

2000 GOLDEN TARGET AWARDS COLLECTION

PUBLIC RELATIONS INSTITUTE OF AUSTRALIA

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This resource collection consists of public relations campaigns submitted to the Public Relations Institute of Australia for the annual Golden Target Awards competition. It contains the state competition finalists, which were then judged in the national awards. The Public Relations Institute of Australia has donated these entries to the University of Technology, Sydney where they are available for loan as resource material for public relations educators, students and practitioners.

The collection is sponsored by the Public Relations Institute of Australia and is updated annually to include each year's Golden Target Award finalists.

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HOW TO ACCESS ITEMS IN THIS COLLECTION

Public Relations practitioners can gain access to this collection in one of two ways. Those living in Sydney would probably find it most convenient to actually visit the Library where they are stored.

This is at the University of Technology, Sydney, City Campus, which is in Quay St, Haymarket. The Library is open from 9am to 5pm every weekday and until 10pm Monday to Thursday. On weekends during semester it is open from 10am until 5pm. Check the current opening time by phoning the Information desk at 9514 3309.

The collection is kept together next to a comfortable seating area so people can spend time looking through whatever entries they are interested in. Entries cannot be taken away from the library.

The other way to get access to the collection is through inter-Library loan. This service can be used through any public library in Australia. It simply involves knowing exactly what entry is required and then asking your own librarian to obtain it by inter-library loan from the UTS library. These loans can usually be kept for up to a month.

Every PRIA state and territory Council has a copy of the catalogue and will have different arrangements for providing access to this catalogue. To borrow any entry, it is necessary to have the year, number and name of the entry. It may be possible to get this information over the phone from the nearest PRIA executive officer or secretary.

People wishing to study entries from previous years with a view to helping plan an entry for the current Golden Target Awards would find it valuable to look at one of these previous entries. Although the categories changed in 1994, there is no change to the required layout of each entry.

LIST OF CAMPAIGNS BY CATEGORY

CATEGORY A: COMMUNITY PROGRAM

2000 A1	Ball Public Relations: SA POLICE – A RECRUITMENT STRATEGY
2000 A2	Bayly Willey Holt: CLOSURE OF THE SOUTH EAST FREEWAY, QLD
2000 A3	Capital Public Affairs Consultants: 'SMARTER, CLEANER, GREENER' WASTE EDUCATION PROGRAM FOR QUEANBEYAN CITY COUNCIL
2000 A4	Country Fire Authority: ORDINARY PEOPLE – EXTRAORDINARY JOB
2000 A5	Child & Youth Health, SA: VOLUNTEERS VITAL FOR NEW PARENTS AT A TIME OF NEED
2000 A6	Christopher Chalke & Associates: AUSTRALIAN ROAD RULES FOR SOUTH AUSTRALIA
2000 A7	City of Port Phillip: DOG POO CAMPAIGN
2000 A8	Clarity Communications: AWARENESS EDUCATION FOR THE RETURN OF HALON FIRE EXTINGUISHERS
2000 A9	Commonwealth Department of Agriculture, Fisheries & Forestry– Australia: RURAL GST EDUCATION AND INFORMATION PROGRAM
2000 A10	Energex: ZAPPED SAFETY CAMPAIGN
2000 A11	Forster Public Relations: HERITAGE HIGHWAY FESTIVAL
2000 A12	GBA Communications: WORKPLACE SAFE CAMPAIGN
2000 A13	GCI Group Australia: PLAY IT SAFE BY THE WATER
2000 A14	Gladstone Area Water Board: RAISING THE AWOONGA DAM
2000 A15	Hydro Tasmania: WOOLNORTH WIND FARM DEVELOPMENT LAUNCH
2000 A16	Impact Communications: SPAY DAY NSW
2000 A17	Ministry for Justice: ADULT PRISONER WORK CAMPS
2000 A18	Moreland City Council: COMMUNITY CONSULTATION FRAMEWORK
2000 A19	RHK Public Relations: LOCKRIDGE LANDSTART - DEVELOPING COMMUNITY SUPPORT FOR URBAN RENEWAL
2000 A20	Telstra Corporation: TELSTRA 'PASS THE HAT AROUND AUSTRALIA' PROGRAM
2000 A21	The Phillips Group: PACIFIC MOTORWAY – QUEENSLAND'S SMART ROAD
2000 A22	Turnbull Porter Novelli: 'WASTE NOT, WANT NOT'
2000 A23	Water Corporation, WA: WASTEWATER HAPPENS IN BUSSELTON – A COMMUNITY APPROACH

CATEGORY B: COMPREHENSIVE PROGRAM

2000 B1	AlintaGas: FLAME OF REMEMBRANCE
2000 B2	Amway Australia: REPOSITIONING OF ARTISTRY COSMETICS
2000 B3	Bayly Willey Holt: AUSTRALIA TRADECOAST LAUNCH
2000 B4	Bayly Willey Holt: THE CREATION OF THE 'AUSTRALIAN OLIVE CAPITAL' & OPENING OF THE INGLEWOOD OLIVE PROCESSING FACILITY
2000 B5	Commonwealth Department of Health & Aged Care: LIFETIME HEALTH COVER
2000 B6	Forster Public Relations: TOURISM COUNCIL AUSTRALIA, TASMANIA - 2000 COMMUNICATION PLAN
2000 B7	GBA Communications: WORKPLACE SAFE CAMPAIGN
2000 B8	Lonely Planet: THE LAUNCH OF 'OUT TO EAT – MELBOURNE 2000'
2000 B9	Ministry of Justice: ADULT PRISONER WORK CAMPS
2000 B10	Queensland Corporate Communications Network: BAC TO THE FUTURE – REPOSITIONING OF THE AUSTRALIAN COLLEGE OF TROPICAL AGRICULTURE
2000 B11	Riley Mathewson Public Relations: BEATING THE BUG
2000 B12	Savage Communications: INCREASING THE NUMBER OF AUSTRALIANS TO CANADA
2000 B13	NOT INCLUDED IN COLLECTION
2000 B14	Snowy Mountains Hydro-Electric Authority: THE FIRST 50 YEARS
2000 B15	Spectrum Communications: 'MILLENNIUM BUG' ISSUE FOR THE YEAR 2K INDUSTRY' PROGRAM
2000 B16	The Phillips Group: THROW YOUR HAT IN THE RING FOR A SHARE OF THE TAB QUEENSLAND
2000 B17	Total Brand Management Group: YARRA TRAMS LIVERY LAUNCH
2000 B18	Transport SA: ADELAIDE - CRAFTERS HIGHWAY AND HEYSEN TUNNEL

CATEGORY C: EMPLOYEE/MEMBER COMMUNICATION

2000 C1	Aurora Energy: THE POWER TO MAKE IT HAPPEN
2000 C2	AXA Asia Pacific: AXA CORPORATE TRANSFORMATION PROGRAM
2000 C3	Bayly Willey Holt: PUTTING THE GAS BACK INTO BRANDING
2000 C4	Child Support Agency: COMMUNICATION DIRECTORY
2000 C5	Corporate Communications: RETIREMENT BENEFITS FUND BOARD – MEMBER REPORT & PRODUCT BROCHURE
2000 C6	Media Link Communication Group: OVERCOMING CULTURAL DIFFERENCES
2000 C7	North Western Health, VIC: COMMUNICATION STRATEGY FOR NORTH WESTERN HEALTH'S NEW MILLENNIUM NURSING PROJECT
2000 C8	The Phillips Group: THE FUTURE OF REMUNERATION FOR THE AUSTRALIAN DEFENCE FORCE
2000 C9	University of New South Wales: SHOW CAUSE

CATEGORY D: GOVERNMENT COMMUNICATION

2000 D1	Child and Youth Health: PARENTING A MAJOR FOCUS FOR HEALTH AND FAMILIES
2000 D2	Corporate Communications: ROYAL AUSTRALIAN COLLEGE OF OPHTHALMOLOGISTS – OPTOMETRISTS LEGISLATION
2000 D3	GBA Communications: NATIONAL ASSOCIATION OF RETAIL GROCERS OF AUSTRALIA – MAJOR CHAIN DOMINANCE CAMPAIGN
2000 D4	Riley Mathewson Public Relations: THE WORKERS' COMPENSATION AND REHABILITATION ACT 1999

CATEGORY E: INVESTOR/FINANCIAL COMMUNICATION

2000 E1	Bayly Willey Holt: CMI SHARE OFFER
2000 E2	City of Adelaide: 'VISIONS IN ACTION' – CITY OF ADELAIDE ANNUAL REPORT
2000 E3	Corporate Kudos: CREATING AND BUILDING THE CAPIX IDENTITY FOR A SUCCESSFUL IPO
2000 E4	Financial and Corporate Relations: 'GOOD AS GOLD' – ANGLOGOLD'S BID FOR ACACIA RESOURCES
2000 E5	Professional Public Relations: DEPARTMENT OF FINANCE AND ADMINISTRATION ANNUAL REPORT 1998- 1999
2000 E6	Strategic Public Relations: CHARIOT INTERNET LTD.
2000 E7	The Phillips Group: LATEST HOT PROPERTY LISTS ON THE ASX
2000 E8	The Phillips Group: THROW YOUR HAT INTO THE RING FOR A SHARE OF TAB QUEENSLAND
2000 E9	Turnbull Porter Novelli: AUSTAR UNITED COMMUNICATIONS IPO PUBLIC RELATIONS CAMPAIGN
2000 E10	William M. Mercer Pty Ltd: 1999 NATIONAL AUSTRALIA BANK GROUP EMPLOYEE SHARE PLAN

CATEGORY F: ISSUES/CRISIS MANAGEMENT

2000 F1	Child and Youth Health: HEAD LICE – A CRISIS IN HEALTH CARE FOR PARENTS
2000 F2	City of Greater Dandenong: CAMPAIGNING FOR A CAUSE – THE FIGHT TO SAVE VICTORIA'S ROLLING STOCK
2000 F3	Corporate Communications: SPIRIT OF TASMANIA ENGINE BREAKDOWN
2000 F4	Energex: ENERGEX Y2K PROJECT
2000 F5	Goulding Communications: FINES ENFORCEMENT CAMPAIGN
2000 F6	Riley Mathewson Public Relations: BEATING THE BUG
2000 F7	SA Water: COMMUNICATIONS PROGRAM FOR SA WATER
2000 F8	Shell Company of Australia: SYDNEY HARBOUR OIL SPILL IN AUGUST 1999
2000 F9	Socom Public Relations: LANDSLIP IN THE YARRA RANGES
2000 F10	Sydney Ports Corporation: LAURA D'AMATO OIL SPILL RESPONSE
2000 F11	The Rowland Company: HERRON PARACETAMOL RECALL
2000 F12	Waters and Rivers Commission, WA: RESPONSE TO TOXIC ALGAL BLOOM CRISIS IN THE SWAN-CANNING RIVERS
2000 F13	Women's and Children's Hospital, SA: BUG WATCH

CATEGORY G: MARKETING COMMUNICATION

2000 G1	Adelaide Community Health Alliance Inc.: FEATURES AND BENEFITS OF ASHFORD HOSPITAL'S MATERNITY UNIT
2000 G2	Ball Public Relations: WINNING SUPPORT FOR A SCHOOL'S EXPANSION
2000 G3	Corporate Communications: PROMOTING THE REDEVELOPMENT OF TWO TASMANIAN SHOPPING CENTRES
2000 G4	Forster Public Relations: HERITAGE HIGHWAY FESTIVAL
2000 G5	Impress Media Australia: SCAN CONVERSION SERVICES/PRACTICAL PROGRAMS MARKETING COMMUNICATION
2000 G6	Impress Media Australia: NETLINE TECHNOLOGIES
2000 G7	Powerhouse Museum: AUDREY HEPBURN – A WOMAN, THE STYLE
2000 G8	Queensland Corporate Communications Network: REDUCING THE STIGMA – SCHIZOPHRENIA AWARENESS WEEK 2000
2000 G9	Queensland Police Service: LAUNCH OF QUEENSLAND POLICE HEADQUARTERS PUBLIC TOURS
2000 G10	Telstra Corporation: TOGETHER IT'S AMAZING WHAT WE CAN DO
2000 G11	The Communicators: THE GEELONG ADVERTISER BUSINESS EXCELLENCE AWARDS
2000 G12	The Gandel Group: CHADSTONE'S \$150 MILLION EXPANSION
2000 G13	The Phillips Group: LAUNCH OF CAPILANO'S MEDIHONEY
2000 G14	The Rowland Company: HERRON PARACETAMOL RELAUNCH
2000 G15	Western Institute of TAFE: WESTERN INSTITUTE ENROLMENT CAMPAIGN
2000 G16	Write Away Public Relations: SUNBEAM COLLECTION 2000

CATEGORY H: PRINT/MULTIMEDIA COMMUNICATION

2000 H1	Clarity Communications: LAUNCH OF THE FEDINFO WEBSITE FOR AUSINFO, DEPARTMENT OF FINANCE AND ADMINISTRATION
2000 H2	Telstra Corporation: www.swimtrials.com
2000 H3	The Phillips Group: PACIFIC MOTORWAY – QUEENSLAND'S SMART ROAD

CATEGORY I: SPECIAL EVENT

2000 I1	ABC Creative Solutions: QUEENSLAND TRAINING AWARDS – BRISBANE FINAL
2000 I2	Awiso: SYDNEY MILLENNIUM – A NIGHT FOR ETERNITY
2000 I3	Bayly Willey Holt: THE OPENING OF THE INGLEWOOD OLIVE PROCESSING FACILITY
2000 I4	Brumfield Bird & Sandford: CENTURY EXPERIENCE – MINE OPENING
2000 I5	Capital Public Affairs: WHERE ARE THEY NOW? THE SNOWY WORKERS
2000 I6	Commonwealth Department of the Environment and Heritage: ARRIVAL OF THE OLYMPIC TORCH RELAY AT ULURU-KATA TJUTA
2000 I7	Corporate Communications: SUNRISE 2000 - HOBART CITY COUNCIL
2000 I8	Cox Inall Communications: GRAINS EXPO 2000
2000 I9	Fenton Communications: PIGGY BANK WEEK APPEAL
2000 I10	Main Roads, WA: LIGHT AT THE END
2000 I11	Mills Wilson Media Consultants: THE 1999 AUSTRALIAN TRAINING AWARDS
2000 I12	Moreland City Council: XANANA GUSMAO DELIVERS THE MAURICE BLACKBURN ORATION IN MORELAND
2000 I13	SPARC Disability Foundation: THE MACMAHON WALTER TIME TUNNEL BALL
2000 I14	Strategic Public Relations: BLUEY DAY – WOMEN'S AND CHILDREN'S HOSPITAL
2000 I15	Sydney Opera House: SYDNEY OPERA HOUSE NEW YEAR'S EVE 1999
2000 I16	Turnbull Porter Novelli: DONATE FOOD DAY
2000 I17	Women's and Children's Hospital, SA: YOUNG INVESTIGATOR AWARD 2000

WINNING ENTRIES BY CATEGORY

COMMUNITY PROGRAM

GOLDEN TARGET AWARD

A17 Ministry for Justice: ADULT PRISONER WORK CAMPS

HIGHLY COMMENDED

A6 Christopher Chalke & Associates: AUSTRALIAN ROAD RULES FOR SA

COMPREHENSIVE PROGRAM

GOLDEN TARGET AWARD

Telstra Corporation: INTRODUCTION OF THE CDMA MOBILE PHONE NETWORK
(not included in collection)

HIGHLY COMMENDED

B16 The Phillips Group: THROW YOUR HAT IN THE RING FOR A SHARE OF TAB QUEENSLAND

EMPLOYEE/MEMBER COMMUNICATION

GOLDEN TARGET AWARD

C9 University of New South Wales: SHOW CAUSE

HIGHLY COMMENDED

C4 Child Support Agency: COMMUNICATION DIRECTORY

GOVERNMENT COMMUNICATION

GOLDEN TARGET AWARD

D2 Corporate Communications Tas Pty Ltd: OPTOMETRIST'S LEGISLATION

HIGHLY COMMENDED

D4 Riley Mathewson Public Relations: THE WORKERS COMPENSATION AND REHABILITATION ACT
1999

INVESTOR/FINANCIAL COMMUNICATION

GOLDEN TARGET AWARD

E4 Financial and Corporate Relations Pty Ltd: 'GOOD AS GOLD' – ANGLOGOLD'S BID FOR ACACIA
RESOURCES

HIGHLY COMMENDED

E10 William M. Mercer Pty Ltd: 1999 NATIONAL AUSTRALIA BANK EMPLOYEE SHARE
PLAN

ISSUES/CRISIS MANAGEMENT

GOLDEN TARGET AWARD

F8 Shell Company of Australia: SYDNEY HARBOUR OIL SPILL

HIGHLY COMMENDED

F6 Riley Mathewson Public Relations and Western Power Corporation: BEATING THE BUG

MARKETING COMMUNICATION

GOLDEN TARGET AWARD

G14 The Rowland Company: HERRON PARACETAMOL RELAUNCH

HIGHLY COMMENDED

G9 Queensland Police Service: LAUNCH OF THE QUEENSLAND POLICE HEADQUARTERS PUBLIC TOURS

PRINT/MULTIMEDIA COMMUNICATION

GOLDEN TARGET AWARD

Turnbull Porter Novelli: NATIONAL YOUTH WEEK 2000 (not included in collection)

HIGHLY COMMENDED

H2 Telstra Corporation: www.swimtrials.com

SPECIAL EVENT

GOLDEN TARGET AWARD

I 6 Commonwealth Department of the Environment and Heritage: ARRIVAL OF THE OLYMPIC TORCH RELAY AT ULURU-KATA TJUTA NATIONAL PARK

HIGHLY COMMENDED

I 3 Bayly Willey Holt: THE OPENING OF THE INGLEWOOD OLIVE PROCESSING FACILITY.

CATEGORY A: COMMUNITY PROGRAM

2000 A1

BALL PUBLIC RELATIONS: SA POLICE – A RECRUITMENT STRATEGY

Contents: Folder, report, brochures, posters

In October 1999, the South Australia Police (SAPOL) faced a problem. SAPOL staff numbers were low due to a high attrition rate over a short period.

The SAPOL executive group recognised that an intense interim recruitment campaign was required to ensure that 200 new recruits were generated by June 2000. It was important for the State Government to be seen as addressing the personnel issue.

In previous years, SAPOL intakes had been determined by the level of funding available and the natural rate of attrition (around 150 people per year).

The profile of recruitment both within SAPOL and the general public had to be lifted. SAPOL had to be a competitive employer in the marketplace to appeal to the right sort of potential recruits.

Positive messages about a career with the South Australia Police needed to be targeted at key groups.

A communications strategy provided the basis for SAPOL's recruitment campaign. The interim campaign was highly successful and market research (internal and external) was conducted to prepare SAPOL for effective strategic recruitment in the future.

