

# The PR Report

**JUNE 2009** In this issue:

**Digital** Australian Ballet launches new strategy

**Ogilvy** appoint Graves to global CEO

**Rowland** comment on swine flu pandemic

**Weber Shandwick's** new Head of Digital

**Stellar\* Concepts** launches new media monitoring business

**PLUS** appointments, jobs, account wins...

(Pic right: Jocelyn Hunter, BENCH PR)



People in this issue of The PR Report:

**Renee Creer, Stellar\* Concepts**

**Chris Graves, Ogilvy**

**Matthew Gain, Weber Shandwick**

## BENCH PR wins Biarri account

BENCH PR has won a new client, Operations Research specialist Biarri.

Operations Research is a scientific basis for better decision making. It uses methods such as mathematical modelling, statistics and optimisation algorithms to arrive at optimal or near optimal solutions to complex problems.

BENCH PR's client list includes IFS, Netsolutions, Upstream Print Solutions and Global Graphics.

## Beyond The Square wins McCormick account

McCormick Foods Australia has appointed its public relations account to Beyond The Square Communication following a competitive pitch. Daniel Cormack, a Senior Account Manager at the agency is in charge of the McCormick's account (pic, right).

The agency will be retained as part of a wider agreement for PR services across all brands in the McCormick's stable including the eponymous herbs and spices, Aeroplane Jelly, Keen's Mustard and Curry powders, Slow Cookers, Cake Mate and Hermesetas Stevia.

In good company, the new appointment joins the stable of Beyond The Square's food industry clients including Ingham Enterprises, Corningware, Pyrex, Produce Marketing Association (PMA) and Horticulture Australia (HAL).



## Dash PR wins fashion client Leielá

Melbourne-based fashion and bridal couture label Leielá has appointed Dash PR to manage its public relations.

Leielá gowns are designed for red carpet events, evening and cocktail, party and races, as well as bridal and bridesmaid. Steadily making a name for itself in social circles with high profile personalities, Leielá gowns have been worn by the likes of Sara Groen, Livinia Nixon, Gigi Edgley and more recently, award-winning soprano Mirusia Louwerse, who recently sang with Andre Rieu.

Leielá has engaged Dash PR to further develop the brand through positive positioning and proactive placement. Dash PR will be looking to cultivate relationships with media, stylists and personalities on behalf of Leielá. The campaign will focus on features and trends, as well as actively pursuing opportunities to enhance the Leielá profile.

Dash PR founder, Christine Kardashian, is a dedicated PR consultant with a personal passion for fashion. The appointment is a welcome addition to Dash PR's foray into the fashion arena. As well as Leielá, Dash PR also handles public relations for deluxe watch brand, Classique Watches.

## Cato loses Telstra supporter

According to an article in the Fairfax SMH's CBD column on 12/6/09, Sue Cato (pic right), founder of Cato Counsel, has lost the PR work for the Telstra Chairman, Donald McGauchie. McGauchie recently resigned his position following months of intense media speculation, the departure followed Telstra's ex-pat American CEO Sol Trujillo, who left 12 months before his contract expiry date.



# Council uses viral videos to fight drunken behavior

## Port Phillip Council uses shock video to get message out to youth market

Drunken bad behaviour in the entertainment precincts (particularly Fitzroy St, St Kilda) in the City of Port Phillip (Victoria) is an ongoing problem and communicating the right message to the target audience (young people who are often visitors to the area) is challenging. City of Port Phillip's digital campaign aimed to take an alternative approach – viral videos were created with the intention of being edgy, shocking and perceived as 'cool' by the target market. The PR team at the City of Port Phillip Council wanted to create something unexpected and grab people's attention.

The aim was to encourage people to come and enjoy themselves in Fitzroy St (and other entertainment precincts) *and* be respectful and responsible while they are here. "It also shows that council is taking action on this issue...and hopefully that we have a sense of humour!" said Belinda Hayes, Online Campaign Manager for the council.

Three short video clips were distributed virally through YouTube, Facebook, email and published on [www.portphillip.vic.gov.au](http://www.portphillip.vic.gov.au). The clips were also shown at the recent St Kilda Festival and the St Kilda Film Festival.

The clips are here:

<http://www.youtube.com/user/portphillipcouncil>



Disclosure: Belinda will be speaking about this campaign at the Frocomm Social Media Summit in August

# Graves to Succeed Silverman as CEO of Ogilvy PR Worldwide

Christopher Graves (pic, right), CEO of Ogilvy PR Asia Pacific, has been appointed global CEO of Ogilvy PR Worldwide, succeeding Marcia Silverman who has led the company for seven years. Marcia will become Chair of Ogilvy PR.

Since joining Ogilvy PR in 2005 Graves has roughly doubled the agency's size in Asia Pacific, growing the network into the industry leader in the world's fastest-growing region by any measure, from size, to client roster, to specialist offerings, to awards and accolades.

