

2001 GOLDEN TARGET AWARDS COLLECTION

PUBLIC RELATIONS INSTITUTE OF AUSTRALIA

PRODUCED BY GAEL WALKER
UTS:HUMANITIES & SOCIAL SCIENCES
CATALOGUE COMPILED BY
HILARY YERBURY

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

CONTENTS

INTRODUCTION

- 2 HOW TO ACCESS ITEMS IN THIS COLLECTION
- 3 LIST OF CAMPAIGNS BY CATEGORY
- 7 WINNING ENTRIES BY CATEGORY

DESCRIPTIONS OF ENTRIES

- 10 CATEGORY A: COMMUNITY PROGRAM
- 19 CATEGORY B COMPREHENSIVE COMMUNICATION
- 29 CATEGORY C EMPLOYEE/MEMBER COMMUNICATION
- 33 CATEGORY D GOVERNMENT COMMUNICATION
- 36 CATEGORY E INVESTOR/FINANCIAL COMMUNICATION
- 39 CATEGORY F ISSUES/CRISIS MANAGEMENT
- 45 CATEGORY G MARKETING COMMUNICATION
- 51 CATEGORY H PRINT/MULTIMEDIA COMMUNICATION
- 54 CATEGORY I SPECIAL EVENT

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 normally 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.

LIST OF CAMPAIGNS BY CATEGORY

CATEGORY A: COMMUNITY PROGRAM

2001 A1	Aurora Energy: AURORA NEWS COMMUNITY EDITION - SHARING THE GOOD NEWS
2001 A2	Australian Sports Drug Agency: SUPPORTING TRUE CHAMPIONS
2001 A3	Burson-Marsteller: MOBILE PHONE INDUSTRY RECYCLING PROGRAM
2001 A4	Byrne Young Communication: COUNTDOWN DOWN UNDER - MASTITIS & CELL COUNT
2001 A5	Child & Youth Health Services, SA: BEING DAD IS COOL
2001 A6	Corporate Communications: BRIGHTON COUNCIL COMMUNITY COMMUNICATIONS
2001 A7	Dept Training & Employment, WA: PROFIT FROM EXPERIENCE
2001 A8	Forster Public Relations : MBF TASMANIA COMMUNICATION PLAN
2001 A9	Leighton Contractors: INNER CITY BYPASS
2001 A10	Oak Ridge Communication Group: POSITIONING AND LAUNCH OF METROPOLITAN CEMETERIES BOARD'S INFANTS BUTTERFLY GARDEN
2001 A11	The Phillips Group: TOWNSVILLE PORT ACCESS IAS STAGE 3B
2001 A12	Professional Public Relations: MCDONALD'S CAMP QUALITY PUPPETS PR PLAN
2001 A13	Qld Corporate Communications Network: BREAKING THE COMPLAINT CYCLE: COMMUNITY COMMUNICATIONS PROJECT FOR STOCKLAND TOWNSVILLE
2001 A14	Riley Mathewson: TACKLING TOWNSITE SALINITY
2001 A15	The Rowland Company: OLD CLEVELAND ROAD BUS PRIORITY PROJECT
2001 A16	The Rowland Company: THE QUEENSLAND GOVT WEAVES NEW COLOUR INTO BRISBANE'S URBAN FABRIC
2001 A17	Scouts Australia: 22ND ASIA PACIFIC 19TH AUSTRALIAN JAMBOREE
2001 A18	Socom Response Public Relations: WASTE NOT, WANT NOT - STONNINGTON WASTE TRANSFER
2001 A19	TT-Line Company Pty Ltd GETTING INTO THE COMMUNITY SPIRIT
2001 A20	Turnbull Porter Novelli: PROTECT AUSTRALIAN LIVESTOCK WEEK
2001 A21	Women's & Children's Hospital, SA : THE RING

CATEGORY B: COMPREHENSIVE PROGRAM

2001 B1	Bayly Willey Holt: LENS WORTH KAWANA WATERS ESTATES - MASTER PLANNED COMMUNITIES MASTER PLANNED COMMUNICATION
2001 B2	Burson-Marsteller: MOBILE PHONE INDUSTRY RECYCLING PROGRAM
2001 B3	The Corporate Advantage: CREATING A NEW ERA FOR MOTORING SAFETY - BP TRAVEL CENTRES
2001 B4	Corporate Communications: FEDERATION CONCERT HALL & CONVENTION CENTRE LAUNCH
2001 B5	Edelman Public Relations Sydney: SPEEDO'S BEST OLYMPICS EVER
2001 B6	Forster Public Relations: MBF TASMANIA COMMUNICATION PLAN
2001 B7	Mills Wilson: THE SALE OF WESTRAIL'S FREIGHT BUSINESS
2001 B8	Monash University: BREAKING INTO A NEW MARKET: THE LAUNCH OF MONASH SOUTH AFRICA CAMPUS
2001 B9	Museum Victoria: A MUSEUM FOR THE 21ST CENTURY - COMMUNICATING THE BIRTH OF MELBOURNE MUSEUM
2001 B10	Northern Territory Government: THE NORTHERN TERRITORY MARKETING PROJECT
2001 B11	Olympic Roads and Traffic Authority, NSW: BIGGER THAN D DAY: TRANSPORT COMMUNICATION FOR SYDNEY OLYMPIC GAMES
2001 B12	The Phillips Group: DEPARTMENT OF DEFENCE – Royal Australian Navy BUILDING A POSITIVE REPUTATION
2001 B13	Professional Public Relations: MCDONALD'S AND THE SYDNEY 2000 OLYMPIC GAMES
2001 B14	Quay Connection: Commonwealth Department of Health and Aged Care NATIONAL ALCOHOL CAMPAIGN
2001 B15	Resthaven Inc : CELEBRATING VOLUNTEERS

- 2001 B16 St Leonard's College: AWARENESS AND ENROLMENTS - IMPROVING THE PICTURE FOR ST LEONARD'S COLLEGE PATTERSON RIVER CAMPUS
- 2001 B17 Tourism Queensland and the Australian Tourist Commission : AUSTRALIAN TOURISM EXCHANGE 2001

CATEGORY C: EMPLOYEE/MEMBER COMMUNICATION

- 2001 C1 ABC Creative Solutions: REGIONAL PROGRAM FOR QUEENSLAND DAY 2001
- 2001 C2 Australia Post: CUSTOMER FOCUS WEEK - A STAFF EDUCATION PROGRAM FOR SHARED SERVICES DIVISION STAFF
- 2001 C3 Avviso Public Relations: SEARCHING FOR EXCELLENCE: URBAN DEVELOPMENT INSTITUTE OF AUSTRALIA
- 2001 C4 Child Support Agency: CHILD SUPPORT AGENCY: COMPREHENSIVE, CORPORATE COMMUNICATION: REDESIGN AND LAUNCH OF CSA'S NEW INTRANET SITE
- 2001 C5 Child Support Agency: SNAPSHOT - THE COMMUNICATIONS LINK FOR THE CHILD SUPPORT AGENCY
- 2001 C6 kwp!: FAULDING HEALTHCARE - ORION DISTRIBUTION SYSTEM
- 2001 C7 McCall's Pty Ltd: THINK NATIONALLY - ACT LOCALLY
- 2001 C8 Melbourne Health - Royal Melbourne Hospital: MELBOURNE HEALTH PEER SUPPORT PROGRAM "SUPPORTING OUR STAFF"
- 2001 C9 Moreland City Council: NO WRONG NUMBERS
- 2001 C10 Quadrant Superannuation: QUADRANT SUPERANNUATION ANNUAL MEMBERSHIP STATEMENT RE-DESIGN
- 2001 C11 Traveland: THE TODAY SHOW IN CANADA
- 2001 C12 Water Corporation, WA: COMPANYONE VALUES - CULTURAL CHANGE PROGRAM
- 2001 C13 Women's & Children's Hospital, SA: CORPORATE COMMUNICATION INITIATIVE

CATEGORY D: GOVERNMENT COMMUNICATION

- 2001 D1 Australian Medical Association (NSW): HOSPITAL STAFF ARE SITTING DUCKS: HOSPITAL ASSAULTS MUST END
- 2001 D2 Cox Inall Communications: IT'S OUR SHOW - A RECOVERY PLAN FOR THE AUSTRALIAN AGRICULTURAL SHOW MOVEMENT FOR THE AUSTRALIAN COUNCIL OF AGRICULTURAL SOCIETIES
- 2001 D3 The Phillips Group: AUSTRALIAN INSTITUTE OF STEEL CONSTRUCTION "CAMPAIGN FOR AUSTRALIAN FABRICATED STEEL"
- 2001 D4 Royal Automobile Club: RAC FIGHTS FUEL BATTLE FOR MOTORISTS
- 2001 D5 The Rowland Company : EFFECTIVE COMMUNICATION WINNING RESULTS FOR FROST ENTERPRISES
- 2001 D6 Socom Response Public Relations: BUILDING A NEW CONSENSUS - FOOD SAFETY REFORMS IN VICTORIA
- 2001 D7 Telstra: ADDRESSING TELECOMMUNICATION NEEDS IN REGIONAL WA: A STRATEGIC ALLIANCE WITH GOVT AND KEY STAKEHOLDERS
- 2001 D8 Western Australian Farmer's Federation: WA FARMING - AN EXCEPTIONAL CASE FOR COMMUNICATION

CATEGORY E: INVESTOR/FINANCIAL COMMUNICATION

- 2001 E1 Australian Securities and Investments Commission: "FIDO'S TALE" FINANCIAL INFORMATION DELIVERED ONLINE
- 2001 E2 Bonlac Foods Ltd: HOW EFFECTIVE COMMUNICATIONS SUPPORTED A SUCCESSFUL TRANS-TASMAN DAIRY MERGER
- 2001 E3 Brumfield Bird & Sandford: THE BEST WAY FORWARD – FIRST AUSTRALIAN BENDIGO BANK MERGER
- 2001 E4 Financial & Corporate Relations: PROGRAMMED FOR SUCCESS
- 2001 E5 The Phillips Group: COLORADO GROUP LTD - MATCHING PERFORMANCE WITH PRICE

- 2001 E6 The Rowland Company: WALKING THE MEDIA TIGHTROPE - GENERATING COVERAGE WITHOUT HYPE - THE PEPLIN BIO TECH LIMITED IPO
- 2001 E7 Strategic Public Relations: LISTING AND INVESTOR PROMOTION OF GROPEP LTD

CATEGORY F: ISSUES/CRISIS MANAGEMENT

- 2001 F1 Australian Medical Association (NSW): NSW MEDICAL INDEMNITY CRISIS - DOCTORS CANNOT PAY FOR "ACTS OF GOD"
- 2001 F2 Burson-Marsteller: THE PANADOL CRISIS
- 2001 F3 Corporate Communications : REDEVELOPMENT OF BELLERIVE OVAL
- 2001 F4 Corporate Communications : TT-LINE: DEVIL CAT
- 2001 F5 Dept of Training and Employment,WA: PRIORITY ACCESS - TRAINING AND EMPLOYING WEST AUSTRALIANS
- 2001 F6 Media Success: SEAFOOD IMPORTERS OF AUSTRALIA & SYDNEY HARBOUR PRAWN WHITE SPOT SYNDROME VIRUS
- 2001 F7 Olympic Roads and Transport Authority: THE WORST (BEST) JOB IN SYDNEY
- 2001 F8 The Phillips Group: DEPARTMENT OF DEFENCE - COLLINS CLASS SUBMARINES "18 MONTHS TO MAKE A DIFFERENCE"
- 2001 F9 The Rowland Company: HERRON'S CHALLENGE TO ADVERTISE ITS AUSTRALIAN OWNERSHIP
- 2001 F10 Socom Response Public Relations: WASTE NOT, WANT NOT - MOVING CITY OF STONNINGTON'S WATER TRANSFER STATION
- 2001 F11 Socom Response Public Relations: BUILDING A NEW CONSENSUS: FOOD SAFETY REFORMS IN VICTORIA
- 2001 F12 Turnbull Porter Novelli: INTERNATIONAL CRICKET COUNCIL: ANTI-CORRUPTION INVESTIGATION
- 2001 F13 Western Australia's Farmers Federation: WA FARMING - AN EXCEPTIONAL CASE FOR COMMUNICATION

CATEGORY G: MARKETING COMMUNICATION

- 2001 G1 Atticus Communication and Western Power Corporation: EM_POWER - POWER IN PRINT
- 2001 G2 Australian Bureau of Statistics: 2001 CENSUS MEDIA RESOURCES
- 2001 G3 Bayly Willey Holt: BUDERIM GINGER NATIONAL MEDIA AWARENESS CAMPAIGN
- 2001 G4 Corporate Communications: FEDERATION CONCERT HALL & CONVENTION CENTRE LAUNCH
- 2001 G5 Corporate Kudos: LAUNCHING ALTA VISTA TO THE AUSTRALIAN AND NZ MARKETS
- 2001 G6 Impress Media: PRACTICAL PROGRAMS MARKETING A COMMUNICATION CAMPAIGN (Entry confidential – not included in collection)
- 2001 G7 Media Link Communication Group: COLOURING A DULL WORLD
- 2001 G8 Media Success: "CYBERBLUDGING"
- 2001 G9 Mills Wilson: ASCOT WATERS
- 2001 G10 Museum Victoria: LIFE NOW SHOWING: LAUNCHING MELBOURNE MUSEUM
- 2001 G11 Pacific Strategies and Hewlett Packard: HP INVESTING IN THE FUTURE
- 2001 G12 Public Relations Association of Students : 2000 COMMUNICATION AWARDS
- 2001 G13 Reed Weir: SUBUTEX - A NEW HEROIN TREATMENT IN AUSTRALIA
- 2001 G14 Turnbull Porter Novelli: PNEUMOCOCCAL DISEASE: WHAT'S THAT?
- 2001 G15 Turnbull Porter Novelli: ELDERS RURAL BANK LAUNCH
- 2001 G16 Turnbull Porter Novelli: TELSTRA COUNTRY WIDE - SOUTH AUSTRALIA
- 2001 G17 Turnbull Porter Novelli: VAALIA AND LGG - USING HEALTH EDUCATION TO SELL YOGHURT