The required number of new recruits was reached before the deadline. Positive media and public acceptance of SAPOL's campaign was achieved.

2000 A2

BAYLY WILLEY HOLT: CLOSURE OF THE SOUTH EAST FREEWAY, QLD

Contents: Folder, report, supporting documents, video, maps

In October 1999, the construction of a busway underpass beneath the South East Freeway threatened to cripple traffic in Brisbane's metropolitan area and potentially cause major disruptions, wide spread community outrage, and possible ramifications for the Queensland State Government.

Thiess Contractors were planning to close the busiest section of the Freeway and part of the Stanley Street over four weekends, effectively severing the major link between Brisbane's southern suburbs and Gold Coast with the CBD, as well as the major arterial road between east and west.

Bayly Willey Holt, community liaison support for Thiess Contractors on a two kilometre section of the South East Busway, was responsible for developing and implementing a comprehensive communication campaign to prevent chaos on Brisbane roads.

Through extensive government liaison, stakeholder briefings, community information programs, media relations and advertising, BWH managed to exceed all expectations.

The communication campaign was highly successful, achieving an unprecedented reduction in the number of motorists using the freeway during the closures. A 20% reduction was expected. 30% was achieved. In addition, only one minor traffic incident was recorded and significantly less complaint from the local community was received throughout the duration of the construction program.

2000 A3

CAPITAL PUBLIC AFFAIRS CONSULTANTS: 'SMARTER, CLEANER, GREENER' WASTE EDUCATION PROGRAM FOR QUEANBEYAN CITY COUNCIL

Contents: Folder, report, supporting documents

What a load of rubbish! This is what Capital Public Affairs Consultants (CPAC) had to deal with when devising and implementing the education campaign for Queanbeyan City Council (QCC) to promote the city's new waste management system.

CPAC devised a tightly targeted communications strategy that focused upon the introduction of the new system, what kind of changes were being made and why, as well as how people could improve their recycling habits.

The comprehensive campaign — a press conference, flyers, personalised letters, information booklets, collection calendars, stickers, media liaison activities and much more — effectively educated the Queanbeyan community of approximately 28,000 (or 12,000 households) and made the change-over go smoothly.

Not only have Queanbeyan residents been putting the right rubbish in the right bins, with one of the lowest contamination rates in Australia, post-campaign research shows that residents felt adequately prepared for the new system which they have also, on the whole, accepted.

2000 A4

COUNTRY FIRE AUTHORITY: ORDINARY PEOPLE – EXTRAORDINARY JOB

Contents: Folder, report, video, balloons, brochures, stickers, booklet

The Country Fire Authority (CFA) lifeblood is a dedicated team of some 63,000 volunteers. Their service provides savings estimated at \$600 million per year to the Victorian community, so it is vital to maintain viable volunteer brigades.

As brigades become more involved across a range of activities, including a greater emphasis on risk management and community education, they are also facing greater accountability for training and performance monitoring. This is creating additional workload pressures within brigades. In a changing social environment where people have busier lifestyles and less time to volunteer, the issue of recruitment becomes a major priority.

Brigades now require volunteer members with skills and interests in areas other than firefighting. Education, marketing, management, languages other than English are all skills that will help share the workload.

The broad goal of the campaign was to help brigades recruit new and diverse members to meet these changing needs.

This was achieved by developing a recruitment workshop program together with a suite of communication tools to meet the individual needs of brigades. The aim of this program was to recruit a diverse range of ordinary people who would be willing to take on an extraordinary job as a CFA volunteer.

2000 A5

CHILD & YOUTH HEALTH, SA: VOLUNTEERS VITAL FOR NEW PARENTS AT A TIME OF NEED

Contents: Folder, report, tape, brochures

Mothers were being discharged from hospital within a few days following the birth of a child. Child and Youth Health discovered as part of our research (action research conducted by nurses in the field) that new parents were often overwhelmed and needed that extra bit of help when arriving home with the baby. It was decided to increase the support and help available to young parents in the first twelve months of baby's life. Some of the major issues showed that they needed extra support in the following areas:

- ❖ Feeding and settling management
- ❖ Breast feeding support
- ❖ Time out for other children
- ❖ Health information

A new program was developed called the Family and Baby Program designed to assist new parents with babies who are "just home" and/or under 12 months. Special criteria were set for eligibility and a home-visiting program supervised by our nurses was developed. The need for the service became so great that we needed volunteers to assist the nursing teams throughout the metropolitan areas. In addition more people were also needed to help our professional staff on the busy Parent Helpline. A concerted campaign was devised that utilised community networks, local press articles, radio community service announcements made at no charge, and colourful posters. The results were outstanding increasing volunteers' hours by more than 100 % and the volunteer program was honoured with two major awards from government and community.

2000 A6

CHRISTOPHER CHALKE & ASSOCIATES: AUSTRALIAN ROAD RULES FOR SOUTH AUSTRALIA

Contents: Folder, report, video, tape, brochures

Introduction of the Australian Road Rules (ARR) to South Australia was one of the most comprehensive and overwhelmingly successful communications campaigns undertaken in recent years.

Its target was the entire population of the State; its purpose was to provide detailed information about new road traffic laws; its success was researched and documented.

The campaign was a combination of community education and issues management, with the consultancy, Chalke & Associates, playing a pivotal role in development of the strategy, key messages, materials, media relations, and launch.

The campaign was handled by a consortium of Chalke & Associates, Limelight Marketing Communications, and Harrison Market Research, on behalf of the client, Transport SA.

It began with research to establish existing knowledge of traffic law, development of a strategy to alert the public to the new rules and the principal changes, preparation and launch of a broad campaign using a wide range of public relations tools, management of issues arising from individual rule changes, and post-campaign research.

The campaign had to involve a range of key stakeholders and meet the 1 December 1999 deadline agreed around Australia – it delivered on that deadline.

The campaign also had to fit within a pre-ordained budget, which included print production of a 24pp, A5 booklet for every household in South Australia. It delivered on that budget.

The campaign had to familiarise the driving public with the new Rules. Pre-campaign research revealed 17% knew of the ARR. Post-campaign research revealed 97% knew of the ARR.

2000 A7

CITY OF PORT PHILLIP: DOG POO CAMPAIGN

Contents: Folder, report, supporting documents, videos (2)

Dog poo was identified as the number No.1 community amenity issue in the streets and parks of the City of Port Phillip in 1998. It was also a major contaminant of Port Phillip Bay and beaches. A major media blitz was needed to encourage dog owners to pick up after their dogs.

The campaign highlighted several enforcement actions and the bonus scheme for the council cleaning services which had expressed some reluctance in picking up dog poo. The scheme achieved instant notoriety but it was decision to DNA-test

dog poo which attracted state, national and international media attention. The campaign inspired a comedy sketch on *Something Stupid* and a forthcoming episode of *Grass Roots*.

The second leg of the campaign was the release of dung beetles into Port Phillip - a first for Victoria - with the message that it was not an excuse for dog owners to get sloppy in their habits.

The amount of dog poo in the City of Port Phillip and across Melbourne has reduced to a third of the 1998 figures. Community approval in Port Phillip re the "absence of dog litter from pathways and beaches" rose from 44% in 1998 to 56% in 1999.

2000 A8

CLARITY COMMUNICATIONS: AWARENESS EDUCATION FOR THE RETURN OF HALON FIRE EXTINGUISHERS

Contents: Folder, report, supporting documents

OK, so fire extinguishers aren't sexy. And neither is legislation. Add a limited budget, far flung target audiences and 'green fatigue' in the media...

This was the communications challenge: to develop a fresh, cost-effective way to remind the public, particularly regional communities, to hand in old yellow fire extinguishers, which contain the environmentally damaging gas called Halon.

We had to motivate the public to *act*. Careful research and creative thinking led to a campaign focusing on personal safety and the effective theme that 'old yeller' can't help any more. Old yeller being the dog who's been reliable, but whose time has come and gone.

We needed to educate the public on the *safe* return of extinguishers and the importance of purchasing reliable substitutes. We had to be mindful of legal issues.

We developed targeted communications tools including posters, brochures, community service announcements (including ethnic languages), radio spots and media kits.

We worked with fire authorities, coached a spokesperson and spent hours working the phones to organise media coverage in more than 80 regional areas.

The result: stronger relationships with fire authorities, positive and targeted media coverage, and more than 22 000 'old yellers' handed in.

2000 A9

COMMONWEALTH DEPARTMENT OF AGRICULTURE, FISHERIES AND FORESTRY – AUSTRALIA: RURAL GST EDUCATION AND INFORMATION PROGRAM

Contents: Folder, report, tape, newspapers, brochures

In mid-1999, the Commonwealth Department of Agriculture, Fisheries and Forestry- Australia (AFFA) obtained funding through the GST Start-Up Assistance Office for a goods and services tax (GST) education program to meet the special business circumstances of farmers under the GST.

AFFA decided to deliver the program through State farming organisations, which would have more credibility with farmers than a program coming "out of Canberra".

It therefore negotiated contracts with farming organisations or primary industry training councils in all States and the Northern Territory to run workshops using materials developed by AFFA, and supported by national advertising and public relations activities.

The objectives of the program were:

- That a significant proportion of farmers in every State and Territory attend training sessions on the GST before 1 July 2000;
- That all farmers have access to commodity-specific information and resources on the GST before 1 July 2000; and
- That farmers understand the operations of the GST in relation to their businesses by 1 July 2000.

At the end of June 2000 more than 95,000 farmers had attended some 2,000 GST farm business workshops, and market research showed the program largely meeting its objectives.

2000 A10

ENERGEX: ZAPPED SAFETY CAMPAIGN

Contents: Folder, report, supporting documents, video

Home electrical repairs is one of the highest causes of deaths and accidents by electricity. ENERGEX, one of Australia's leading electricity distributors, recognises that it has a responsibility toward public education regarding the safe use of electricity, including electrical repair work. It also recognises that such campaigns generate goodwill toward ENERGEX and enhance customer loyalty.

A communication campaign was mounted by ENERGEX to change attitude and behaviour in potentially 'at risk' home handypersons so they would stop undertaking unsafe electrical work and pay an authorised contractor to do it.

The strategic approach was to utilise a high impact campaign which would trigger behavioural change. The cornerstone to this trigger was a "don't get zapped" campaign theme (researched for responsiveness).

Implementation was in ENERGEX's south-east Queensland distribution area and included: a hard-hitting television commercial; support press advertising; dissemination of a support flyer; safety workshops and flyers in Bunnings Warehouse outlets and media coverage.

Formal market research indicated the campaign successfully changed attitudes. The television advertisement was seen by 59.9% of south-east Queenslanders and just over 25% of home handypeople currently undertaking electrical work indicated they would stop or reduce the number of electrical jobs they did at home.

2000 A11

FORSTER PUBLIC RELATIONS: HERITAGE HIGHWAY FESTIVAL

Contents: Folder, report, brochures, supporting documents

It took the first Europeans eight days to travel between Hobart and Launceston in February 1807, and even after the Main Road was completed in the 1850s it was still an uncomfortable 15-hour journey.

The heritage villages and elegant Georgian mansions we appreciate so much today were coach stops along the route. Many of the buildings were originally hotels built to meet the needs of weary travellers.

The Heritage Highway was established in 1996 as a unique living museum, reaching from Pontville to Perth, and from Bothwell to Ben Lomond.

The Heritage Highway Tourism Region Association initiated the inaugural Heritage Highway Festival in February/March this year as a major promotional opportunity for the Highway, to highlight individual events, and encourage new events and activities.

Forster Public Relations handled all public relations including pre publicity throughout Tasmania and interstate, the official launch, liaison between event organisers, on-going publicity during the Festival, and an

evaluation of the festival's success. Publicity began strongly in December 1999 and continued through to the Festival's conclusion in March.

The Festival exceeded all objectives, was an overwhelming success, and has reignited a focus on Tasmania's richest heritage region, and contributed to a team spirit among its communities.

2000 A12

GBA COMMUNICATIONS: WORKPLACE SAFE CAMPAIGN

Contents: Folder, report, supporting documents

The Workplace Safe campaign began in August 1996 with the aim of improving Tasmania's workplace safety record. It is a joint initiative of the Workplace Safety Board of Tasmania and the State Government through Workplace Standards Tasmania.

Shandwick International (SI) managed the Workplace Safe public relations since the campaign began, working closely with Workplace Standards Tasmania and advertising agency Clemenger Tasmania. On May 1, 2000 SI affiliated its Tasmanian operation with GBA *Communications*..

Between August 1998 and May 2000, our objective was to increase the awareness of workplace health and safety in Tasmania through an educational campaign showing how to make workplaces safer through the use of such tools as the SAFE acronym – Spot the Hazard, Assess the Risk, Evaluate Results and Fix the Problem. The overall aim was to further reduce the number of workers compensation claims in Tasmania.

Specific industries and community groups were targeted as well as some causes of injury through comprehensive communications programs. Research and statistics show that these programs have had considerable impact.

The number of workers' compensation claims lodged in Tasmania between January 1999 and May 2000 declined by 10.8% compared with the period between January 1997 and May 1998.

2000 A13

GCI GROUP AUSTRALIA: PLAY IT SAFE BY THE WATER

Contents: Folder, report, media kit, supporting documents

The Victorian Water Safety Initiative, *Play it Safe by the Water*, is the most comprehensive, multi-dimensional water safety campaign ever delivered in Australia. The campaign has been developed and managed by the Victorian Government's Department of Sport & Recreation (SRV).

Commencing in 1998, the three-year campaign aims to raise awareness of water safety issues and ultimately reduce the number of drownings and rescues across Victoria. The first year of the campaign saw an initial public relations program coordinated through a number of competing water safety agencies.

In 1999/2000, the campaign expanded public relations activities significantly through the appointment of both the GCI Group and LOTE Marketing (ethnic specialists) to promote water safety initiatives throughout metropolitan and regional Victoria.

Public relations has been instrumental in educating the Victorian public about water safety, assisting to contribute to an improved water safety culture in Victoria.

The 1999/2000 campaign has been extremely successful with a pre-campaign recall of 62.8% increasing to 81.6% recall post-campaign. Most importantly, with assistance of public relations activity, the campaign has contributed to increased public awareness and an overall reduction in drowning and rescue statistics.

2000 A14

GLADSTONE AREA WATER BOARD: RAISING THE AWOONGA DAM

Contents: Folder, report, flyers, supporting documents

This submission outlines the communication strategies that underpin the Environmental Impact Statement planning processes for the proposal to raise the Awoonga Dam on the Boyne River, from February 1999 to March 2000. The main objectives for the program include creating awareness about the project; educating, informing and updating the community about the progress of the project; and encouraging input and feedback from the public into the planning and decision making processes.

A comprehensive public relations program was formulated for the proposal. The program included:

- ◆ media relations
- ◆ issues management
- ◆ crisis management
- ◆ community relations ie sponsorship
- ◆ consultation strategies to assist original research undertaken by EIS consultants and Board decision making.

The emphasis of this submission will be on the community communication program that was an essential component of the overall program.

The objectives were achieved by using a mixture of Graphic posters and displays; personal communication and consultation through informal mechanisms, presentations and formal committee structures; and written communication utilising a variety of formal and community media.

Primary research collected in a special issues database determined the content, timing and the most appropriate communication mechanism throughout the period. The issues database was also used to conduct ongoing evaluation of the effectiveness of the implementation of the communication program.

2000 A15

HYDRO TASMANIA: WOOLNORTH WIND FARM DEVELOPMENT LAUNCH

Contents: Folder, report, video, supporting documents

On July 29, 1999 Hydro Tasmania announced its plans to construct a 130 megawatt wind farm on the west coast of Tasmania at Woolnorth.

The Woolnorth development is significant for Hydro Tasmania, broadening its renewable energy focus from hydro-electric construction and operation to include wind farm developments.

To ensure the development proceeded, an effective communications strategy was required to secure the support of stakeholders.

As a large infrastructure development, it was important to openly communicate the benefits of the project and the process for the environmental impact studies.

The focus of the communication program was on the Tasmanian community through the media, and face-to-face public consultation on specific aspects of the development.

While the State Government and the Circular Head Council in whose municipality the development will be located, support the project and recognise the substantial benefits, it was important to ensure transparency in all activities associated with the development.

With the viability of the project reliant on the two percent mandated renewables legislation, currently before the Federal Parliament, the Federal Government was also an important audience.

The communications strategy has been successful with predominantly positive news stories from the media and general satisfaction and support in the community.

2000 A16

IMPACT COMMUNICATIONS: SPAY DAY NSW

Contents: Folder, report, supporting documents

On 5 October 1999, the Cat Defence Network held Australia's first 'Spay Day' with funding from the NSW Environment Trust.

On Spay Day NSW vets are encouraged to spay cats and dogs either for free or for a reduced rate. The event encourages the community to reduce the numbers of homeless and abandoned animals by desexing cats and dogs.

Impact Communications was appointed in the 11th hour to prepare and implement a public relations campaign that would generate publicity about Spay Day and encourage community participation.

Impact focused on using low cost/high impact tactics that would generate immediate results and impact.

Although appointed after the coordination of the event, Impact overcame a number of organisational challenges to assist the first Spay Day to become a successful community event with 493 animals being desexed.

NB. Spay day was Impact Communications' first client and provided the impetus for Allison Lee and Nicole Webb to set up their own public relations consultancy in August 1999 – a bold move given the \$3000 fee. Ten months later the consultancy has over 15 clients.

2000 A17

MINISTRY FOR JUSTICE: ADULT PRISONER WORK CAMPS

Contents: Folder, report, videos (2), supporting documents

Work Camps are a watershed in Western Australian corrections. They involve up to 12 minimum-security prisoners living in the heart of a community in a farm house or sometimes old Government works building, and undertaking a variety of environmental and community projects.

Prisoners are not restrained by fences or electronic devices. Other than the Ministry's strict classification guidelines, there are no "offence-type" restrictions on offenders placed in a work camp, which means sex offenders and others convicted of violent crimes can be eligible.

A comprehensive public relations campaign turned around all the potential negatives relating to the expansion of the work camp program in WA. Rather than fighting the initiative, a process whereby communities were actively bidding for the opportunity to host a prisoner work camp was created.

Through awareness-raising and thorough community consultation, backed by sound desk and field research, the campaign – both internal and external – achieved outstanding results, exceeding its goals and objectives.

There has been overwhelming support from around Western Australia and nine communities will now have the benefits of mobile and fixed prisoner work camp teams. The pool of prisoners eligible for work camp placement has been doubled and staff are keen to be involved.

2000 A18

MORELAND CITY COUNCIL: COMMUNITY CONSULTATION FRAMEWORK

Contents: Folder, report, supporting documents

Consultation is one the key challenges facing local government. Sound consultation with the community can lead to more efficient implementation of council decisions. Moreland Council has a strong commitment to consultation and the development of a consultation strategy was an essential part of implementing a range of

initiatives. Previous poor consultation practices had led to several angry meetings and heated exchanges between Councillors and the community. A consultation framework agreeable to the community, council officers and Councillors was needed to address this situation.