Graves joined Ogilvy PR in 2005 after 23 years in business news, most recently with Dow Jones and *Wall Street Journal*. Chris was one of the founders of Wall Street Journal Television, managing editor of *Asia Business News*, vice president of news and programming for CNBC Asia, vice president of news and programming for CNBC Europe, managing director of business development (EMEA & Asia) for Dow Jones Consumer



Electronic Publishing (WSJ.com) and managing director of Far Eastern Economic Review.

**Ogilvy PR Australia** is a joint venture between Ogilvy PR Worldwide and STW Group, Australia's leading marketing content and communications services group. Specialist Ogilvy PR firms and affiliates in Australia include Cannings, Howorth, Impact Employee Communications, Ogilvy PR Health, Parker & Partners and Pulse Communications. For more information visit [www.ogilvypr.com.au](http://www.ogilvypr.com.au).

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## Food Bloggers & PR Professionals' Meet Up

Article by Renee Creer from Stellar\* Concepts (pic, right)

Lately, there has been some very public instances in which PR people have been 'named and shamed' online - on blogs and in twitter - for the way they have approached food bloggers.

It hasn't been pretty and when situations like this occur, it doesn't do anyone any good. I attribute this strife largely to a general lack of knowledge and understanding about bloggers and blogging.

So in an effort to improve relations between PR professionals and members of the food blogging community, Stellar\* is hosting a 'meet up' and panel discussion. Please [click here](#) for event details and registration.

If you would like to gain some insight into the food blogger communities in Sydney and Melbourne; gain an understanding of who food bloggers are, how they work and what they do and don't want; learn how to approach bloggers (without p\*ssing them off) and build positive relationships, then please join us for this FREE event.

Likewise, if you have questions you've been too afraid to ask - now's your chance! Ask on the night, email questions through to us prior OR leave a question on our blog.

The format is a panel discussion followed by an open Q & A session.

Speakers include:

- **Ed Charles** Melbourne based freelance journalist and food blogger behind [Tomato](#), which attracts +30,000 page views per month.
- **Helen Yee** Food enthusiast and the appetite behind one of Sydney's longest-running food blogs, [Grab Your Fork](#), online since 2004.
- **Reem Abdelaty** A passionate foodie with an aptly titled and popular blog called [I Am Obsessed With Food](#).

Why are we doing this? Because as we stated [here](#) "If you're not part of the solution, you're part of the problem". We want to help to make things better and we thought that this would be a step in the right direction for all parties.



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## Cisco promotes Witts to regional role

Cisco's Peter Witts has been promoted to Head of Public Relations, Cisco Asia Pacific. His replacement for the head of PR for Cisco ANZ is Linda Horiuchi.

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## Weber Shandwick appoints Head of Digital

Weber Shandwick has recruited former Microsoft marketer, Matthew Gain (pic, right), to head its Digital Communications practice in Australia and boost its fast-growing regional practice in Asia Pacific.

Gain, who will report to Weber Shandwick Australia Managing Director Emma-Jane Granleese, brings a wealth of agency and client-side experience, most recently as citizenship and consumer PR manager for Microsoft's Consumer and Online Group in the U.K. In this position, Gain developed online viral campaigns and launched new online services.

Gain's appointment is also aimed at further strengthening Weber Shandwick's fast growing Digital Communications capability serving top multimarket clients across the Asia Pacific region. The newly created position complements Weber Shandwick's Digital Communications hubs in North America and Europe. Gain's role will include the development and training of existing and new digital market champions throughout the Asia Pacific region.

Prior to his stint at Microsoft, Gain managed multiple consumer technology clients as account director for Jackie Cooper Public Relations (an Edelman agency) in the U.K. While in Australia, he oversaw a portfolio of consumer and technology clients as account director for Pulse Communications (Ogilvy PR).



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## Weber Shandwick appoints Lamacraft

Weber Shandwick Sydney, announced the appointment of Jack Lamacraft to the role of account director of its sports marketing practice.

Strengthening one of the country's most awarded consumer teams, Lamacraft brings a wealth of sponsorship maximisation and sports brand experience to the team. His role will be to help spearhead the agency's sports sponsorship offering whilst overseeing key consumer accounts.

Lamacraft has more than six years of experience in some of the UK's strongest public relations agencies. Having worked in agency on accounts such as Umbro, Redbull, Puma and Rexona, his brand experience spans the gamut of high-profile brands, events and personalities. Outside of agency, Lamacraft was previously the in-house marketing and communications manager at Tottenham Hotspur Football Club.

Weber Shandwick's sports marketing experience includes completing successful projects for Coca Cola, Sydney FC, A1GP, RBS and Powerade. Current clients include Samsung for their sponsorship profile.

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## Res Publica wins expanded mandate from Cosmetic Physicians Society

Following a competitive pitch, leading public relations consultancy, Res Publica, has been retained by the Cosmetic Physicians Society of Australasia (CPSA) to handle both its consumer and government relations accounts. Previously, the two accounts were handled separately.

