

The PR Report

the monthly newsletter for the Australian PR industry

February 2012

1. Health PR specialist Will Collie joins Edelman Australia from Sanofi as Director of Healthcare Division (pic, right)
2. **Roxy Jacenko** (pic, below right) founder of **Sweaty Betty PR** at the launch party for her book "Strictly Confidential"
3. **PEPR** (pic, below left) wins four new accounts
4. **Salt & Shein** survey finds corporate PR skeptical on social media
5. **Brian West** joins Fleishman-Hillard in Singapore after leaving Burson-Marsteller Australia



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Corporate PR skeptical on social media says Salt & Shein survey

“Many of Australia’s most senior corporate affairs practitioners have yet to come to grips with social media, and for most the jury is still out on whether it is just another channel to be harnessed or a game-changer,” according to a survey released by PR recruitment company Salt & Shein, who interviewed practitioners about their views on some of the ‘big issues’ in corporate affairs.

“We spoke with senior people who are managing corporate communications and investor relations for some of Australia’s largest companies listed on the ASX,” said Salt & Shein principal, Peter Salt.

On social media, Salt says many practitioners are “generally unconvinced” that it represents a paradigm shift for modern reputation and stakeholder management: “Based on our research the “new paradigm” versus another “new channel” debate shows no sign of diminishing. Many corporate affairs people were scathing about social media, describing it as pure hype and a re-run of the internet frenzy in the late 1990s.”

Fellow director, Josh Shein, says many organisations are reluctant to invest money in developing a corporate social media strategy, or hiring dedicated resources to manage it: “With the ongoing focus on cost containment and headcount in corporate affairs departments, already stretched budgets are being spent on the traditional areas of reputation management, stakeholder engagement and internal communications.”

According to Salt & Shein, the elephant in the room is gender diversity in PR, with women making up more than 75% of PR practitioners in Australia: “For some practitioners this gender imbalance is becoming an issue for them on several fronts,” said Peter Salt. “One female PR director we spoke with lamented the lack of men entering the profession and criticized the rise of ‘pink ghettos’ where the PR function is nearly all women,” added Salt.

The Salt & Shein 2012 Trends and Issues in Corporate Affairs report is available at www.saltshein.com.au

Edelman hires Collie to lead new Healthcare portfolio

Edelman Australia has hired Will Collie as Director of its Healthcare practice based in Sydney.

Under Collie’s lead, Edelman’s health portfolio will broaden its focus from traditional media relations and issues management to additional areas including patient engagement, stakeholder planning, and social media strategy.

Collie has over ten years experience spanning the health and wellness and consumer marketing sectors and most recently was Senior Manager External Affairs for global pharmaceutical company Sanofi, where his responsibilities included the management of all proactive and reactive public relations, issues management and media activity for the Australian and New Zealand affiliate.

Previously, Collie held roles at Weber Shandwick and PPR and joins Edelman having been a member of the Medicines Australia Media Working Group for the last three years. Collie has worked in various sectors of health including diabetes, oncology, multiple sclerosis, renal and cardiovascular disease and was awarded Best PR Campaign in 2010 and 2011 for the pharmaceutical industry’s PRIME Awards for his work in vaccines and smoking cessation.

Collie will work across a portfolio of clients including: Sanofi Consumer Healthcare, Sanofi Pasteur, the Baker IDI, and Reckitt Benckiser while actively growing the division’s footprint. He will be reporting directly to Michelle Hutton, CEO of Edelman Australia.

Edelman release Trust Survey

Edelman Australia's annual survey on trust; highlights below.

Trust in media

- Only 33% of the Australian general population trusts the media.
- Despite very low trust in the institution of media to do what is right (33 per cent), Australians do trust traditional media sources for company information. Television (81 per cent), Newspapers (78 per cent), Radio (77 per cent) and Magazines (76 per cent) lead the pack.

Trust in business

- In Australia, trust in business as an institution sits at 45%.
- Globally, CEO credibility declined 12 points to 38 percent, its biggest drop in nine years amongst informed publics. Only 35% of Australians trust CEOs as a company spokesperson.

Trust in government

- 60% of Australians do not trust government leaders to tell the truth
- While 71 per cent of Australians say it is important that the country's financial affairs are managed effectively, only 18 per cent think this is happening – an 'underperformance gap' of 53 points.

For the research Edelman Australia surveyed 1,000 of the general public in Australia as well as 200 informed publics. All informed publics met the following criteria: college-educated; household income in the top quartile for their age in their country; read or watch business/news media at least several times a week; follow public policy issues in the news at least several times a week.

Additional materials at <http://blog.edelman.com.au/2012/02/07/edelman-trust-barometer-2012-australian-data/>

Snippets

Pie Face, the Aussie owned fast food outlet, opened a new store in New York; their PR agency scored them almost 5 minutes on The David Letterman Show in New York (Pie Face haven't confirmed if this was a "sponsored" segment in the show):

http://www.youtube.com/watch?feature=player_embedded&v=1piv0oLJ6Gg

Facebook Australia and New Zealand boss Paul Borrud has left the company

Peter O'Sullivan joins Photon-owned FRANK PR Australia as MD. Peter was with PPR. Peter has also appointed Jason Lees as senior Director within the agency. The previous MD of Frank PR was Myfanwy McGregor.