The consultation process for the framework found that the community was not interested in major strategies and development, but was deeply interested in any development in or around their house, business or neighbourhood. The community was asking for highly detailed and personalised communication about small-scale developments.

2000 A19

RHK PUBLIC RELATIONS: LOCKRIDGE LANDSTART - DEVELOPING COMMUNITY SUPPORT FOR URBAN RENEWAL

Contents: Folder, report, supporting documents, video

The Perth suburb of Lockridge was in danger of becoming a ghetto: it had a strong concentration of public housing, crime was on the increase and property prices were low. As the regular focus of negative media coverage, Lockridge had a poor image in the wider community.

The State Government decided to use Lockridge as an urban renewal test case and in 1994, the *Lockridge Landstart New Living Project* began.

The Project's success relied on generating community understanding, acceptance and support.

RHK Public Relations developed a community relations program, which rolled out over a five-year period, culminating in a landmark Project conclusion event on June 25, 2000.

As a result of the program, residents have a feeling of ownership in the Project and new-found community pride. Crime levels decreased by 38% and there is a growing demand for Lockridge property, which has significantly increased in value.

The Project generated attention Australia-wide and won the Urban Development Institute of Australia Awards for Excellence in 1999. RHK's key role in winning that award was acknowledged (see Appendices).

Lockridge marked the beginning of the State's \$300 million urban renewal program, the largest in Western Australia's history. PR activities initiated by RHK have become a benchmark for communications for all future *Landstart New Living Projects*.

2000 A20

TELSTRA CORPORATION: TELSTRA 'PASS THE HAT AROUND AUSTRALIA' PROGRAM

Contents: Folder, report, supporting documents, photos

The Telstra Pass the Hat Around Australia concert tour brought hope to five towns across Australia in the form of Country Music singer Lee Kernaghan and an influx of funds for local projects.

Major supporters Telstra was the only one of five sponsors that engaged in its own public relations activities and helped to turn the project into an outstanding success, tripling the funds raised from the previous tour.

For Telstra, it represented the corporation's chance to get closer to communities it has long been accused of neglecting. It was an opportunity to work side by side with the regional 'Hat Towns' of Wagga Wagga NSW, Crookwell NSW, Warrnambool VIC, Rockhampton QLD and Moora WA and prove its commitment to the country.

While the budget for the public relations was small, the communications strategy concentrated on enabling local Telstra staff in each town to actively participate on the Hat Town Organising Committees, building relationships and using Telstra technology to lend a hand.

A series of special events and promotions were also implemented to create news around Telstra's involvement, demonstrate Telstra's technology and reinforce the message that Telstra is responsive to community needs.

The outcome was a rewarding experience for both Telstra staff and the Hat Towns, and one of the most successful community exercises run by Telstra.

2000 A21

THE PHILLIPS GROUP: PACIFIC MOTORWAY – QUEENSLAND'S SMART ROAD

Contents: Folder, report, supporting documents

Since May 1996 The Phillips Group has been engaged by the Queensland Department of Main Roads as Communication Consultants for the \$750 million Pacific Motorway project, the largest road project undertaken in Queensland.

The Challenge

By mid-1999, sustaining the continued support of stakeholders offered a new challenge during the project's most intensive phase of construction.

The second challenge was to prepare the public for the new opportunities and challenges driving an eight-lane Motorway would present, following its completion in March 2000.

However, in late 1999 it became apparent that one of the six sections of the Motorway would not be completed on schedule.

Strategy

The project entered an intensive communication phase to match the intensity construction yielded. The commitment to maintaining consistent, open lines of communication prevailed with affected stakeholders.

To mitigate the fact that Motorway completion would be delayed, communication focused on Motorway benefits and refocused public attention to driving the completed Motorway.

Outcome

The project has met the challenges of the past year. While construction intensified so did communication. Affected stakeholders were targeted and provided with a plethora of information to support their information needs.

Media coverage of the project remains overwhelmingly balanced, with no major political criticisms levied throughout this critical phase.

2000 A22

TURNBULL PORTER NOVELLI: 'WASTE NOT, WANT NOT'

Contents: Folder, report, supporting documents

In 1999 the Southern Sydney Waste Board's (SSWB) devised a home composting program called WasteNotWantNot™ (WNWN) to divert 58,000 tonnes of organic waste from the waste stream. The program was devised to help the Board achieve the Government's Waste Minimisation objectives.

Turnbull Porter Novelli devised and implemented a strategy to generate widespread awareness and participation in the program amongst residents of the Southern Sydney Waste Board area.

The program was developed following a detailed review of local qualitative and quantitative research. It included:

- advance briefings to secure the support of local key opinion leaders

- a high profile launch
- ongoing media relations and promotions
- celebrity endorsements and
- a close working partnership with the client, advertising agency, project managers and research company.

Since the program's launch, WasteNotWantNot™ has received significant exposure in the mainstream and non-English speaking media. Approximately 3000 compost bins and worms farms have been ordered and there have been more than 2000 calls from residents wanting to know how they can help achieve the waste minimisation targets.

The program will continue for three years but is well positioned to meet its target of 52,500 bins/worm farms sold over the next two years.

2000 A23

WATER CORPORATION, WA: WASTEWATER HAPPENS IN BUSSELTON – A COMMUNITY APPROACH

Contents: Folder, report, supporting documents

The Water Corporation late in April 1998 began a formal and anticipated long-running community consultation in the town of Busselton.

The consultation was needed because of growing and outspoken concern from some sections of the Busselton community that the Corporation had failed to consult fully before recommending a preferred option package for the disposal of the town's highly treated wastewater.

The Corporation's consultation program (which continues at a lower level to this day) was extremely intensive through to October 1999. The program comprised among other activities:

- advertorials and media releases
- two major, random telephone surveys
- public addresses
- media briefings, parliamentary members, shire, conservation/heritage groups and other interested organisation briefings.
- A shopping centre display
- The distribution of an eight-page information pamphlet to every household and business in Busselton

Early on in the consultation a widely publicised, independently facilitated Community Workshop open to all was held.

In October 1999 the WA Minister for the Environment announced final approval for the Water Corporation's preferred wastewater disposal strategy for Busselton. This confirmed an announcement by the Environmental Protection Authority in August 1999.

CATEGORY B: COMPREHENSIVE PROGRAM

2000 B1

ALINTAGAS: FLAME OF REMEMBRANCE

Contents: Folder, report, supporting documents, brochures, video

The Flame of Remembrance is the result of a unique partnership between AlintaGas, the Department of Veteran's Affairs (DVA) and the Fremantle Football Club (FFC), with the Returned and Services League (RSL).

For DVA, the Flame of Remembrance project was an opportunity to commemorate the past and continuing contribution of

veterans to our community. For AlintaGas, it was an opportunity to demonstrate its support for the Western Australian community – free of commercial considerations. For the Fremantle Football Club it was an opportunity to reinforce its traditional commemoration of ANZAC Day as observed with its annual Len Hall Game.

The State War Memorial site posed many challenges and there were concerns the active involvement of AlintaGas may detract from the solemnity of the Memorial. Intensive personal communication and lobbying was required to resolve these issues.

A high profile dedication ceremony was then planned to capture the hearts and minds of West Australians. It involved Her Majesty the Queen and His Royal Highness Prince Philip plus many eminent Australians.

The event and subsequent results indicate that all objectives, and more, for the project were met and that the Flame of Remembrance will continue to produce positive outcomes for the organisations involved.

2000 B2

AMWAY AUSTRALIA: REPOSITIONING OF ARTISTRY COSMETICS

Contents: Folder, report, supporting documents, photos

Artistry is a skincare and cosmetics range directly distributed by Amway.

Originally midrange, Artistry was relaunched in 1993 with improved formulations, R&D, and upmarket packaging, resulting in 25% price increases. However these changes were not communicated effectively to distributors and consumers resulting in weak positioning, negative perceptions and declining sales. In 1998, a proactive comprehensive communication campaign was implemented to reposition Artistry as a premium brand. The main challenges were:

- Internal - The salesforce of direct distributors had lost confidence so were not selling effectively
- External - Media were negative about Amway and reluctant to write about Artistry

The key objectives were to change perceptions of distributors, media and consumers from neutral/negative to positive, build distributor confidence and achieve quality, positive coverage in selected media. Strategies included:

- preliminary, on-going and post research
- consultation
- media liaison
- internal communication
- website
- expert industry spokespeople
- interview and seminar tours
- special events
- sampling
- advertising
- feedback channels
- distributor magazine
- direct mail
- familiarisation tours
- evaluation

These strategies combined to achieve objectives and exceed measurement targets.

Post research showed:

- significant shift in attitudes (more than 10%), from negative/neutral to positive among distributors, media and consumers
- higher scores for “elegance”, “premium quality” and “upmarket brand” than all competitors in direct channel
- media coverage increased from none to 198 stories in two years
- distributor attendance at seminars is up 40%
- sales have increased by \$1.6 million (7.25%)

The campaign successfully changed brand perception amongst the target publics, establishing Artistry at the premium end of the direct channel.

2000 B3

BAYLY WILLEY HOLT: AUSTRALIA TRADECOAST LAUNCH

Contents: Folder, report, supporting documents

Australia TradeCoast (ATC) is a long term initiative to transform Brisbane's air and sea port precinct at the mouth of the Brisbane River, encompassing over 8,500 hectares, into a world standard international investment and trading hub. 7,000 businesses presently operate in the area and 2,500 hectares of available undeveloped land will ensure considerable growth for the area in coming years.

ATC brings together the resources of the Department of State Development, the Office of Economic Development for the City of Brisbane, the Port of Brisbane Corporation and Brisbane Airport Corporation. Each plays an integral part in the development, marketing, infrastructure development and growth of the region.

In August 1999, Bayly Willey Holt (BWH) executed a high profile national public relations campaign comprising media relations, event management, and media / stakeholder / intermediary briefings that targeted potential tenants / investors; internal / external stakeholders; key government departments; and the media. Website creation, direct mail, 1800 number set-up, newsletter and marketing collateral writing and production were also involved.

The campaign lifted land take up from 64 hectares in 1998 to 95 hectares in 1999 and resulted in new projects worth \$1 billion being either committed or announced in ATC.

2000 B4

BAYLY WILLEY HOLT: THE CREATION OF THE 'AUSTRALIAN OLIVE CAPITAL' & OPENING OF THE INGLEWOOD OLIVE PROCESSING FACILITY

Contents: Folder, report, supporting documents, prospectus, photos, video

Barkworth Olive Group, through a network of investors, controls over 4,600 hectares of olive groves throughout Australia and 1,365 hectares in Inglewood. A subsidiary company, Inglewood Olive Processors (IOPL), processes the olives grown to produce Australia's only extra virgin olive oil – VIVA.

Because of its large holdings in SE Qld it was decided an additional processing facility should be established.

There was some resistance from smaller growers of a company perceived to have "city" philosophies and wanting to "take over".

Bayly Willey Holt was commissioned to open the first stage of the IOPL facility, with the primary aim being to convince local growers the company's intentions were focused on developing the industry and potential wealth creation for growers, rather than taking over.

At that time BWH launched Barkworth's Prospectus No. 4 for olive farms to capitalise on the opening of the facility. (Appendix 5)

Beyond local issues, the event provided a platform for Inglewood to become the olive capital of Australia and for IOPL to become the recognised leader in olive processing.

The results were significant – 400 local growers and business people attended the event, with government support. Contracts were negotiated, significant media coverage paved inroads into the national market.

2000 B5

COMMONWEALTH DEPARTMENT OF HEALTH & AGED CARE: LIFETIME HEALTH COVER

Contents: Folder, report, supporting documents, media kit, posters, photos, video

The private health industry was under pressure. Since the introduction of Medicare in 1985, the number of Australians with private health insurance has fallen from approximately 50% in 1984 to 31 % in 1998.

The Federal Government in its determination to arrest the decline in private health insurance membership and ease the burden on public hospitals introduced Lifetime Health Cover as one of a number of strategies to rectify major structural weaknesses in the private health insurance industry.

The communications campaign aimed to firstly educate people about why the new scheme is necessary, secondly to detail how the new scheme works and thirdly to encourage people who are currently uninsured to take out Private Health Insurance (PHI) during the twelve month grace period associated with the scheme.

A national information campaign was conducted which included advertising and public relations activities to inform all Australians about the new policy.

The advertising included a national print, television and outdoor components.

Current research shows that the campaign was successful in informing Australians about the Lifetime Health Cover policy and how the policy would affect them.

2000 B6

FORSTER PUBLIC RELATIONS: TOURISM COUNCIL AUSTRALIA, TASMANIA - 2000 COMMUNICATION PLAN

Contents: Envelope folder, report, supporting documents, brochures

Tasmania's assets of unrivalled scenery, rich history, pristine environment, and friendly people are a strong drawcard for visitors from across Australia and around the world.

Tourism is Tasmania's fastest growing industry – and is destined to be a lifeline for the economy as Tasmania grapples with stagnation among its traditional industries.

Tourism Council Australia – Tasmania (TCA-Tas) was formed six years ago to represent the interests of the private sector – from the largest investor to the smallest operator – in the state's tourism industry. It serves the industry in many ways through political influence and industry development, and is owned and governed by its members through a member-based Executive.

TCA-Tas' main agenda is to represent members' interests, to ensure governments, business and the community give tourism the recognition and support it requires to grow into a strong and profitable industry bringing economic benefits to the state as a whole.

To achieve this, Tasmania consultancy Forster Public Relations developed a 12 months public relations plan for the TCA. This new plan was created to capitalise on the outstanding success of the initial TCA Communications Plan, also developed by Forster Public Relations in 1998.

2000 B7

GBA COMMUNICATIONS: WORKPLACE SAFE CAMPAIGN

Contents: Folder, report, supporting documents, brochures

The Workplace Safe campaign began in August 1996 with the aim of improving Tasmania's workplace safety record. It is a

joint initiative of the Workplace Safety Board of Tasmania and the State Government through Workplace Standards Tasmania.

Shandwick International (SI) managed the Workplace Safe public relations since the campaign began, working closely with Workplace Standards Tasmania and advertising agency Clemenger Tasmania. On May 1, 2000 SI affiliated its Tasmanian operation with GBA *Communications*.

Between August 1998 and May 2000, our objective was to increase the awareness of workplace health and safety in Tasmania through an educational campaign showing how to make workplaces safer through the use of such tools as the SAFE acronym – Spot the Hazard, Assess the Risk, Evaluate Results and Fix the Problem. The overall aim was to further reduce the number of workers compensation claims in Tasmania.

Specific industries and community groups were targeted as well as some causes of injury through comprehensive communications programs. Research and statistics show that these programs have had considerable impact.

The number of workers' compensation claims lodged in Tasmania between January 1999 and May 2000 declined by 10.8% compared with the period between January 1997 and May 1998.

2000 B8

LONELY PLANET: THE LAUNCH OF 'OUT TO EAT – MELBOURNE 2000'

Contents: Folder, report, supporting documents, spoon, photos, posters, video

On 15 November 1999 Lonely Planet launched the first title in a new series of restaurant guides, *Out to Eat – Melbourne 2000*.

Produced for a predominantly local and geographically concentrated audience, *Out to Eat – Melbourne 2000* challenged pre-existing perceptions of Lonely Planet as an international publisher catering exclusively to travellers around the world. The guide also had to compete against a number of high-profile restaurant guides, each with strong media affiliations, which provided them with ongoing exposure.

Lonely Planet's communication strategy aimed to create positive awareness of *Out to Eat – Melbourne 2000*, leading to sales of the guide. It was important to position the guide as a credible publication for locals and to do this, Lonely Planet communicated with a variety of secondary audiences from retailers to restaurateurs.

The campaign was implemented using a combination of communication methods including a provocative media strategy, advertising campaign, trade promotion and a touring photographic exhibition.

The launch of *Out to Eat – Melbourne 2000* received extensive media coverage across metropolitan Melbourne on television, radio and in print media. This, combined with the other communication tools, has resulted in positive outcomes and the achievement of the original objectives.

2000 B9

MINISTRY OF JUSTICE: ADULT PRISONER WORK CAMPS

Contents: Folder, report, supporting documents, videos (2)

Work Camps are a watershed in Western Australian corrections. They involve up to 12 minimum-security prisoners living in the heart of a community in a farm house or sometimes old Government works building, and undertaking a variety of environmental and community projects.

Prisoners are not restrained by fences or electronic devices. Other than the Ministry's strict classification guidelines, there are no "offence-type" restrictions on offenders placed in a work camp, which means sex offenders and others convicted of violent crimes can be eligible.

A comprehensive public relations campaign turned around all the potential negatives relating to the expansion of the work camp program in WA. Rather than fighting the initiative, a process whereby communities were actively bidding for the opportunity to host a prisoner work camp was created.

Through awareness-raising and thorough community consultation, backed by sound desk and field research, the campaign – both internal and external – achieved outstanding results, exceeding its goals and objectives.

There has been overwhelming support from around Western Australia and nine communities will now have the benefits of mobile and fixed prisoner work camp teams. The pool of prisoners eligible for work camp placement has been doubled and staff are keen to be involved.

2000 B10

QUEENSLAND CORPORATE COMMUNICATIONS NETWORK: BAC TO THE FUTURE – REPOSITIONING OF THE AUSTRALIAN COLLEGE OF TROPICAL AGRICULTURE

Contents: Folder, report, supporting documents, annual report

Established during the height of the 1960's rural boom, the Burdekin Agricultural College was one of four such facilities in Queensland. Located more than 1000km from Brisbane, 70km from Townsville (the closest major centre) and away from the highway, BAC has always experienced a problem with public profile.

For several years, QCCN has worked with the College to raise its profile, but this process stalled during the opening of a new campus in Mareeba (Far North Queensland) and sales development offices in Mareeba, Mackay (Central Queensland) and Port Moresby. Income and business through these facilities was well under projection and QCCN was tasked to discover the reasons and remedy the situation.

Research showed that the College name, with its locality reference and perceived "local" focus, was a significant issue holding the facilities back, as was a need for more aggressive marketing into these regions. Consultation with College stakeholders provided input into options for the project, and provided stakeholders with ownership of the process.

An information campaign sold options for a new name to stakeholders (some of whom had more than 20 years association with the "old" College). Re-branding of the College to the Australian College of Tropical Agriculture was undertaken, including a series of public launches.

Marketing materials, from highway billboards through to brochures, stationery and fridge magnets were produced. An aggressive marketing campaign including significant media was introduced. Staff received training in basic marketing and the attributes of the new brand.

ACTA relaunched as a vibrant national provider of high quality rural training was completed – BAC to the future.

2000 B11

RILEY MATHEWSON PUBLIC RELATIONS: BEATING THE BUG

Contents: Folder, report, supporting documents, posters

Western Power Corporation is Western Australia's principal generator, distributor and supplier of electricity, with 3500 employees and contractors and 750,000 customers.