Res Publica has held the CPSA's consumer account since 2006 and will now also lead a campaign to lobby for measures to enhance patient safety in the area of cosmetic treatments. The CPSA said there was a need to ensure that the consumer and government activity was more inter-connected.

“We recognized that our communications objectives would be better realized by having a truly integrated campaign. Res Publica demonstrated that it understood the need for a more holistic approach and that it had the necessary creativity, media relations and lobbying skills to raise the CPSCA’s profile and help achieve some important reforms,” said the CPSCA President, Dr. Gabrielle Caswell.

A key challenge will be to highlight the benefits to consumers of seeking out a qualified doctor with a focus on cosmetic medicine when considering treatments.

An additional priority for Res Publica will be to educate consumers about the dangers of the use of laser equipment by non-qualified personnel and the misleading use of the term ‘medical’ by non-medical practitioners and to ensure that the necessary legislation and regulations are in place to protect consumers.

The consultancy will also campaign to have prescription rights for the acne drug Roaccutane® widened to appropriately trained doctors.

“At the moment only dermatologists can prescribe Roaccutane® and the CPSCA believes this is causing lengthy delays in treatments and unnecessary suffering for many acne sufferers,” said Res Publica Managing Director, Gabriel McDowell.

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## **Weber Shandwick appoints Smiddy to Health and Wellness team**

Weber Shandwick has appointed Mary Smiddy as vice president of the agency’s health and wellness team in Australia.

Smiddy’s experience spans a variety of healthcare operations ranging from general nursing, pharma sales & marketing, in-house communications to her most favored discipline, agency healthcare communications. Most recently, she worked with Weber Shandwick’s healthcare practice in Singapore.

Smiddy’s role will be to continue strengthening Weber Shandwick’s gains in the healthcare sector, leading her team in the management of client accounts involving diabetes, cardio vascular disease, sexual health, smoking cessation, gut health, nutrition, eye health and diet & lifestyle.

“We are very fortunate that our work offers us an opportunity to actively engage with patients, specialists and healthcare professionals, through pro-active disease awareness, advocacy, patient and doctor education. I am particularly passionate about what the future holds in terms of optimizing treatment outcomes, advances such as using adult stem cells to treat conditions including heart disease and diabetes,” said Smiddy.

Following a career in nursing spanning nine years, Mary returned to college and graduated from Westminster College, London with a post graduate diploma in Business Management. Mary then joined the blue chip multinational 3M, as Marketing Manager within their Occupational Health Division until she moved to Dubai in 2001.

Mary and her team are currently executing regional programs for such eminent healthcare clients as, Johnson & Johnson, Eli Lilly, Aventis, Merck Sharp & Dohme, Novartis and most recently with SmartCells, the UK’s largest Cord Stem Cell storage company.

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## **Haystac wins Gas Industry account**

Gas Industry Alliance has appointed Haystac Sydney to implement an intensive media relations campaign to generate public and political debate.

Activity will commence immediately to engage political, environmental and social affairs influencers.

# QANTAS appoints new head of corporate affairs

Article in full from: The Australian, Steve Creedy, Aviation writer | May 27, 2009

TOURISM and Transport Forum executive director Olivia Wirth will become the head of Qantas corporate affairs.

This is part of Qantas's moves to consolidate the airline's public and government relations activities. Ms Wirth will report directly to executive general manager government and corporate affairs, David Epstein, working alongside the airline's new head of government and international relations, Jane McKeon.



Joining the airline on July 14, Ms Wirth will be responsible for issues and events management, public relations and internal communications.

The consolidation reflects a belief within Qantas, whose reputation has taken a battering in recent years, that the airline needs to improve its internal and external communications. Insiders said yesterday the airline would be more active promoting its case externally and was looking to boost the level of engagement with employees.

The move is also expected to help the airline build relationships in Asia, as it pursues its expansion strategy in the region. Ms Wirth has extensive experience in tourism and public affairs and is well regarded in political and business circles.

A veteran of the Australian Tourist Commission and its successor, Tourism Australia, Ms Wirth was also an adviser to former tourism minister Joe Hockey and worked for the industry lobby group Tourism Council Australia. She joined TTF in 2007 after spending three years in London leading the corporate affairs team at Business in the Community, an organisation comprising the top 200 British companies.

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## Mark Communications wins new digital work

Article in full from B&T 20/5/09, by JAMES LIVESLEY

PR agency Mark Communications is to set up a Melbourne office, and has revealed 12 new business wins added to its portfolio over April and May. On the back of these successes and recognition of business opportunities in Melbourne, the company has hired Pierta Siney to head the office in the city.

Mark Communications CEO Ro Markson said: "There is very little in the way of online expertise in Melbourne, so there is an opportunity there." The wins include Choice, Dr LeWinn's, the Global Poverty Project and Perfect Italiano. Both the Choice and Perfect Italiano wins are focused on digital, with Mark Communications new integrated communications director Sean O'Byrne steering the campaigns.