Ogilvy PR Australia's social media practice, 360° Digital Influence has recruited Roger Christie as Senior Digital Strategist. Christie was previously at Sefiani PR. Trinity Scarf joins Sefiani (see separate article)

Greg Baxter, senior PR at News Corp departed following arrival of new CEO Kim Williams

RT, the 24/7 news network broadcasting from Moscow and Washington, will launch an exclusive interview series by WikiLeaks founder Julian Assange called "The World Tomorrow" in March 2012.

According to online news Crikey, Vodafone axed director of comms role held by Tanya Bowes; Bowes will stay with Vodafone in another role



Wotif founder Graeme Wood, and former ABC journalist Monica Attard have launched a new online not-for-profit media service, called The Global Mail.

Dr Annemarie Jonson leaves Voiceless as Head of Corporate & Communications, and joins Graeme Wood's various environmental, media and philanthropic organisations including the Global Mail (although Dr Jonson will still work with Voiceless in a pro bono capacity).

DTDigital Sydney has appointed a new general manager, Phil Whitehouse.

CPR Managing Director Jayne Dullard gets a promotion to CEO of parent company Hotwire's Australia and New Zealand division.

Citizen watchdog: a new website purports to watch and report on unethical journalists:

<http://journalistcomplaints.com>

UK based PR firms earning fees from comms work on M&A deals (mergers and acquisitions) will have to report the fees they earn

Zadro Communications has recruited Annmarie Mansour as Account Director.

BENCH PR opens Adelaide office; hires Banks, ex-IDG Journalist

BENCH PR has appointed Lisa Banks (pic, right), ex IDG journalist, to work on the agency's growing list of IT clients. She has been appointed to the position of senior consultant, and will work from BENCH PR's new Adelaide office.

Banks was a journalist at IDG Communications until December 2011, writing for CIO, ComputerWorld and TechWorld. Prior to IDG, Banks spent 18 months in communication roles at Creative Territory in the Northern Territory and The City of Tea Tree Gully in South Australia.

"Lisa is a true professional, has an excellent understanding of the ICT sector and is an accomplished writer. She is also passionate about start-ups and challenger brands, which make up the majority of our client base," said Jocelyn Hunter, Managing Director, BENCH PR.

Established in 2008, BENCH PR specialises in developing and implementing communications programs for technology and online businesses. In 2011, BENCH PR added The Attachmate Group, C3 Business Solutions, Zendesk, Xero and Lockbox to its client list.



PEPR wins four new accounts

Sydney boutique agency PEPR Publicity has won four new accounts adding travel search site Skyscanner, Coffs Coast Tourism, Fernleigh Retreat (Ellerston) and the Duck Inn Pub & Kitchen (Chippendale) to their portfolio.

PEPR (pronounced 'pepper') specialises in PR for travel, property, food, publishing and lifestyle clients. Director Philip Engelberts has a team of seven staff. Existing clients include the South Australian Tourism Commission, Relais & Châteaux, Holland America Line, Phaidon Press, Cook Islands Tourism Corporation, Hilton Queenstown and Trainworks Thirlmere.

More info at www.pepr.com.au

AGENT99 wins Silky Colouration

The Agency celebrated their 5th birthday with a recent client win. Silky Colouration, (www.silkycolouration.com.au) has just been revealed as the new and exclusive distributor for all Silky and Nouvelle hair care products in Australia and New Zealand.

The Silky and Nouvelle ranges are produced in Italy and are stocked by over 500 salons Australia wide. They are fast becoming the choice for hairstylists against other leading global brands. Silky Colouration expects this number of stockist salons to increase by at least 30% over the coming year.

DEC PR wins 4 new clients

DEC Public Relations' (DEC PR) technology practice has won four new accounts.

The clients are: secure file sharing company Accellion www.accellion.com , wearable adventure camera company Contour www.meecosales.com.au , free web hosting company Ingenyes www.ingenyes.com , and online police check service National Crime Check www.nationalcrimecheck.com.au

Fenton kicks off .NGO campaign in Australia

Marketing communications agency Fenton Communications has kicked off an Australian campaign for a proposed new generic Top Level Domain (gTLD) targeted at the non-profit and community sector. The work is being conducted for US based non-profit, the Public Interest Registry (PIR), which is applying for the creation and management of a new .NGO domain. PIR already run the well-known .ORG domain.

Unlike .ORG the new .NGO will be a closed domain, meaning that organisations will need to show that they are registered as a non-profit to get a domain.

“.NGO will give immediate recognition for Australian non-profits that do great work in the community, whether locally or internationally,” said Brian Cute from PIR. “With a large number of fundraising activities now being conducted online, .NGO will help non-profits in building trust with potential donors online.”

.NGO will also provide non-profits to an exclusive directory of worldwide non-government organisations, to help increase links and collaboration within the sector.

David Micallef, Head of Media and Digital at Fenton Communications said the campaign fits perfectly with their digital mission: “Our work with the non-profit and community sector and our push to make these organisations more strategic in the online space fits perfectly with the goals of .NGO”

The campaign will be targeting Australian non-government organisations directly to provide information on the new proposed gTLD and seek their support for PIR's proposal to create and manage the domain.