Despite the geographic spread and complexity of its operations, Western Power has an excellent reputation for continuity of supply, but it faced real risks in 1999 and 2000, with the threat of the so-called "Y2k Millennium Bug".

With Y2K paranoia building, it recognised that communication was the key to completing the project successfully and reassuring the community that the lights would still go on January 1, 2000. If it could not, there was a genuine threat to public confidence that could have serious social and economic consequences.

In January 1999 Riley Mathewson was contracted to assist Western Power with the development and implementation of a comprehensive issues management-based communications plan to ensure that all stakeholders were well informed about its Y2k preparations and maintained confidence in its ability to deliver power. The ensuing communications program was a massive Corporation-wide effort involving an unprecedented level of internal and external coordination and collaboration.

The program was highly successful, with all program objectives achieved, effective penetration of key messages, proactive management of all issues, and very high stakeholder approvals for performance. Two aspects of the campaign – an information disclosure policy and a risk-management based issues tracking system – were acknowledged by independent auditors as representing best practice in Y2k communication.

2000 B12

SAVAGE COMMUNICATIONS: INCREASING THE NUMBER OF AUSTRALIANS TO CANADA

Contents: Envelope folder, report, supporting documents (separately bound), video

In 1996 Savage Communications was appointed by the Canadian Tourism Commission (CTC) to coordinate their media relations program in Australia.

The directive was to be responsible and accountable for initiating and executing public relations plans to increase Canada's visitation and tourism revenue from Australian travellers.

In 1998 Canada experienced a 3.2% decline in travel from Australians instead of expected increase of 4%.

The two major factors which contributed to the decrease in 1998 were the Asian economic crisis and intensified competition to overseas destinations.

The implications of this decrease for the Canadian Tourism commission were:

- Loss of Australian market share in long haul destination travel
- Loss of tourism revenue dollars from Australian consumers
- Possible decrease in the Australian communication budget

Thus the goal of the 1999/2000 communication strategy was to increase the number of Australians travelling to Canada by 4%.

2000 B13

NOT INCLUDED IN COLLECTION

2000 B14

SNOWY MOUNTAINS HYDRO-ELECTRIC AUTHORITY: THE FIRST 50 YEARS

Contents: Folder, report, supporting documents, magazines, brochures, media kit, calendar, photos

The Snowy Mountains Hydro-electric Authority provides energy to south-eastern Australia and water to the inland irrigation areas. Recent issues including the Snowy River Water Inquiry, future Scheme corporatisation and the National Electricity Market mean the Authority is operating in a period of change with political and industry support essential to secure the future direction of the Scheme.

The 50th Anniversary in 1999 provided an ideal opportunity to showcase the Scheme to the nation, increase its profile and in the process develop and secure relations with target audiences.

The campaign involved an extensive three year planning phase and included staging a series of national, regional and local events.

As 1999 opened the events began rolling out. The campaign was designed to build and sustain momentum, and by October the 50th Anniversary of the Snowy Mountains Scheme was making front pages nationally and all of Australia was talking

about the Scheme and the celebrations.

The results exceeded all expectations; people came in droves, relationships were developed to pave the way for the secure future of the Scheme, national awareness was increased, employee moral was lifted, communities benefited and former employees relished in their achievements.

2000 B15

SPECTRUM COMMUNICATIONS: 'MILLENNIUM BUG ISSUE FOR THE YEAR 2K INDUSTRY' PROGRAM

Contents: Folder, report, supporting documents

In early 1998 when Spectrum Communications was appointed to manage the public relations strategies for the Australian Federal Government's 'Millennium Bug' campaign, less than five per cent of small to medium enterprises (SMEs) in Australia knew about the year 2000 computer date change issue.

The Y2K issue, or Millennium Bug as it is commonly referred to had the potential to cripple businesses and governments around the world if not taken seriously.

Within six months of our campaign being implemented, more than 95% of SMEs in Australia had an awareness and understanding of the Y2K issues and 80% had begun plan implementation. By the end of the 18 months, more than 95% of SMEs were ready for the date change and the majority of the Australian public did not feel threatened.

Coverage appeared on more than 200 radio stations, every television station and every metropolitan and national newspaper in Australia numerous times. Due to the plethora of coverage, and the dedicated lobbying by Spectrum Communications, the Australian Prime Minister, Mr Howard agreed to speak publicly about the issue.

As a result, the date change from 1999 to 2000 came and went without major catastrophe and only minor computer glitches were reported.

2000 B16

THE PHILLIPS GROUP: THROW YOUR HAT IN THE RING FOR A SHARE OF THE TAB QUEENSLAND

Contents: Folder, report, supporting documents, videos (2)

In September 1999, Queensland Treasury appointed The Phillips Group to develop and implement an Australia-wide communication program to support the privatisation of TAB Queensland (TABQ). This was the first privatisation carried out by the Labor Government in Queensland, and occurred during a time of prolific social debate about gambling. The Offer also coincided with an issue in Telstra, and a perceived 'soft' market for gaming and internet stocks.

The goal of the communication program was to attract retail interest in the IPO, and ensure the Offer was fully subscribed, with TABQ's shareprice fully valued on listing.

To achieve this goal, a communication strategy was developed to position TABQ as offering strong revenue and earnings growth potential. At the same time, the strategy had to manage demand for the Offer, and disassociate TABQ from media and social debate on gambling.

The communication program implemented to support this strategy included investment marketing, advertising, call centre management, issues management and media relations. Overall, this program was valued at more than \$1.5 million.

TABQ listed at a 30 cent premium to its \$2 - \$2.10 issue price. The IPO was 2.6 times oversubscribed with heavy demand from retail investors, and raised \$268 million.

2000 B17

TOTAL BRAND MANAGEMENT GROUP: YARRA TRAMS LIVERY LAUNCH

Contents: Folder, report, supporting documents, media kit, posters, photos, video

In August 1999, Melbourne's famous tram service underwent one of the greatest changes in its history. No longer would the service be operated by the PTC - the Public Transport Corporation. Instead, it would be run by two separate and private operators.

Yarra Trams began operating a fleet of 201 trams along 10 city and suburban routes from 29 August. Total Brand Management Group (TBMG) was appointed to launch and manage this new brand.

The first important milestone for Yarra Trams was the design, development and launch of their new livery, a complete repainting and refurbishment of 175 trams, scheduled to begin 'roll out' in March 2000.

Selling this \$5 million transformation would be no simple matter. Change the colour of Melbourne's trams and you're bound to attract attention. Unions would also have an impact, to the extent that the major launch event was threatened with an ambush protest in full view of assembled guests and media...

From its PR department in Adelaide, TBMG managed this process from beginning to end, working with the client to achieve an extremely positive result. Coverage was extensive, with the story featured on all Melbourne television news programs, radio news/talk shows and newspapers.

2000 B18

TRANSPORT SA: ADELAIDE-CRAFERS HIGHWAY AND HEYSEN TUNNEL

Contents: Folder, report, supporting documents, posters, video

Sweeping through picturesque bushland and sculpted from deep gullies and steep hills, the most challenging roadworks project in South Australia's history captured the community's imagination especially the 'engineering marvel' of the Heysen Tunnels, the first on the National Highway.

The \$151 million fully federally-funded Adelaide-Crafers Highway, which includes the Heysen Tunnels, was built to provide a safe and efficient south-eastern road entry to Adelaide, replacing a notoriously dangerous section of Mt Barker Road. The tunnel had been a dream in South Australia for many generations.

Due to the complex scope of the project and the community's extraordinary interest, in January 1998 Transport SA appointed a full-time communications specialist to develop and implement a community information program until the highway's completion in March 2000.

The key objectives of the information program were to:

- Update commuters on the complex traffic staging undertaken to minimise disruption to the 30,000 vehicles using the road daily, of which 25% was commercial traffic.
- Build a positive relationship with residents and other stakeholders directly affected by construction.
- Ensure that both the Federal and State Government's role in the delivery of this vital South Australian road project was recognised and appreciated by all stakeholders.

The management of community and media relations is recognised as setting a new standard within Transport SA. A core group of techniques was used to build community awareness, interest and involvement in the project. These included resident information sessions, media briefings, a quarterly newsletter, project model, Visitor Information Centre and 1300 information line.

To maximise community involvement in the lead up to the official opening of the highway, Transport SA sponsored the use of the tunnels for three successful community fund raising events. Other successful pre-opening celebrations included a tunnel naming competition and production of a history of Mt Barker Road, 'Highway through the Hills'.

A landmark project for South Australia, the highway was opened by the Prime Minister, the Hon. John Howard, on 4th March 2000.

CATEGORY C: EMPLOYEE/MEMBER COMMUNICATION

2000 C1

AURORA ENERGY: THE POWER TO MAKE IT HAPPEN

Contents: Folder, report, supporting documents, annual report

Aurora Energy Pty Ltd, Tasmania's only electricity distribution and retail company, was formed on 1 July 1998 following the split up of the Hydro-Electric Corporation.

As such, the 1998/1999 Annual Report, the first for the new company, presented a number of unique challenges. It was required to present a distinctly different image to that of reports from the 'Hydro era', while acting as a benchmark document for the new company. Equally, it was essential to capture the ethos of the new company as innovative, enterprising, businesslike and committed to meeting the needs of its customers and its employees.

An annual report would not normally be viewed as an employee communication tool but in this instance it was seen as an important vehicle to promote cohesion and staff morale within the organisation at a time when employees were feeling uncertain about the future and their place in it.

A deliberate decision was taken to feature only Aurora employees throughout the report. In a break with tradition, copies of the document also were mailed to the home address of each employee in acknowledgment of their special contribution to the company's successful first year. Framed posters of photographs contained in the report also were circulated to work sites around the state to further boost levels of commitment.

A team led by Aurora's Corporate Affairs group worked with senior managers and a private graphic design company to come up with a design and approach which would meet all these objectives, while also meeting the highest corporate reporting standards. The publication has been widely applauded by employees and external publics for its innovative approach, easy-to-read informative style, and its strong visual appeal as both a hard copy document and on the World Wide Web.

2000 C2

AXA ASIA PACIFIC: AXA CORPORATE TRANSFORMATION PROGRAM

Contents: Folder, report, supporting documents, photos, magazines, video

AXA Australia New Zealand recently launched K5, its corporate transformation program to deliver success across five discrete, measurable goals by 2003.

The component of the communication strategy submitted for consideration is phase one: launch. The challenge was to engage a large company of people who had experienced several previous change programs, which had not delivered success.

The program's theme is a mountain – representing the level of difficulty and sheer hard work involved in AXA's climb to reach the top. AXA's mountain is K5. It has five key goals – the 5 Ks.

Specifically, the launch phase comprised:

- A K5 launch event for 230 managers on 30-31 March
- A series of nine K5 launch events for around 3000 staff in the week beginning 17 April
- Launch of a new staff newspaper AXA Tracks
- Installation of K5 'wallpaper' on every computer

- First issue of a fortnightly company-wide K5 email update: To the Point

Success for this phase was measured by:

- Feedback from launch to managers and staff.
- Movement in employee attitude survey questions relevant to alignment with company goals.

2000 C3

BAYLY WILLEY HOLT: PUTTING THE GAS BACK INTO BRANDING

Contents: Folder, report, laminated kit, photos

In a bid to increase consumers' use of gas as a home energy source, in 1997 Boral Energy established a chain of 27 gas appliance retail outlets. Boral invested heavily in creating and promoting a common brand for these outlets— The Gas Shop. By early 1999 Boral had become increasingly concerned that the value of this vital appliance brand was being eroded as proprietors increasingly failed to apply the Gas Shop branding correctly, or at all, as part of their promotional and marketing programs.

In May 1999 Boral engaged BWH to ascertain the reasons behind the slide in the brand's application, and to rectify the problem.

BWH's solution was to produce a Gas Shop Marketing Kit ("How to maximise your sales potential") containing practical examples of how to apply the Gas Shop Brand across a range of mediums. Importantly, the kits also provided a comprehensive range of creative templates for a variety of advertising and promotional applications.

The kits were universally lauded by all Gas Shop proprietors as a valuable and practical marketing aid. Boral attributes a significant improvement in the application of its Gas Shop branding, and a 60% increase in collaborative advertising / marketing, to the kit's introduction.

2000 C4

CHILD SUPPORT AGENCY: COMMUNICATION DIRECTORY

Contents: Folder, report, supporting documents

The Child Support Agency (CSA) Communication Directory represents a significant milestone for internal communication within CSA.

The Communication Directory was developed to:

- provide staff with a focused reference source for communication
- increase staff awareness of the existing Communication Framework;
- encourage staff to use the framework and associated tools;
- reinforce the message that communication is an integral part of our business;
- increase staff usage of the intranet; and
- increase staff confidence in national office communications.

CSA developed a Communication Framework in 1998, however implementation failed with most staff not even opening the product.

Marketing the new Communication Directory—particularly in the light of the previous failure—needed to be unique, take up very little work time and provide a hook to attract staff attention. Marketing was based on the 'awareness-interest-decision-action' (AIDA) model to gain behavioural change in staff.

The directory was packed inside a giant Kit Kat and the whole strategy was based on the slogan 'take a break' and read this directory.

Overall the campaign was a success. More staff are now using the directory and Framework, and more importantly, there has been a 'breaking of the mould' for CSA's internal communications.

2000 C5

CORPORATE COMMUNICATIONS: RETIREMENT BENEFITS FUND BOARD - MEMBER REPORT & PRODUCT BROCHURE

Contents: Folder, report, supporting documents, magazines

The Retirement Benefits Fund Board (RBF) is Tasmania's largest superannuation fund, providing services to more than 65,000 current and former public sector employees. It is one of the most consistent, top-performing funds in Australia and will soon enter the environment of superannuation choice.

As such, RBF realised there was a need to increase its market profile by changing its conservative and government image into a more member-friendly, service and product-oriented organisation.

RBF's annual Member Report is the institution's key communication tool and the 1999/00 edition needed to present RBF's evolution into a member-friendly and member-relevant organisation.

The organisation's associated product information brochures were also redesigned to present a family feel, consistent with the Member Report.

This task was accomplished by the consultancy through extensive research which showed there was a need for an innovative new design, heightened member involvement in the publications through member photographs and scenarios, and carefully-written, produced and service-oriented editorial.

Research following the distribution of the Report to members showed a marked improvement in members' reading and recall of the document and their reaction to its content and feel.

The Member Report and associated product brochures were not only produced within budget and on schedule but accomplished the established goals it and provided a launching pad for RBF's new image.

2000 C6

MEDIA LINK COMMUNICATION GROUP: OVERCOMING CULTURAL DIFFERENCES

Contents: Folder, report, supporting documents, photos

In 1997, Unisys Queensland won one of the largest IT service contracts awarded in Queensland – to provide the Information Management Centre (IMC) service for the TAFE Institutes.

By mid-1998 it had become obvious that the out-sourced IMC service was a contentious and potentially damaging (to Unisys' reputation) situation. On-campus (on-site) Unisys staff, who were ex-TAFE IT staff, were contributing significantly to the problem. TAFE staff perceived that the new IMC was not as reliable as the old IMC and did not perform its duties satisfactorily. Further, it was costing Unisys more than it had budgeted to deliver the service.

Crucial to resolving the situation was integrating the on-site Unisys staff with the off-site Unisys staff, and convincing the TAFE staff that the new IMC was meeting their needs.

Media Link was asked to develop two communication strategies, one in 1998 and one in February 2000, to ensure these two issues were addressed and that Unisys was offered a renewal of the contract in June 2000.

Not only were the issues largely addressed during the interceding two years, but as at 30 June 2000, Unisys is the only contender for the contract for the IMC for TAFE Queensland.

2000 C7

NORTH WESTERN HEALTH, VIC: COMMUNICATION STRATEGY FOR NORTH WESTERN HEALTH'S NEW MILLENNIUM NURSING PROJECT

Contents: Folder, report, supporting documents, tape

Over the past few years a chronic nursing shortage had developed throughout Australia with nurses leaving the profession in droves and hospitals seemingly unable to win them back. By mid 1999 the problem had become acute, with hospitals struggling to maintain services, especially in specialty care areas. While a range of reasons were cited as possible causes – Government cutbacks, the increasing casualisation of the workforce and a lack of incentive to pursue further study – hospitals were left with the problem of finding an immediate solution to this growing crisis.

The New Millennium Nursing project was established in November 1999 to address these issues across North Western Health (The Royal Melbourne Hospital, Western Hospital, The Northern Hospital, Sunshine Hospital, The Williamstown Hospital, Broadmeadows Health Service, Melbourne Extended Care and Rehabilitation Service and Bundoora Extended Care Centre) and to position North Western Health as a preferred employer.

To support the project, an integrated communications program was developed involving a comprehensive mix of traditional and new media techniques. The campaign also included two key launches – one of a revamped advertising campaign, the other the launch of the first Internet kiosk – a key project initiative.

2000 C8

THE PHILLIPS GROUP: THE FUTURE OF REMUNERATION FOR THE AUSTRALIAN DEFENCE FORCE

Contents: Folder, report, supporting documents, poster

Context: The Australian Defence Force (ADF) decided to introduce a more accurate and equitable remuneration structure for personnel based on work value, skills and rank – a significant cultural departure from the accepted military rank structure, and major reforms never before experienced in the history of the organisation.

Problems/Opportunity: The majority of the reforms affected all ADF personnel, raising a plethora of issues surrounding how Defence personnel were valued by the organisation, individuals' career development and length, impact on the value of benefits received and cultural issues of value and tradition.

Challenge: Defence required a change management strategy to communicate these changes effectively; to manage a broad set of stakeholders both internal and external to Defence – the most complex organisation in Australia. Preserving the organisation integrity of the ADF while implementing remuneration reforms was a key challenge.

Strategy: The approach adopted for the strategy was based on a behavioural change model extending beyond traditional information provision and exchange. The challenge was to anticipate all possible sectors of concern; build acceptance of the reforms through building broad-based ownership of solutions; by adopting a participative process; harnessing the influence of the command structure and opinion leaders; and by creating sense of ownership of the program.

Outcomes: The strategy was successfully implemented. All objectives were achieved; all approved initiatives and reforms are currently being implemented.

2000 C9

UNIVERSITY OF NEW SOUTH WALES: SHOW CAUSE

Contents: Folder, report, supporting documents, magazines

Show Cause, is a new journal of the Faculty of Arts and Social Sciences at UNSW. Launched in July 1999 as a bi-annual journal for our alumni, its genesis lies in a strategic Faculty re-think in early 1998 about the Faculty's future directions.

Three priorities were identified: first, to broaden our financial base through endowments, scholarships and externally funded projects; second, to improve the flexibility of course delivery at the graduate and non-award level; and third, to strengthen our relationships with alumni.

Show Cause is the beginning of the implementation our third objective- to improve links with our alumni, this journal's primary audience. To date, three issues have been published: July and December 1999 and May 2000.