For Perfect Italiano the agency will launch an online campaign which attempts to engage bloggers to "interact" with the Perfect Italiano range. The Choice work will see online PR campaigns for reports such as "Debt reduction in the GFC" and "Gym Rip-offs". Other clients include Geekdom, which will include an international campaign, indigenous art show Shalom Gamarada, Brand Exclusive, and Herron Healthcare, for which the agency will run an online and traditional launch of four new product ranges.

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## Shareholder activist seeks ASX board seat

Retail shareholder activist Stephen Mayne, founder of political newsletter Crikey.com, is seeking a seat on the ASX board; "I've got a long term plan to get on the ASX board in what would complete a transition from being a professional outsider, to someone back inside the tent," said Mayne.

Mayne's experience on his local Manningham Council (Victoria) and a realisation that he could only achieve a limited amount of change from "outside the tent" led to the decision. "Whilst you can run around criticising individual companies for their practices, it would be far more effective to try and influence the rule-making body from the inside so we've let the ASX chairman know," added Mayne.

Mayne sees his role model as David Webb in Hong Kong, referring to Webb as "the world's most effective retail shareholder activist"

Mayne's email newsletter, previously a subscription service, will now be free.

## NSW Government announces 13 super departments

NSW Premier Nathan Rees announced a structural reform of the NSW public sector. This reform means 13 super departments will be created from the 160 current state agencies. The 13 super departments will be grouped into six distinct policy areas and are due to be created on 1 July 2009.

Details of the changes are linked below:

<http://www.hawkerbritton.com/hawker-britton-media/new-south-wales/structural-reform-nsw-public-sector.asp>

## Australian Ballet launches digital strategy

The Australian Ballet has unveiled a new digital communications strategy with three complementary platforms. The central plank of the company's new media presence is a blog called *Behind Ballet* ([behindballet.com](http://behindballet.com)), which aims to foster a deeper level of engagement with ballet fans as well as people who have a periphery interest in the art form, and explore ballet from new angles.

The multi-authored blog features contributions from The Australian Ballet's dancers and staff, as well as freelance writers blogging about ballet from the vantage of fashion, film, visual art and music. In three months it's dished up many unexpected visions of ballet, from dancers posing by the Yarra River in full costume, winter jackets and muddy pointe shoes for a photo shoot; to a collection of the best ballet-themed music videos.

*Behind Ballet* was designed by The Australian Ballet in consultation with Sydney-based social media company Small World Social, who also worked with the Ballet on a Facebook group, Facebook fan page, and YouTube channel to host the company's videos. In just under three months, the Fan page attracted 2000 fans and the Group another 1800, while the blog is averaging over 3000 unique visitors a month.



3 April 2009

Never say never ...  
filed under [Firebird](#), [From the studio](#)

You might call it a Coronation by Fire - Soloist Juliet writes about her transformation from understudy to princess in Graeme Murphy's *Firebird*.

It's always useful to have a mantra. I have several hidden up my sleeve, from those verging on the monosyllabic and mundane to profound but succinct adages, all to drive me over the odd hurdle here and there. One of my mantras: "never say never", rung true more than ever last week.

It began last Monday when, sitting in the dancers' common room after class and unassumingly wolfing down a quick vegemite sanger, fellow dancer [Daniel Gaudicello](#) asks me if I would like to do a quick rehearsal of the prince and princess in Graeme Murphy's *Firebird* ... turns out his partner had just learnt that an injury would keep her from dancing for a couple of weeks, and they were supposed to be on that night ...

"Maybe we could dance it tonight?". Hardly pausing for thought, I found myself saying "Yeah, sure, see you in the studio in ten." Well, a thought probably did pass through my head--"As if?"--closely followed by "Well, give it a go. Why not?", and then, a gentle but insistent reminder: "Never say never".

3 Dean Design  
Australia Dancing  
Australian Chamber Orchestra's blog  
Contemporary Dance Australia  
Gemmae Dorch  
Interchange  
Jill + Jill Blog  
Jenna Blahk Photography  
Lost at E Minor  
Madison  
Michi Gini  
Morphoses  
Now Now  
On the Runway  
Pensum blog  
Random Dance  
So You Think You Can Dance  
Style Bubble  
Syde Lemme  
Sydney Design Company  
The Australian Ballet  
The Design Files  
The Look  
The New York Times book blog  
Tim Richardson Photography  
Toni Matijevski  
Vogue forum

NetworkedBlogs  
Blog:  
[behindballet.com](#)  
Topics:  
The Australian Ballet, dance, choreography  
Follow my blog

## Boom for PR jobs in Queensland?

Any PR practitioners with privatisation related PR/comms experience should soon book a one way ticket to Brisbane. There is also much comms work to be done in areas such as internal communications, cultural change communications etc following privatisations, as companies transition from the public to private sectors.

In May, Queensland Premier Anna Bligh announced her Government's plan to privatise the following five public assets:

1. Queensland Motorways Limited
2. The Port of Brisbane
3. Forest Plantations Queensland
4. Queensland Rail's above and below rail coal business; and
5. the Abbott Point Coal Terminal

Over the June long weekend weekend, Bligh overcame vocal opposition to win support for her \$15billion privatisation proposal at the Queensland state ALP conference.