CATEGORY H: PRINT/MULTIMEDIA COMMUNICATION

- 2001 H1 Australian Bureau of Statistics: AN INTERACTIVE CD ROM FOR AUSTRALIAN SCHOOLS: A TALE OF TWO WORLDS
- 2001 H2 Child Support Agency: INFORMATION, INTERACTION AND INNOVATION - CSA'S DISPLAY AT THE ACOSS CONGRESS 2000
- 2001 H3 Corporate Communications: TIOXIDE PRESENTATION
- 2001 H4 Professional Public Relations: TOURISM NSW "FEEL FREE" CAMPAIGN

2001 H5 Queensland Department of Innovation and Information Economy: IT & T CAREERS STUFF:
A MULTIMEDIA INFORMATION KIT

CATEGORY I: SPECIAL EVENT

2001 I1 Australia Day Council SA: AUSTRALIAN LEGENDS LUNCH
2001 I2 Australian Tourism Commission and Queensland Tourism Commission: AUSTRALIAN
TOURISM EXCHANGE 2001
2001 I3 Brumfield Bird & Sandford and Department of the Premier and Cabinet, Qld: ROMA
STREET PARKLAND OFFICIAL OPENING
2001 I4 The Capital Group: NSW CENTENARY OF FEDERATION: FEDERATION DAY JANUARY
1, 2001
2001 I5 Commonwealth of Australia - Department of Transport and Regional Services: NORTHERN
AUSTRALIA: FORUM FOR GROWTH INTO THE NEW CENTURY
2001 I6 The Corporate Advantage: OFFICIALLY OPENING A MOTORING MECCA - BP
COOMERA TRAVEL CENTRE
2001 I7 Corporate Communications: FEDERATION CONCERT HALL & CONVENTION CENTRE
LAUNCH
2001 I8 Crime Prevention Victoria: COMMUNITY SAFETY WEEK 2000
2001 I9 Defence Science & Technology Organisation: GLOBAL HAWK DOWNUNDER
2001 I10 Dept of Immigration & Multicultural Affairs: GATEWAY TO THE GAMES - A
MULTICULTURAL THEME DAY
2001 I11 Department of Training and Employment, WA: CAREER CHOICES EXPO 2000
2001 I12 Fire & Emergency Services Authority, WA : WESTERN RESCUE 2001
2001 I13 Kath Rose & Associates: RIVERFESTIVAL 2001
2001 I14 Maroochy Shire Council : LOCAL GOVERNMENT AWARENESS WEEK 2001 AT
MAROOCHY SHIRE COUNCIL
2001 I15 Michels Warren : OFFICIAL OPENING CEREMONY OF THE BEVERLEY URANIUM MINE
2001 I16 The PR Edge: TUPPERWARE 40TH BIRTHDAY
2001 I17 Riley Mathewson and the Leukemia Foundation of WA: WORLD'S GREATEST SHAVE
FOR A CURE
2001 I18 The Rowland Company: HELPING THE SALVOS MAKE A DIFFERENCE
2001 I19 Stellar Concepts: BHP COLORBOND®: ART ON STEEL
2001 I20 Strategic Public Relations: 2001 YELLOW PAGES SOUTH AUSTRALIAN TOURISM
AWARDS
2001 I21 Turnbull Porter Novelli: 2000 KMART WISHING TREE APPEAL

WINNING ENTRIES BY CATEGORY

COMMUNITY PROGRAM

GOLDEN TARGET AWARD

2001 A20 Turnbull Porter Novelli South Australia: PROTECT AUSTRALIA LIVESTOCK WEEK 2001

HIGHLY COMMENDED

2001 A4 Byrne Young Communication: COUNTDOWN DOWNUNDER

COMMENDED

2001 A19 TT-Line Company Pty Ltd: GETTING INTO THE COMMUNITY SPIRIT -

COMPREHENSIVE PROGRAM

GOLDEN TARGET AWARD

2001 B13 The Phillips Group: Department of Defence ROYAL AUSTRALIAN NAVY "BUILDING A POSITIVE REPUTATION"

HIGHLY COMMENDED

2001 B10 Northern Territory Government: THE TERRITORY MARKETING PROJECT

COMMENDED

2001 B9 Museum Victoria: A MUSEUM FOR THE 21ST CENTURY - COMMUNICATING THE BIRTH OF MELBOURNE MUSEUM

EMPLOYEE/MEMBER COMMUNICATION

GOLDEN TARGET AWARD

2001 C3 Avviso Public Relations: SEARCHING FOR EXCELLENCE: URBAN DEVELOPMENT INSTITUTE OF AUSTRALIA

HIGHLY COMMENDED

2001 C12 Water Corporation, Western Australia: COMPANYONE VALUES CULTURAL CHANGE PROGRAM

COMMENDED

2001 C6 kwp!: FAULDING HEALTHCARE – ORION DISTRIBUTION SYSTEM

GOVERNMENT COMMUNICATION

GOLDEN TARGET AWARD

2001 D8 Western Australian Farmer's Federation: WA FARMING - AN EXCEPTIONAL CASE FOR COMMUNICATION

HIGHLY COMMENDED

2001 D5 The Rowland Company: EFFECTIVE COMMUNICATION WINNING RESULTS FOR FROST ENTERPRISES

COMMENDED

2001 D6 Socom Response Public Relations: BUILDING A NEW CONSENSUS – FOOD SAFETY REFORMS IN VICTORIA

INVESTOR/FINANCIAL COMMUNICATION

GOLDEN TARGET AWARD

2001 E3 Brumfield Bird & Sandford: THE BEST WAY FORWARD – FIRST AUSTRALIAN BENDIGO BANK MERGER

HIGHLY COMMENDED

2001 E1 Australian Securities & Investments Commission: “FIDO’S TALE” – FINANCIAL INFORMATION DELIVERED ONLINE

COMMENDED

2001 E2 Bonlac Foods: HOW EFFECTIVE COMMUNICATIONS SUPPORTED A SUCCESSFUL TRANS-TASMAN DAIRY MERGER

ISSUES/CRISIS MANAGEMENT

GOLDEN TARGET AWARD

2001 F2 Burson Marsteller: THE PANADOL CRISIS

HIGHLY COMMENDED

2001 F9 The Rowland Company: HERRON’S CHALLENGE TO ADVERTISE ITS AUSTRALIAN OWNERSHIP

COMMENDED

2001 F3 Corporate Communications (Tas) Pty Ltd: BELLERIVE OVAL REDEVELOPMENT COMMUNITY CONSULTATION

COMMENDED

2001 F13 Western Australian Farmers Federation: WA FARMING - AN EXCEPTIONAL CASE FOR COMMUNICATION

MARKETING COMMUNICATION

GOLDEN TARGET AWARD

2001 G15 Turnbull Porter Novelli: ELDERS RURAL BANK LAUNCH

HIGHLY COMMENDED

2001 G17 Turnbull Porter Novelli: VAALIA and LGG - USING HEALTH EDUCATION TO SELL YOGHURT

COMMENDED

2001 G3 Bayly Willey Holt: BUDERIM GINGER NATIONAL MEDIA AWARENESS CAMPAIGN

COMMENDED

2001 G13 Reed Weir Communications: SUBUTEX – A NEW HEROIN TREATMENT IN AUSTRALIA

PRINT/MULTIMEDIA COMMUNICATION

GOLDEN TARGET AWARD

2001 H1 Australian Bureau of Statistics: A TALE OF TWO WORLDS INTERACTIVE
EDUCATIONAL CD-ROM FOR AUSTRALIAN SCHOOLS

COMMENDED

2001 H5 Queensland Department of Innovation and Information Economy: IT&T CAREERS
STUFF: MULTI MEDIA INFORMATION KIT

SPECIAL EVENT

GOLDEN TARGET AWARD

2001 I12 Kath Rose & Associates: RIVER FESTIVAL 2001

HIGHLY COMMENDED

2001 I3 The Capital Group: NSW CENTENARY OF FEDERATION: FEDERATION DAY

COMMENDED

2001 I13 Maroochy Shire Council: LOCAL GOVERNMENT AWARENESS WEEK 2001

COMMENDED

2001 I19 Stellar Concepts BHP COLORBOND®: ART ON STEEL

DESCRIPTIONS OF ENTRIES

CATEGORY A: COMMUNITY PROGRAM

2001 A1

Aurora Energy: AURORA NEWS COMMUNITY EDITION - SHARING THE GOOD NEWS

Contents: Folder, supporting documents.

The *Aurora News* community edition was produced for the first time this year to heighten community awareness of Aurora Energy Pty Ltd, and to highlight the company's corporate citizenship activities.

The publication, which is usually produced as a four page monthly newsletter for Aurora employees, was doubled in size and given a community focus as a special publication distributed to every Aurora customer statewide.

The *Aurora News* community edition was the first publication produced by Aurora's Corporate Affairs Group with a purpose focussed primarily on "sharing the good news" about Aurora's efforts as a model corporate citizen.

The challenge was to provide customers and other key stakeholders with information about the activities of Aurora. Information was included about the community support program, safety and efficiency tips, reliability, customer service, new product alliances, innovative business initiatives, account payment options and safety, health and environmental issues.

Formal research and anecdotal feedback have shown that the publication was favourably received by both internal, external, business and domestic customers. At a cost of 33 cents per copy including GST, Aurora believes the publication was a valuable investment in the company's corporate image.

2001 A2

Australian Sports Drug Agency: SUPPORTING TRUE CHAMPIONS

Contents: Folder, supporting documents, information kits (2), copies of posters, CD.

And the winner is Sydney!!

These few words from the International Olympic Committee's President, Juan Antonio Samaranch sparked the imaginations of emerging Australian athletes and fuelled the determination of our elite athletes to compete at the Sydney Olympic and Paralympic teams. This was a "once in a lifetime opportunity" they did not want to miss. The resulting pressure on athletes to perform was unprecedented and the temptation to use banned drugs was greater than ever before.

The primary goal of the Supporting True Champions communication strategy was to promote the agency's drug testing, education and advocacy operations to minimise the use of banned drugs.

To achieve this goal, the three objectives were:

1. To increase athletes' knowledge about anti-doping activities and issues;
2. To motivate athletes to take a more active role against doping in sport; and
3. To deter athletes competing in Olympic and Paralympic sports from using banned drugs.

The following strategic communications approach was employed:

- Narrowcast communication campaign to inform and motivate elite Olympic and Paralympic athletes to act;
- Key role models enlisted to promote the True Champions concept to the sports community; and
- Sports administrators of national sports organisations enlisted to support True Champions concept.
- Anti-doping messages promoted to the wider sports community.

Three quarters of athletes felt better informed about anti-doping issues and more than four fifths (83%) agreed that Australian athletes were better informed about anti-doping issues. More athletes (65%) believed

that athletes in Australia were more committed to an anti-doping ethos. More than two thirds (68%) of athletes felt more motivated to take an active role in discouraging other athletes from taking banned substances. The majority (54%) of athletes felt that the campaign helped to deter drug use in Australian sport, and 61% felt that the campaign helped Australian athletes in the 2000 Games to be clean.

2001 A3

Burson-Marsteller: MOBILE PHONE INDUSTRY RECYCLING PROGRAM

Contents: Folder, supporting documents, video.

Australia represents one of the fastest growing mobile phone markets in the world with nine million people owning a mobile phone and upgrading every 18 – 24 months. On this basis, it is estimated that Australians are hoarding more than 10 million mobile phones, their batteries and accessories that could be recycled.

In response, the Australian Mobile Telecommunications Association (AMTA) engaged Burson-Marsteller to implement a community communications campaign to relaunch and revamp the Mobile Phone Industry Recycling Program (MPIRP).

Key objectives were to increase mobile phone recycling in the community; to achieve more drop-off points through retailer participation and retention: to strengthen and encourage further community support through the participation of corporate organizations in the broader community.

Critical issues and community challenges were identified and research provided unique insights. Strategic approaches included leveraging prior, and establishing new, relationships with retail, environmental and corporate organizations as well as building on the success of the MPIRP.

The campaign exceeded expectations – resulting in a 159% increase in recycled phones over a six-month period, a 93% retailer retention rate and 171 new retail and corporate participants. The MPIRP was established as “best practice” worldwide, with England, USA, New Zealand and Japan expressing interest in emulating the program.

2001 A4

Byrne Young Communication: COUNTDOWN DOWNUNDER - MASTITIS & CELL COUNT

Contents: Folder, supporting documentation, information kit.

Countdown Downunder was created in 1998 by the dairy industry to help farmers meet new quality standards.

Countdown had developed clear advice for farmers to follow. However market research showed that farmers want consistent advice from everyone they see: vets, milking technicians, dairy staff etc. Byrne Young Communication developed and implemented a strategy to promote Countdown to advisers and create a national network of professional advisers working across disciplines.

Starting in December 1998 the project team:

- Identified all dairy advisers

- Recruited 844 or 85% of target advisers for 5 hours of seminars

- Recruited 239 advisers to four-day long courses

- Persuaded most dairy advisers in Australia to incorporate Countdown in their day to day business.

The major tools were direct mail, email, fax and peer contact. As a result: Countdown is an integral component of dairying. By September 2000:

- 93% of dairy advisers had heard of Countdown

- 76% had benefited from Countdown

- 46% of Australia's 13,000 dairy farmers used the Countdown Guidelines.

- Most importantly, Australia's cell count is on the way down.

Countdown concluded in June 2001 and is now recognised as a model for dairy research delivery.

2001 A5

Child & Youth Health Services, SA: BEING DAD IS COOL

Contents: Folder, supporting materials, video, audio tape.

Child and Youth Health have noted Governments' push both interstate and in New Zealand to encourage fathers more in parenting roles and to take an active part in the family. In addition increasing research shows the value of the male role in parenting generally.

Child and Youth Health undertook some market research to determine what needs fathers in particular have in being encouraged to see parenting as important in their role and to their children's health and well being. The research identified that fathers did not like the counselling aspect of Helplines, that they needed short sharp solutions to try when they were on "parenting duty" and that it was important not to be lectured at when they made a mistake.

As a result a comprehensive government campaign on limited budget was undertaken which highlighted key elements of fathers fears when they were parenting and scripting information that encouraged fathers to take part in the family by using teamwork as an analogy.