Show Cause is not a purely promotional vehicle. It is a journal written by staff, alumni and supporters, on issues of moment and importance. It is a forum for public debate. It incorporates alumni in the debates through their own contributions. It is the intention of *Show Cause* to be 'different'; to set a new standard in this country for publications designed for alumni to reconnect them with their faculty and hopefully involve them long term in our development activities.

CATEGORY D: GOVERNMENT COMMUNICATION

2000 D1

CHILD AND YOUTH HEALTH: PARENTING A MAJOR FOCUS FOR HEALTH AND FAMILIES

Contents: Folder, report, supporting documents, brochures, photos, tape, video

"Parenting a major push for healthy families". Studies in health and well being of infants and young children and long term mental health of young people show repeatedly the type and style of parenting is fundamental to a healthy family and society. With this in mind Child and Youth Health has initiated a major attempt to bring our aspects of parenting as a regular news and information item for the people of SA.

This was undertaken in response to research that clearly showed that more the 25% of people seek health and parenting information via the media and through health professionals. In addition, further testing showed that parents are more likely to be attracted to footballers on a poster or advertisement than doctors are when it comes to health messages etc.

The Public Relations unit undertook several communication strategies to persuade the media to see parenting issues as major concerns in the community and to provide information within this format for mums and dads.

Result show a major leap in the number of people who have heard health messages from CYH through media and newspapers, and in addition the numbers of calls to the CYH Parent Helpline and logs onto our website have increased very significantly.

2000 D2

CORPORATE COMMUNICATIONS: ROYAL AUSTRALIAN COLLEGE OF OPHTHALMOLOGISTS - OPTOMETRISTS LEGISLATION

Contents: Folder, report, supporting documents

On September 1999, the Tasmanian Government introduced legislation aimed at radically changing the nature of optometric practice in Tasmania by giving optometrists the right to prescribe and supply a wide range of therapeutic drugs.

As well, the prescription drugs list would have been determined by the Minister, with no reference to any regulatory authority or the Parliament. Under the legislative provisions, optometrists undertaking rudimentary industry training would have been able to prescribe and supply a broad range of previously restricted drugs.

The Royal College of Ophthalmologists was gravely concerned about the consequences of the proposed Tasmanian legislation. It retained Corporate Communications (Tas) Pty Ltd to develop a communications program to persuade the Tasmanian Parliament to reject the government bill.

Support from other health profession organisations was gained and legislative provisions were developed which were acceptable to the Royal Australian College of Ophthalmologists and the other profession bodies.

The communications program resulted in an agreement with Government along with amendments that ensured optometrists seeking prescribing rights had to undergo an approved course of undergraduate or postgraduate study. The list of drugs also had to be approved by a consultative committee and by parliamentary regulation.

This represented a major victory for ophthalmologists. The government relations campaign resulted in the amendment of legislation, which had sought to give optometrists wide-ranging prescribing rights, to a situation where the rights of medical professionals and the public have now been protected.

The campaign success has been recognised by the College nationally and it is intended to use the Tasmanian legislation as a template to amend the Victorian provisions and also to resist the optometrists' national push for unfettered prescribing rights.

2000 D3

GBA COMMUNICATIONS: NATIONAL ASSOCIATION OF RETAIL GROCERS OF AUSTRALIA – MAJOR CHAIN DOMINANCE CAMPAIGN

Contents: Folder, report, supporting documents

The Major Chain Dominance campaign on behalf of the National Association of Retail Grocers of Australia (NARGA) had its origins in May 1998 when GBA Communications was asked to develop and implement a national government and public relations strategy and action plan.

Stage 1 of the campaign entitled 'Enough is Enough' began in July 1998 in readiness for the 3 October 1999 Federal election. The objective was to gain agreement from all political parties to inquire into the adverse consequences of major chain dominance in the retail grocery sector. This was achieved.

Stage 2 (the subject of this application) was to win effective recommendations in the Retail Sector Inquiry and to level the playing field between large and small business.

A four pronged strategy was implemented including education of NARGA members, lobbying and government relations, community awareness and enlistment of friends and allies.

The campaign achieved 10 unanimous recommendations from the Retail Sector Inquiry Committee Report, all of which supported NARGA's interests. The Federal Government responded to the Report in addressing, at least in part, the adverse consequences of major chain dominance.

2000 D4

RILEY MATHEWSON PUBLIC RELATIONS: WORKERS' COMPENSATION

Contents: Folder, report, supporting documents

Following three successive years of massive increases in Workers' Compensation insurance premiums Riley Mathewson Public Relations and Aged and Community Services WA undertook an intensive communications campaign to support the Workers Compensation and Rehabilitation Act 1999. The objectives of the campaign were to reposition debate on the Bill, give ACSWA better access to politicians, a stronger voice on the issue, and ensure the legislation was passed to prevent further rises that would trigger nursing home closures throughout WA.

A short-term, hard hitting campaign was planned and implemented comprising direct lobbying, direct fax communication, advocacy advertising and media relations,, times to commence the day before debate continued in the Upper House on the first reading speech.

The campaign was ultimately successful, with good message penetration, dramatically improved access, and direct influence over the course of the debate. The legislation was passed in an amended form that allowed workers compensation premiums to be reduced by 10 per cent in December 1999, averting any nursing home closures or loss of nursing staff.

CATEGORY E: INVESTOR/FINANCIAL COMMUNICATION

2000 E1

BAYLY WILLEY HOLT: CMI SHARE OFFER

Contents: Folder, report, supporting documents, annual reports, prospectus

In July 1999 a small listed industrial company, CMI Limited, launched its largest ever share issue valued at \$15.38 million. The issue formed a critical part of the company's future expansion strategy and its increasing focus on the Australian and US car manufacturing sectors as its major revenue earner.

Despite having a loyal, but largely uninformed shareholder base, CMI had no meaningful profile throughout the broader investment community. Business journalists, a majority of brokers, and probably potential investors, were unaware of its name, what it did or its future growth prospects. Understandably its share price had languished, and was seriously undervalued by any definition. To counter these overriding obstacles to its offer's success, CMI appointed Bayly Willey Holt to mount a three-month investor awareness program.

The success of Bayly Willey Holt's program was clearly quantifiable. The strategically targeted program was acknowledged by both CMI and its brokers as unequivocally repositioning the company within the wider investment community, responsible for increasing CMI's shareprice 75% within eight weeks, and resulting in a 40% oversubscribed offer.

2000 E2

CITY OF ADELAIDE: 'VISIONS IN ACTION' – CITY OF ADELAIDE ANNUAL REPORT

Contents: Folder, report, supporting documents, annual report, slides (3)

The Corporation of the City of Adelaide ('Corporation') provides a range of services and activities that reach far beyond its local government boundary.

The Corporation has a legislative requirement to report its activities regularly and publicly in an Annual Report.

Going beyond its basic reporting requirement, the Corporation has embraced the potential to transform what could be a tedious document into a vibrant, user-friendly marketing tool.

Themed 'Visions in Action', the 1998/99 Annual Report reflects the new face of local governance in a society that expects more from the Corporation than setting rates, maintaining roads and collecting rubbish.

While the Corporation still delivers these 'traditional' services to a high standard, its Annual Report reflects the vigour with which this Capital City council has embraced a greater role as the community, commercial, civic and cultural heart of South Australia, and a driving force in its prosperity.

Through the seamless integration of text, photography and design, this approach presented a positive image of a City moving ahead into a new and exciting era.

2000 E3

CORPORATE KUDOS: CREATING AND BUILDING THE CAPIX IDENTITY FOR A SUCCESSFUL IPO

Contents: Folder, report, supporting documents

Corporate Kudos was appointed by Practical Treasury Systems (PTS) in September 1999 to develop the company's identity and position it appropriately in preparation for an Initial Public Offering in September 2000.

Although respected by competitors for its technical strength and highly regarded by clients, including several blue-chips such as News Corporation and Commonwealth Bank, PTS' profile was extremely low, a significant concern given plans for its IPO in September 2000.

Corporate Kudos conducted research on PTS and its industry to assess competitors' positioning and develop an understanding of industry trends and issues. A targeted communications strategy based on this research was subsequently prepared.

The strategy comprised the following methods:

- Media Relations
- Corporate Brand Identity Redevelopment (including name change)
- Website Redevelopment
- Facilitation of networking opportunities

The campaign was highly successful and central to the achievement of immense investor interest in the company prior to the Prospectus release.

The renaming of the company from PTS to CAPIX and the creation of a new corporate visual identity has been well received by internal and external audiences, and has been used to re-brand the company's business divisions. Importantly, it has eliminated the perceptual assumption that the company only develops treasury systems as a result of its original name.

Positive coverage in the business and IT media positioning CAPIX as a well-established technology company attracted and continues to attract significant interest from investors, competitors and prospective clients.

2000 E4

FINANCIAL AND CORPORATE RELATIONS: 'GOOD AS GOLD' – ANGLO GOLD'S BID FOR ACACIA RESOURCES

Contents: Folder, report, supporting documents, video

AngloGold's bid for Acacia Resources was one of our most successful investor relations campaigns in 1999. Major shareholders, analysts and media still refer to AngloGold's entry into the Australian as the most impressive the market has seen.

Working closely with AngloGold executives in South Africa we prepared and implemented a comprehensive media and investor relations program.

Our aim was to create a strong corporate reputation for AngloGold in Australia and to convince Acacia shareholders to accept AngloGold shares in exchange for their Acacia holdings. Communication activities included designing, producing and distributing offer documents and managing high profile events to mark the listing of AngloGold shares on the Australian Stock Exchange.

In only three months, AngloGold, previously an unknown company in Australia, achieved its aims. It acquired 100% of Acacia Resources, raised its profile and established a positive reputation in Australia.

2000 E5

PROFESSIONAL PUBLIC RELATIONS: DEPARTMENT OF FINANCE AND ADMINISTRATION ANNUAL REPORT 1998-1999

Contents: Folder, report, supporting documents, annual reports

In 1997, the Department of Administrative Services and the Department of Finance merged, forming the Department of Finance and Administration (DOFA). This project was for Professional Public Relations (PPR) to produce DOFA's 1998-99 annual report (see attached – Appendix B). The report addressed the *Requirements for Departmental Annual Reports* while also outlining DOFA's activities throughout the year.

Key objectives:

- Accrual budgeting: 1998-99 saw major changes in federal financial reporting. As the department leading others in this new method, DOFA wished to prepare a meticulous report that would inspire confidence and lead the way– in content, look and final format.
- Branding: The report had to work with pre-existing branding (on the DOFA website). Simultaneously, DOFA required a fresh, modern, accessible report that reflected its ongoing transformation into a high performance organisation, while also meeting the restrictions of the *Requirements*.

The campaign was to produce and disseminate the report in many practical ways:

1. As hard copy, delivered to Parliament House by the required tabling date.
2. As a PDF file, posted on the DOFA website on the tabling date.
3. Translated by PPR into an HTML file for the DOFA website, then able to be downloaded by Internet users.

2000 E6

STRATEGIC PUBLIC RELATIONS: CHARIOT INTERNET LTD

Contents: Folder, report, supporting documents, slides

Chariot Internet Limited, one of Australia's largest regional Internet service providers, listed on the Australian Stock Exchange just prior to Christmas 1999.

Strategic Public Relations was appointed only a few weeks before the listing to assist with Chariot's promotion during this important time, and to restructure its public relations activity on a long-term basis.

The intention was to ensure that Chariot's listing stood out from all the other listings occurring at the time as a result of the boom in high-tech stocks.

While numerous IT companies listing at the time were generating little if any profit (indeed, many could be considered "fly-by-night"), Chariot Internet Ltd was a strong company with a successful history, and it was making good profits.

The challenge for this consultancy was to ensure that these elements were recognised by the share market in general and by the company's financiers and subscribers.

This required a comprehensive campaign to broadly promote the company through its listing and beyond.

The activities implemented by Strategic Public Relations have proven extremely successful, significantly broadening Chariot's profile among key target audiences, as outlined in the following pages.

2000 E7

THE PHILLIPS GROUP: LATEST HOT PROPERTY LISTS ON THE ASX

Contents: Folder, report, supporting documents, prospectus, floppy disk

Set amid a backdrop of an emotional privacy debate and sharemarket uncertainty, Queensland-based internet property information services and advertising company RP Data attempted to raise \$12.5 million without an underwriter.

From September to November 1999, RP Data was attacked in the media by politicians, civil libertarians and the public for photographing Queensland properties for inclusion on their internet database. Although the practice was legal, these groups believed it infringed on their privacy.

In the wake of the privacy debate, The Phillips Group successfully completed an investor communication program during March, April and May 2000 to list RP Data Limited on the Australian Stock Exchange (ASX).

The overriding goal of the communication program was to ensure the public offering was fully subscribed.

At the end of the program the offer had closed nine days ahead of schedule due to strong customer and institutional support. The shares listed on the ASX at a one cent premium (51 cents) on 19 May 2000 and have remained stable.

2000 E8

THE PHILLIPS GROUP: THROW YOUR HAT INTO THE RING FOR A SHARE OF TAB QUEENSLAND

Contents: Folder, report, supporting documents, videos (2)

In September 1999, Queensland Treasury appointed The Phillips Group to develop and implement an Australia-wide communication program to support the privatisation of TAB Queensland (TABQ). This was the first privatisation carried out by the Labor Government in Queensland, and occurred during a time of prolific social debate about gambling. The Offer also coincided with an issue in Telstra, and a perceived 'soft' market for gaming and internet stocks.

The goal of the communication program was to attract retail interest in the IPO, and ensure the Offer was fully subscribed, with TABQ's shareprice fully valued on listing.

To achieve this goal, a communication strategy was developed to position TABQ as offering strong revenue and earnings growth potential. At the same time, the strategy had to manage demand for the Offer, and disassociate TABQ from media and social debate on gambling.

The communication program implemented to support this strategy included investment marketing, advertising, call centre management, issues management and media relations. Overall, this program was valued at more than \$1.5 million.

TABQ listed at a 30 cent premium to its \$2 - \$2.10 issue price. The IPO was 2.6 times oversubscribed with heavy demand from retail investors, and raised \$268 million.

2000 E9

TURNBULL PORTER NOVELLI: AUSTAR UNITED COMMUNICATIONS IPO PUBLIC RELATIONS CAMPAIGN

Contents: Folder, report, supporting documents, prospectus, magazine, CD-ROM

AUSTAR Entertainment, Australia's second largest Pay TV provider, had built a formidable business in rural and regional areas by focusing on the needs of their customers. By the end of 1998, the company had identified that they wanted to diversify and grow into a true convergence group providing subscribers with a full range of communications services. To do this, AUSTAR decided to raise money through a public float.

Research and lack of media coverage showed that the company was unknown in the business and investor communities and had little profile in metropolitan areas. The challenge was to raise the profile of the company so that by the time of their float six months later, their stock would be attractive to institutions and retail investors.

An investor and public relations strategy was designed to achieve maximum exposure for AUSTAR prior to the IPO. The campaign included communications advice at all stages of the complex process: due diligence meetings, prospectus production, analyst briefings, an intense media relations program, presentations, events, and staff and customer relations programs.

Austar United Communications floated to enormous fanfare, hailed as the biggest media IPO Australia had seen and raised the target capital of \$400 million with ease.

2000 E10

WILLIAM M. MERCER: 1999 NATIONAL AUSTRALIA BANK GROUP EMPLOYEE SHARE PLAN

Contents: Folder, report, supporting documents, media kit, posters

The communication program for the National Australia Bank Employee Share Plan is a major global campaign where employees within Australia, New Zealand, the US and Asia are offered the opportunity to participate. Planning for the program began in April 1999 culminating in the launch of the offer in September 1999.

The communication strategy and campaign was built on previous focus group research, past experience of running the share plan, and executive interviews specifically analysing the 1999 objectives and situation.

1999 was the third year since the program was successfully re-launched and re-branded using the cartoon character SPIB (from the Share Plan Investigation Bureau) to help explain the offer.

This in itself presented some specific issues, requirements and challenges. In particular was the key message to employees:

"it's worth your while to participate in this year's offer, and in *each* offer, with a view to long-term investment"
A creative high impact approach was taken, playing on the theme from the film Casablanca. Results were generally very good and the campaign was a great success.

CATEGORY F: ISSUES/CRISIS MANAGEMENT

2000 F1

CHILD AND YOUTH HEALTH: HEAD LICE – A CRISIS IN HEALTH CARE FOR PARENTS

Contents: Folder, report, supporting documents, tape

Child and Youth Health runs the Parent Helpline one of the busiest Parent Helplines in the Southern Hemisphere. Because of this we are often the first to know if an epidemic or major problem has hit the community. Parents know it to be a reliable and helpful source of support in the health and well being of their children and families. Nurses in the field at CYH reported high numbers of head lice in children presenting at clinics.

Among the 100,000 plus calls each year usually around 10,000 calls a year are received from parents worried about head lice. In the months leading into summer '99 an obvious head lice epidemic appeared to be happening bringing the total of calls in 1999 related to head lice up to 20,000 calls on just one topic! CYH saw this as a crisis to be met 'head on' and to give parents the confidence and assurance to deal with it. A cost effective way to crush the problem and to inform the community was to instigate a mass media campaign designed to inform parents and give them options on dealing with the problem. The campaign later in 1999 and into the summer of 2000 focussed on three issues, only clean hair is attractive to lice, that it is no respecter of class and position in society, and that there are ways of dealing with it simply. Radio and press was used as a major medium.

2000 F2

CITY OF GREATER DANDENONG: CAMPAIGNING FOR A CAUSE – THE FIGHT TO SAVE VICTORIA'S ROLLING STOCK

Contents: Folder, report, supporting documents

The City of Greater Dandenong established the Rolling Stock Alliance, consisting of all major train and tram employer groups and unions, local government and public transport users' representatives, to help save Victoria's 100-year-old, world-recognised rolling stock manufacturing industry from extinction.

Dozens of thriving companies, thousands of jobs and millions of dollars in manufacturing investment were under serious threat if privatised, foreign-controlled public transport operators signed deals with overseas companies to build and maintain Australia's new trains and trams.

Despite commitments to source at least 50 per cent local content in the building of the rolling stock, contracts signed by the former Coalition State Government and the three major public transport operators in July 1999 failed to stipulate any level of local content. This left the door open for the public transport operators to sign deals with overseas companies to import the new fleet.

In a four-week period throughout February and March 2000, the City of Greater Dandenong lead a strong campaign to unite the forces of all major industry employer and unions, public transport users' groups, local businesses and key State Government and local government representatives to address the issue.

A comprehensive communication program, including high profile media strategy, resulted in the major public transport operator, National Express, committing to source 40 per cent local content to build new trains and 20 per cent local content to build new trams.

2000 F3

CORPORATE COMMUNICATIONS: SPIRIT OF TASMANIA ENGINE BREAKDOWN

Contents: Folder, report, supporting documents

The Bass Strait passenger vessel Spirit of Tasmania, operated by the Tasmanian Government business, TT-Line Pty Ltd, experienced engine problems on a voyage from Melbourne to Devonport, overnight on 3- 4 September 1999. The problems, resulting from fuel contamination, were first thought to be relatively minor. However, following examination and testing, they were found to be much more serious, resulting in the vessel being out of service for almost three weeks.