Having won the internal Party debate, the Queensland Premier now has her party's support to pursue and implement her election-winning platform.

The conference couched its support for the sale of the state owned assets by recognising the Queensland Government's need to take drastic action to stave off the worst possible effects of the ongoing downturn. Before the vote, which in the end secured party support for the Government's plan, Anna Bligh staked her Government's record of good economic management on the proposal and her commitment to see the state through the economic trough.

The next steps in the privatisation of Queensland's assets will be clearer when Treasurer Andrew Fraser introduces the 2009-10 Budget to Parliament on Tuesday 16 June.

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## **DEC PR wins Electronic Arts account**

Electronic Arts has appointed DEC as its public relations agency to represent the "Play Label" portfolio in Australia. The appointment follows a three-way competitive pitch.

DEC will manage a 12 month long press office retainer covering all EA Play title launches – across mobile and traditional platforms – including the world's largest gaming franchise The Sims 3, Harry Potter, Littlest Pet Shop and GI Joe. Historically public relations activity for EA Play has been handled inhouse.

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## **RES PUBLICA wins UNILEVER brief**

Res Publica has been retained to provide ongoing corporate public relations advice and issues management support to Unilever Australasia.

Mr. David McNeil, Vice President Marketing at Unilever said that Res Publica has a sound understanding of the impact of Unilever's operations on all its stakeholders.

"Unilever has a great portfolio of brands, including household names like Streets, Continental, Rexona, Lynx, Omo and Dove. We're looking forward to working closely with Unilever's corporate affairs and brand teams, helping to communicate Unilever's position on the issues that are fundamental to how its business and brands are perceived," said Res Publica's Managing Director, Gabriel McDowell.

The new account adds to Res Publica's growing corporate affairs and government relations portfolio which includes Lion Nathan, Fitness Australia, Australian Association of National Advertisers (AANA), nib, the Plenary Group, the Australian Private Equity and Venture Capital Association (AVCAL) and the Cosmetic Physicians Society of Australasia.

In a world first, Res Publica recently completed a public consultation process on behalf of the AANA board which resulted in the decision to introduce a self-regulatory code for environmental marketing claims. It is expected that the new marketing communications code will be fully operational in early 2010.

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## “World of Work” report now available

Employment and recruitment agency Randstad now have their annual report on workplace trends available; topics covered are listed below. For a copy, please contact: **Caroline De Kimpe**, executive manager, pr communications and creative, **Randstad**. T +61 282481874 or e [Caroline.DeKimpe@randstad.com.au](mailto:Caroline.DeKimpe@randstad.com.au)

### The World of Work

1. the biggest human capital challenges
2. the talent pool
3. hiring intentions: what to expect
4. remuneration in 2009

### Attracting talent in 2009

5. talent attraction
6. employer branding
7. attraction strategies: traditional methods continue
8. international recruitment
9. diversity in the workplace
10. pre-employment checks: making the right hiring decisions

### Retaining talent in 2009

11. retention = business improvement
12. the generation debate

### Restructuring in 2009

13. saying goodbye: exit interviews
14. redundancy & outplacement

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## Wotnews launches new platform for corporate & Govt market

Wotnews is releasing a beta version of new Enterprise News Monitor. Enterprise News Monitor provides a more flexible and customizable version of the free Wotnews news monitoring service, allowing you to:

- Monitor news from Australian, USA and UK sites in a single service.
- Control multiple independent news profiles, allowing you to target different news subjects with a single account
- Share your news profiles with a team of users, maintaining control over the users that can view and edit profiles.
- Specify advanced boolean queries as news filters
- Filter news providers by type (network, blogs..) and channel (business, politics..)
- Block specific news providers from your feed
- Export news profiles as Atom feeds with embedded rich meta data

Enterprise News Monitor has been designed to suit the needs of larger corporate users rather than for personal use - although individuals with complex news monitoring needs may still find it interesting.

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## The Wikiback effect

“Basically, if you’re a journalist and you crib from Wikipedia, it will get you back.” writes Craig Silverman in the Columbian Journalism Review. Last month a Dublin university student posted fake quotes to test how the news media is upholding accuracy in the age of instant news.

His material made it into news reports around the world. See [http://www.cjr.org/regret\\_the\\_error/the\\_wikiback\\_effect.php](http://www.cjr.org/regret_the_error/the_wikiback_effect.php)

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## Stellar\* Launches Analytics and Reporting Business

Public relations and marketing communications agency, Stellar\* Concepts, has launched a new business division focussed on PR measurement, analysis and reporting.

Stellar\* Analytics offers sophisticated publicity and campaign reports via an online media centre that’s powered by an international software provider.

New Media Director at Stellar\*, Renee Creer (pic, right), explains: “The measurement and evaluation of campaigns is essential and has never been more necessary than in today’s economic climate. Stellar\* Analytics is a valuable tool for businesses and senior management through which we are able to justify spend, demonstrate value and gain strategic insight.”