Mark Bickley former Crows captain and family man again became a spokesperson and new father Port Power player Darren Mead aided him. A regular run of stories in the media and posters in male environments was also a highlight.

2001 A6

Corporate Communications: BRIGHTON COUNCIL COMMUNITY COMMUNICATIONS

Contents: Folder, supporting documents; local newspapers

Brighton Council approached Corporate Communications (Tas) Pty Ltd to seek assistance in boosting the public image and community pride in its municipality. The Council and the community had received considerable negative media coverage over the past decade due to social issues associated with broad-acre developments.

With the assistance of Corporate Communications, a community communication campaign was developed, incorporating a monthly community newspaper (Brighton Community News) and other related media activities. The communication program was designed to complement the community development work undertaken by the Council and BURP.

The Council and the consultancy has almost completely eradicated negative news stories relating to the area. In contrast, the area now regularly receives overwhelmingly positive media coverage. At the same time, the newspaper has provided an outlet for two-way communication between the Council and community, and has focused on positive local news.

The result is a community proud of its achievements, a significant drop in crime, and a change in public attitudes that sees people now requesting public housing in the area. The consultancy has successfully achieved its goals and objectives for the twelve month period between July 2000 and June 2001.

2001 A7

Dept Training & Employment, WA: PROFIT FROM EXPERIENCE

Contents: Folder, supporting materials, CD-ROM

The most pressing problem in today's society is the waste of talent in the over 45s who seem to have been cast on the work scrap heap. People over the age of 45 spend the most time in the long-term unemployed queue, and many do not admit to actually being unemployed. "I'm a consultant," they say. Or "I've taken early retirement."

The problem to the State Government seemed overwhelming: What could be done to support this important group of people and how could a State initiative work with existing Commonwealth programs? Furthermore, how do you get people who are too proud to seek assistance to use any service established?

The first step was to choose a branding name which emphasised the importance of this cohort to the community. Profit from Experience summed it up. Instead of promoting the message of government assistance, the campaign encouraged unemployed to access assistance so the community could benefit from their skills, knowledge and experience.

In the first six months, a total of 7919 people were assisted, representing 165% of the target. Some 4411 job seekers undertook further education and training and 1859 gained employment. Post campaign qualitative research found 78% of clients would recommend Profit from Experience.

2001 A8

Forster Public Relations: MBF TASMANIA COMMUNICATION PLAN

Contents: Folder, supporting documents

A major priority for Medical Benefit Funds of Australia has been to develop a comprehensive public relations plan for MBF in Tasmania, combining a number of strategies to strengthen and grow MBF's profile and public reputation in the State.

In the past few years, MBF has suffered a backlash brought on by unavoidable policies, which have not always been well received by existing members, and the general public, many of which are regarded as potential members. Overall, these policies have resulted in a downturn in membership numbers, staff reductions leading to a decline in staff morale, and a perception that MBF is a large mainland health fund, profit driven and does not necessarily have the interests of the Tasmanian community at heart.

This community perception is particularly relevant to MBF in Tasmania where the main competitor, St Luke's, is Tasmanian owned, and therefore, could be seen to be supported by those Tasmanians who see it as their duty to show loyalty to a local organisation.

On a positive note, MBF has a long history in Tasmania. Since 1952 it has been part of the Tasmanian health fund scene and still has a membership base of more than 40,000 which needs to be maintained and nurtured.

Therefore the main overall thrust of the following public relations plan is to:

Further increase the confidence and trust of the Tasmanian community in MBF

To promote Tasmanian football icon Peter Hudson as the 'face' of MBF in Tasmania

To raise the profile of MBF as the health fund which rewards healthy lifestyle

To build membership numbers

2001 A9

Leighton Contractors: INNER CITY BYPASS

Contents: Folder, supporting documents, CD, information kit, newsletters.

Brisbane City Council awarded Leighton Contractors Pty Ltd a \$230 million contract to design, construct and maintain the Inner City Bypass. The bypass is Council's largest road project ever undertaken and when completed in 2003, will reduce inner city traffic by 25 per cent. Construction began in April 2000 and more than 300,000 motorists pass some aspect of bypass construction each day.

A communication strategy was developed to achieve our goal for strong community support and recognition of the project. A "No Surprises" approach ensured that local residents and businesses were kept well

informed about construction. Other strategies saw project personnel always available and operating within the philosophy that “we are a guest in the community” while constructing the Bypass.

Various communication activities were planned for each target public. And in addition, specific construction activities like blasting and major road closures required unique communication plans.

After 14 months of major construction the project continues to enjoy excellent relationships with key stakeholders, overwhelming public and industry interest, positive media coverage and no political backlash. With more than half the project completed, the Inner City Bypass project team has met its Community Liaison goal.

2001 A10

Oak Ridge Communication Group: POSITIONING AND LAUNCH OF METROPOLITAN CEMETERIES BOARD'S INFANTS BUTTERFLY GARDEN

Contents: Folder, supporting documents, slides, video.

The positioning and public launch of the Metropolitan Cemeteries Board's (MCB's) Infants' Butterfly Garden – a unique and special place to commemorate the lives of babies and infants taken too soon from their families – was an effective, sensitive and highly praised campaign undertaken during 2000.

The campaign focused on community education with Oak Ridge Communication Group playing a key role in the development of strategies, key messages, support materials, media relations and the launch.

The program was particularly challenging as the issue of infant death has long been regarded by media and the community as negative, with reports generally sensationalised.

Oak Ridge tackled the communication program with sensitivity, employing a collaborative approach with all stakeholders, to deliver outstanding results for both the MCB and the community.

Eight months after the launch feedback continues to be positive with the purchase of memorials increased by 250% and a marked shift in community and media perception of infant death.

This community education program is a positive example of how public relations can influence perceptions and build positive support for an important social issue.

2001 A11

The Phillips Group: TOWNSVILLE PORT ACCESS IAS STAGE 3B

Contents: Folder, supporting documents.

The Phillips Group was appointed in 1997 to conduct a comprehensive communication and consultation program in support of the Townsville Port Access Impact Assessment Study (IAS). Led by a Steering Committee of five proponent organisations, the study's purpose was to secure a long term landside transport access to Townsville Port.

By early 2000, the study had identified two main options for further consideration: an upgrade of the existing route through the South Townsville residential area; or construction of a new Eastern Corridor through the wetlands area south of the port. Both options involved a range of potential issues, including possible cultural heritage impacts, community concern about loss of access, forced relocation of local businesses, noise and visual impacts on residents and possible loss of flora and fauna habitat.

To ensure that all those potentially impacted by the options had an opportunity to register their views, The Phillips Group initiated a proactive campaign designed to maximise opportunities for personal contact with key stakeholders and the community.

The Stage 3B consultation program attracted a total of 340 comments received from 94 respondents. Partly as a result of public feedback, the study team recommended in favour of the development of an Eastern Corridor.

2001 A12

Professional Public Relations: MCDONALD'S CAMP QUALITY PUPPETS PR PLAN

Contents: Folder, supporting documents, video, computer disks (2),

McDonald's Camp Quality Puppets is a troupe of almost life-sized puppets who tour schools, inspiring and stimulating kids towards a greater understanding of childhood cancer. The McDonald's Camp Quality Puppet Show helps educate healthy kids about cancer and leukaemia by telling the story of a child undergoing cancer treatment. The Show also supports children requiring long-term cancer treatment when they return to school by helping create empathy among their classmates. The program's puppeteers are all volunteers, who visit both metropolitan and regional schools in all states except Tasmania.

McDonald's Camp Quality Puppets is an Australian innovation, which now also runs in Canada following its success here. McDonald's Australia has supported and funded the program since 1990, and more than 1.5 million children have seen the Show since its inception. PPR has supported the program with an on-going public relations plan since 1992.

The public relations opportunities for the program on an on-going basis are primarily suburban and regional, with the aim of involving local McDonald's restaurants in the areas that the Puppets are visiting.

Through the public relations program, the number of schools requesting the Puppets and general awareness of the Puppets and McDonald's sponsorship has increased dramatically over recent years.

2001 A13

Qld Corporate Communications Network: BREAKING THE COMPLAINT CYCLE: COMMUNITY COMMUNICATIONS PROJECT FOR STOCKLAND TOWNSVILLE

Contents: Folder, supporting documents, CD.

Stockland Townsville is a major suburban shopping centre in Townsville, surrounded on three sides by residential areas. In late 2000, ADCO Constructions were contracted to manage a major \$7.3m redevelopment of the centre. Economic and safety considerations meant that all work was conducted outside trading hours.

Local residents were inconvenienced by the project through overnight noise, traffic and a lack of knowledge. They were also unable to easily air their complaints, as there was no direct mechanism to do so with the developer.

Residents instead complained to the EPA, which, in turn, threatened the developers with the loss of the project's license to operate. Queensland Corporate Communications Network was contracted to work with all the parties to quickly develop a solution to the issue based on re-establishing communication between the community and key stakeholders. As a result, the level of complaint has dropped markedly, EPA appears satisfied and the project is nearing a successful completion

2001 A14

Riley Mathewson: TACKLING TOWNSITE SALINITY

Contents: Folder, supporting documents, video, information kit, computer disk.

Rural towns are the economic and social hub of regional communities, but they are at serious risk from the impact of salinity on key community infrastructure, including people's homes, public buildings, roads, bridges, water supplies, schools and recreational areas.

With many towns in WA starting to show the early effects – and potentially facing major costs in future – the Rural Towns Program (RTP), was developed by the WA Department of Agriculture to assist rural communities tackle townsite salinity.

It included one of the most detailed studies of townsite groundwater conditions ever undertaken in Australia, and incorporated a program of drilling and groundwater test-pumping in 23 towns in 21 shires, and preparation of detailed groundwater computer models.

A critical component of the project was giving affected communities information that would help them understand the likely affects of salinity in their town, so that they would become motivated to address the problems with their local shire before they became financially and socially crippling.

A three phase communication campaign was used, built around relationship and alliance building, two-way communication, direct mail and issues management.

The campaign led to consistent improvements in awareness and understanding about the impacts of townsite salinity, national acknowledgement for the program, and the development of strategies by each shire to tackle townsite salinity.

2001 A15

The Rowland Company: OLD CLEVELAND ROAD BUS PRIORITY PROJECT

Contents: Folder, supporting documents.

To improve the efficiency of the inbound bus service on Old Cleveland Road, making it more attractive and encouraging people out of private motor vehicles and onto buses, Brisbane City Council developed draft plans for a Bus Priority Project.

The plans involved creating an additional inbound lane to give buses priority during the morning peak. To ensure safety, a median strip was to be constructed, selected intersections signalised for full access and other intersections restricted. Traffic would be rerouted in some areas and a small number of property resumptions required.

It was expected the plans would generate negative community reaction, particularly regarding restricted right turn access and traffic rerouting.

Thorough community communication was seen as critical. A program was developed to:

- identify all stakeholders
- inform stakeholders and the community of project details, to encourage input from a point of knowledge not emotion
- identify aspects of the design requiring review and further communication
- feedback outcomes of the process.

The program was successful in generating an exceptionally high level of community response, leading to the identification of 12 major points of design enhancement and the establishment of a process for ongoing community involvement in future planning.

2001 A16

The Rowland Company: THE QUEENSLAND GOVT WEAVES NEW COLOUR INTO BRISBANE'S URBAN FABRIC

Contents: Folder, supporting documents

In Late July 2000 the Department of Public Works appointed The Rowland Company to undertake community consultation for the master planning stage of the Kelvin Grove Urban Village (KGUV). The KGUV was a joint initiative of Housing Queensland, The Queensland University of Technology and Brisbane City Council and involved amalgamation and reconfiguration of land belonging to all three proponents.

The objective of the project was to deliver a new "smart" urban village that provided benefits to all proponents and the surrounding community. The process for development and delivery of the master plan was also to be "smart" to reflect the overall positioning in the project.

The Rowland Company's three stage consultation strategy involved working with stakeholders during the master planning process, commencing from the concept right through to addressing details in the draft master plan.

The Rowland strategy facilitated stakeholder debate and extended the original scope of technical investigations to make a significant contribution to the final form of the draft master plan. The strategy encouraged stakeholder input resulting in better comprehension by the community of the complexities of competing interests facing the master planners.

2001 A17

Scouts Australia: 22ND ASIA PACIFIC 19TH AUSTRALIAN JAMBOREE

Contents: Zipped envelope, supporting documentation, newspapers, videos (2), CDs, cotton scarf and badge.

The 22nd Asia-Pacific/19th Australian Jamboree – or AJ2001 – was an event for girls and boys in the Scouting movement aged from 12 – 15 years. These Scouts took part in a ten day camp at Cataract Scout Camp, some 80 kilometres south west of Sydney during January 2001. Activities ranged from the traditional to the radical and adventurous and even included private concerts featuring Killing Heidi and Frenzal Rhomb!

AJ2001 was a resounding success. The attendance targets were met with more than 50% of all eligible Scouts in Australia taking part. Positive media coverage helped community perception of Scouting to change towards a position of contemporary relevance. Sponsors provided goods, services and financial support to the budgeted level and have indicated that they wish the relationships to continue.

A Marketing Directorate was established to recruit Scouts and Leaders, managed through the office of the Communications and Marketing Department of Scouts Australia (NSW).

Prior to the event the Directorate was responsible for establishing the corporate image and style for the Jamboree, communicating with members and designing and producing clothing and souvenirs. It spearheaded the sponsorship acquisition program as corporate support was important to the financial viability of the event.

At the Jamboree, the Directorate morphed itself into The Media Unit, which ran an onsite FM community radio station, a daily newspaper, the website, a VIP program for invited guests and the public relations program. This unit had 51 staff, only two of whom were marketing professionals who also volunteered their time!

2001 A18

Socom Response Public Relations: WASTE NOT, WANT NOT - STONNINGTON WASTE TRANSFER

Contents: Folder, supporting documentation

Faced with the cost of operating three depots, Osment, Tooronga and Surrey, City of Stonnington decided to make better use of its resources by amalgamating the depots. This decision allowed Council to construct a world-class depot facility to cater for current and future needs of the municipality. The only site large enough for such a depot was Tooronga. The sale of Surrey depot would pay for the development, providing Council could sell the land for more than \$10 million. Achieving this target would require Council to approve a 5 storey residential development on the site.