This was the first cancellation of a scheduled sailing for TT-Line in six years, stranding some 3,000 travellers in the first weekend of the breakdown.

TT-Line's public relations consultancy, Corporate Communications (Tas) Pty Ltd assumed responsibility for advising passengers of delays and the cancellation of scheduled sailings, implementing the crisis communication plan and implementing a nd managing an extensive public relations program.

The outcome was extremely successful. At an operational level, the TT-Line was able to maintain faith with its customers by arranging alternative transport on a substitute catamaran ferry, car carrier and air charter flights.

The company was praised for its public relations' response to an unprecedented crisis and for the level and regularity of information provided to passengers and the community.

No drop off in business was experienced on the resumption of the service and the Spirit of Tasmania carried a record 272,000 passengers for the first nine months of the year, despite the breakdown and an earlier scheduled dry-docking.

2000 F4

ENERGEX: ENERGEX Y2K PROJECT

Contents: Folder, report, supporting documents, brochures, flyers

During 1999, there was widespread public concern, fuelled by media sensationalism, that the 'millennium bug' would disrupt electricity supply. Against this backdrop, electricity distributor, ENERGEX Limited, needed to reassure customers that it was committed to avoiding Y2K problems.

Comprehensive network testing and planning meant ENERGEX was relatively confident that it would be 'business as usual' for electricity supply. However, ENERGEX can never guarantee supply as there are many factors that cause outages at any time.

A communication campaign was mounted to demonstrate that ENERGEX was:

- Taking comprehensive measures to mitigate any Y2K-related problems
- One part of a supply chain and therefore electricity supply was dependent on many organisations

The strategic communication approach was to mitigate media sensationalism by:

- Maintaining direct communication with the ENERGEX customer base rather than through high profile mass communication
- Deflect non-ENERGEX specific questions away from ENERGEX to avoid 'owning' the problem on behalf of the electricity industry

The program's success is reflected in:

- Public confidence in ENERGEX, judged by the decline in customer enquiries during the year, given the high (media) profile of issue
- Transition to the Year 2000 without any adverse public or media reaction

2000 F5

GOULDING COMMUNICATIONS: FINES ENFORCEMENT CAMPAIGN

Contents: Folder, report, supporting documents, posters

Unpaid court fines totalling \$72million led the South Australian Government to draft new legislation encouraging people to pay fines and to collect defaults.

The team of Leo Burnett Robinson, Goulding Communications Consortium (Maxine Goulding and Paul Vincent) and Market Equity was engaged by the Courts Administration Authority to create and implement a statewide education/behavioural change campaign to give the new laws awareness and effect.

Because the Emergency Services campaign had received an angry reaction, the Fines Enforcement Campaign aimed to avoid negative perceptions.

An integrated campaign of advertising and public relations, based on market research, targeting 200 stakeholders and all South Australian media, was created.

There were five public relations phases:

- stakeholders' forums
- promotion of the Easy Pay Fines Call Centre, which advises people on payment options
- promotion of the Aboriginal Justice Officers who assist indigenous people
- launch of the "Pay through the nose" advertisement
- countdown to enactment of the law

These were integrated with a three phase advertising campaign.

Outcomes :

- "...the total of outstanding fines repaid in March and April was more than \$3M higher than normal" (The Advertiser, June 15, 2000)
- Strong awareness of the legislation with minimal negative reaction.

2000 F6

RILEY MATHEWSON PUBLIC RELATIONS: BEATING THE BUG

Contents: Folder, report, supporting documents, poster, brochures

Western Power Corporation is Western Australia's principal generator, distributor and supplier of electricity, with 3500 employees and contractors and 750,000 customers.

Despite the geographic spread and complexity of its operations, Western Power has an excellent reputation for continuity of supply, but it faced real risks in 1999 and 2000, with the threat of the so-called "Y2k Millennium Bug".

With Y2k paranoia building, it recognised that communication was the key to completing the project successfully and reassuring the community that the lights would still go on January 1, 2000. If it could not, there was a genuine threat to public confidence that could have serious social and economic consequences.

In January 1999 Riley Mathewson was contracted to assist Western Power with the development and implementation of a comprehensive issues management-based communications plan to ensure that all stakeholders were well informed about its Y2k preparations and maintained confidence in its ability to deliver power. The ensuing communications program was a massive Corporation-wide effort involving an unprecedented level of internal and external coordination and collaboration.

The program was highly successful, with all program objectives achieved, effective penetration of key messages, proactive management of all issues, and very high stakeholder approvals for performance. Two aspects of the campaign – an information disclosure policy and a risk-management based issues tracking system – were acknowledged by independent auditors as representing best practice in Y2k communication.

2000 F7

SA WATER: COMMUNICATIONS PROGRAM FOR SA WATER

Contents: Folder, report, supporting documents, video, CD-ROM

In April 2000, SA Water faced a potential disaster when a reservoir on the Yorke Peninsula in South Australia was thought to contain a possible threat to human health.

The discovery was made in the week before Easter – a peak tourist season.

SA Water responded with a strategic, customer-focused crisis management campaign that involved enlisting the support of the media, in partnership with the Department of Human Services, to educate the public about the health issues.

Media support also ensured the public was well informed of how to access emergency water supplies during the crisis and that the consumer confidence in SA Water was maintained.

Supporting these initiatives was an exhaustive logistical exercise involving the provision of bulk and bottled water for households and businesses and around-the-clock efforts by SA Water to identify and treat the problem.

The campaign resulted in:

- Overall public satisfaction with SA Water's response to the problem
- A net positive impact on SA Water's public image
- SA Water successfully defending its operations
- Improved media relations

2000 F8

SHELL COMPANY OF AUSTRALIA: SYDNEY HARBOUR OIL SPILL IN AUGUST 1999

Contents: Folder, report, supporting documents, video

On the evening of Tuesday 3 August 1999, the Italian oil tanker "Laura D'Amato" was discharging its crude oil cargo at Shell's Gore Bay Terminal in Sydney. For reasons unknown at the time, 300 tonnes of oil was spilled into the harbour at 6.25pm.

The spill seriously threatened Shell's reputation and business. Mishandled, the crisis could ruin stakeholder relations and encourage the government to stop commercial shipping in Sydney Harbour. A halt on shipping would directly affect Shell's Gore Bay terminal and Clyde refinery which supplies fifty percent of New South Wales' fuel requirements.

Shell's External Affairs team immediately implemented a pre-planned crisis communication plan which built on strong stakeholder relationships over the last ten years. Using communication tools including letterbox drops, personal briefings, staff updates and a pro-active media campaign, Shell's key messages were reinforced across a variety of mediums.

The campaign was extremely successful with key local figures declaring their belief in Shell's integrity and competence. Importantly, during and after the crisis, the NSW Premier announced commercial shipping and Gore Bay Terminal's operations would continue in Sydney Harbour.

2000 F9

SOCOM PUBLIC RELATIONS: LANDSLIP IN THE YARRA RANGES

Contents: Folder, report, supporting documents

The Shire of Yarra Ranges, east of Melbourne, commissioned a Shire wide study into landslip risk. The initial estimates were that 100-150 households would be seriously affected. The Shire asked Socom to handle the release of the information.

After detailed research Socom established that the problem was 50 times greater than originally proposed. The land of 5,500 property owners had some level of landslip risk. Interviews with Shire staff revealed that people had a realistic understanding of landslip risk. One staffer laconically told of how he went to bed one wet night and woke to find his car and carport slumped at the bottom of the hill. We adopted the theme "Landslip is a fact of life in Yarra Ranges. We must manage it."

We embraced the local media, all professionals who work in land management, local schools and community groups as agents in building community understanding and maintaining calm. The Shire committed significant staff resources for a month to the project.

Within the month hundreds of affected residents had engaged in the council campaign to reduce their landslip risk. Every media and newsletter story was positive and helpful. Landslip had become a fact of life in Yarra Ranges.

2000 F10

SYDNEY PORTS CORPORATION: LAURA D'AMATO OIL SPILL RESPONSE

Contents: Folder, report, supporting documents, flyers, videos (2)

The Laura D'Amato spilled nearly 300,000 litres of crude oil into one of the world's most loved harbours on the evening of August 3, 1999.

The public outrage was instant, and oil tanker operations in Sydney Harbour were immediately brought into question.

The objective of the response team's crisis communications was to establish an authoritative and respected voice within the media to focus attention on the efficient clean up and thus demonstrate the effective management of emergency situations on the water.

Working with sensitivity to a range of customer, government, emergency and regulatory considerations, the communications team successfully established itself with the media as the pivotal source of spill information.

The first three days of the spill generated nearly 4 000 mentions in the electronic media, with the clean-ups spokesperson, Matt Taylor, the most quoted speaker on the issue. Neutral comment on the clean up comprised 67% of electronic media coverage in this critical period, with a further 21% positive.

The intense media interest in the story abated soon after the vessel left the harbour and the prosecution proceeded to a successful conclusion.

The Laura D'Amato incident has become a case study in oil spill response.

2000 F11

THE ROWLAND COMPANY: HERRON PARACETAMOL RECALL

Contents: Folder, report, supporting documents, tape, video

At 2.00pm on Thursday 16 March, Herron was advised that two people were in hospital from Strychnine poisoning found in a packet of Herron paracetamol capsules.

Herron CEO Euan Murdoch made an immediate decision to recall all Herron paracetamol capsules, tabsules and tablets Australia-wide.

Extensive communication activity provided stakeholders with details of the recall, helped maintain consumer support and confidence, kept staff informed, and helped position Herron to re-launch its paracetamol products in May.

The Rowland Company was involved in all stages from the initial decision to recall. Other consultants included:

- Salmat – Call Centre
- DDB Needham – advertising
- Rob Norton of Rob Norton & Associates – Herron business adviser and organisational communication specialist

Rowland managed hundreds of media calls daily. They also greeted and liased with dozens of journalists who arrived at Herron unannounced daily. Unless in a meeting, the CEO spoke with them. A very open strategy was taken with the media. Hundreds of interviews were conducted with media Australia-wide.

This openness resulted in increasing consumer support, as shown through formal research conducted in April and May and further illustrated by strong sales upon Herron's return to shelves.

2000 F12

WATERS AND RIVERS COMMISSION, WA: RESPONSE TO TOXIC ALGAL BLOOM CRISIS IN THE SWAN - CANNING RIVERS

Contents: Folder, report, supporting documents, brochures, videos (2)

In February 2000, extreme weather events precipitated an unprecedented toxic blue-green algae bloom in Perth's Swan and Canning rivers. Analysis confirmed that in the right quantities and concentration the bloom could kill. At the height of summer activity on the river, the stakes were high as elite athletes prepared for international events and river-based businesses expected their busiest trade. With public safety paramount, the warning was issued for people to avoid all contact with river water.

The Water and Rivers Commission and Swan River Trust led management of the crisis. The communications challenge was to advise the public openly and honestly of the level of hazard and to plan carefully to avoid hysteria and conflict and communicate that effective action was being taken to deal with the crisis.

General news media and direct stakeholder contact were the prime communications channels employed. A strong and credible relationship with media was used to deliver timely information to Perth's community, while heightened awareness of the issue was used to enhance or develop direct stakeholder communications.

The result was overwhelming public support and acceptance of the actions taken, even from those suffering economic loss. The event also presented the opportunity to deliver a 'wake-up call' that the highly valued natural asset needs help.

2000 F13

WOMEN'S AND CHILDREN'S HOSPITAL, SA: BUG WATCH

Contents: Folder, report, supporting documents, brochures, flyers, tapes (2)

In 1999, the Infection Control Team at the Women's and Children's Hospital was concerned at the number of visitors who were in danger of transmitting infectious diseases to patients already in a weakened and vulnerable state. Illnesses such as chickenpox, mumps, shingles, colds, coughs and sore throats were creating potentially life-threatening situations.

The Team called on the Hospital's Public Relations Department and together they created BUG WATCH, an Infection Control Awareness Program - the first of its kind in any Australian Hospital.

Stage One of BUG WATCH involved the formation of policies, internal pamphlets, multi-lingual posters and audit tools. This internal stage was launched in August 1999.

The second stage involved a community communication program through the media. This was launched in April 2000. The overall program budget was \$2,469.

The results have been impressive with the Program accepted and understood by the public and most importantly, the risk of patients being infected dramatically reduced.

BUG WATCH is an on-going Awareness Program and is an ideal example of how Public Relations Practitioners can assist in the management of a significant issue and potential crisis providing the best possible outcomes.

CATEGORY G: MARKETING COMMUNICATION

2000 G1

ADELAIDE COMMUNITY HEALTH ALLIANCE INC.: FEATURES AND BENEFITS OF ASHFORD HOSPITAL'S MATERNITY UNIT

Contents: Folder, report, supporting documents, posters, brochures, photos

Prior to 1999, the features and benefits of Ashford Hospital's Maternity Unit - the largest private maternity unit in South Australia - had not been actively promoted in the community.

With the highest number of births of any private hospital in the State, the unit had a solid reputation for clinical excellence; however the establishment of a new maternity unit at Flinders Private Hospital in January 1999 saw a sharp decline in birth numbers at Ashford.

Research highlighted that a key to maintaining consistently high maternity patient numbers was to broaden and extend the unit's profile both within the medical community and the general public, including frequent promotion of the unit's new branding initiatives.

With the assistance of visiting obstetricians and midwives, Ashford's Communications & Marketing Department devised an assortment of media and public relations strategies to provide target publics with information about the advantages of choosing Ashford's maternity services.

The campaign witnessed:

- A significant increase in new maternity patients.
- Increased referrals from obstetricians.
- Increased numbers of obstetricians practicing at Ashford.
- Improved media coverage of the unit.
- Strengthened relationships with media.

This translated to increased revenue for the unit.

2000 G2

BALL PUBLIC RELATIONS: WINNING SUPPORT FOR A SCHOOL'S EXPANSION

Contents: Folder, report, supporting documents, flyer, photos

Tatachilla Lutheran College was established in McLaren Vale in 1995, offering a senior school education for Years 8 to 12 in Adelaide's outer southern suburbs and the Fleurieu Peninsula.

Education trends in the region have changed. Seaford Secondary School expanded to become Seaford 6-12 School, resulting in primary schools within the catchment no longer offering Years 6 and 7.

The future of the College was under threat. It faced the loss of potential students to schools that offered middle school education.

The College needed effective marketing and research to establish sufficient community demand for them to apply to expand the College to Reception to Year 12 (R-12).

A strategy was developed to inform target audiences of the College's attributes and to encourage registration of interest for enrolment in an expanded College.

The College actively marketed itself to its audiences through personal presentations, tours, media activity and personal letters.

The success of the campaign has assured enrolments at all year levels through to 2013. They have had to cap enrolments for the primary school until 2006.

The campaign achieved the goal and objectives and the College has applied to the State Planning Committee to expand the College to R-12 from 2002.

2000 G3

CORPORATE COMMUNICATIONS: PROMOTING THE REDEVELOPMENT OF TWO TASMANIAN SHOPPING CENTRES

Contents: Folder, report, supporting documents, media kit, balloons, photos, tape, video

MCS Property Limited is Australia's largest private syndicator of retail property. In 1997 the company purchased the Kmart and Coles Supermarket complexes in Launceston and Hobart (at New Town) in Tasmania.

Corporate Communications (Tas) Pty Ltd was engaged by the company in mid 1999 to market the redeveloped and renamed centres to existing and potential customers and the general community.

The consultancy's marketing communication plan, developed after extensive research, included hosting an official renaming ceremony attended by VIPs to attract media coverage and the organisation and implementation of a three-day program of events to appeal to existing and potential customers.

The consultancy's objectives included using these events to raise awareness among target publics of the centres' new names, logos and facilities and encourage customer loyalty, thereby increasing customer numbers to the Centres.

The New Town Plaza Shopping Centre and Launceston Plaza Shopping Centre were successfully redeveloped and marketed to its target publics via the media and both centres recorded an increase in customer numbers during and immediately following the redevelopment celebrations.

2000 G4 FORSTER PUBLIC RELATIONS: HERITAGE HIGHWAY FESTIVAL

Contents: Folder, report, supporting documents

It took the first Europeans eight days to travel between Hobart and Launceston in February 1807, and even after the Main Road was completed in the 1850s it was still an uncomfortable 15-hour journey.

The heritage villages and elegant Georgian mansions we appreciate so much today were coach stops along the route. Many of the buildings were originally hotels built to meet the needs of weary travellers.

The Heritage Highway was established in 1996 as a unique living museum, reaching from Pontville to Perth, and from Bothwell to Ben Lomond.

The Heritage Highway Tourism Region Association initiated the inaugural Heritage Highway Festival in February/March this year as a major promotional opportunity for the Highway, to highlight individual events, and encourage new events and activities.

Forster Public Relations handled all public relations including pre publicity throughout Tasmania and interstate, the official launch, liaison between event organisers, on-going publicity during the Festival, and an evaluation of the festival's success. Publicity began strongly in December 1999 and continued through to the Festival's conclusion in March.

The Festival exceeded all objectives, was a n overwhelming success, and has reignited a focus on Tasmania's richest heritage region, and contributed to a team spirit among its communities.

2000 G5 IMPRESS MEDIA AUSTRALIA: SCAN CONVERSION SERVICES/PRACTICAL PROGRAMS MARKETING COMMUNICATION

Contents: Folder, report, supporting documents

Technology is often seen as a turnoff unless it involves some form of whiz-bang gizmo and has an Internet billionaire lurking somewhere in the picture.

When Impress Media Australia was asked to obtain publicity for a client that had a signed a US distribution deal worth \$1 million, the prospects of a satisfied customer at the end of day looked slim. However, the company devised a communication strategy to publicise the deal by highlighting the most unique aspect of the company – the fact that many of its employees had disabilities, with a number of them living in remote locations.

With a budget of about \$2448.75 – which included \$390 for outsourced photographic services – Impress Media Australia implemented a media campaign that captured the heartstrings and imaginations of journalists nationally, and through them, their readers. Practical Programs' MD Mr. Bates rated the strategy as highly successful, exceeding the client's expectations and achieving the stated objectives.

The central element of the campaign was to generate a message about how technology was being used to enable a previously under valued section of society. This approach of "humanising" the clever technology developed by Scan/Practical provided a highly effective vehicle for generating a compelling message for the company and fantastic positive association and brand awareness for the company.

2000 G6 IMPRESS MEDIA AUSTRALIA: NETLINE TECHNOLOGIES

Contents: Folder, report, supporting documents, tapes (2), videos (2)

Australian innovator Netline Technologies has developed world-leading technology that allows email to be received, replied to and created from any touchtone or mobile telephone handset. The company's general manager, Leila Henderson,

approached Impress Media Australia to provide strategic advice and PR implementation services on an ongoing basis during the rollout of this breakthrough service, called E-Fone.

