past 24 months and on the back of further growth now requires a proven AD or exceptional SAM to join the team and lead three of the most exciting consumer brand campaigns.

These campaigns will remind you of why you wanted a career in PR in the first place, genuinely exciting, challenging and most definitely will be the envy of your peers.

You will bring insights and proven experience working with leading brands, where particular expertise or experience in the general lifestyle and/or digital lifestyle/gadgets space would be beneficial. You should have natural creative flair and proven ability to lead teams and execute highly successful campaigns on behalf of your clients.

You should have well developed relationship management skills, and have experience in managing a diverse client portfolio of high profile brands. You have proven ability to communicate at all levels, a sharp strategic mindset, sound social media expertise, and clearly demonstrable track record of first class results.

The successful candidate should have at least 5 years experience, ideally within a PR agency environment. Continued growth means that this role must be filled quickly, and strong potential for further advancement exists.

For further information on the above position please contact:

Edith Crnkovich or Jeremy Wrench at Capstone Careers on (02) 8249 4636 or [jobs@capstone-careers.com](mailto:jobs@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:**

### **Senior Account Manager (Corporate) – SYDNEY – \$80-\$90k+ +Bonus program.**

An outstanding opportunity for a creative and proactive SAM with strong and autonomous corporate and business to business consulting experience to join this fast growing independent consultancy and become a pivotal member of the management team. Significant organic and new business growth thanks to an unwavering dedication to services and results continues underwrite the success of this boutique agency. 6+ years experience.

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

This influential and admired consultancy is requires a new senior team member to lead some of its most interesting clients and most challenging and diverse campaigns. 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 business development. You should have 5+ years within a PR agency and be driven by working with exciting and high profile brands.

### **Group Account Director (Consumer) SYDNEY - \$130k+ Bonuses**

This rapidly growing, envied and very successful independent Sydney agency requires a highly experienced and capable consumer / lifestyle Group Account Director to work directly with the founder to harness ongoing growth and manage an outstanding team and mouth watering client list. You should have considerable consumer/lifestyle agency experience and 8+ years experience as a minimum.

### **PR: Group Director (Technology & Telecoms) – SYDNEY - \$130k+.**

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. 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 and or telecoms, 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 is supported by a truly impressive team of talented yet very down to earth practitioners. The client base is impressive and stable. 10+ years relevant experience required.

## **MELBOURNE ROLES**

### **PR: Account Manager (Consumer) – Melbourne - \$50k-\$65k+**

A truly exciting role with one of Melbourne's most creative and engaging PR consultancies with a growing a highly regarded consumer/lifestyle client portfolio. This is a tremendous opportunity to join an exciting, well regarded, highly supportive and tight-knit Melbourne consultancy. 3+ years in consultancy required.

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

This fun, down to earth and very successful independent requires a proven SAM or junior AD to further support its highly regarded corporate/b2b offer. 6+ years experience, ideally within a PR consultancy environment.

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

This very well established independent consultancy is rapidly growing its presence and brand in the Melbourne market on the back of some outstanding results and significant growth of an impressive portfolio of VERY high profile clients. The consultancy requires a gun AD to further support its highly regarded consumer practice offer. 5+ years experience, ideally within a PR consultancy environment.

### **PR: Senior Counsel (Corporate / Issues Management)– MELBOURNE –\$negotiable + significant benefits package**

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 experience with the majority of that time being within professional communications consultancy.

Enquiries Jeremy Wrench or Edith Crnkovich: E: [jobs@capstone-careers.com](mailto:jobs@capstone-careers.com) / [edith@capstone-careers.com](mailto:edith@capstone-careers.com)

Call Sydney: 02 8249 4636 / Melbourne: 03 9827 7277 / W: [www.capstone-careers.com](http://www.capstone-careers.com)



**GENERAL MANAGER – Boutique Consultancy**

\$neg with profit share

- Firmly established local agency with strong clientele in the arts and entertainment sector
- Appealing opportunity to utilize own network to grow and expand client base
- Attractive remuneration including profit-share and potential equity
- Significant agency experience required as well as consumer lifestyle category experience

**SENIOR ACCOUNT DIRECTOR – FMCG/Entertainment/Aviation**

\$125K incl.

- Enviable portfolio of clients
- Large independent agency offering tantalizing budgets and superb working environment
- Seeking strategic operator who loves championing brands and nurturing a team

**ACCOUNT MANAGER/SENIOR ACCOUNT MANAGER – Ethical healthcare**

\$80K incl.