However, after 120 years of depot use, lying beneath the surface of Surrey depot, lay significant amounts of benzene, a known carcinogen, and other contaminants. This posed a potential hazard to depot workers and neighbouring residents and needed to be cleaned up. Tooronga was already zoned for depot use but had layed dormant for 8 years. Local residents did not want depot activities, which included a waste transfer station, in their neighbourhood.

Implementing Council's decision required a comprehensive communication strategy. This strategy involved community consultation, employee relations, marketing communications and issues management. Council asked Socom Response to develop a communications program to manage the situation.

2001 A19

TT-Line Company Pty Ltd: GETTING INTO THE COMMUNITY SPIRIT

Contents: Folder, Supporting documentation

TT-Line mounted an Open Day on the Spirit of Tasmania at Station Pier as a community relations' initiative to increase understanding of its operations amongst local residents and potential travellers.

The event was initiated as a result of increasing complaints from Port Melbourne residents about traffic congestion and noise caused by the vessel. The Day also presented an opportunity to promote the vessel to a wider audience.

The strategy developed was to conduct personal tours and Q&A sessions for residents at which issues were solved and processes set up for future problem resolution. For the general public a "behind-the-scenes" tour was set up with the Captain, Chef and other staff. Rotary was enlisted as a partner to use funds raised for charitable purposes.

Despite a small budget, results far exceeded expectations with more than 9,000 visitors enjoying the Open Day, including 1,000 local residents. Positive media coverage was also received, further promoting the vessel. In addition, \$150,000 worth of travel bookings were made as a direct result of the Day.

Overall, the Day's outcomes were a vast reduction in community complaints; an increased community appreciation of the TT-Line's operations and goodwill and increased revenue.

2001 A20

Turnbull Porter Novelli: PROTECT AUSTRALIAN LIVESTOCK WEEK

Contents: Folder, supporting documentation, video, audio cassette

As illustrated by the recent outbreak of Foot and Mouth Disease in the UK, emergency animal diseases (EADs) pose a very real threat to livestock industries, and the broader economy. Australia boasts one of the healthiest animal populations in the world and livestock industries worth billions of dollars, but our disease free status is constantly under threat.

TPN was engaged by Animal Health Australia (AHA) to raise awareness among Australian livestock producers about the need to remain vigilant and report quickly any sign of unusual symptoms.

TPN selected the vehicle of Protect Australian Livestock Week, an intensive awareness campaign held in March 2001.

Based on thorough research, a strategy was developed which employed:

- an intensive media program
- a "champions" program, recruiting more than 300 individual credible advocates to deliver the messages
- an industry program, working with peak bodies to reach livestock producers directly

The campaign enabled AHA to build dynamic relationships with key government and industry organisations; generated outstanding media coverage; and succeeded in raising awareness about this vital issue with the targeted publics.

As a result of its success the campaign is now being extended for another three years.

2001 A21

Women's & Children's Hospital, SA: THE RING

Contents: Folder, supporting documentation, video, audio tape.

In 1995, with the withdrawal of television network support due to production costs for the long running Telethon, the Children's Hospital Good Friday Appeal was discontinued. This appeal contributed greatly to the profile of the Hospital as well as to the fundraising efforts.

It was decided in 2000 to reintroduce a personalised direct mail campaign to the Hospital's fundraising program as well as a community opportunity to support the Women's and Children's Hospital. To maximise the success of this activity it was held during the Hospital's "WCH Week" activities, (April 1-7 2001) prior to Easter.

In addition to any fundraising activity, there was a need to re-position the Hospital as a leader in Paediatric and Obstetric Health-Care and Research.

The Appeal and Image Building Campaign was extremely successful and netted much improved results financially, with income up by 403% on previous year. It provided a significant image and awareness boost of the Women's and Children's Hospital in the wider community.

All this was achieved during a period of extreme financial stringency where no additional funds were available outside of budget savings in existing programs.

CATEGORY B: COMPREHENSIVE PROGRAM

2001 B1

Bayly Willey Holt: LENSORTH KAWANA WATERS ESTATES - MASTER PLANNED COMMUNITIES MASTER PLANNED COMMUNICATION

Contents: Folder, supporting documentation, CD-ROM

Kawana Waters is the largest tract of developable land on Queensland's Sunshine Coast. It will be developed by a subsidiary of The Foster's Brewing Group, Lensworth Kawana Waters (LKW), over the next 15 years as a master planned, sustainable community including residential neighbourhoods, employment-generating business and industrial centres, and tourism and recreational facilities.

The legacy of previous ownership of the land is a perception of poor environmental performance, limited community responsibility and low-cost housing estates with little regard for sustainability, undermining sales activity, prices achieved, community, government and media relations.

Bayly Willey Holt's (BWH) role is to help LKW reposition the image of Kawana Waters as a highly desirable place to live, and to ensure all target audiences understand that new ownership brings a new approach to responsible development of integrated communities in order to achieve the company's corporate and retail objectives.

That work involved:

- Community communication
- Issues/crisis management
- Marketing communication
- Government communication
- Multimedia communication
- Special events.

Positive outcomes for this work is now evident, with waiting lists for land releases, large attendances at events, positive attitudes towards LKW by journalists, and a perception of LKW as a respected member of the community.

2001 B2

Burson-Marsteller: MOBILE PHONE INDUSTRY RECYCLING PROGRAM

Contents: Folder, supporting documentation, video

Australia represents one of the fastest growing mobile phone markets in the world with nine million people owning a mobile phone and upgrading every 18-24 months. On this basis, it is estimated Australians are hoarding more than 10 million mobile phones, their batteries and accessories that could be recycled. In response, the Australian Mobile Telecommunications Association (AMTA) engaged Burson-Marsteller to implement a community communications campaign to relaunch and revamp the Mobile Phone Industry Recycling Program (MPIRP).

Key objectives were to increase mobile phone recycling in the community; to achieve more drop-off points through retailer participation and retention; to strengthen and encourage further community support through the participation of corporate organisations in the broader community.

Critical issues and community challenges were identified and research provided unique insights. Strategic approaches included leveraging prior, and establishing new, relationships with retail, environmental and corporate organisations as well as building on the success of the MPIRP.

The campaign exceeded expectations – resulting in a 159% increase in recycled phones over a six-month period, a 93% retailer retention rate and 171 new retail and corporate participants. The MPIRP was established as “best practice” worldwide, with England, USA, New Zealand and Japan expressing interest in emulating the program.

2001 B3

The Corporate Advantage: CREATING A NEW ERA FOR MOTORING SAFETY - BP TRAVEL CENTRES

Contents: Folder, supporting documentation

In January 2000, BP Australia appointed The Corporate Advantage to: Develop an integrated communications program to roll-out a series of Australia's first world-class Travel Centres in south east Queensland.

Paramount consideration:

- Petrol pricing/pickets – BP refinery, Brisbane
- Ensure this was a meaningful project
- Encapsulate BP's 'beyond petroleum' clean and green theme in all communication.

Major components:

- Community consultation dealing with the general inconvenience of the motorway construction, coupled with the construction of the Coomera Travel Centre site.
- Good corporate citizen campaign (meaningful).
- Research – customer perceptions and the needs of the transport industry.
- Awareness campaign – lead up to the Travel Centre opening, specific to identified audiences.
- Specific 'interest' campaign – BP stakeholders.
- VIP campaign focus – 'transport industry'.
- Official opening – two events:
 - Official ceremony
 - Community Day
- Media management – issues – fuel process, fuel contamination.
- Incorporation – strategic alliances
- Internal Employee briefings

A Blueprint for other BP Travel Centres

This first MAJOR campaign is now a blueprint for ALL BP Travel Centre sites. This was the first major PR outsourcing project for BP. Head office management (AUST/UK) were significantly impressed with the high quality results.

2001 B4

Corporate Communications FEDERATION CONCERT HALL & CONVENTION CENTRE LAUNCH

Contents Folder, supporting documentation:

In 1998, management of the Hotel Grand Chancellor Hobart announced it would establish a new Concert Hall and Convention Centre to provide a permanent home for one of the world's finest small orchestras – the Tasmanian Symphony Orchestra— as well as to develop the state's only dedicated 1,000 seat convention facility.

Work on the project began in earnest at the start of the year 2000 and in conjunction with the start of the development, the Hotel commissioned its public relations consultancy Corporate Communications (Tas) Pty Ltd to prepare and implement a comprehensive communications program to heighten awareness of the project with the aim of encouraging new business to the state and a resultant increase in business for the Hotel.

The consultancy, in conjunction with the Hotel, the Tasmanian Convention Bureau and the Tasmanian Symphony Orchestra embarked on a program of activities that would result in a six-fold increase in convention numbers and the Hotel being selected as Tasmania's top conference venue in a poll of Australia's most influential professional conference organisers and travel planners .

The program was an outstanding success and convention business has been steadily increasing each month since the new facility opened in October 2000.

2001 B5

Edelman Public Relations Sydney: SPEEDO'S BEST OLYMPICS EVER

Contents: Folder, supporting documentation, video, postcards

The world spotlight was on Sydney during the 2000 Olympic Games, forecast to be the greatest sporting event ever. With its integral link to swimming and the Australian way of life, this presented the perfect opportunity for Speedo to build its brand profile on an international stage.

The competition for media attention was as great on land as it was in the water with top brands converging on Sydney. Delivering the right messages and getting cut-through, with no advertising and a limited budget when many brands were spending millions, presented a challenge. The communications campaign had to deliver more than just brand awareness – the Olympics provided the opportunity to propel Speedo out of the competition arena and into the lifestyle market – where the long-term future of the brand was headed.

Edelman developed a comprehensive communications plan to target each stakeholder, both nationally and internationally. The plan (and the team) had to be highly flexible and efficient to ensure maximum impact. The campaign maintained Speedo's elite swimming brand status, and successfully set the scene for its penetration into the leisure market. Speedo credited the campaign for delivering the best ever Speedo Olympics and establishing an excellent platform for its longer-term communications effort.

NB. Edelman Public Relations Worldwide acquired The Rowland Company at the end of 2000. The Speedo Olympic campaign was undertaken by The Rowland Company, however as Rowland no longer exists, all references to The Rowland Company are referred to as Edelman.

2001 B6

Forster Public Relations: MBF TASMANIA COMMUNICATION PLAN

Contents: Folder, supporting documentation, photographs

A major priority for Medical Benefit Funds of Australia has been to develop a comprehensive public relations plan for MBF in Tasmania, combining a number of strategies to strengthen and grow MBF's profile and public reputation in the State.

In the past few years, MBF has suffered a backlash brought on by unavoidable policies, which have not always been well received by existing members, and the general public, many of which are regarded as potential members. Overall, these policies have resulted in a downturn in membership numbers, staff reductions leading to a decline in staff morale, and a perception that MBF is a large mainland health fund, profit driven and does not necessarily have the interests of the Tasmanian community at heart.

This community perception is particularly relevant to MBF in Tasmania where the main competitor, St Luke's, is Tasmanian owned, and therefore, could be seen to be supported by those Tasmanians who see it as their duty to show loyalty to a local organisation.

On a positive note, MBF has a long history in Tasmania. Since 1952 it has been part of the Tasmanian health fund scene and still has a membership base of more than 40,000 which needs to be maintained and nurtured.

Therefore the main overall thrust of the following public relations plan is to:

- Further increase the confidence and trust of the Tasmanian community in MBF
- To promote Tasmanian football icon Peter Hudson as the 'face' of MBF in Tasmania
- To raise the profile of MBF as the health fund which rewards healthy lifestyle
- To build membership numbers

2001 B7

Mills Wilson: THE SALE OF WESTRAIL'S FREIGHT BUSINESS

Contents: Folder, supporting documentation, video, information kit

In 1999 Mills Wilson was appointed communications consultants to the agency charged with overseeing the sale of the freight division of Westrail - the state-owned rail business. The decision to sell the freight business had been made by the State Government, but in an environment of increasing opposition to the notion of privatisation. A further hurdle was that enabling legislation, which would allow the sale to proceed, had to pass through the Upper House of the Western Australian Parliament, but the governing Liberal Government did not have control of the Upper House.

So the communications plan had to:

communicate the benefits of the sale to the wider community - in particular to staff, to key user groups, to regional and rural communities, to industry and to unions

convince the independents and minor parties who held the balance of power in the Upper House that the sale had sound benefits, and that the business case for the sale was compelling.

As well, strategies for encouraging interest in the sale from interstate and overseas consortia were developed and implemented.

The freight business was successfully sold in late 2000, thanks in part to a comprehensive lobbying, information and communications campaign.

2001 B8

Monash University: BREAKING INTO A NEW MARKET: THE LAUNCH OF MONASH SOUTH AFRICA CAMPUS

Contents: Spiral-bound folder, supporting documentation; prospectus

Monash University's vision is to give its students an education that is their passport to the world. With a Malaysia campus and two centres in Europe, it is well on its way to achieving this goal. A South Africa campus significantly contributes to the vision.

The communications challenge was to rapidly position Monash in South Africa and recruit students for 2001 in ten months – a mammoth brief given that Monash was an unknown entity. Two groups of target publics were prospective students and their key influencers.

The first phase of the strategy was a brand awareness campaign, consisting of outdoor media, print and radio advertisements, a media relations plan, announcement and campus launch, newspaper inserts and a website. The second phase involved a student recruitment program - a recruitment centre, publications, a school visits program and special events for parents and teachers.

Within ten months Monash achieved: 18.5% brand awareness; on average five items of positive media coverage were generated each month; website recorded 151,249 hits; and over 2,000 inquiries were made through the recruitment centre. And fifty students enrolled in January 2001.

2001 B9

Museum Victoria: A MUSEUM FOR THE 21ST CENTURY - COMMUNICATING THE BIRTH OF MELBOURNE MUSEUM

Contents: Folder, supporting documentation, video, CD-ROMs (2)

Between October 2000 and May 2001, Museum Victoria progressively opened Australia's largest museum – Melbourne Museum. This \$290 Million architectural and cultural giant heralded a new breed of museum: a museum for the 21st century.