Stellar\* Analytics measures brand, competitor or category coverage; tracks editorial share of voice; evaluates campaign reach and key messaging; provides insight into journalist and media outlet reporting; and provides in-depth competitor tracking and analysis.

Reports incorporate traditional offline coverage from print and broadcast and online coverage from blogs and websites. The tool also offers online media monitoring and acts as the agency’s media centre, with contact and activity management and press release distribution capabilities.

“Stellar\* Analytics has enabled us to create highly customised and comprehensive reports that are visual and easy to understand (see pics right). These reports contain quantitative and qualitative insights and can include both client and competitor brands or products,” Creer adds.

According to Creer: “Stellar\* Analytics is great for all scales of reporting. We have clients with very basic reporting needs based on, for example, one brand, event or issue. However Stellar\* Analytics really excels in making complex reporting quite simple and easy to understand. For one client with a multifaceted communication strategy involving a number of products, different sales promotions, sponsorships, spokespeople and message levels, we’ve been able to drill down on publicity results and address these different areas with great detail. We can measure how the different product categories are performing against each other and how much coverage has been generated by each individual product. We can assess which sponsorship relationships are getting the most mileage in the press and which key messages are getting the most cut through. Likewise, we can see the media outlet’s that have been generating the most coverage and those who haven’t.”

For further information, please contact Renee Creer on [renee@stellar.net.au](mailto:renee@stellar.net.au) or 02 9151 5909



# Crisis Management and Business Continuity in a Pandemic

Article by Al Armstrong, General Manager, Crisis Management, Rowland.

The information provided by State and Federal Government Agencies to organisations and communities around the Human Swine Influenza Virus has been significant. How this applies at a regional or organisational level has been key for business, schools and local government.

The risk posed by the pandemic impacts on a vast number of social and economic areas. The process of analysing that risk at a localised level is how you arrive at an assessment of how your organisation will respond.

There are legal duty of care obligations and also an element of corporate sustainability analysis and business continuity that will enable you to best manage the process.

## **What are the impacts from a human resources and operational perspective?**

Once these impacts are determined, how are you going to manage these impacts in terms of company policy, operational scheduling.

This will identify key people within your organisation who need to be brought into the crisis planning process. Their involvement and ownership of issues will allow you the best opportunity of managing through a pandemic, or in fact any crisis or issue.

## **Stakeholder analysis**

Outside of your field of control there will be many interdependencies that determine your ability to act. These may include government, suppliers, clients and the local community. Developing an umbrella understanding of their approaches will enable you to manage through a crisis scenario with the appropriate level of interaction. This will go a long way towards ensuring the effectiveness of your responses and also building long-term relationships and reputation with key stakeholders.

## **Communication processes**

The crisis team will understand what has to be done but how this translates to your staff and stakeholders requires consideration of:

- Who is your company spokesperson?
- Available communication channels – how can you use mediums that are responsive and also meaningful to your target audience?
- The degree of resources available to engage in dialogue (are you only informing or are you managing requests for information/clarification).

Al spent almost 18 years as an officer with the Australian Defence Force where he held roles in operational units, in strategic policy and management teams and on key Defence projects. His experience included a senior operations role in East Timor that involved dealing with complex issues on a daily basis, complemented by strong relationship-building, communication and negotiation capability.

Contact Al Armstrong [al.armstrong@rowland.com.au](mailto:al.armstrong@rowland.com.au) for further information; or phone: 0407 554 430; 1800 170 107

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## **Department of Agriculture centralizes PR/comms**

The Federal Department of Agriculture has centralized the dispersed PR and comms teams into one unit

# JOBS – JOBS – JOBS - JOBS - JOBS – JOBS - JOBS

## PR/Comms Volunteer Wanted

- Are you looking to gain work experience in the PR/Communications sector?
- Would you like to help a national health charity raise awareness?
- Can you volunteer for a day a week in Sydney?

If your answer is yes then the **Heart Foundation** would like to hear from you. The Heart Foundation are looking for a 2nd or 3rd year student on a PR/Communications course to assist the NSW Media and Communications Manager on a voluntary basis for one day a week. Based in the Sydney CBD your tasks would include:

1. Drafting media releases and pitching stories to local/regional media
2. Helping to organise events (eg Heart Foundation involvement in City to Surf)
3. General office assistance

For more information or if you are interesting in applying, please email your CV and covering letter to [kerry.kalcher@heartfoundation.org.au](mailto:kerry.kalcher@heartfoundation.org.au).

To learn more about the Heart Foundation visit [www.heartfoundation.org.au](http://www.heartfoundation.org.au)

## Account Executive

The De Wintern Group (TDG) is an independent communications consultancy with offices in Sydney and Melbourne. Our clients span a range of sectors, including technology, property and financial services.

We've recently expanded our client base and are looking for an experienced Account Executive to join our small but growing team in Sydney. The ideal candidate will be a highly motivated team player with approximately two years PR agency experience working on B2B accounts.