Media Monitors Group changes name to Sentia Media

Sentia Media is owned by Quadrant Private Equity. Sentia Media now owns: Media Monitors, with 12 offices across Australia, New Zealand, China, Hong Kong, Malaysia and Singapore; MediaBanc, South East Asia's largest monitoring company with offices in six countries; Brandtology, an online business intelligence service, headquartered in Singapore; 360m, a PR agency/advisory and analysis company; China Clippings, offering monitoring services to agencies across China; and Slice Media. Sentia Media has 1200 employees and 6000 clients.

Fleishman-Hillard appoints West to Asia Pac role

Following his recent departure from running Burson-Marsteller Australia, Fleishman-Hillard has appointed Brian West to the newly created role of managing director and partner, reputation management, Asia Pacific. West will also co-lead the global crisis communications practice and response team for Fleishman-Hillard. With more than 30 years experience in consultancy, corporate and government roles, his appointment is the latest in a series of regional appointments by the firm.

Naked runs PR for MeadowLea's Plant Seed Promise campaign

MeadowLea has teamed up with TV personality and mother-of-two Sophie Falkiner to launch a new campaign encouraging Australian families to stop using butter, and replace butter with margarine to reduce the level of fat consumed. As part of the campaign MeadowLea have created the "Plant Seed Promise"; an initiative whereby MeadowLea will build gardens in children's hospitals.

The first garden, at St George Hospital in New South Wales, will be opened by Sophie Falkiner and Dietitian Karen Kingham in February. Four more gardens will be built at the Austin Hospital (VIC), Wesley Hospital (QLD), the Women and Children's Hospital (SA) and the Princess Margaret Hospital (WA) if MeadowLea reaches 2,000 Plant Seed Promises.

The campaign communications strategy was worked on jointly by Jack Watts Currie and Naked Communications with planning, PR and experiential by Naked Communications. The campaign will be supported by PR, TVCs, digital activity, POS materials, magazine advertorials, WOM and experiential teams located in shopping centres.

Karla Pritchard, Managing Partner of Naked Communications said: "Using Naked's behaviour change thinking, we helped develop this campaign to encourage mums to take action and make the Plant Seed Promise to benefit their family and children's hospitals across the country."

Half of Australian women online now sharing life beyond Facebook statuses

the Australian Women and Social Media 2011 Survey results released today by myself and fellow businesswoman Louisa Claire from Brand Meets Blog. The online survey polled more than 700 women online during December, providing a snapshot of the social media habits of females nationally.

Some of the findings included:

1. Half of Australian women online now have a blog and a staggering 92% of females are reading blogs.
2. 75% of women spend over 1 hour on Facebook per day and 38% spend over three hours.
3. Three out of four Australian businesswomen online use Facebook as a marketing tool and now Twitter is fast catching up with 60% having a business Twitter handle.
4. 47% of women in business have embraced a blog as part of their marketing strategy.
5. 75% of those who read blogs said a blog or blog post had changed the way they felt about their life.

There's more information in the [Mum PR Media Room](#).

Fleishman-Hillard wins Foraco account

Foraco International SA (listed on the Toronto stock exchange; TSX: FAR), a global provider of drilling services, has appointed Fleishman-Hillard as it's PR agency. Foraco has a mining and drilling presence in Western Australia.

Fairfax launches private Twitter-like service, called “Newso”

According to an article in online newsletter Crikey, Fairfax Media have launched a private Twitter-like portal for political, business and NGO leaders to offer quotes, documents and photos for Fairfax journalists. Users of the site have up to 400 characters to “tell their story”, as opposed to Twitter’s 140 characters. The service offers comments, a timeline and search function.

Cancer Council’s Fat Free TV guide monitors junk food ads on kids TV shows



Fat Free TV Guide is an interactive website which allows parents to search over 100 popular TV shows, rating and ranking the best and worst, based on how much junk food is advertised to children.

According to The Cancer Council, the guide reveals that children watching the three unhealthiest programs would be exposed to 26 junk food ads for foods like chocolate, high energy drinks, and fast food chains over a six hour viewing period.

Clare Hughes, Nutrition Manager at Cancer Council NSW, said that overweight and obesity is one of the biggest health problems facing Australia and the situation is being worsened by the high amount of junk food ads aimed at children on television.

According to Hughes: "The Fat Free TV Guide clearly shows that junk food companies are choosing to advertise their unhealthy products during programs that are popular with children and families. One in four children are overweight or obese and we know most of those children will grow up to become overweight adults with a higher risk of developing some cancers. Preventing weight gain and promoting healthy eating habits from a young age can reduce the risk of cancer later in life."

Visit the Fat Free TV Guide at www.fatfreetv.com.au

Hill & Knowlton offers pro-bono services to Australian wildlife charity WIRES

Hill & Knowlton (H&K) has chosen WIRES (the NSW Wildlife Information Rescue and Education Service Inc) as its charity pro-bono account for 2012.

As H&K's charity of the year, WIRES will receive a program of communications and fundraising support. WIRES is Australia's largest not-for-profit organisation dedicated to helping sick, injured and orphaned native animals.