The challenges in launching Melbourne Museum were many-fold and included

- The need to achieve substantial recognition in Australia and overseas that a major new force in museums had opened in Melbourne.
- The need to change inherent perceptions among its primary audience – Victorians – that museums are quaint, musty places to be visited once or twice in a lifetime, if at all.
- To open the Museum to a critical public with only 45% of its exhibitions complete, and with construction still occurring in many areas.

Museum Victoria's Corporate Public Relations Department implemented a comprehensive. Multi-level communications program designed to reach a mass audience in Victoria and selected national and overseas targets.

The campaign used intensive media liaison, memorable media-orientated events, and pro-active issues management to achieve outstanding results, including:

- A highly publicised and successful staged opening;
- Over \$22 million in unpaid editorial coverage worldwide, with 90% positive/neutral content;
- A 98% awareness level among adult Melburnians by June 2001.

2001 B10 Northern Territory Government: THE NORTHERN TERRITORY MARKETING PROJECT

Contents: Folder, supporting documentation, spiral-bound booklet, CD-ROM

The Territory Marketing Project was created from the idea that we could turn the "last frontier" into the "land of opportunity" in people's minds. It's easy to see the project as just a logo and some advertisements. But the Territory Marketing Project is far more than that.

In essence, the project was about a complete re-structure of government thinking about the way it portrayed itself through a variety of media. It involved

- Recognising that the Territory's image is a commodity which has a quantifiable value to contribute to the economic and social development of the Territory;
- Developing of a management structure to support marketing initiatives;
- Committing to a research-based approach; and
- Understanding that the job required a total commitment to marketing and communication, not just an image make-over and advertising campaign (although we did these too!)

The Territory Marketing Project is a long-term commitment, and it will be at least five years before we begin to reach our overall goal – to contribute to Territory development by re-positioning it as a good place to live, work and do business. This report covers only stage one – that part of the project which lays the foundations for future success.

2001 B11

Olympic Roads and Transport Authority, NSW: BIGGER THAN D DAY: TRANSPORT COMMUNICATION FOR SYDNEY OLYMPIC GAMES

Contents: Folder, supporting documentation, video, booklet

The Olympic Games are the biggest event in the world. Transport is the greatest challenge. Transport for the Sydney 2000 Games involved one of Australia's biggest, most complex and most demanding communications programs.

The Olympic year was the culmination of more than two years of communications planning by the small Corporate Affairs team of the Olympic Roads and Transport Authority (ORTA). ORTA had to communicate with, and influence the travel behaviour of, almost the entire Sydney community. It used the news and current affairs media, websites, mailouts, special publications, newspaper supplements and advertising in a communications program unprecedented for Government or a major event in Australia. The world's media was watching and waiting for Atlanta-style failure. The pressure was immense. There were no second chances.

Accepting a PRIA award for transport for the 1998 Royal Easter Show, ORTA's Corporate Affairs Director said the jury was still out on the organisation's communications work. It isn't any more. Without wanting to appear immodest, ORTA believes its work will stand the test of time as a uniquely successful case study of public relations, issues management and comprehensive communication.

2001 B12

The Phillips Group: DEPARTMENT OF DEFENCE – Royal Australian Navy BUILDING A POSITIVE REPUTATION

Contents: Folder, supporting documentation, video, CD-ROM

In 1999, the Royal Australian Navy was characterised by low morale, high staff turnover, poor internal communication and an ongoing barrage of negative media coverage all of which contributed to a tarnished reputation. The Royal Australian Navy required a multi-pronged approach to enhance and protect its reputation.

Through research involving omnibus quantitative surveys, qualitative focus groups and desk research, The Phillips Group developed a ten program three year Strategic Communication Plan which encompassed reputation management, issues and change management, external media relations, leadership communication and a recruitment program. The basis for the strategy was to commence an ongoing dialogue with the Navy's internal, external and intermediary stakeholders, all of whom had the power to influence Navy's reputation.

The Strategic Communication Plan's implementation in 2000 and 2001, has resulted in a considerable turn-around in Navy's reputation, a marked increase in positive media coverage, the creation of an issues-raising and open communication internal culture and improved retention and recruitment rates.

2001 B13

Professional Public Relations: MCDONALD'S AND THE SYDNEY 2000 OLYMPIC GAMES

Content: Folder, supporting documentation, videos (2) notebook

The Olympic Games provided an opportunity for Professional Public Relations (PPR) to create and implement one of the most integrated communication programs McDonald's has ever undertaken.

On behalf of McDonald's Australia, and at times the McDonald's Corporation (the Global McDonald's organisation), PPR was responsible for the internal, local, state, national and international communication Olympic Games strategies.

A PPR representative was invited to join the 12 member group - MOCOG – McDonald's Organising Committee for the Olympic Games. PPR worked with the operations, employee relations, marketing, legal, purchasing and construction departments to ensure their Olympic activities were well communicated internally and publicised externally.

Prior to the Games, departments often worked in isolation to other company areas. The Olympic Games provided the opportunity for all departments to implement programs with a central theme and reporting structure. This contributed directly to the success of the comprehensive communication program.

PPR recommended a grassroots approach to the Olympic Games partnership. 80% of McDonald's restaurants are owned and operated by franchisees who are members of local communities. It was important that customers felt involved with the Olympic Games when they visited their local restaurant – from Hobart to Homebush. McDonald's Australia supports sport in Australia at a local level and it was important to avoid an 'elite' athletics approach that may disenfranchise customers.

2001 B14

Quay Connection : Commonwealth Department of Health and Aged Care - NATIONAL ALCOHOL CAMPAIGN

Contents: Folder, supporting documentation, pocket-sized info kits (2)

The national Alcohol Campaign activity was divided into two phases: a launch phase (20 February 2000 – 30 June 2000) and a booster phase (26 November 2000 – 28 February 2001). The overall aim of the campaign is to contribute to a reduction in alcohol-related harm among young Australians. The main focus of the campaign is on the choices young people make about drinking and associated information for parents. The campaign consists of a mass media component supported by extensive public relations strategies.

2001 B15

Resthaven Inc: CELEBRATING VOLUNTEERS

Contents: Folder, supporting documentation, calendar, cards, certificate and pin

The aged care industry relies heavily on the assistance of volunteers with programs, activities and services for frail, older people. As 2001 is the International Year of Volunteers, Resthaven planned a comprehensive campaign to maximise recognition and promotion of volunteering.

Goals:

- recruit new volunteers to Resthaven
- increase awareness and the variety of roles for volunteering in aged care
- broaden the stereotypical view of volunteers and challenge negative perceptions of aged care
- honour and recognise the valuable contribution of volunteers

Objectives:

- promote Resthaven's 2001 - International Year of Volunteers campaign as widely as possible, to encourage recruitment, gaining positive media coverage

identify and utilise a range of communication channels to share the message widely with politicians, aged care service providers, their networks, Resthaven staff, clients, volunteers and others
proactively demonstrate to current volunteers that their efforts are valued
evaluate responses

A multifaceted strategically implemented campaign included a calendar, postcards and displays. Newspaper and radio promotion augmented the internal communications strategy. Public speaking engagements, community displays and media promotion continue throughout the year, which will close with a special Christmas card. The goals and objectives have been achieved well before the end of the year.

2001 B16

St Leonard's College: AWARENESS AND ENROLMENTS - IMPROVING THE PICTURE FOR ST LEONARD'S COLLEGE PATTERSON RIVER CAMPUS

Contents: Spiral-bound folder, including supporting documentation, magazine.

Choosing a school for your child is a complex process involving much thought and research.

The following communication program was designed and implemented to increase awareness of, and enrolments at the St Leonard's College Patterson River campus for 2002 and beyond. The program was designed and implemented over an 11 month period, and represents the first stage in the process of building awareness of, and enrolments at St Leonard's College Patterson River campus.

Although it has excellent facilities and offers a first-class education, prior to this campaign St Leonard's Patterson River was not widely known to parents living within the local area.

This campaign used a variety of communication strategies to build the campus' profile, increase awareness of the education it offers and begin to build enrolments up.

Beginning in September 2000, the campaign has achieved positive results, including more than 70% increase in attendance at campus information sessions and tours.

This demonstrates a significant increase in parental interest in the campus – St Leonard's Patterson River is now on the 'shopping list' of schools for more parents in the local area than ever before.

2001 B17

Tourism Queensland and Australian Tourist Commission: AUSTRALIAN TOURISM EXCHANGE 2001

Contents: Folder, supporting documentation, video, pin

The Australian Tourism Exchange (ATE), staged by the Australian Tourist Commission, is the most important event on Australia's inbound tourism calendar, bringing about 800 of the world's top tourism buyers from 48 countries to meet and do business with 2,000 Australian operators.

The nine-day event costs \$8 million to stage and generates \$30 million in visitor spending. For many in the industry, ATE is the most important business-generating event of the year, and a key opportunity to showcase Australia internationally.

In 2000, delegate satisfaction ratings with ATE declined sharply. It was decided that ATE 2001, to be held 26 May to 3 June in Brisbane for the first time and in a new format, required a comprehensive communication campaign.

The goals and objectives were to:

- raise public awareness of ATE and the value of tourism
- generate community, business and government support to ensure a warm welcome for international delegates
- rebuild industry confidence in ATE.

The Australian Tourist Commission and Tourism Queensland worked on a nine-month campaign which included media, presentations, publications, multimedia and advertising. The campaign was a major success and generated a vast amount of media coverage and community goodwill which greatly enhanced the visitor

experience, as well as support from high-profile politicians including Premier Peter Beattie and Democrats Leader Senator Natasha Stott-Despoja. Research showed industry satisfaction with the overall organization of ATE rose from 44% to 83% in 2001.

CATEGORY C: EMPLOYEE/MEMBER COMMUNICATION

2001 C1

ABC Creative Solutions: REGIONAL PROGRAM FOR QUEENSLAND DAY 2001

Contents: Folder, supporting documentation, video

Since 1997, ABC Creative Solutions Pty Ltd has been commissioned to assist the Department of the Premier and Cabinet with the management of the Queensland Day celebrations.

The 10-day celebration incorporated a statewide campaign with a focus on Queensland's birthday on June 6. Supporting programs, competitions and a strong regional component enabled a broad cross-section of the community to participate in the celebrations.

This year, the events focused on extending and strengthening the regional component of the celebrations. This was done through better communication and increased support to the regional organising committees.

ABC Creative Solutions developed a regional campaign to:
Increase the profile of Queensland Day and the surrounding celebrations;
Incorporate a stronger regional emphasis to the celebrations;
Build and expand upon existing relationships and partnerships; and
Increase awareness and participation in the event.

ABC Creative Solutions were responsible for many aspects of the program including:
Coordinating all regional committees and their celebrations;
Coordinating and directing the advertising schedule;
Coordinating all design materials;
Publicity and promotion; and
Event and project management.

Queensland Day 2001 was considered a huge success, attracting record participation rates and community interest. Regional celebrations increased in calibre, gained increased media attention and established foundations for long-term successful celebrations.

2001 C2

Australia Post: CUSTOMER FOCUS WEEK - A STAFF EDUCATION PROGRAM FOR SHARED SERVICES DIVISION STAFF

Contents: Folder, supporting documentation

The Australia Post Shared Services Division (SSD) needed to improve the quality and consistency of its communication with customers at all levels. The Customer Focus Week was held on 30 April to 4 May, designed to encourage a new attitude towards customer service by providing educational opportunities and morale-boosting activities.

Goals of the campaign were:

- educate staff on customer service principles and practices;
- educate staff on SSD's customer profile; and
- increase morale by developing a sense of SSD's importance in the continued success of Australia Post.

Key messages for the program were:

- SSD is a customer-driven business that values service-focused employees; and
- SSD is a vital part of Australia Post, and every SSD employee contributes to the success of the corporation.

The week was activity-driven, with a focus on breaking down barriers in communication between management, staff and customers that may adversely affect customer service levels. The SSD's major reporting tool to the Australia Post Board is an annual customer survey, undertaken by an independent research company. Customer Focus Week was deliberately held one month prior to surveys being issued.

2001 C3

Avviso Public Relations: **SEARCHING FOR EXCELLENCE: URBAN DEVELOPMENT
INSTITUTE OF AUSTRALIA**

Contents: Black plastic envelope, containing two comb-bound documents, 2 media kits, 1 plastic sleeve with brochures

The Urban Development Institute of Australia-NSW branch (UDIA -NSW) is an industry members organisation charged with the brief to:

- Maintain relationships with government and lobby where necessary on behalf of members
- Promote a greater understanding of the industry with target audiences
- Encourage and reward best practice from members
- Inform, educate and network members about industry initiatives

Since 1995, UDIA-NSW has held annual Excellence Awards to:

- Demonstrate Excellence
- Show leadership
- Enhance industry image
- Nurture member involvement
- Interface with Government

In 1999 the extremely low support for the Awards meant the UDIA-NSW was struggling to maintain a representative stature. The Awards were not demonstrating that the industry was achieving standards of excellence. The primary aim in 2000 was to increase the number of entries more than four fold. The UDIA members and potential entrants were engaged in a project conducted by Avviso to revitalise the Excellence Awards to make them relevant, high profile and successful.

The result was a 567% increase in entries, a 30% increase in attendance at the Awards presentation evening, significant media coverage for Award winners in key property media and direct support from the Premier of NSW for the Awards.

2001 C4

Child Support Agency: **COMPREHENSIVE, CORPORATE COMMUNICATION: REDESIGN
AND LAUNCH OF THE CSA'S NEW INTRANET SITE**

Contents: Zipped leather folder, supporting documentation, Rubik's cube puzzles

Finding information shouldn't be a puzzle. That's why we created C³—a totally new approach to information and communication in the Child Support Agency (CSA). The launch of CSA's new intranet site in May 2001 was one of the most comprehensive and successful internal communications campaigns conducted in CSA. Not only has it created an excellent online tool for staff, it has effectively initiated a cultural move from paper-based to electronic communication.