We're looking for someone that has a solid understanding of agency life and can hit the ground running – from executing media relations campaigns for clients, writing media releases and case studies, compiling industry research or helping foster relationships with industry analysts and associations.

In return, we'll give you the opportunity work on some leading global brands and become part of a young, growing company that is looking to expand its reach. While the role is hands-on, there is plenty of scope for growth and we'll reward you with an attractive salary depending on your skill-set and experience.

### Key Skills & Requirements:

- Up to two years experience working in a PR agency on B2B accounts
- Tech experience is preferable but not compulsory
- "Can do" attitude in all aspects of client activities and media contact
- Strong local media knowledge and journalist relationships
- Good writing skills across range of materials (media releases, case studies)
- Strong tactical skills and motivation to grow in all areas

If you are interested in the position, please email your CV and covering letter to The De Wintern Group [jobs@dewintern.com](mailto:jobs@dewintern.com) or call 02 9360 2156.

Please contact: **Caroline De Kimpe**, executive manager, pr communications and creative, **Randstad**. T +61 282481874 or e [Caroline.DeKimpe@randstad.com.au](mailto:Caroline.DeKimpe@randstad.com.au)

#### **senior account manager - FMCG - B2C**

- National PR Agency
- FMCG / B2C
- Talented, creative and driven team

This national public relations agency specialising in consume PR is seeking a senior account manager / junior account director level candidate. [Link](#)

#### **media officer**

- Large government Agency
- North Sydney
- 6 month contract

Do you enjoy a fast paced even frantic work environment? This media unit will challenge your skills to perform at your best in a busy unit! [Link](#)

#### **senior account manager - ethical pharma**

- Pharmaceutical PR agency
- Big-brand pharma / healthcare accounts
- Sydney CBD

Our client is an national agency who has a division dedicated to ethical health PR. They are now seeking a self assured senior account manger to join their team and work across some of the biggest names in pharmaceuticals [Link](#)

#### **senior account managers / junior account directors**

- Various Sydney Locations
- Diverse client base
- Be creative in your profession

We have currently multiple vacancies for senior account managers / junior account directors. [Link](#)

#### **community relations advisor**

- Community Relations role
- Rhodes location
- Up to \$35 per hour

My client is looking for a Communications/Community Relations Officer to support the achievement of agreed key performance indicators (KPIs) and best practice community relations, particularly through management of communications with impacted stakeholders. [Link](#)

#### **account manager**

- Up to 70K
- Central location
- Well known PR agency

An exciting position awaits a proactive and experienced Account Manager. With a background in corporate and/or PR Agency, the ideal candidate will possess a can-do attitude and the ability to think on their feet. [Link](#)

## PR JOBS

Salt & Shein exists for the sole purpose of recruiting experts in the fields of communication and corporate affairs. For more information please visit our website [www.saltshein.com.au](http://www.saltshein.com.au)

### **SIX WEEK CONTRACT ROLE, SYDNEY:**

- Six week Account Manager contract, starting end of July
- Sydney office of a national marcomms and PR agency with multiple practice areas
- Must have approx. five years PR experience
- Able to work confidently across large business and consumer IT&T brands.

### **TEN WEEK CONTRACT ROLE, SYDNEY:**

- Ten week Account Director contract, starting beginning of July
- Sydney office of leading edge and creative strategic communications consultancy
- Must have six years pharma or healthcare PR experience
- Able to work across multiple PR campaigns for diverse pharma clients
- Will consider four days per week if preferred; very competitive hourly rate.

### **FULL-TIME ACCOUNT MANAGER ROLE, SYDNEY:**

- Full-time Account Manager role, immediate start
- Sydney office of Australasian strategic communications and PR agency
- Must have five years pharma or healthcare PR experience
- Exciting opportunity to work across a range of interesting ethical/pharma PR campaigns

For further information please contact Ike Levick on 02 9947 9718 or email your details to [ilevick@saltshein.com.au](mailto:ilevick@saltshein.com.au)

### **National Communications and Marketing Officer**

- Location: Sydney
- Salary: \$55 - \$60K plus super

Would you like to utilise your marketing and communication skills to make a difference to the lives of thousands of Australian women and their families? Ideally you will have 3-5 years experience in a similar role, possess high level marketing and communications skills, have strong copy writing skills, in particular for newsletters, brochures and direct marketing and a thorough understanding of design and print production processes. Sound knowledge of Australian media, excellent interpersonal skills and an ability to build strong networks and positive relationships are absolutely essential. Relevant tertiary qualifications are preferred however experience in the not-for-profit sector would be an advantage but is not essential.

For further information, please contact Deb Wilson on (02) 9947 9741 or email your details to [dwilson@saltshein.com.au](mailto:dwilson@saltshein.com.au)

### **External Communication Manager**

- Location: Sydney – Salary: \$90 – 100K package

This highly recognised, successful construction and engineering company seeks an experienced external communication manager. The successful candidate will act as media liaison, have flawless written and verbal skills, good relationships with existing media contacts and be highly motivated to seek out media opportunities. 3-5 years experience in a similar role and a passion for the industry is essential. This is an opportunity to join a growing organisation and be part of a pro-active corporate affairs team. Candidates with a journalist background or who have worked in an agency with construction clients are encouraged to apply.