WIRES conducts more than 65,000 animal rescues each year and responds to around 100,000 requests for help from NSW's general public, businesses, the RSPCA, zoos, government departments, local councils and the police.

Photo: H&K Sydney team receive briefing from WIRES spokesperson (with assistant)



Hill & Knowlton hires Kelly for Fin Services team

Hill & Knowlton has recruited Stuart Kelly (pic, right) to its Corporate & Financial Services team as Associate Director.

Kelly has more than 15 years' experience in media and in corporate and financial communication, with particular expertise in investor relations working in both in-house and agency roles.

A former financial journalist, Kelly joins Hill & Knowlton from Sefiani Communications, a Sydney-based PR firm, where he worked on a range of listed and unlisted clients in the financial services, technology, resources, utilities and government sectors. His previous roles included Director, Corporate Affairs for one of the world's largest listed healthcare technology companies, and more than five years at Bloomberg News, where he covered Asian investment markets and the Australian financial services industry.

Kelly reports to Catriona Booth, Strategic Counsel, Corporate & Financial Services



Voiceless offers cash prizes for animal stories

The Voiceless Writing Prize sponsored by Australian Ethical Investment invites writers of fiction and nonfiction to reflect on the ethical relationship between humans and animals. Submissions should be between 5,000 and 10,000 words and should focus on animals produced for food or found in the Australian landscape.

The best pieces will be released as a collection by Publishing Partner Allen & Unwin, and The Sydney Morning Herald is supporting the Prize as Media Partner.

There is over \$20,000 in prizes to be won, including \$15,000 for the winner chosen by the Judging Panel (sponsored by Australian Ethical Investment), \$5,000 for the People's Choice winner sponsored by Deborah and Peter Debnam and \$500 for each writer chosen for publication. Entries close 16 March

Lewis PR launch book for PRs

Lewis PR has published a new book entitled 'The Changing Face of Communications – 12 digital techniques for modern PR'. The book details some of the key techniques that PR practitioners need to be successful in today's digital world. It is written from a very practical perspective, with a focus on the 'how', rather than being theoretical or academic. The book is divided into 12 chapters, such as 'How to incorporate SEO into PR' and 'How to handle a social media crisis'.

Here is a sample from chapter 1, in which the issue of communicating in the fast paced 24x7 world of digital PR is examined.

How to communicate in a real-time world: One of the most profound changes in communications is the growing importance of speed. Sure, we all know that stories can break and go global in minutes, not days. We've heard about the accelerating news cycle so many times that it's almost a cliché. But very few marketing and PR departments have actually adapted their strategy and structure to suit the new real-time reality.

The fact is the media environment today requires a wholesale shift in approach, which must be underpinned with the right foundations. The organization must be ready to respond in 'Twitter-time' and to take advantage of the opportunities of this accelerated news cycle. So, how can brands evolve their PR and communications to ensure success in the fast-paced digital economy?

Have a strategy, not a plan: Communications today is more like guerrilla, than conventional, warfare. It's essential to have a clear goal in mind, and a strategy for achieving it, but detailed tactical plans are likely to be irrelevant as soon as you get underway. No plan can cover every eventuality in an environment where a single tweet can alter the day's news agenda. Use project management tools to keep your team aligned during implementation but focus your planning efforts at the strategic level.

So, what should a modern communications strategy include?

1. **Business goals** – Know what impact you want to have on the business and how you will measure it.
2. **Channel strategy** – With so many channels to reach your audience, integration is essential. How will media, web, blog, social networks and email all work together and reinforce each other? What is the flow of information and traffic you want to achieve across all channels? You won't be able to control where your audience goes but you do want to try and steer it.
3. **Content strategy** – What type of content do you want your brand to be associated with? What are your people experts in? What topics do you and your customers care about? Create a flexible content framework so that new ideas and opportunities can be evaluated quickly.
4. **Editorial calendar** – Any outbound communications program needs an editorial calendar, with room in it for reactive tactics based on the events of the day.

SPECIAL OFFER to readers of The PR Report

Lewis PR has 30 copies of the book available for readers of The PR Report.

Please email your name and address to Scott Pettet at ScottP@lewispr.com

Magnum PR wins 2 new clients

Magnum PR has picked up two new accounts with iconic French fashion label, Le Coq Sportif, and one of Australia's leading gaming retailers, GAME Australia, both appointing the agency to handle its PR.

Porter Novelli's PR campaign takes BUPA app to #1

Bupa's FoodSwitch reaches number one in App Store within 24 hours

FoodSwitch, an Australian-developed app, released by healthcare organisation Bupa and The George Institute for Global Health to empower shoppers to make healthier food choices in the supermarket, shot to the number one position in the App Store with over 26,000 downloads in the first 24 hours and over 75,000 in the first five days.

Porter Novelli undertook a media relations campaign for major client Bupa which achieved extensive national coverage for the free **FoodSwitch** app. Major media outlets who reported on the app included The Project, TODAY, ABC 702, ABC Radio National, 2UE, 2GB, 4BC, 2Day FM's Kyle and Jackie O Show, *The Sydney Morning Herald*, *The Herald Sun*, *The Canberra Times*, as well as extensive online coverage, resulting in significant awareness and talkability.