The primary objective of the campaign was to create a single, complete information resource for staff—a consolidation of most programs into one superior site. The new name—C³: *Comprehensive, Corporate, Communication*—was chosen by a CSA staff member in a 'name the new intranet' competition. The catch phrase for the campaign was *'because finding information shouldn't be a puzzle'*.

To complement the C³ and puzzle theme, a cube was chosen as the centrepiece of the communication strategy. The Rubik's cube-like puzzle contained key messages and was given out to each staff member.

This effectively mixed traditional and modern communication to promote an online initiative. Its novelty added to the impact, helped further spread the messages and led to greater acceptance among staff.

2001 C5

Child Support Agency: SNAPSHOT - THE COMMUNICATIONS LINK FOR THE CHILD SUPPORT AGENCY

Contents: Zipped leather folder, supporting documentation

SnapShot is the Child Support Agency's communication link between management and operational staff. *SnapShot* is a monthly newsletter, desk-dropped to all staff and available on CSA's intranet site, C3.

In 1998, communication from management was identified as a significant issue for staff. CSA's newsletter, *CSA Extra*, was not meeting staff's information needs. CSA's Communication Unit identified an opportunity to address the issue of communication by re-thinking our approach towards the traditional staff newsletter. *SnapShot* was the result.

In setting *SnapShot*'s objectives and overall strategy, we asked two questions:

- How will *SnapShot* help address staff communication needs? and
- How will *SnapShot* help managers and leaders?

SnapShot appeals to all staff by using both print and electronic media to deliver information, and providing an 'information mix' to appeal to a wide readership. *SnapShot* is unique in that it recognises that some staff don't want all the information, and some staff do.

We evaluate *SnapShot* formally through reader surveys and from corporate health findings, and informally through email and discussion. Through this, we can ensure that *SnapShot* remains a worthwhile and important communication tool for CSA staff.

2001 C6

kwp!: FAULDING HEALTHCARE - ORION DISTRIBUTION SYSTEM

Contents: Folder, supporting documentation, video

In November 2000, TBMG PR was approached by Faulding Healthcare to assist in the creation and implementation of a comprehensive communication strategy for the launch of the Orion Distribution System throughout Australia.

Given the size of the change in distribution systems and procedures and the vast number of effected stakeholders including suppliers, customers and employees on a national level, a comprehensive and strategic communications strategy was developed to counteract negative perceptions and raise awareness for the Orion system.

A logo was developed for Orion to offer the distribution system a visual identity that employees could recognise. A mock James Bond video was put together to be shown nationally to all affected employees and supported by posters designed to 'tease' employees and create interest in the new system. For suppliers, a comprehensive communications kit was put together following the delivery of an informative brochure on the new system. Customers were also provided with a brochure and one-on-one information sessions with warehouse managers.

Results were determined from surveys and anecdotal accounts, which found an overwhelmingly positive response to the new distribution system and the effectiveness it had on ensuring customer orders were filled correctly and delivered on time.

2001 C7

McCall's Pty Ltd: THINK NATIONALLY - ACT LOCALLY

Contents: Folder, supporting documentation

McCalls' was appointed by the National Community Titles Institute (NCTI) to create a national awareness campaign of the Institute, that involved staging an inaugural national Congress, which if successful would become an annual event. McCalls' created a company to specifically raise funds and gain partners for the development of the Congress as an ongoing promotional vehicle.

The two-year strategic awareness campaign raised funding to implement the \$300,000 program and resulted in a record increase in membership and interest in the role and goals of the NCTI. The Inaugural Congress, staged on the Gold Coast from 23-25 March 2001, received overwhelming positive feedback from delegates and sponsors. Throughout the two-year planning process, McCalls' worked closely with the NCTI to ensure the financial viability of the event.

The Congress was regarded overall as a success in both preparation and performance, having highlighted the Institute's role in the industry and attracted over 480 new Institute members throughout its planning, with further Congresses committed for Melbourne in 2002 and Sydney in 2003.

2001 C8

Melbourne Health - Royal Melbourne Hospital: MELBOURNE HEALTH PEER SUPPORT PROGRAM "SUPPORTING OUR STAFF"

Contents: Folder, supporting documentation, badge

In 2000, Melbourne Health management decided to develop a 12-month pilot Peer Support Program in response to staff need for a support service utilising people who understood the work environment. The first stage was to call for staff to volunteer to be trained as peers and, on completion, to officially launch the service to all employees of Melbourne Health Service.

The goal of communications strategy was to raise staff awareness of this service and encourage utilisation. As the project was a pilot, future funding would be determined by staff take-up of the service. As well as an official launch, a range of support materials was produced to raise the profile and understanding of the service. These included:

- "Supporting our Staff" slogan and SOS logo
- brochure
- contact card
- posters
- an SOS badge for trained Peers for ready identification
- Intranet site and staff newsletter articles

In the first six months 350 staff from all sectors of the organisation utilised the service. Staff demand and response to the Program has been so successful an additional 20 Peers have been trained to compliment the original 40, and ongoing funding has been committed by Melbourne Health Management.

2001 C9

Moreland City Council: NO WRONG NUMBERS

Contents: Folder, supporting documentation, flip guide

The *No Wrong Numbers* campaign was introduced to address a developing problem in the manner in which Moreland City Council handled its phone calls. Callers were being sent or switched to the wrong areas - sometimes several times in a row. There was growing community frustration with the level of service. After a series of written and verbal complaints and increasingly poor community survey results, Moreland reacted to the problem and created a set of protocols for telephone call handling across the organisation.

The communications challenge was to highlight this issue and the protocols, and to ensure that bad telephone practices were eliminated. The *No Wrong Numbers* communications campaign focused on the issue of call handling with internal publics and then informed key target groups outside the organisation of the initiative. The communications campaign was based on a series of prompts to constantly remind staff of their responsibility to handle calls properly.

The introduction of *No Wrong Numbers* has led to a strong improvement in satisfaction with the service from staff to the community. Following the communications campaign, Moreland's performance improved from below average to close to best practice for local government in telephone call handling.

2001 C10

Quadrant Superannuation: QUADRANT SUPERANNUATION ANNUAL MEMBERSHIP STATEMENT RE-DESIGN

Contents: Folder, supporting documentation, 3 photos

As a multi-industry, multi-employer superannuation scheme with over \$150 million in assets and 2350 members, Quadrant Superannuation provides superannuation services to employees and employers of nearly all local government bodies, as well as other private enterprises within Tasmania. Quadrant is a not-for-profit organisation with a strong focus on member services and solid investment returns.

Formerly known as the Municipal Employees Assurance Scheme (MEAS), the scheme changed its name and identity to Quadrant Superannuation to reflect a navigational approach to member's financial future in 1998.

The scheme conducted extensive research at the time of this change which revealed that members viewed their superannuation as complex and out of their control. Members did not easily understand the information provided and said their annual statements were difficult to read.

It was identified that annual member statements needed to be easier to understand, as well as provide appropriate information to suit both member needs and address compliance requirements. Members wanted less jargon and terms written in plain English. Additionally, they wanted to be able to compare their current account balance with the balance from previous years to see how much their super account had grown.

It was also identified that providing a six monthly statement would better assist members keep track of their super.

2001 C11

Traveland: THE TODAY SHOW IN CANADA

Contents: Comb-bound document

An evaluation of Traveland's 390 travel centres in May 2000 illustrated a lack of understanding of how local marketing activities could be effective and important in raising awareness and supporting sales in their local areas. Local marketing was essentially perceived as advertising.

The public relations team identifies that local marketing can encompass media relations, sponsorship, events, publications, point of sale, networking etc as well as advertising.

The public relations team recommended the following in its local marketing strategy

- Educating the travel centre network – franchisees and travel centre managers – on how to generate local marketing activities by building their skills
- Developing local marketing kits for national marketing campaigns
- Appointing a local marketing contact person to manage local marketing supplier's funds, give advice and devise regional strategies

While the first two stages are ongoing a local marketing coordinator is being recruited at the time of writing.

Following 12 months of implementation the pr team's local marketing strategy has begun to achieve its overall objectives. They are

- To increase the level of understanding of local marketing and to generate activities in the travel centre network.

The first evaluation occurred after a national campaign promoting Canada through Channel Nine's The Today Show program. The pr team implemented a specific strategy to leverage Traveland's partnership with the program. Traveland was a broadcast partner in bringing The Today Show live from Canada from 7 – 11 May 2001. The challenge was to motivate the travel centre network to generate promotional activities in their local area and connect the national campaign to local activities, therefore raising awareness and supporting sales.

The pr team's role was to provide centres with the right tools to do this (and to capitalize on the skills development and awareness raising activities also being undertaken). The key tool was an easy to use local marketing kit that outlined specific activities and "how to" for the travel centre network.

2001 C12

Water Corporation, WA: COMPANYONE VALUES - CULTURAL CHANGE PROGRAM

Contents: Folder, supporting documentation

The Water Corporation's *CompanyOne Values* program was developed to help transform the new-look water utility into a truly commercial and customer-focused organisation. The values define how the Corporation wants its employees to behave and think in pursuit of these ideals. Associated 'shift statements' were also developed to identify these new directions.

Implementation and communication of the values needed to be handled sensitively and effectively to gain employee support. Early commitment from managers was vital to champion the values and lead the transformation.

The long-term cultural change program and an accompanying employee communication strategy were launched in August 1999 and are ongoing.

Both have been an unqualified success. Employees are now highly aware of the company's strategic directions and there has been noticeable progress towards the Corporation's desired behavioural shifts.

2001 C13

Women's & Children's Hospital, SA: CORPORATE COMMUNICATION INITIATIVE

Contents: Folder, supporting documentation

With the appointment of a new Chief Executive and a new Executive Management Team, a new set of Strategic Directions for 2000-2003 was developed for the Women's and Children's Hospital (WCH). The Strategic Directions document provided impetus for the development of a suite of corporate communications initiatives.

It was recognised that internal communications processes and material needed to be developed for 2 key purposes: To reinforce and support the Strategic Directions and Corporate Goals in all relevant publications such as the Annual Report, Divisional Business Plans, internal newsletters etc. To strengthen the staff understanding of the value of the WCH 'brand' as part of an internal public relations and quality improvement initiative.

Within a 12-month period, a full suite of related literature was developed and disseminated through a variety of approaches.

The Strategic Directions and Corporate Goals are now imbedded in all strategic and business plans, and provide a reporting framework for all Hospital activity and business reports. Recognition of the value of brand is growing within the Hospital.

The Corporate Communications initiative is an ideal example of public relations and communication practitioners can providing leadership and a strategic framework for the management of internal staff communication.

CATEGORY D: GOVERNMENT COMMUNICATION

2001 D1

Australian Medical Association (NSW) HOSPITAL STAFF ARE SITTING DUCKS:
HOSPITAL ASSAULTS MUST END

Contents: Folder, supporting documentation, video.

The AMA (NSW) made its first call for an urgent upgrade of hospital security on June 15 2001 after a female junior doctor was viciously assaulted at Liverpool Hospital. This assault was the third attack against a staff member at the hospital in that week. The AMA (NSW) was quick to realise that immediate action needed to be taken to improve hospital security.

The association placed the issue on the agenda and was well represented in radio and newspaper articles when the issue was reported. The situation reached crisis point when an elderly woman was murdered by a patient at Kempsey Hospital on July 3.

The AMA (NSW) implemented its communication strategy rapidly and within hours of the incident occurring had organised a well-attended media conference. Less than 120 minutes after that media conference, the AMA (NSW) was invited by the State Government to be part of a hospital security inquiry.

By the end of the day, the Minister for Health, Craig Knowles, announced a commitment to upgrading security. Within weeks, the Government announced \$10 million to upgrade hospital security and ordered a security audit of all hospitals, both of which were campaign wins for AMA (NSW).

2001 D2

Cox Inall Communications IT'S OUR SHOW - A RECOVERY PLAN FOR THE AUSTRALIAN
AGRICULTURAL SHOW MOVEMENT FOR THE AUSTRALIAN COUNCIL OF
AGRICULTURAL SOCIETIES

Contents: Folder, supporting documentation.

In October 2000, the Australian Council of Agricultural Societies (ACAS) set itself the objective to gain a significant slice of Federal Government funding by June 30, 2001. Working with consultants Cox Inall Communications (CIC) ACAS developed:

- A funding submission to the Federal Government
- A direct lobbying campaign backed by extensive media relations.

The funding submission sought \$4.6 million in Federal Government funding over three years.

The content of both the funding submission and lobbying campaign drew heavily on national research of the social and economic contribution of Shows to their communities. The key messages for both the lobbying and media campaign were:

- Shows make a major social, economic and cultural contribution to their communities.
- Shows are struggling to survive
- The Federal Government should act to assist shows.

The campaign effectively delivered these messages. CARMA media analysis found from the 44 articles/mentions generated, there were 39 mentions of struggling shows, 25 mentions that the Federal Government should assist and 21 mentions of the Show's cultural and economic contribution.

The key target publics for the campaign were:

- John Anderson, the Minister for Transport and Regional Services
- Senator Ian Macdonald, the Minister for Regional Services
- Warren Truss, the Minister for Agriculture Fisheries and Forestry

- John Fahey, the Minister for Finance

On April 8, 2001, Minister Truss announced a national development fund of \$2 million to support the volunteers who formed the backbone of Australia's agricultural Shows. The campaign was successful.

2001 D3 The Phillips Group AUSTRALIAN INSTITUTE OF STEEL CONSTRUCTION
"CAMPAIGN FOR AUSTRALIAN FABRICATED STEEL"

Contents: Folder, supporting documentation

While on the verge of international "stardom" through showcase projects such as the Sydney Olympic Stadium, Australia's steel construction industry faced its most significant threat. Up to a quarter of the local steel fabrication market was at risk from cheap imports, with projections that 50% would be filled by imports within five years.

The dramatic impact of imports and the industry's lack of preparedness to meet this new challenge prompted peak steel organisations to seek a remedy for the crisis. The Phillips Group was engaged to *conduct a public campaign for government and industry action to reduce the flow of imported fabricated steel into Australia.*

Key elements of the communication strategy included:

- v Positioning and branding
- v Government relations/political lobbying
- v Member relations
- v Media relations
- v Marketing.