Impress Media Australia designed a publicity campaign that was intended to reach a range of communities, from business, government and corporate executives, to home-based business people and the general public. The overall goal of creating a "buzz" around E-Fone has generally succeeded, with journalists nationally requesting trials of the system; consumer inquiries increasing 500 per cent immediately after the launch while Netline has gained considerable credibility

A large number of articles have appeared in national business, general and vertical industry publications while "milestone" events, such as the use of E-Fone by Women's and Children's Hospital and Royal Society for the Blind, provided an opportunity to generate coverage by both television and radio.

The central reason for the campaign's success has been its ability to quickly and flexibly respond to opportunities to obtain additional publicity.

2000 G7

POWERHOUSE MUSEUM: AUDREY HEPBURN – A WOMAN, THE STYLE

Contents: Folder, report, supporting documents, posters, brochures, videos (2)

Powerhouse Museum exhibition, *Audrey Hepburn: a woman, the style*, showcased the on and off screen wardrobe of a 20th century "style icon".

It provided an opportunity to enhance the Museum's profile of historical and contemporary dress. Audrey's popularity offered a chance to draw a mass audience to the Museum - the only Australian venue for the exhibition.

Goals:

- Attract existing/new visitors
- Enhance the Museum's profile
- Ensure that it paid for itself.

Objectives:

- Attract 65,000 visitors
- Create high awareness
- Attract a broad audience.

The marketing campaign included advertising, publicity, direct marketing, events, promotions, sponsors and fundraising; targeting culturally aware/educated adults, tourists, families and schools. Measurement was visitor figures, a visitors survey and external research.

The exhibition attracted 69,308 visitors (7% above target) - third most popular Museum exhibition ever.

- 80% of visitors heard about it before attending - second highest ever.
- 70% of visitors came specifically to see it - highest ever.
- 93% of visitors said they would recommend it to others - highest ever.
- 28% of visitors were attending the Museum for the first time.

Return on marketing investment was around 47%. The revenue from the exhibition recouped all costs.

2000 G8

QUEENSLAND CORPORATE COMMUNICATIONS NETWORK: REDUCING THE STIGMA – SCHIZOPHRENIA AWARENESS WEEK 2000

Contents: Folder, report, supporting documents, video

Schizophrenia is the most poorly understood of mental illnesses, despite the fact that it affects one in 100 Australians during their lives.

People living with mental illness are among the most marginalised and stigmatised in society. The Schizophrenia Fellowships Council of Australia (the peak National carer and consumer [people living with mental illness] representative body), approached QCCN to create their first attempt at a nation-wide campaign to support Schizophrenia Awareness Week (SAW).

The campaign sought to increase public awareness of the issues facing people living with Schizophrenia.

QCCN was asked to:

- Develop the first coordinated National media campaign to support Schizophrenia Awareness Week (previous years saw State fellowship-based and uncoordinated campaigns)
- Develop concepts to drive the anti-stigma campaign
- Conduct the National media campaign
- Coordinate the State media and event campaigns

QCCN achieved this by:

- Facilitating a National market research project to provide data on Australian's attitudes towards people living with mental illness
- Using the findings along with consumer "life-stories" as the basis for the national media campaign
- Developing media materials for national distribution
- Developing "boilerplate" materials for State release
- Supporting States to link local events with the national theme and campaign
- Provide support, counsel and advice to the States

Despite the limited budget of just \$4,200.00, QCCN provided SFCA with significant national and greatly enhanced State coverage.

2000 G9

QUEENSLAND POLICE SERVICE: LAUNCH OF QUEENSLAND POLICE HEADQUARTERS PUBLIC TOURS

Contents: Folder, report, supporting documents, brochures

Media and Public Relations Branch (M&PR) of the Queensland Police Service was tasked to examine the feasibility of conducting a Police Headquarters Tour, which would inform visitors about the responsibilities, accomplishments and advances of the Queensland Police Service.

Qualitative research was conducted to gauge the level of interest in such a venture, revealing that the general public would welcome the opportunity to attend a tour of Police Headquarters.

Based on the research findings, M&PR, in conjunction with the senior police in charge of specialised areas, designed a free 90 minute tour which would operate every Tuesday and Thursday at 10am with a maximum of 20 people per tour.

M&PR successfully adopted a pro-active media and publicity driven campaign to meet the primary objective: to attract visitors and create an ongoing interest in the Police Headquarters Tour.

Extensive media relations and promotional activities resulted in an overwhelming public response to the tours. One month after the official launch of the tour on 8 July 1999, all tour bookings were reserved up to February 2000, with bookings requested up to March 2000.

2000 G10

TELSTRA CORPORATION: TOGETHER IT'S AMAZING WHAT WE CAN DO

Contents: Folder, report, supporting documents, video

A strong brand and reputation are valuable commercial assets. Telstra research identified that the community wanted to gain a wider perspective about the company.

As an understanding of new technology is critical to Telstra's future, target publics were segmented around attitudes to technology as opposed to traditional audience segmentation methods. Using this new strategy a communications campaign called "Together, it's amazing what we can do" was piloted in South Australia. It consisted of advertisements and public relations activities, highlighting brand attributes and showing what Telstra people, customers and communities can achieve together in the information age.

Activities included a launch built around World Telecommunications Day, the creation of a local event "Cyber Day" with Internet tutorials and a giant screen Webcast at a shopping centre, Internet training at retirement homes and a regional "Talking to Telstra" roadshow program.

Results were the enthusiastic participation of more than 20,000 people and an improvement in Telstra's reputation metrics. Research showed improvement in Telstra's rating as a warmer, more human organisation, a technology leader and an important contributor to Australia. The pilot program's success, including the public relations activities, has led to the program now being rolled-out nationally with the CEO's endorsement.

2000 G11

THE COMMUNICATORS: THE GEELONG ADVERTISER BUSINESS EXCELLENCE AWARDS

Contents: Folder, report, supporting documents, motivational booklets (3), photos

John Loughnan, Managing Director of public relations consultancy, *The Communicators*, established *The Geelong Advertiser Business Excellence Awards* in 1986. Today the event is the highlight of Geelong's business calendar.

Despite the event's success, *The Communicators*, is acutely aware of the need to keep the Awards fresh and vibrant to ensure Geelong continues to encourage business excellence.

With an overall goal to maintain the event's viability, *The Communicators'* key objectives focussed on attracting at least 50 submissions to ensure each sponsored category remained self-sufficient.

A survey of previous participants found potential positive publicity and recognition from one's peers to be the chief motivation for entering the awards. With this in mind, *The Communicators* and local newspaper and Awards Patron, *The Geelong Advertiser*, collaborated in order to reinvigorate the event.

Specifically targeting business operators in the Geelong region, *The Communicators* and *The Geelong Advertiser* conducted an extensive publicity campaign, which entailed offering entrants publicity opportunities in *The Geelong Advertiser* business pages as an incentive to enter the event.

Concurrently, *The Communicators* ran the 'Student Connection Program' (SCP), which involved matching up third year Deakin University Public Relations/Marketing and Management students with entrants to assist with submissions. The SCP offered entrants opportunities to become 'mentors', as well as gaining fresh, up-to-date ideas from up-and-coming business people.

The SCP and the publicity campaign were strategies designed to attract at least 50 submissions across the event's range of categories.

At the time of this document's writing, *The Communicators* had attracted more than 60 submissions. Comments had so far indicated the publicity campaign was a success and, in an evaluation survey, 85 percent of entrants ticked 'yes' when asked if they were "happy" with their student.

2000 G12

THE GANDEL GROUP: CHADSTONE'S \$150 MILLION EXPANSION

Contents: Folder, report, supporting documents, magazine

On the 30th November 1999, Chadstone Shopping Centre launched the final phase of a \$150 million expansion, backed by a

comprehensive marketing and publicity campaign. The primary publicity objectives for the campaign were:

- To help the leasing department secure additional retailers during the final months of their leasing campaign
- To help launch the new precinct to consumers, explaining the range of new retailers and highlighting the exclusive retail offering only available at Chadstone.

The key PR requirements were to create brand awareness and increase sales and traffic over the corresponding period last year. This was made more challenging by the long construction period and resultant retailer negativity; the concurrent redevelopment by one of Chadstone's key competitors, a crowded Christmas PR environment and general journalism disinterest in shopping centre stories.

The measurable results for the campaign exceeded all expectations. A total of \$2.4 million of publicity was obtained, sales increased by 24.6% and traffic was up by 20.73% in the first month alone. This has been sustained in subsequent months since the launch period with the centre experiencing consistent growth each month.

2000 G13

THE PHILLIPS GROUP: LAUNCH OF CAPILANO'S MEDIHONEY

Contents: Folder, report, supporting documents, video

After nine years of joint research with New Zealand's University of Waikato, Capilano Honey Limited (Capilano) launched a consumer trial of MEDIHONEY in November 1999.

MEDIHONEY, the world's first topical honey product to achieve Therapeutic Goods Administration (TGA) listing, is derived from the nectar of a Leptospermum tree. The product can be used to rapidly treat a wide variety of wounds including skin ulcers, infected sores, burns and gangrene. During the trial period (7 November 1999 till March 2000, unless sold-out), 30,000 tubes of MEDIHONEY were made available to consumers via Terry White pharmacies on the eastern seaboard.

Capilano appointed The Phillips Group to develop and implement a successful marketing communication campaign to launch the consumer trial of MEDIHONEY. The goal of the program was to position the product as a high potency, pure honey treatment that successfully and rapidly heals a wide variety of wounds and infections. A cost-effective campaign was required, due to an extremely limited budget.

Approximately two months after it was launched, all 30,000 tubes of MEDIHONEY had sold-out. Of the 49 media clippings gained, 100% percent contained one or more of the key campaign messages.

2000 G14

THE ROWLAND COMPANY: HERRON PARACETAMOL RELAUNCH

Contents: Folder, report, supporting documents

On March 16 Herron began a recall of all its paracetamol products. The recall was extremely high profile with some early negative reports.

By mid-May Herron was ready to go back to market with its paracetamol tablets and tabsules but it had some issues to overcome.

- Three months after its recall, Herron had become a Queensland story
- Consumers had to be made aware of packaging changes to instil confidence
- No product is tamper proof and consumers needed to be educated to be tamper-aware

Rowland organised multiple launch events throughout Australia, followed by a two-week media roadshow.

Other consultants involved included:

- DDB Needham – advertising
- Rob Norton of Rob Norton & Associates – Herron business advisor and organisational communication specialist

The result of the campaign was over 280 positive articles and mentions on TV and radio news.

Product sold almost immediately from shelves for the first two weeks of the return but then a Panadol recall was instigated. This made it difficult to accredit further sales with the relaunch of the campaign.

Woolworths records showed Herron paracetamol sales in its first week back equalled the same week last year – a fantastic effort following a recall.

2000 G15

WESTERN INSTITUTE OF TAFE: WESTERN INSTITUTE ENROLMENT CAMPAIGN

Contents: Folder, report, supporting documents, prospectus, photos, video, CD-ROM

Western Institute is geographically the largest of the 12 TAFE NSW institutes, serving an area 48% of the state, but less than 5% of the total population. There are 23 campuses and more than 60 associated centres. It covers the central west, north western and far west statistical divisions and includes some of the most isolated and remote communities in Australia.

It currently employs more than 2,200 staff, and services more than 25,000 students.

Throughout the period December 1999 to late January 2000 Western Institute implemented an enrolment 2000 campaign, designed to raise awareness about the quality of Western Institute courses, career paths available to TAFE graduates, and promote the enrolment dates for semester 1, 2000. In addition to these purposes, the campaign was also designed to re-position the name of the Institute from Western Institute of TAFE to simply, Western Institute.

The enrolment 2000 marketing strategy and campaign was designed to appeal to three identified audiences:

1. traditional school leavers,
2. employees looking for career enhancement through retraining opportunities, and
3. a general message of flexibility in study options, for all people in rural and remote areas.

By segmenting the marketing with three separate messages, it was expected that the campaign would more closely align with the needs and plans of specific audiences.

At the time of developing the campaign, it was believed that the centralised body of TAFE NSW was about to undergo a name and brand change. To avoid confusing the established and prospective audience with a centralised brand and name change, the campaign focussed only on positioning Western Institute of TAFE as Western Institute. Due to the wide spread exposure of the campaign, it was hoped that by pre-empting the brand change, Western Institute would be ahead of any confusion, and would have a re-established brand by the time the centralised TAFE NSW implemented its brand and name change.

Therefore, the campaign served the dual purpose of raising awareness about study options and career paths made available by studying with Western Institute, while also introducing the organisation's new identity: Western Institute.

2000 G16

WRITE AWAY PUBLIC RELATIONS: SUNBEAM COLLECTION 2000

Contents: Folder, report, supporting documents, media kit, photos, video, CD-ROM

In 1998 research showed that while small appliance manufacturers Sunbeam was well known, it was not necessarily perceived as modern and relevant to today's consumer. The communication challenge was to leverage the brand's heritage and goodwill, and create a 'larger than life' image as a modern market leader despite its relatively small advertising and promotional budget.

The Sunbeam Collection 2000 media event played a significant role in the long-term communications strategy, which aimed to build credibility and strengthen relationships with specific sectors of the media who in turn would convey the relevance and modernity of an Australian icon and its product range.

With an overall theme of 'design', the Sunbeam Collection 2000 event launched a broad range of products to the consumer via the media, in a cost and time effective way. Building on Sunbeam's overall PR strategy, it aimed to create excitement for what otherwise could be considered mundane products.

The event itself faced the ever-increasing challenges of how to 'attract quality media and ensure they attended' and 'deliver an event that was relevant and worth their while'. Unless well planned and executed, a 'product launch' can be a risky tactic when journalists are time poor.

CATEGORY H: PRINT/MULTIMEDIA COMMUNICATION

2000 H1

CLARITY COMMUNICATIONS: LAUNCH OF THE FEDINFO WEBSITE FOR AUSINFO, DEPARTMENT OF FINANCE AND ADMINISTRATION

Contents: Folder, report, supporting documents, media kit, slides

Most of us have experienced the cybermaze—the frustrating search for something online. A new whole-of-government web site called FedInfo helps reduce that frustration.

Designed for public servants, FedInfo was developed by AusInfo in the Department of Finance and Administration, in collaboration with other agencies, as part of the Government's *Investing for Growth* initiative.

Clarity Communications was engaged by AusInfo to help launch the site. The communications challenge was to develop an engaging way of introducing FedInfo to a government audience with mixed technical know-how and diverse content interests.

After assessing options, a business card sized CD-ROM was developed as the unique centrepiece of an information and promotion package. This strategy effectively mixed electronic and traditional media to promote an online initiative.

The CD card provided a novel, accessible and interactive 'site tour'. It involved the Prime Minister, Senator Chris Ellison, Senator Ian Campbell and relevant department heads.

In keeping with the collaborative nature of the site's development, the launch strategy required the combined efforts of experts in strategic communications, government information, graphic design and multimedia development.

While ongoing evaluation will help shape future communications activities, the initial response and feedback to date has been extremely positive.

2000 H2

TELSTRA CORPORATION: www.swimtrials.com

Contents: Folder, report, supporting documents

From May 13 – 20, 2000, the Sydney International Aquatic Centre played host to the Telstra Selection Trials for the Australian Olympic Swimming Team.

The Telstra 2000 Selection Trials was a swimming event sponsored by Telstra as part of its commitment to Australian swimming and the Sydney 2000 Olympic Games. It provided the company with an excellent vehicle for promoting its technological leadership to a world audience as well as cementing its position as a major sponsor of the upcoming Olympic Games.

To reinforce these key messages, a strategic decision was made to establish an event web site that would provide real time results, competitor information and pertinent media material.

Through an integrated marketing campaign to publicise the site URL, and support from media and event organisers, the web site proved to be one of the most popular sites within Australia. Some of the highlights included:

- 15 million hits during the eight days of the event, (a total of 18 million hits)
- 809,200 individual page views.
- 35% of visitors from the USA, and 35% from Australia.
- The successful trial of new technologies such as 'pool cam'.
- Achieved higher than average click through rates on advertising banners.
- Became the fourth most popular sporting web site in Australia

2000 H3

THE PHILLIPS GROUP: PACIFIC MOTORWAY – QUEENSLAND'S SMART ROAD

Contents: Folder, report, supporting documents, maps, photos

Since May 1996 The Phillips Group has been engaged by the Queensland Department of Main Roads as Communication Consultants for the \$750 million Pacific Motorway project, the largest road project undertaken in Queensland.

The Challenge: The nature of information generated by the project demanded instant delivery to motorists, because traffic delays and congestion could change continually and hamper the public's motoring journeys.

Additionally, as the project nears completion and continues to move through intensive construction activity, comprehensive and detailed information on multiple aspects of the Motorway continues to proliferate.

Strategy: The overall strategy adopted a multimedia communication approach supported by traditional communication methods.

These new media could expand communication options, access more elusive audiences, deliver detailed, instant information in a user-friendly way and in the one information source.

Outcome: Statistical data and informal surveys fully substantiated the use of these mediums as successful conduits of instant and voluminous information to targeted audiences.

This approach enabled the delivery of instantaneous traffic conditions via the Pacific Motorway web site using live feed from traffic cameras along the Motorway providing the public with real-time access to motoring conditions before they begin a journey.

CATEGORY I: SPECIAL EVENT

2000 I 1

ABC CREATIVE SOLUTIONS: QUEENSLAND TRAINING AWARDS – BRISBANE FINAL

Contents: Folder, report, supporting documents, posters, photos, video, CD-ROM

ABC Creative Solutions was contracted by the Department of Employment, Training and Industrial Relations to undertake management of the 2000 Queensland Training Awards (Brisbane Final). This project involved:

- Gaining Sponsorship;
- Managing Sponsorship;
- Event Management; and
- Promotion and Publicity

Research was undertaken through background reading, focus groups, teleconference, and in-depth interviews, to determine key stakeholders' opinions and beliefs about desired sponsorship benefits and expected event standards. From this research, ABC Creative Solutions developed two guiding strategies that ensured the project remained locally focused and reinforced the theme 'Nothing Beats Skill'.

Specific and measurable objectives were then developed to ensure:

- Pre and post media coverage was obtained;
- Sponsorship targets were met through existing and new financial, event, and prize sponsors;
- The event strongly reinforced the State theme 'Nothing Beats Skill'; and
- Tickets were cheaper than previous years, while retaining quality expected

ABC Creative Solutions implemented a pre and post event media campaign, direct mail campaign, theme development, event coordination and print production resulting in effective media coverage, increased nominations, a quality and entertaining evening, and affordable entry fees.

2000 | 2

AWISO: SYDNEY MILLENNIUM – A NIGHT FOR ETERNITY

Contents: Folder, report, supporting documents, videos (2)

The Millennium Celebrations provided a unique opportunity to show the beauty of Sydney, its creative flair and something of its harmonious lifestyle to the rest of the world.