Bupa's General Manager of Corporate Affairs, Roger Sharp, said "The initial success of the FoodSwitch app highlights the appetite for better food labelling information amongst consumers. As a leading healthcare business, we're delighted to help Australians make healthier food choices."

FoodSwitch allows users to scan the barcode of packaged foods using their iPhone camera and receive immediate, easy to understand nutritional advice using the traffic light food labelling system. Importantly, it also displays healthier choices. **FoodSwitch** is backed by a database of over 20,000 packaged products found in Australian supermarkets.

[FoodSwitch](#) is available as a free, Australian-only download from the App Store for iPhone 3GS/4/4S and iPad 2 devices.

KDJM wins two new accounts

Independent Melbourne PR consultancy KDJM communications has just won two new accounts – Rebello Wines and Toujours France.

Rebello is an award-winning entrepreneurial fruit winery on the Mornington Peninsula breaking into the cider market with Australia's first 100% pure fruit cider blends. Toujours France are French travel specialists who are evolving the business to focus on luxury barge cruises around France.

Founder and Director of KDJM, Kirstie Bedford, is a former journalist who specializes in the travel/tourism, food, wine and events sectors. Photo: Bedford interviews Pete Evans



MAGNUS appoints Ian Pope

MAGNUS Investor Relations + Corporate Communication has strengthened its senior management team with the appointment of senior corporate communication professional, Ian Pope, as a Director.

With more than 11 years' experience in corporate communication, media relations, reputation management and strategic counsel, Ian joins MAGNUS as co-lead of the company's Sydney office. He joins John Gardner (founder and Managing Director) and Dudley White as directors of the firm.

During a career spanning the UK and Australia, Ian has developed a strong track record in managing strategic communication programs and providing executive counsel to a range of firms domestically and internationally. His primary experience covers the corporate and financial services sectors, including private equity, insurance, property, investment banking, fund management and financial technology.

A word with you: How to ride the wild semi-colon

How often do you use the semicolon? Perhaps you are not sure what it does and therefore steer clear of it. Perhaps you even think like the *New York Times* journalist who wrote: 'In literature and journalism, not to mention in advertising, the semicolon has been largely jettisoned as a pretentious anachronism.'

It's a pity if that's the case, because the semicolon has a subtle but vital function: to show the reader that two thoughts are connected, by joining two sentences to make one.

That's what is happening in the following sentence: 'Australia's ability to weather the global financial crisis has largely been thanks to mining; the commodities boom is buoying up the struggling economy.' I could have used a full stop to make separate sentences of these thoughts, but by using the semicolon I am signalling to the reader that the second thought is an elaboration of the first.

The semi-colon also has a secondary but still important function: to separate items in a complex list, where mere commas might leave the reader confused as to where one item begins and another ends.

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

Maxted Thomas wins two new accounts

Maxted Thomas has won accounts for UK bath, body and beauty range, Molton Brown; and secondly, NIOXIN – a care system for thinning hair being launched by P&G.

NIOXIN has been available for 20 years in the US where it is the market leader in the hairdressing industry and the brand has won the US Stylist Choice Award for 10 years in a row.

Jacenko book launch a showcase PR event

By Kylie Johnson.

Kylie Johnson, founder of KJ Media, was guest reporter for The PR Report at the launch of Roxy Jacenko's book, *Strictly Confidential*; a fictional account of running a PR agency in Sydney.

The first thing that strikes you about a Roxy Jacenko event is that it's incredibly stylish. Roxy Jacenko is a fixture on the Sydney social scene as the head of highly successful PR company, *Sweaty Betty*.

I was recently invited to the launch of her new book *Sydney Confidential* at her gorgeous multi-million dollar home in Woollahra, and it was a lesson in organizing a glamorous public relations event. Even my little car knew it would have to glam-up. It insisted on the super duper car wash and I swear it sucked its stomach in just a little as we approached the valet parking.

Yes, there was valet parking outside Roxy's multi-million dollar home....and that was just the beginning. Every single detail had been thought of...from the iPad wielding gatekeepers greeting you at the front door, through to the



ocean of orchids and the Moët wielding waiters. Roxy confessed to me that 15 minutes earlier, she'd been out the front raking up all the stray leaves from the pavement. I had a feeling that the leaves may have been collected before they even left the branch. The leaves that remained trembled on the branches and had clearly been given a stern talking to.

It was very obvious this passion for hard work and an eye for detail has been the key to Roxy's success. She says she's fought for everything she's achieved: 'There hasn't been a hurdle that I haven't hit. When people come to my house tonight they'll go "oh my God, she's 31 and look at the way she's living". Let me tell you it hasn't come from handouts. Every single square inch of this is blood, sweat and tears,' she said.

Roxy won't go into details about the real identity of the thinly disguised characters *Strictly Confidential*. 'It is a fictional book, but there is no question that there are parts of reality that have been drawn on for inspiration and embellished'.

Roxy started *Sweaty Betty* when she was 24 with no real experience in public relations. She says the key to her success is persistence and commitment: 'I was the girl who flunked out of school, I was the "switch bitch", I worked as a florist and at Kodak developing photos. I definitely wasn't a scholar, but what I did have was a work ethic and drive.'