Within 10 months, the national campaign had:

- v Influenced complete or partial reversals on five of the six targeted infrastructure and resource projects;
- v Achieved neutral or positive coverage in 73% of media articles to December 2000;
- v Prompted the establishment of two high-profile government working groups;
- v Received written endorsement from a third of the industry;
- v Prompted a review into inspection and certification of imported fabricated steel in Queensland.

2001 D4
Royal Automobile Club of Western Australia RAC FIGHTS FUEL BATTLE FOR
MOTORISTS

Contents: Folder, supporting documentation as a spiral book booklet, videos (2)

While world petroleum prices are beyond our control, the RAC believed the collective voice of over 400,000 members would indicate to the Federal Government, that motorists were outraged and something had to change. As fuel prices hit \$1 per litre, motorists expressed their concern to the Government and Australian motoring clubs on a daily basis. Public debate continued with the Federal Government claiming high petrol prices were not their fault. This is partly true as the Government does not set world petroleum prices, however over half the price of one litre of fuel was forwarded to the Government in the form of various taxes and charges.

A strategic communications campaign was implemented by the RAC, to educate members about fuel excise with the ultimate objective of having it cut. The 3 month campaign culminated in an approach to Leader of the Opposition, The Hon. Kim Beazley who was invited to RAC headquarters to receive a petition containing over 70,000 signatures for tabling in Parliament.

The petition generated strong debate in Parliament and contributed to the Prime Minister's announcement of an excise freeze on 1 March, 2001. Through a concerted effort to educate and raise awareness, along with research and member involvement, the RAC fought the battle on behalf of WA motorists and was victorious.

2001 D5

The Rowland Company EFFECTIVE COMMUNICATION WINNING RESULTS FOR FROST ENTERPRISES

Contents: Folder, supporting documentation

Frost Enterprises is a family owned limestone and quarrying business. When the Gladstone Area Water Board received Government approval to raise the level of a major dam near Frost's Gladstone quarry, it had major implications for the company, including flooding of the site. Frost's concerns seemed to fall on deaf ears.

As a last ditch effort Frost considered legal action and a media campaign against the State Government and the Water Board. They approached The Rowland Company to help develop a strategy. The Rowland Company proposed an entirely different approach to the issue, based on establishing good working relationships with the Government and the Water Board.

The primary goal of the new approach was to harmoniously achieve the drafting of a new EIS, taking account of potential impacts on the quarry and ensuring that it would not be adversely affected by any raising of the dam.

The Rowland Company conducted detailed research on the issue and built a successful campaign featuring close relationships with key influencers, promoting the value of the site as a valuable asset to the region, using independent highly respected technical advisers, and establishing an amicable communication path with key decision makers.

2001 D6

Socom Response Public Relations BUILDING A NEW CONSENSUS - FOOD SAFETY REFORMS IN VICTORIA

Contents: Folder, supporting documentation

Public confidence in food safety was threatened by well publicised cases of food poisoning and food industry dissatisfaction with Victoria's food safety laws. Food industry associations argued that the current laws were cumbersome, open to misinterpretation, costly and ignored by many food producers. The laws covered an industry worth billions of dollars. They affected growers, manufacturers, producers, retailers and jeopardised jobs as consumer confidence sank. The food industry wanted changes that would be practical, easy to implement and readily communicated to the industry and consumers.

The Government appointed Socom in June 2000 to consult with industry and consumers to improve the effectiveness of the laws. The task was to design recommendations for improvements to the Food Laws that would be adopted by industry and improve the likelihood that when people purchased food it would be safe. The consultation was conducted in metropolitan and regional Victoria through workshops, telephone and face-to-face interviews, written submissions, focus groups and public meetings with consumers.

The Report was presented in early October 2000 and amendments introduced into the Parliament on 2 May 2001. They were unanimously accepted by both sides of the House and the Food (Amendment) Bill was enacted on 22 May 2001.

2001 D7 Telstra ADDRESSING TELECOMMUNICATION NEEDS IN REGIONAL WA: A STRATEGIC ALLIANCE WITH GOVT AND KEY STAKEHOLDERS

Contents: Spiral bound booklet

Before 1999 there was no formal process for Government, regional stakeholders and Telstra to work collaboratively to address the changing communication needs and aspirations of communities in regional and remote Western Australia. This led to lost opportunities for regional communities and Telstra Corporation Limited (**Telstra**).

To address the telecommunication issues of these communities a mechanism was needed to:

- Identify and action regional communication priorities.
- Strategically engage key Government and regional stakeholders.

In April 1999 Telstra Corporate Relations in Western Australia established the Telstra Regional Advisory Group (the "Group") to action the above. The aim of the Group was, within a commercial framework, to improve communications and relationships between Telstra, the WA Government and relevant stakeholders to deal with telecommunications services and infrastructure issues in regional and rural WA.

The Group has been the leader in extending Telstra's CDMA mobile telephone coverage, improving relationships between Telstra, the WA Government and key regional stakeholders and addressing regional telecommunication needs in a strategic way.

2001

D8 Western Australian Farmers' Federation WA FARMING - AN EXCEPTIONAL
CASE FOR COMMUNICATION

Contents: Folder, supporting documentation

The average earning for farms across Western Australia in 2000 was a loss of more than \$50,000. In the south eastern Wheatbelt farm losses were particularly high as many farmers were affected by drought. In September 2000 the Western Australian Farmers Federation initiated a government communication campaign to obtain financial assistance for drought affected farmers from the State and Federal Governments. It also aimed to improve WAFF's image in order to maintain the membership level.

The campaign involved:

- Developing Government and community awareness and sympathy for farmers affected by the drought through extensive media activity
- Applying pressure to the State and Federal Governments to assist WA farmers, via phone calls, letters, meetings and advisory committees
- Mobilising WAFF's network of members to maintain pressure on the Government
- Coordinating large scale public meetings to step up pressure on the Federal Government
- Promoting the integral role played by WAFF throughout the campaign and providing opportunities for farmers to take up WAFF membership.

The campaign was carried out with minimal budget and employed volunteer assistance from members and students. It was implemented over a four month period with a total 118 staff hours devoted to it. The program was successful in obtaining \$10.6 million in State Government assistance and \$32 million in Federal Government assistance. Membership figures were stable throughout the campaign and in the months following despite the financial downturn caused by the drought.

CATEGORY E: INVESTOR/FINANCIAL COMMUNICATION

2001 E1

Australian Securities and Investments Commission "FIDO'S TALE" FINANCIAL INFORMATION
DELIVERED ONLINE

Contents: Folder, supporting documentation

This campaign:

- created new relationships between ASIC and the investors and consumers it protects
- quadrupled annual visits to ASIC's consumer website to 241,000
- transformed the site into ASIC's most visited source of information, excluding company searches
- saved investors from losing millions of dollars, and
- created the liveliest consumer protection site operated by a financial regulator in the world.

As we launched the campaign, overseas fraudsters were persuading hundreds of Australians over the phone to part with up to \$700,000 each, in the hope of quick profits on foreign shares. Most investors never saw their money again.

ASIC's consumer website warned against this menace. It also offered financial tips and safety checks on investments, superannuation and insurance. But it suffered from low traffic. Through research and 'on site' experience we devised a program of online public relations strategies, and combined them with traditional strategies.

We:

- made the content more relevant
- chose a fresh, memorable name, FIDO at www.fido.asic.gov.au
- created an electronic newsletter
- sought referrals from other sites
- made FIDO newsworthy for the media and
- promoted it in magazines and money expos.

Above all, investors tell us, FIDO saved their money.

2001 E2

Bonlac Foods Ltd HOW EFFECTIVE COMMUNICATIONS SUPPORTED A SUCCESSFUL TRANS-TASMAN DAIRY MERGER

Contents: Folder, supporting documentation

Effective communications played a pivotal role in the restructure of dairy manufacturer Bonlac Foods Limited. To effect the restructure, it was necessary to secure acceptance by holders of 75% of Bonlac shares to a proposed trans-Tasman alliance with the New Zealand Dairy Board. When the [proposal was first announced there was widespread scepticism among analysts, the dairy industry and shareholders themselves on the prospect of a positive vote. These reservations were reflected in media reports. The stakes were high. The livelihoods of 2,300 farming families, 1,800 employees and hundreds of smaller businesses in regional communities in Victoria and Tasmania would be affected by the vote.

The communications strategy centred on direct contact with shareholders – face-to-face where possible. This involved nearly 80 events, ranging in size from meetings of up to 550 shareholders to on-farm 'hay bale' gatherings of as few as eight farmers. Other means of communication included individual letters, special newsletters, flyers delivered by milk tanker, announcements on Bonlac's website, an 1800 phone hotline, personal visits by field officers and media coverage.

The ultimate effectiveness of the campaign can best be judged by the shareholder vote: 96% 'for' the alliance with a voting participation rate of 88.5%.

2001 E3

Brumfield Bird & Sandford THE BEST WAY FORWARD – FIRST AUSTRALIA BENDIGO BANK MERGER

Contents: Folder, supporting documentation, posters, badge

On Monday 5 June 2000, Queensland's First Australian Building Society announced it planned to merge with Bendigo Bank. Headquartered in Ipswich, First Australia Building Society had a 120-year history in Queensland and there was strong allegiance to this Queensland institution. Furthermore, the law required that the merger could only go ahead if members and shareholders of first Australian voted 75% in favour of the union.

It was expected that First Australian staff, the vast majority of whom were also members, would be concerned about job security. There were also fears state and local government leaders would mount a campaign against its closure. In May 2000, a month prior to "D-day", BBS initiated a comprehensive public relations strategy to persuade a wide variety of stakeholders and in particular First Australian's 300,000 members and shareholders of the benefits of the merger. Top-level local and state government briefings preceded the merger announcement, and following it, BBS rolled out an intensive member, shareholder, staff and media campaign designed to achieve the required positive vote.

On 27 September 2000, at a series of member and shareholder meetings at Ipswich Civic Centre, First Australian achieved a vote in favour of the merger of more than 95%.

2001 E4

Financial & Corporate Relations PROGRAMMED FOR SUCCESS

Contents: Folder, supporting documentation, annual report

Programmed Maintenance Services (ASX code: PRG) was listed on the Australian Stock Exchange in October 1999 following an initial public offering at \$2.00 per share. Although the company exceeded its prospectus forecast, its shares traded consistently below the offer price.

Financial and Corporate Relations was appointed in November 2000, when the share price was \$1.50, to plan and implement a communication program to increase the share price. The initial target, to be achieved by 30 September 2001, was \$2.00.

FCR's program, based on our proven investor communication process, focused on broadening sell-side (stockbroker) awareness of PRG and its investment attractions. We arranged stockbroker briefings on half year and full-year results and produced communication materials which explained the company's unique business model, operational strengths and potential. We also increased media coverage of the company's results and achievements.

PRG's share price passed the \$2.00 target in May, four months ahead of schedule and subsequently rose to \$2.30 (see Appendix 1). The company's market capitalisation increased from \$97 million to \$144 million between FCR's appointment in November 2000 and the end of June 2001, and the number of shareholders increased from 2,127 to 2,369 in the year to 30 June 2001.

2001 E5

The Phillips Group COLORADO GROUP LTD - MATCHING PERFORMANCE WITH PRICE

Contents: Folder, supporting documentation, prospectus, bidder's target's statements

CGL listed on the ASX in December 1999 and immediately traded at a discount to its \$1.00 listing price. At the time of listing, the company was described by the market as "staid" and "lacklustre". Despite exceeding its offer document forecasts for its first full year result and maintaining positive expectations for the future, in June 2000, COLORADO group's share price languished at around \$1.08. Our challenge was to educate the financial community regarding CGL's competitive advantages and growth potential, and re-position CGL as an attractive investment option. Our goal was to achieve a re-rating of CGL's share price more inline with its performance.

We designed and implemented a two-tiered communication strategy involving a mass media program targeting business/finance journalists to place CGL on the financial market's agenda, and tailored communication activities for specific stakeholder groups including the financial community, shareholders and employees. Each public announcement was treated as a chapter in CGL's investment story, building on the last to create a strong track record and enhance CGL's corporate identity. Key messages were devised for each announcement and formed the foundation for all communication. The key messages were central to reversing the market's perception that CGL was "staid", with limited potential for growth.

2001 E6

The Rowland Company WALKING THE MEDIA TIGHTROPE - GENERATING COVERAGE WITHOUT HYPE - THE PEPLIN BIO TECH LIMITED IPO

Contents: Folder, supporting documentation, prospectus

Peplin Biotech (PB), a start-up drug R&D company in the burgeoning biotechnology industry, faced a number of challenges prior to its public listing in September 2000. These included establishing its own credibility and investment case, competition from other IPOs and the Sydney Olympics, varying investor

attitudes toward the biotech sector and the need to promote its revolutionary anti-cancer compounds – without creating ‘cancer cure’ media hype.

PB’s philosophical approach to ‘kid-glove’ stakeholder management and its sensitivity to the needs of the medical community and patients were based on the executive’s personal experiences with cancer and the communication strategy was designed accordingly.

The Rowland Company’s (Rowland) strategic approach was based on responsibility, sensitivity, consistent positioning and leveraging PB’s credibility and numerous market opportunities.

A phased approach generated extensive media coverage, incorporating key messages, without creating hype. The results were outstanding - overwhelming investor interest resulted in the Offer closing early and fully subscribed and the stock listing above the Offer price. PB’s relationship with stakeholders was also enhanced. The program was a clear example of walking the tightrope between generating vital media coverage, without hype.

2001 E7

Strategic Public Relations LISTING AND INVESTOR PROMOTION OF GROPEP LTD

Contents: Folder, supporting documentation, prospectus, annual report

GroPep Limited, one of Australia’s emerging, leading-edge biotechnology companies, listed on the Australian Stock Exchange on August 31, 2000. Strategic Public Relations was appointed only a few weeks before the listing to assist with GroPep’s promotion during this important time, and to restructure its public relations activity on a long-term basis. The intention was to ensure that GroPep’s listing stood out from all the other listings occurring at the time as a result of the boom in bio-tech stocks.

GroPep was a strong company with a successful history. It was founded in 1988 by CSIRO and the University of Adelaide and had developed strong cashflow through the development, manufacture and commercialisation of growth factors.