For further information, please contact Deb Wilson on (02) 9947 9741 or email your details to [dwilson@saltshein.com.au](mailto:dwilson@saltshein.com.au).

## The PR Report's monthly Lucky Draw Prize:

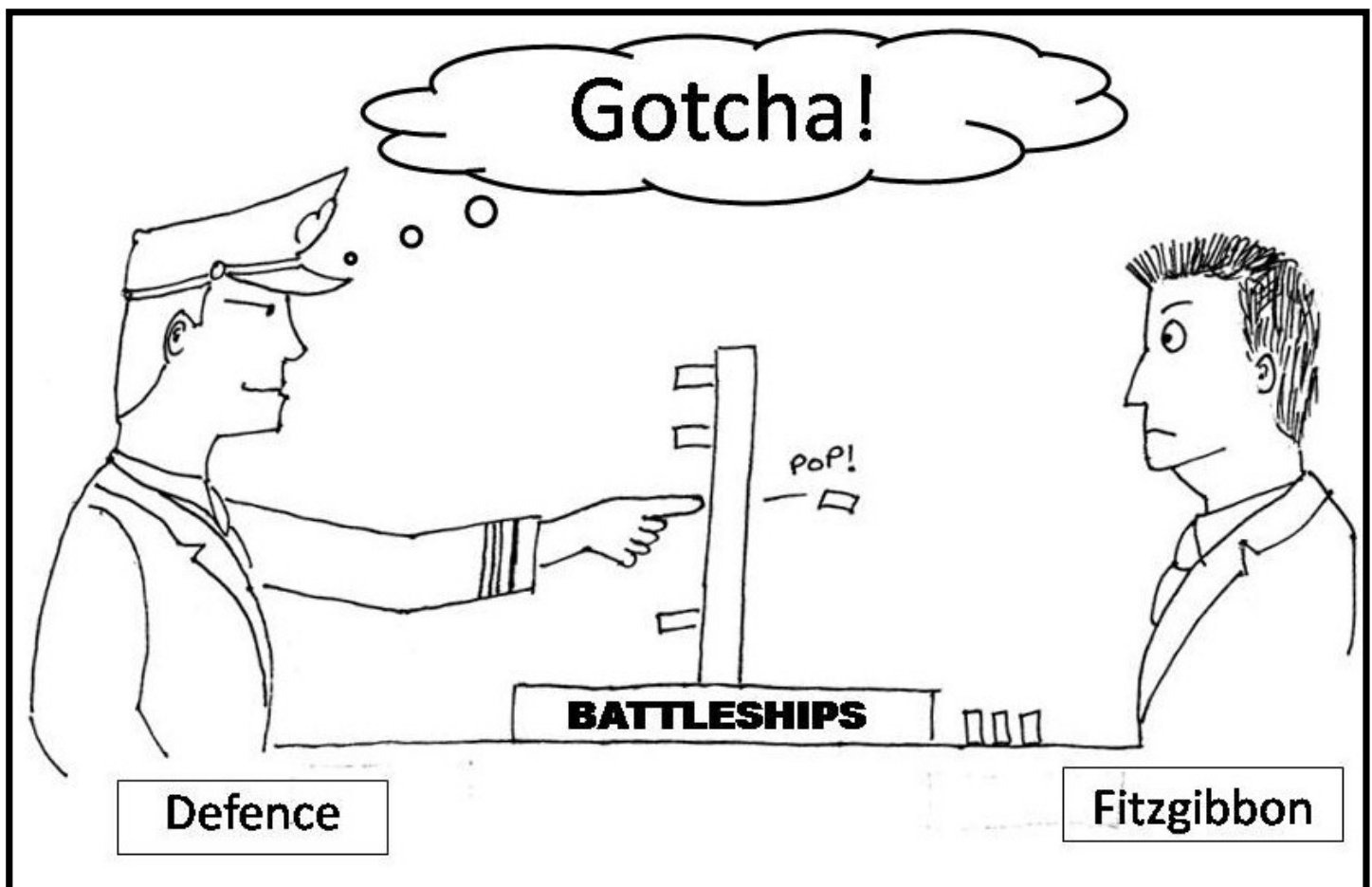
Each issue, The PR Report will draw a subscriber at random from the database and send them a book relating to PR and communications.

This month the luck draw book prize is **Naomi Simson's "I Want What She's Having" PLUS a \$50 gift voucher for RedBalloon products or services** – for more information on RedBalloon please visit [www.redballoon.com.au](http://www.redballoon.com.au)



Congratulations to our winner this month: **Jessica Ramsden, Heinz**

A wry look at PR and current affairs, by Jack:



The PR Report is a free service to PR practitioners. To subscribe, please visit [www.frocomm.com.au](http://www.frocomm.com.au)