'I work 24 hours a day, 7 days a week. I know it's not for everybody. People don't realise what it takes to create success and that it doesn't just get handed to you. Unless you've got that drive, you don't get it.'

Roxy has recently had a baby girl (Pixie), and returned to work within weeks. She built a nursery within the office so could take her baby to work with her. 'I think I was in a very fortunate position that I could return to work and not everyone is in that position. The thing is that if I had a valuable employee who wanted to do the same thing, I don't think I'd have a problem with it. Babies sleep the whole time!'

As Roxy launched her book, I looked out at the crowd of well wishers. There were Home and Away actresses, stars from *The Apprentice* and sporting legends. There was a general feeling of bonhomie. Even gossip columnist Ros Reines was glowing.

So the question is, what will Roxy do next? The first step is marrying her fiancé Oliver Curtis above Quay Restaurant on March 1. If her book launch is any guide, it's going to be a super stylish event...with not a leaf out of place.

Photo: Roxy with gossip columnist Ros Reines

Ogilvy PR recruits ad-man Beckerleg

Ogilvy Public Relations Australia, has appointed former Ogilvy & Mather executive Mike Beckerleg as Group Director.

Reporting to Ogilvy PR CEO Kieran Moore, Beckerleg will provide creativity counsel and integrated communications advice for existing and new clients. He will work across five of the Ogilvy PR Australian businesses: Howorth Communications, Ogilvy Impact, Ogilvy PR Health, Parker & Partners and Pulse Communications. With over 25 years' experience in brand and marketing strategy, corporate communications, advertising, corporate training and facilitation, sales and retail, Beckerleg has worked both on the client and agency sides.

Ogilvy & Mather creates social media network for global clients

Ogilvy & Mather have created Social@Ogilvy, a worldwide practice connecting all of the agency's social media experts to deliver solutions across all areas of business. Social media was once a specialty offering within Ogilvy Public Relations, Social@Ogilvy connects marketing, PR, communications, CRM, sales enablement, and shopper marketing to deliver social solutions. Social@Ogilvy has over 550 social media experts around the world delivering global and local solutions. Headquartered in New York, the team is led by John Bell, Global Managing Director. Global clients for Ogilvy include IBM, Nestlé, Unilever, UPS and Ford. More information: <http://social.ogilvy.com>

Larochelle launches communications course

The Communicators' Forum is a space for in-house and internal communicators to learn, share and succeed together. The program, designed for people in internal communications positions, is facilitated by PR coach and mentor, Kim Larochelle.

"Through this six-month group program, you will improve on and learn new skills, source fresh ideas for your next campaign, stay abreast of your industry and discuss challenges – or most importantly, ways to overcome them," said Larochelle.

The Communicators' Forum kicks off on Tuesday, 21 February and is held from 9 am to 12 noon every third Tuesday of the month until 17 July. The sessions are held at Macquarie House in Sydney CBD and each group is limited to eight participants.

For more information and to register, visit www.communicatorsforum.com.au Cost is \$1490 for the 6 month program

Global Lifestyle PR network, SERMO signs up Saunders & Co

SERMO, the first ever global lifestyle pr network founded in 2010 by Talk PR (UK), part of the M&C Saatchi group, has today signed Australian PR consultancy Saunders & Co.

The SERMO network is made up of independent PR consultancies that are particularly experienced and connected in the fashion, beauty & lifestyle sectors. The network's founding partners, Talk PR (UK), Me & Us (France), Nike Communication (US) & Nota Bene (Spain) were joined by partners in Greece, Brazil, Russia, India and Hong Kong in 2011. The move into Australia and Germany in 2012, takes the number of countries SERMO operates across to 11, spanning five continents with 15 offices worldwide.

The network allows its agencies to deliver a truly global offering to international clients whilst retaining a unique entrepreneurial and boutique approach. SERMO agencies have created stand out international and local PR campaigns and events for clients including Vertu, American Express, Procter & Gamble, Rolls Royce, Swarovski, Tag Heuer, United Colors of Benetton and Yves Saint Laurent.

Saunders & Co have produced outstanding brand building PR campaigns for clients including P&G Beauty, SK-II, Pantene, Clairol, Mecca Cosmetics, Essie and Invisalign.

Sefiani appoints Scarf for senior social media role

Sefiani Communications Group has recruited Trinity Scarf (pic, right) as Social Media and Advocacy Specialist and leader of the agency's social media team. Scarf has 12 years of communications and social media experience and was previously Advocacy Manager at Tourism Australia. Her career also spans PR agency roles at Haystac and in-house communication roles at Siemens and Maverick & Co.

Trinity will lead social media strategy and advocacy management across the Sefiani business-to-business and consumer client portfolio. She will also assist the issues and crisis management team with social media monitoring (working closely with strategic alliance partner SR7) and engagement. Trinity replaces Roger Christie, who moves to Ogilvy 360 DI after five years with Sefiani.



Sefiani wins Tax Institute account

Sefiani Communications Group has won The Tax Institute PR account after a competitive pitch. The Tax Institute is Australia's leading member-based association for tax professionals. Sefiani will implement a public relations and stakeholder engagement program for 2012.