The event posed some exceptional challenges. Planning for Millennium events was under media scrutiny world wide. High public expectations of "millennium" celebrations coupled with actual and perceived profiteering, fears of enormous crowds of drunken revellers and the Y2K bug, dominated public perceptions.

The communication task was to shift public opinion to one of confidence in the event and to ensure more realistic expectations. It was also to ensure stakeholder confidence in the event management and to enable Sydney to shine in international coverage.

What was achieved was a night where more people came together to celebrate with harmony and goodwill than ever before in Australia's history. Australia's celebrations featured around the world, gaining references such as 'the best in the world'. At the conclusion, the representatives of thousands of workers who made the night possible came together with a sense of tremendous pride and accomplishment.

2000 | 3

BAYLY WILLEY HOLT: THE OPENING OF THE INGLEWOOD OLIVE PROCESSING FACILITY

Contents: Folder, report, supporting documents, prospectus, brochure, video

Barkworth Olive Group, through a network of investors, controls over 4,600 hectares of olive groves throughout Australia and 1,365 hectares in Inglewood. A subsidiary company, Inglewood Olive Processors (IOPL), processes the olives grown to produce Australia's only extra virgin olive oil – VIVA.

Because of its large holdings in SE Qld it was decided an additional processing facility should be established.

There was some resistance from smaller growers of a company perceived to have "city" philosophies and wanting to "take over".

BWH was commissioned to open the first stage of the IOPL facility, with the primary aim being to convince local growers the company's intentions were focused on developing the industry and potential wealth creation for growers, rather than taking over.

At that time BWH launched Barkworth's Prospectus No. 4 for olive farms to capitalise on the opening of the facility. (Appendix 5)

Beyond local issues, the event provided a platform for Inglewood to become the olive capital of Australia and for IOPL to become the recognised leader in olive processing.

The results were significant – 400 local growers and business people attended the event, with government support. Contracts were negotiated, significant media coverage paved inroads into the national market.

2000 | 4

BRUMFIELD BIRD & SANDFORD: CENTURY EXPERIENCE – MINE OPENING

Contents: Folder, report, supporting documents, booklets, photos, video

Pasminco Century Mine (PCM) was operational and needed to be officially opened. On 4 April 2000, Pasminco needed to achieve the following goals:

- ▶ Enhance company pride, team spirit and morale;
- ▶ Gain support and participation from local indigenous Gulf communities and reinforce ownership their ownership of surrounding land.

To achieve these objectives, Brumfield Bird and Sandford (BBS) developed a communications campaign to officially open PCM, reinforce ownership by the Gulf communities and instil pride, team spirit and moral in employees based in four locations.

BBS implemented the mine opening campaign through internal and external avenues, focusing on "grass roots" communication for the Gulf communities.

As a result of the focused strategy and direct communication methods, the official opening campaign achieved outstanding results. Not only was achieve higher than expected attendance achieved, staff morale increased and indigenous communities were reunited through participation on the day.

2000 | 5

CAPITAL PUBLIC AFFAIRS: WHERE ARE THEY NOW? THE SNOWY WORKERS

Contents: Folder, report, supporting documents, media kit, booklets, flyers, video

The 50th Anniversary celebration for the Snowy Mountains Hydro-electric Scheme was always going to be big. The Snowy Scheme was Australia's biggest construction project: our biggest engineering achievement. The 100,000 people who built the Scheme made up our biggest migrant workforce and they in turn have made a huge impact on Australian society.

So when the Snowy Mountains Hydro-electric Authority decided to celebrate the 50th anniversary in 1999 it took on a huge challenge — to reach the 100,000 former workers and invite them to the Anniversary.

While in the latter stages of this campaign, the Authority used advertising to reach the former workers (through a sponsor of the search) it relied in the main on a PR campaign to reach the former workers through the media. The PR strategy implemented by Capital Public Affairs Consultants (CPAC) and the Authority aimed to both reach the workers with the invitation to attend the Anniversary events and to recognise and applaud publicly the role these people had in building the Snowy Mountains Scheme.

And the results were big – an estimated 20,000 people attended the Anniversary's main event, the reunion picnic, and at

least another 100,000 attended other events. The media coverage (which was 90 percent favourable and carried the key messages) was valued at \$9.6 million.

2000 | 6

COMMONWEALTH DEPARTMENT OF THE ENVIRONMENT: ARRIVAL OF THE OLYMPIC TORCH RELAY AT ULURU-KATA TJUTA

Contents: Folder, report, supporting documents, tickets, magazine, video

The arrival of the Olympic Torch Relay in Australia at Uluru-Kata Tjuta National Park on 8 June 2000 presented a number of opportunities and challenges.

This was a very special celebration for the Aboriginal community living in the Park and an event that needed to be respected for its cultural significance to the traditional custodians of the land.

This was a significant local celebration, but one that was shared with all Australians.

A range of other stakeholders, including the Torch Relay Team, Parks Australia (the park managers), and Ayres Rock Resort Management, were also very keen that this event be a success.

This success was dependent on an effective partnership of all the partners and effective media management.

Parks Australia developed a public relations strategy to promote the cultural and natural beauty of the Park, the successful joint management arrangements and the adoption of the traditional Aboriginal names for this important spiritual place.

The success of this campaign exceeded all expectations. The media coverage during the Torch Relay week was extensive and balanced. The traditional owners played an integral role in the campaign and their open enthusiastic participation was a key to its success.

2000 | 7

CORPORATE COMMUNICATIONS: SUNRISE 2000 - HOBART CITY COUNCIL

Contents: Folder, report, supporting documents, flyers, tape

At the beginning of 1999, public relations consultancy Corporate Communications (Tas) Pty Ltd presented the Hobart City Council with research that proved Hobart would be the first capital city to see the sunrise on 1 January 2000.

In mid 1999, the consultancy was appointed to assist in the management and promotion of an event that appropriately celebrated the first dawn of the new century in Australia.

To maximise the potential national and international exposure of this significant event, a program of activities was planned for the mountain which, was to be broadcast on 43 networks around the world and featured as part of a 26-hour national broadcast.

For safety reasons it was decided to conduct a ceremony on the mountain with selected representatives of the Tasmanian community and to televise the country's first dawn via a large video screen erected at Hobart's nearby Regatta Grounds.

A number of other activities were held including a dawn multi-faith ceremony to bless the new day, as well as the official launch of the United Nations' International Year for the Culture of Peace.

A comprehensive program of activities to ran throughout the First Day 2000 culminating in a twilight picnic concert at the Royal Botanical Gardens.

2000 | 8

COX INALL COMMUNICATIONS: GRAINS EXPO 2000

Contents: Folder, report, supporting documents, flyers, stamp, media kit, photos

The Sydney Royal Easter Show is the largest annual event in the Southern Hemisphere and is famous for its ability to unite city and country through education. However, from an agricultural perspective, the Show has traditionally been a showcase for the horticulture and livestock industries with the Australian grains industry being largely unrepresented.

GrainsExpo 2000 aimed to rectify this with a specific event to educate visitors about the complexities of modern grain growing, as well as the connection of grain from paddock to plate.

Seeing this gap, the Prime Wheat Association (PWA) commissioned Cox Inall Communications (CIC) in January 2000 to project manage the GrainsExpo 2000 display at the Sydney Royal Easter Show.

The objective of GrainsExpo 2000 was to showcase the grains industry to the Australian public. In particular, the display aimed to illustrate to regional and city visitors the complexity and professionalism of the Australian grains industry.

The display focused on demonstrating the different facets of grain production: financial planning, engineering, agronomy, conservation and marketing. Based on these themes visitors were able to readily appreciate the strong business, technology and environmental philosophy of the grains industry.

The display was levered from a number of industry 'sponsors' who contributed expertise and financial assistance. As a first time event, it was developed and implemented in a matter of months.

The project was a major success and met all objectives. Key highlights of GrainsExpo 2000 were:

- An increased understanding of the grains industry by the target audiences
- Winner of the Best Commercial Exhibit, Woolworths Fresh Food Dome
- High level political endorsement with the Federal Minister for Agriculture, Warren Truss launching GrainsExpo 2000.

2000 | 9

FENTON COMMUNICATIONS: PIGGY BANK WEEK APPEAL

Contents: Folder, report, supporting documents

Very Special Kids (VSK) is Australia's first hospice and respite centre caring for and improving the quality of life for families who have a child with a life threatening illness. All VSK services are free.

A major fundraising activity was required to fill a void left by a major sponsor who'd completed a five million dollar donation over five years.

Thus the Piggy Bank Week Appeal (PBWA) was launched. The Appeal is based on the sale of small pink piggy banks across Victoria over an eight-week period. PBWA at the end of the eight weeks sees five giant piggy banks tour Victoria visiting over 100 suburbs, towns and cities to collect change deposited in the small piggy banks.

Fenton Communications (FC) implemented a highly successful public relations campaign for VSK with PBWA achieving over 200 media 'hits'. The campaign far exceeded its goals and objectives in terms of generating media coverage and funds for VSK.

2000 | 10

MAIN ROADS, WA: LIGHT AT THE END

Contents: Folder, report, supporting documents, brochures, media kit, photos

The opening of the Graham Farmer Freeway and Northbridge Tunnel on Easter Saturday this year was the culmination of one of the State Government's biggest and most controversial public infrastructure projects.

Almost five years to the day since the announcement of the \$374M project, the opening event provided an opportunity for the Government to boast of a major road project brought in ahead of time, on budget and without tolls.

True to form, the opening day was punctuated by protest. And the promotional budget drew media and political criticism, even though it constituted less than 0.01 per cent of the project cost.

But for the 50,000 people who turned up for the Charity Tunnel Walk and to share in the excitement of Perth's first road tunnel and newest freeway, it was a triumph.

And for the 80,000 cars now travelling through the tunnel every day, the travel time benefits promised by the opening event promotion have come true.

There was, after all, light at the end of the tunnel.

2000 | 11

MILLS WILSON MEDIA CONSULTANTS: THE 1999 AUSTRALIAN TRAINING AWARDS

Contents: Folder, report, supporting documents, brochures, banner, photos, videos (2)

The Australian Training Awards, hosted by the Australian National Training Authority (ANTA), recognise excellence in skills development and achievement by students, training providers, enterprises, schools and other organisations.

It is a national event staged in a different state every year.

Managing the Australian Training Awards involves the full range of responsibilities from taking queries on nominations to promoting and staging the gala event, attracting attendees and promoting the winners.

The challenges included managing a year-round, national process, staging the event in another state and making the event (which involves the presentation of ten awards) lively and entertaining.

Mills Wilson's success in managing the 1999 Australian Training Awards was attributable to:

- Meticulous attention to detail;
- Sound research;
- Careful planning and intense project management;
- A creative flair;
- Close working relationships with suppliers including Corporate Theatre (Staging) and designers, photographers, video operators, entertainers etc;
- Meticulous financial management;
- Meticulous record keeping;
- Excellent communication between the client and Mills Wilson; and
- Thorough evaluation

ANTA Chairman Stuart Hornery described the 1999 Australian Training Awards as the "best Awards ever". Mills Wilson is now managing the event for the third consecutive year, held this time in Tasmania.

2000 | 12

MORELAND CITY COUNCIL: XANANA GUSMAO DELIVERS THE MAURICE BLACKBURN ORATION IN MORELAND

Contents: Folder, report, supporting documents, booklets, poster

Xanana Gusmao is the president of the Council of National Resistance in Timor and is openly acknowledged as the political leader of East Timor. Mr Gusmao accepted an invitation from Moreland City Council to visit the municipality to deliver the 2000 Maurice Blackburn Oration.

This was a major event for the local government of Moreland and required careful planning. The event had a dual role to highlight the plight of communities in East Timor and help foster strong relationships between local governments and East Timorese communities.

A memorandum of understanding was signed between the local governments of Hume, Moreland and the village of Aileu. It formed part of a larger compact signed by Municipal Association of Victoria and the CNRT. It was the springboard for a successful campaign to raise funds for the area.

2000 | 13

SPARC DISABILITY FOUNDATION: THE MACMAHON WALTER TIME TUNNEL BALL

Contents: Folder, report, supporting documents, brochures, photos, video

To commemorate the opening of the Adelaide Crafers Highway, Transport SA advertised in March 1999 for Expressions of Interest from community groups and charitable organisations to organise and publicise fundraising events utilising the Adelaide Crafers (later renamed the Heysen Tunnels) for community celebrations before its official opening. The SPARC Disability Foundation devised the concept of the "Time Tunnel Ball" which was a Black Tie Gala Ball celebrating the history of development of motorised road transport.

Transport SA chose a consortium of charities to organise the event, which consisted of The SPARC Disability Foundation, Australian Red Cross and CanTeen.

The Time Tunnel Ball Committee was formed to organise the event as follows: Chairperson, Gwynalyn Paine (SPARC Disability Foundation); Deputy Chairperson, Jennie Bell (Australian Red Cross); Darrilyn Wood, Gaye Parsons and Anthony Cammell.

The Time Tunnel Committee chose the "Time Tunnel Ball" as the event they would organise in the tunnel. Life Leisure Events management was appointed Logistical Managers. Darrilyn Wood and Gaye Parsons were responsible to the Time Tunnel Ball Committee for the set-up, management of the evening and pack-down of the event. Planning for the event had been underway for several months and involved overcoming some unusual and unique logistical problems.

The Time Tunnel Ball sponsorship campaign was initiated which targeted companies involved in constructing the tunnels and companies involved in the motor car industry. An intensive public relations campaign was planned, including a media launch, press advertisements and radio interviews.

The result was that the Macmahon Walter Time Tunnel Ball was sold out in advance. It was held on Saturday 26 February 2000 in the Heysen Tunnels, with 1357 guests attending. The Macmahon Walter Time Tunnel Ball was a unique event in that the original budget to raise \$100,000 was exceeded and the promotion campaign exceeded all expectations and media coverage was valued at \$107,285. The event raised \$115,622.38 This unique event was the largest and most successful charity ball ever held in South Australia.

2000 | 14

STRATEGIC PUBLIC RELATIONS: BLUEY DAY – WOMEN'S AND CHILDREN'S HOSPITAL

Contents: Folder, report, supporting documents, photos

In 1999, Strategic Public Relations was engaged to promote Bluey Day, the annual event that involves Australian emergency services personnel shaving their heads to raise money for charity.

The "main event" was held in South Australia and drew emergency services personnel from throughout Australia. Funds raised went to the Women's and Children's Hospital.

Due largely to the involvement of this consultancy, the event raised an estimated \$250,000– an increase of more than \$155,000 on the amount raised during the previous year.

The strategy involved numerous imaginative and high-profile activities, including the co-ordination of a unique "auction week" on radio station Triple M. This activity alone raised \$21,000 (or about one quarter of the previous year's fundraising amount) in just five days.

In addition to this, this consultancy's initiative to encourage regional radio stations to become involved in the event led to participation from a previously unrepresented area and resulted in more than \$19,000 being raised from that region.

Strategic Public Relations' aim was to provide a long-term "blueprint" for the event, to ensure its success in future years.

This firm was subsequently engaged to undertake promotional work on promotion for Bluey Day 2000, and this activity is currently under way.

2000 | 15

SYDNEY OPERA HOUSE: SYDNEY OPERA HOUSE NEW YEAR'S EVE 1999

Contents: Folder, report, supporting documents, booklets, tickets, slides, video, CD-ROM

The Sydney Opera House recognised early that New Year's Eve 1999 presented a unique opportunity to position the SOH internationally and domestically as a dynamic centre for celebration, gathering and Australian performing arts.

The SOH presented four primary events on New Year's Eve: Fanfare, Momentum, The House Party and the Sails Events. Each of these events was successful in achieving specific objectives and reaching target audiences.

The events of the night aimed to showcase Australian culture and talent, providing a focal point for celebrations and international coverage that emphasised the Sydney Opera House's place as an internationally renowned performing arts centre and cultural landmark.

The Sydney Opera House was successful in balancing the opportunity for commercial gain with artistic, community and civic responsibilities.

Key objectives for the marketing communications campaign included the need to communicate site access and safety messages alongside positioning, ticket sales promotion and sponsorship recognition messages.

The marketing communications campaign for NYE 1999 was comprehensive and encompassed outdoor advertising, website, direct mail, print and radio advertising, publicity and media relations, media and sponsor promotions.

The events and associated marketing communications campaign were overwhelmingly successful – achieving stated objectives and resulting in extensive international and domestic media coverage, outstanding ticket sales and delivery of key positioning messages.

For the Sydney Opera House the effort and energy dedicated to NYE 99 reaped unprecedented artistic, commercial, community and positioning benefits that continue to contribute to the long term success of our organisation.

2000 | 16

TURNBULL PORTER NOVELLI: DONATE FOOD DAY

Contents: Folder, report, supporting documents, poster, photos, video

On June 1, 2000, some of the country's best-loved food brands united to publicly donate part of a day's production to Foodbank Australia, for redistribution, via 1,400 registered welfare agencies, to those less fortunate.

The mass donation, the largest peace-time food donation ever, marked Australia's first Donate Food Day, an initiative of Foodbank Australia, together with the Australian Food and Grocery Council (AFGC), supported by Turnbull Porter Novelli's Food Practice, as a pro bono partner.

In just six months, the coordinating consortium turned the concept of a single, high profile day of giving into a reality. A name and date were confirmed, logo designed, theme agreed, potential donors approached and support secured from the Prime Minister down.

On June 1, simultaneous launches were staged at soup kitchens in Victoria, NSW, Queensland, South Australia and Western Australia. Corporate Australia served the first symbolic meal to the welfare sector and a new understanding was forged between corporates and charities.

Approximately \$1.8 million worth of quality goods were pledged, enabling Foodbank to dramatically increase its throughput, taking more food directly to the people who need it most.

Extensive positive media coverage resulted and already Foodbank, AFGC and donors are looking towards Donate Food Day 2001.

2000 | 17

WOMEN'S AND CHILDREN'S HOSPITAL, SA: YOUNG INVESTIGATOR AWARD 2000

Contents: Folder, report, supporting documents, flyers, photos

Without research, new treatments, cures and interventions would not be possible. The Women's and Children's Hospital held its inaugural Young Investigator Award in April 2000 to recognise the contribution made by younger researchers to the research effort of the hospital.

The Award was held at no cost to the hospital - sponsorship was received from six companies providing laboratory and clinical supplies to the hospital. The sponsorship was sufficient to cover appreciable monetary prizes for the winner (\$1,000) and two finalists (\$500 each). Some of the sponsors have already indicated their commitment to a future event.

The hospital endorsed the Award event with the CEO undertaking the role of MC and the Research Advisory Committee hosting the event.

The Award event was a huge success with some 100 staff, students and outside guests in attendance. Evaluation indicated that a subsequent event would be well received and supported.

The hospital continues to reap the benefits with ongoing research publicity planned, based on the award applications.