- Award winning and results orientated agency is currently looking for passionate and 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 – Consumer brands**

\$60K incl.

- Join one of Australia's leading marketing communications agencies in a career defining role
- Work in a nurturing team environment
- Be mentored by some of the industry's great talent
- Must have an integrated skill set, and experience working on big brands
- Outstanding communication skills and a real confidence in their ability to speak to media

**SENIOR ACCOUNT EXECUTIVE – B2B/Tech**

\$55k incl.

- Join this forward thinking creative global agency in a SAE role
- You will be well rewarded both financially and career wise
- You will be a competent PR practitioner with experience across either B2B or tech clients
- Ideal candidates need to be confident in their dealings with clients and media and be able to devise creative media plans at the drop of a hat

**SPONSORSHIP MANAGER – Sydney (Sport/automotive)**

\$120K incl.

- Be a part of one of Sydney's leading integrated agencies in a Sponsorship Management role
- Work across some of the agencies large clients, driving sponsorship strategy
- Identify new opportunities, coach and mentor a small team
- Must have six years sponsorship experience
- A creative integrated thinker, who has strong negotiation skills

**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



Lynnette Edmonds

T 02 9956 4200

E lynnette@

SOprpeople.com.au



Vicki Bainbridge

T 02 9956 4200

E vicki@SOprpeople.com.au

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



**Ike Levick**  
**0405 218 626**  
**ilevick@saltshein.com.au**



**Claire Radcliffe**  
**0415 835 266**  
**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."*

## Happy New Year!

We hope you've had a restful and refreshing break.

Unsurprisingly, it's been a quiet month for new roles, but the pace is picking up which made us think it would be a good idea to use this month's space differently. Shock, horror! Think of it as a gentle introduction to our team.

We know that some of you are sceptical about recruiters and we understand why. We like to think that we're atypical. For starters, Claire sounds English but is an Australian citizen (who's never received LAFHA - yes, we saw the hundreds of comments on Mumbrella!). Ike sounds foreign too, but she was born in NZ. Before Salt & Shein, neither of us had ever worked for a recruitment agency before, but we do both have a comms agency background and we're passionate about brands and reaching out to target audiences.

We are specialists and just recruit for PR agencies, whilst our other colleagues look after inhouse comms roles. All seven of us have a deep understanding of the market. We'll always give you an honest appraisal of the clients we work with and of those we don't. We even say good things about PR agencies which aren't our clients. We always aim to take a 'real' approach, trying to get to know you a little (if you let us!) before exploring which introductions to make. Then we'll support you through the recruitment process and continue to be a sounding board down the track.

We're always happy to have a chat. We know it doesn't necessarily mean you're looking to leave your job, but sometimes it helps to talk to someone with wider industry knowledge and an unbiased opinion. OK, maybe slightly biased, but everyone has their favourites!

That's probably enough about us and why we hope you want to work with us. We wish everyone a fun and successful 2012! Oh, and here's a summary of the roles we're currently working on:

- a) Account Director, Consumer PR Agency**
- b) Account Director, Financial Services and Policy Advocacy**
- c) Account Manager, Consumer**
- d) Account Manager, Consumer, 1 month contract, Youth/Lifestyle**
- e) Account Manager, Tech / Consumer Tech**
- f) Group Account Director / 2iC, Consumer / Lifestyle**
- g) Group Account Director / GM, Consumer PR agency**
- h) Senior Account Manager & Account Manager, Ethical Healthcare**
- i) Senior Account Manager, Consumer, one account**
- j) Senior or Group Account Director, B2B Tech / Corporate.**

Advertise in The PR Report: <http://tinyurl.com/7gb6mhp>

## Have you got news for The PR Report?



Contact [glen@theprreport.com](mailto:glen@theprreport.com) Tel: + 612 9476 3333

- Account wins, new staff, new campaigns (agency and in-house campaign news welcome)
- Perspectives on PR
- Copy deadline 10<sup>th</sup> of each month
- Over 6800 PR people read The PR Report
- Subscriber list: <http://www.theprreport.com.au/who-reads-the-pr-report>

Sign up for the newsletter  
<http://www.theprreport.com>

Previous issues now available in high resolution via issuu

<http://issuu.com/glenfrosttheprreport>