Splendid wins Earth Hour 2012 account

WWF-Australia, organisers of Earth Hour, have appointed Splendid Communications to manage Public Relations for this year's Earth Hour, with a specific focus on two newer initiatives: Earth Hour Unplugged and the WWF Earth Hour Awards. Now in its 6th year, the annual lights-out event will be taking place across the globe on March 31 at 8.30pm.

This year WWF-Australia is encouraging Australians to hold Earth Hour Unplugged community events across the country, with acoustic entertainment and sustainable foods, to mark the 'hour of no power.' Splendid Communications will focus on promoting local events and driving both individuals and communities to host their own 'unplugged' events.

The pr shop recruits Kuhn

Boutique agency, the pr shop, has expanded its Australian presence with the appointment of Amanda Kuhn (pic, right) as the new Head of PR.

Amanda's previous experience includes working with brands such as Harley-Davidson, Google, Microsoft, Riot Entertainment and managing the APAC offices of entertainment company WWE.

The pr shop opened its Sydney office in 2009 with recent highlights including the Search for The New MILKYBAR Kid, the launch of Uncle Toby's Simply and winning the Schwarzkopf Professional account.



Travel writing workshop

Diana Plater is a journalist, former travel editor at Australian Associated Press (AAP) and PR consultant. For 10 years she handled the PR for the Sorry Day Committee, among many other clients. However, she now concentrates on freelance journalism, particularly travel and arts writing. Diana holds travel writing workshops at her home in Sydney's eastern suburbs, usually once a month on Sundays.

The class is small and friendly with plenty of time to write and also get feedback. You take home a kit of articles and tips for successful travel writing.

During the class her husband, Budi Arsana, cooks a great Balinese lunch to enjoy after a short excursion. The class is all about "making something from nothing".

Past participants have described it as inspiring and fun. So you should go home full of ideas and great food! More classes are planned for upcoming months on the south coast of NSW and in Bali. (She ran a very successful one at the Ubud Writers and Readers Festival in October, 2011.)

More information/bookings: plater@optusnet.com.au or 0419 692 502 or Diana's blog: www.dianaplater.com

Looking to place a job advert in The PR Report?

Details here: <http://www.theprreport.com/placing-job-adverts-in-the-pr-report>

Job of the Month

PR – Practice Head - Corporate & Finance – Sydney, \$200k + package

- World class client list
- Supportive culture - outstanding mentors & peers
- Outstanding package



Our client, a very highly regarded and high performing strategic consultancy, is looking to appoint an Practice Director to its outstanding team. The consultancy has a very strong international reputation for excellence, and accordingly supports some of the most interesting and challenging communications programs in the country.

To be successful you should have proven consulting experience, sound strategic thinking, demonstrable business acumen, underwritten by significant experience and expertise in financial communications and within the financial services sector. You have natural leadership qualities, relationship skills and the ability to communicate with gravitas at all levels. You possess a sharp strategic mindset and clearly demonstrable track record of first class results for major organisations.

Ideally you will have no less than 5 years consulting experience and a minimum of 12 years total communications experience. You should also have a clear and demonstrable track record in business growth and development.

If successful, you will also benefit from a desirable, collaborative and supporting working environment and genuine and clearly defined opportunity for advancement, within a strong culture of professional development and support. Equally you will benefit from an impressive benefits and rewards package

For further information on the above position please contact

Jeremy Wrench at Capstone Careers on (02) 8249 4636 or 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:

PR: Account Manager (Consumer/Brand) – SYDNEY - \$50k+

A truly exciting role with one of Sydney's most admired creative PR consultancies. You should have impressive media knowledge and contacts and possess outstanding organisational skills. You should also have a natural ability to coordinate and have outstanding relationship skills. 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 (Consumer/Brand) – SYDNEY - \$80k+

This fast paced and highly creative Sydney based consultancy requires a new SAM to some of its 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 the challenge of business development. You should have at least 5+ years experience within a PR agency environment and be driven by working with exciting, compelling and very high profile brands.

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 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. 10+ years relevant experience required.

MELBOURNE ROLES

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

This fun, down to earth and very successful independent consultancy was one of Melbourne's best performing in 2011 and through further growth now required a s 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 consumer/brand offer 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 communications experience with at least five years in communications consultancy.

Enquiries and applications should be directed to:

E: jobs@capstone-careers.com T: Sydney: 02 8249 4636 / Melbourne: 03 9827 7277

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



Group Account Director – Lifestyle/Alcohol/FMCG

\$150K incl.

- Newly created position at one of Sydney's fastest growing agencies
- Brilliant brands and strong team
- Agency enjoys an entrepreneurial nature with flexibility and immense creativity
- Great culture and benefits

Practice Leader – IT/Technology

\$160K incl

- This multinational agency is poised to kick some major goals
- Join a strong and stable team to help service a massive client and work with a visionary MD to take it to the next level
- Open to people outside of Tech as long as they have an interest in the category

Practice Leader – Consumer Brand

\$150K incl.

- Exciting role offering leadership and progression
- Multinational agency with independent spirit
- Blue chip brands which offer strategic superiority
- Regional reach which will motivate and excite

Account Director – consumer FMCG

\$100K inc. neg

- Manage one massive global brand
- Work with the best in the business
- Be involved in campaigns that offer strategic depth and variety and scope

Senior Account Manager – Consumer (Melbourne based)

\$75K incl.

- Join one of Melbourne's leading independent PR agencies in either an AM or SAM role
- Seeking talented mid-level candidates who will embrace the role and grow with the agency
- You will come from either a consumer or corporate background, have an extensive black book of media contacts and really hungry to learn
- You will be rewarded with an excellent step up in your PR career, working on some terrific big name brands

PR Executive – Travel/Lifestyle

\$60K incl.

- Great opportunity to join a small CBD based agency who specialise in consumer lifestyle and travel clients
- You will have at least three years PR experience, a proven track record in media relations and experience working on editorial content briefs for broadcast
- Excellent copywriting skills are a must, as well as a great attitude and willingness to work well within a team

SAE/AM/SAM – Ethical healthcare

\$55K - \$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



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



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"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."

Group Account Director, Consumer PR

- Senior management team position
- Work on high profile clients
- Bring insights and experience in the consumer and lifestyle division
- Provide strategic direction
- Initiate and execute best practice events, social media campaigns and communication strategies

Team Leader, FMCG

- Team management position, manage a team of five
- Combine strategic thinking with creativity and passion for PR
- Advise clients on consumer purchasing decisions
- Work on multi-agency campaigns

Senior or Group Account Director, B2B Tech / Corporate

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

Group Account Director/GM, Consumer PR agency

- Challenge the consumer PR category with your creative ideas
- Manage a team of 12
- Challenge junior team members to be their best
- Build long-lasting client relationships
- Work in a great location and in a lovely office space

Account Director, Financial Services

- One of Sydney's leading independent financial services PR agencies
- Advise on trends and influences
- Managing a strong portfolio of clients, excellent career development

Consultant (Account Executive), Financial PR Agency

- Fantastic opportunity to learn directly from an industry leader
- Fast-track your career – the sky is the limit with this role
- Report in to an experienced (and lovely) Senior Consultant

Senior Account Executive, B2B/Tech PR Agency

- Top tier agency, working with some of the best in the industry
- Big brand, integrated campaign work
- Must be a solid practitioner suited to a large agency environment

Account Director, Corporate in-house contract role

- Working for a well established agency, based inhouse with their client
- Strong corporate experience required
- Six month contract to start, ideally full-time but open to 4 days p/w

GAD role in dynamic agency

We are looking for an inspiring, strategic and experienced Group Account Director to oversee a group of high profile and exciting clients within a dynamic and progressive PR agency.

As part of the management team, you have the opportunity to influence the direction of the agency including the business strategy, services, resourcing, recruitment, training and more.

The successful candidate will also coach, grow and inspire an existing team of intelligent and motivated consultants who are currently delivering great results for their clients.

n2n communications is one of Australia's most respected public relations consultancies representing some of the world's leading organisations in the technology, cleantech, corporate, consumer and government sectors. Together with our sister agency Fuel Communications we are the largest independent PR group in Australia with 40+ consultants.

We have built our reputation through outstanding results, quality senior consultants and best-practice communication strategies and campaigns.

We value our clients, our team and our culture which means:

- We are dedicated to intelligent, strategic, results orientated public relations
- We commit to providing opportunities to develop our team's skills, learn new things and make a difference
- We're determined to get great results, provide outstanding service and a supportive and fun environment.
- Clients of the firm include Facebook, NBN Co, Cisco, Digital Switch, General Electric, British Telecom, and FetchTV

Your skills and experience include:

- At least eight to twelve years public relations experience preferably in technology, b2b, government or corporate areas either in-house or agency
- Demonstrated skills in core public relations areas including strategy development, media relations, issues management and stakeholder relations
- Outstanding skills in client relations
- Team management experience and an enthusiastic approach to coaching
- The desire to learn, grow and succeed
- University degree in communications, public relations or related fields

Excellent salary package with great benefits.

Email Jamie on jverco@n2n.com.au

TIME FOR A BRILLIANT NEW ROLE?

Espresso Communications, a small - but rapidly expanding boutique PR agency is ready to expand even more. We are looking to recruit a full time Consultant/Senior Consultant with between two years and four years agency experience, who is up for a challenge.

The Chosen One will be enthusiastic, a great team player and able to dive in at the deep end... and stay afloat. This position will allow you to showcase your meticulous written skills, develop and pitch story ideas, build on your network of media contacts and show off your organisation and planning ability.

You will need excellent communication skills, great client awareness, a charming phone manner, enthusiasm for all things media and just a little bit of love for technology. Espresso thrives on its passion for looking after a range of high calibre consumer tech clients, so as long as you know your LAN from your WiFi, this job is for you.

In return for your diligence, proficiency and love of the Cloud, Espresso offers you a supportive, relaxed and creative workspace, working closely with a range of highly talented individuals from diverse professional backgrounds.

So if you're ready for a fresh new job, have a couple of years' experience, great written skills and a passion for communications – please send an email with CV and cover note to deon@espressocomms.com.au.

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



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