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. 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 GroPep’s profile among key target audiences.

CATEGORY F: ISSUES/CRISIS MANAGEMENT

2001 F1

Australian Medical Association (NSW) NSW MEDICAL INDEMNITY CRISIS - DOCTORS
CANNOT PAY FOR "ACTS OF GOD"

Contents: Folder, supporting documentation, video

In 1992, AMA (NSW) lodged its first submission to the State Government concerning medical indemnity insurance premiums. In November 2000, medical insurer United Medical Protection made an unprecedented call on its members for a 100% increase in premiums. Specialist doctors such as Obstetricians and Neurosurgeons were being presented with \$100,000 bills. The situation was at crisis point.

AMA (NSW) responded, implementing an immediate and comprehensive campaign. Goals and objectives:
Tort law reform;
Highlight the unacceptable economic burden on medical specialists within NSW;
Ensure specialists were able to remain in regional areas and not be forced out due to rising premiums.

A cohesive media and political strategy was developed by the communications and industrial departments, involving approaching specialists to tell their story, and forming coalitions with other health professionals and organizations to ensure support for the campaign.

The AMA (NSW) communications department promoted the campaign with hard hitting media strategies, gaining broad positive media coverage in the Sydney metropolitan and regional media.

Outcomes indicated a highly successful campaign. AMA (NSW) achieved Tort law reform, the State Government introducing legislation into the NSW Parliament. Assurances were also made regarding a decrease in premiums for high-risk medical specialities.

2001 F2

Burson-Marsteller THE PANADOL CRISIS

Contents: Folder, supporting documentation, CD-ROM

The manufacturer of Panadol, SmithKline Beecham (SB), received an extortion demand on 31 May 2000. Immediately, they contacted the Police, the Therapeutic Goods Administration (TGA) and Burson-Marsteller (B-M).

Police opinion was that public safety wasn't at risk. However, following B-M risk assessment and scenario development, SB recalled Panadol Capsules on June 6. It recalled its entire pain-reliever range four days later following the strychnine poisoning of two people.

The overarching communications objective was to show SB acted ethically and responsibly and in the interests of public safety at all times.

B-M took the lead role as crisis counsellors and provided a team of 14 practitioners who advised on all areas of communications including media, consumer, employee and third party. B-M coordinated the logistical implementation of the recall.

SB's decisions and communications achieved the goal of ensuring ongoing consumer trust in the Panadol brand. Independent crisis experts heralded SB's "handling of the affair as straight out of a text book, particularly the CEO's availability to media...a classic example of how a company should manage a crisis effectively."

Today, Panadol still remains in the top five of Australia's most trusted brands.

2001 F3

Corporate Communications REDEVELOPMENT OF BELLERIVE OVAL

Contents: Folder, supporting documentation

From November 1999 to November 2000, Corporate Communications (Tas) Pty Ltd was engaged by the Tasmanian Cricket Association to assist with communication activities for the proposed redevelopment of Hobart's Bellerive Oval. The consultancy's goals were to raise awareness of the proposed development, identify issues and concerns and measure levels of support. In addition, the consultancy was required to assist the TCA to gain the support of State and local government and the local community to enable the development to proceed.

To achieve these goals, the consultancy developed a two-pronged community communication campaign, incorporating community consultation and media relations. An extensive series of briefings were held and information was regularly prepared and distributed. Comment forms were provided to key stakeholders enabling the consultancy to identify issues and prepare a consultation report for the TCA. The consultancy also implemented prepared media releases and other materials to encourage widespread community support for the project. Lodgement of the Development Application also coincided with local government elections, enabling the consultancy to encourage TCA Members and cricket supporters to lobby their local Councillors for support.

The consultancy achieved its goals and objectives as approval was given for the project to proceed in October 2000.

2001 F4

Corporate Communications TT-LINE: DEVIL CAT

Contents: Folder, supporting documentation, video

Between December and April of 1999/2000 and 2000/2001, TT-Line Company Pty Ltd operated the *Devil Cat* fast ferry between Port Melbourne and George Town. During the vessel's first season on Bass Strait, it was frequently the subject of negative media coverage when a voyage was cancelled or delayed due to adverse weather conditions or mechanical difficulties. While serious consideration was given to operating the 2000/2001 *Devil Cat* on a shorter route between George Town and another Victorian port, the alternative was rejected by TT-Line because of safety and operational issues.

As expected, the announcement that the service would continue operating between Port Melbourne and George Town

In 2000/2001, total negative media coverage focussing on the *Devil Cat* fell by nearly 40 per cent compared to 1999/2000, and was down by 45 per cent in Tasmania. In addition, the service received more positive publicity than negative publicity in 2000/2001. The media and the Tasmanian community have developed a better understanding of the vessel's limitations in adverse weather conditions or if it incurs mechanical difficulties.

2001 F5

Department of Training, Western Australia PRIORITY ACCESS: TRAINING AND EMPLOYING WEST AUSTRALIANS

Contents: Folder, supporting documentation, CD-ROM

With dangerously low levels of apprentices/trainees threatening the future of trades and services in Western Australia, the State Government decided to introduce the Priority Access Policy. Only accredited organisations would be eligible for building and construction contracts valued over \$150,000 and goods and services contracts valued over \$500,000. To gain accreditation employers had to demonstrate a commitment to training such as employing apprentices/trainees.

Against the backdrop of extensive negative industry criticism, the Department implemented a comprehensive communication campaign to inform employers about Priority Access and persuade them of its benefits. Based on sound research and ongoing consultation with stakeholders, a program of public relations activities was undertaken.

The campaign achieved impressive results according to an independent evaluation: "The Industry is very much aware of the Priority Access Policy. The promotional strategies employed by the Department of Training supported by industry stakeholders have proved effective in establishing awareness. Industry representatives consistently praised the Department in its awareness building." A total of 2924 employers are registered and 51 apprenticeships and 10 traineeships have been created.

There has been no public negative reaction to the demanding process. Negotiations are well advanced for the South Australia Government to purchase the policy, including the communication strategy and materials because of their success.

2001 F6

Media Success SEAFOOD IMPORTERS OF AUSTRALIA & SYDNEY HARBOUR PRAWN WHITE SPOT SYNDROME VIRUS

Contents: Folder, supporting documentation

In May 2001, Media Success assisted The Seafood Importers Association of Australia (SIAA) in neutralising negative publicity, which had started in Nov 2000 and escalated in May 2001, with a call for a total ban on imported prawns.

Two protagonists were driving the negative publicity: The Australian Prawn Farmers Association (APFA) and The Hon Eddie Obeid, Minister for NSW Fisheries. Both stated that White Spot Syndrome Virus (WSSV) was infecting Sydney Harbour prawns as a result of imported prawns - potentially devastating the production of Australian farmed prawns.

This simple statement masked a much more complex situation. The SIAA was seeking to make known facts that undermined the credibility of Obeid's statements and gave the media and other key stakeholders an even and balanced view.

Media Success undertook to initiate dialogue with the media, key government ministers and APFA. Within two hours of the announcement of final testing results for WSSV, Media Success distributed information kits specifically written for each stakeholder. Media feedback indicates SIAA is now acknowledged as a credible contributor to the debate. Additionally, dialogue was initiated, achieving negotiations between the SIAA, Australian prawn farmers and the Seafood Merchants Association for the first time, laying the foundations for long term interactive handling of related industry issues.

2001 F7

Olympic Roads and Transport Authority THE WORST (BEST) JOB IN SYDNEY

Contents: Folder, supporting documentation, video, photographs; CD-ROM

Issues and crises don't come much bigger than transport for the Olympic Games. The Olympic Games are the biggest event in the world. Transport is widely acknowledged as its greatest challenge.

In the wake of the transport disaster of the 1996 Atlanta Games, the media and community were poised for similar failure during the Sydney 2000 Games. When the Olympic bus operation went into meltdown in early September, the threat became reality. This was unquestionably Sydney's biggest Olympic crisis. It sparked scathing national and international media commentary on a daily basis for more than a week. The Games had not even started, but the crisis management planning and skills of the Olympic Roads and Transport Authority (ORTA) were already on the line.

One week into competition and with the bus crisis over, ORTA had to meet the second largest issues management challenge of the Games as the biggest human tide ever experienced in Australia broke over Sydney Olympic Park. The architect of ORTA's communications program, Corporate Affairs Director Paul Willoughby, was profiled in the *Toronto Sun* in an article headed *The worst job in Sydney*. In fact, the success of ORTA's issues and crisis management made it the best job in Sydney.

2001 F8

The Phillips Group DEPARTMENT OF DEFENCE - COLLINS CLASS SUBMARINES "18 MONTHS TO MAKE A DIFFERENCE"

Contents: Folder, supporting documentation.

The Collins Class submarines is Australia's most ambitious and technically advanced Defence industrial project ever. It had been subject to public vilification on an unprecedented scale and was the most criticised national project in Defence's history resulting in low credibility, public and internal criticism based on well placed media "leaks", a public inquiry, and political and Defence Department intervention. The submarines were seen as "dud subs" and the project was late and eventually over budget.

The Phillips Group designed and implemented a reputation management campaign concentrating on improving the project's reputation over three stages which built on the results achieved over time. The goal was to restore public, political and Defence personnel confidence in the submarines and to gain credibility for Defence's ability to effectively resolve the operational issues associated with the submarines.

Within 18 months a dramatic turnaround in national and international perception and reputation of the submarines was achieved. This significant achievement underpinned a broader improvement in Defence's reputation which supported the Federal Government increasing Defence funding by an additional \$23.5 billion over the next 10 years.

2001 F9

The Rowland Company HERRON'S CHALLENGE TO ADVERTISE ITS AUSTRALIAN OWNERSHIP

Contents: Folder, supporting documentation, videos (2)

On February 11, 2001 Herron Pharmaceuticals commenced television advertisements declaring its paracetamol the same as Panadol except Herron was Australian Owned and Panadol was foreign.

The campaign success was outstanding. In three weeks Herron increased its market share by 7.4%. Panadol sought to stop the advertisements via a temporary injunction and later a full court hearing to charge Herron for misleading the public.

The public relations challenge was to maintain support attracted through the advertising and win the 'court of public opinion', regardless of the legal outcome. Herron received first legal notice on March 23 with the injunction set to be heard March 29. Rowland and Herron had little time to act.

Rowland's campaign capitalised on third party spokespersons to assist Herron build consumer support. Media relations activity was supported by staff and trading partner briefings. A back-up plan was established to generate even greater publicity and support had Herron lost the case.

After extensive national publicity favouring Herron, Panadol failed to win an injunction and withdrew its case. Herron retained the market share it attracted during the advertising campaign.

2001 F10

Socom Response Public Relations WASTE NOT, WANT NOT - MOVING CITY OF STONNINGTON'S WASTE TRANSFER STATION

Contents: Folder, supporting documentation

Faced with the cost of operating three depots, Osment, Tooronga and Surrey, City of Stonnington decided to make better use of its resources by amalgamating the depots. This decision allowed Council to construct a world-class depot facility to cater for current and future needs of the municipality. The only site large enough for such a depot was Tooronga. The sale of Surrey depot would pay for the development, providing Council could sell the land for more than \$10 million. Achieving this target would require Council to approve a 5 storey residential development on the site.

However, after 120 years of depot use, lying beneath the surface of Surrey depot, lay significant amounts of benzene, a known carcinogen, and other contaminants. This posed a potential hazard to depot workers and neighbouring residents and needed to be cleaned up. Tooronga was already zoned for depot use but had layed dormant for 8 years. Local residents did not want depot activities, which included a waste transfer station, in their neighbourhood.

Implementing Council's decision required a comprehensive communication strategy. This strategy involved community consultation, employee relations, marketing communications and issues management. Council asked Socom Response to develop a communications program to manage the situation.

2001 F11

Socom Response Public Relations BUILDING A NEW CONSENSUS: FOOD SAFETY REFORMS IN VICTORIA

Contents: Folder, supporting documentation.

Public confidence in food safety was threatened by well publicised cases of food poisoning and food industry dissatisfaction with Victoria's food safety laws. Food industry associations argued that the current laws were cumbersome, open to misinterpretation, costly and ignored by many food producers. The laws covered an industry worth billions of dollars. They affected growers, manufacturers, producers, retailers and jeopardised jobs as consumer confidence sank.

The food industry wanted changes that would be practical, easy to implement and readily communicated to the industry and consumers. The Government appointed Socom in June 2000 to consult with industry and consumers to improve the effectiveness of the laws. The task was to design recommendations for improvements to the Food Laws that would be adopted by industry and improve the likelihood that when people purchased food it would be safe.

The consultation was conducted in metropolitan and regional Victoria through workshops, telephone and face-to-face interviews, written submissions, focus groups and public meetings with consumers. The Report was presented in early October 2000 and amendments introduced into the Parliament on 2 May 2001.

2001 F12

Turnbull Porter Novelli INTERNATIONAL CRICKET COUNCIL: ANTI-CORRUPTION INVESTIGATION

Contents: Folder, supporting documentation, video.

In 1999 South Africa's cricket captain, Hansie Cronje, admitted taking money for information about matches. Supporters were shocked and sponsors questioned their involvement. With the future of the sport at stake, the International Cricket Council (ICC), established the Anti-Corruption Unit (ACU). Against this backdrop Porter Novelli was contracted to manage the ICC's international communications program.

Working closely with its London office, Turnbull Porter Novelli used the annual Board meeting in Melbourne to position the ICC as a highly responsible body resolving the bribery issue. The ACU's visit to Australia potentially affected this planned positioning. It not only planned to report its findings to the ICC but interview high-profile Australian cricketers. Intense international media interest surrounded the visit and any mishandling of the situation could permanently damage the ICC's reputation and the game's long-term commercial viability.

Turnbull Porter Novelli developed an issues management plan including a strategy to control media reporting. It also involved a methodology to manage the international release of the ACU report. The three month campaign was highly successful. Negative misconceptions were reversed into positive media coverage in Australia and overseas. Importantly, the ICC's handling of the match-fixing situation was widely commended and the game's future looks assured.

2001 F13

Western Australia's Farmers Federation: WA FARMING - AN EXCEPTIONAL CASE FOR COMMUNICATION

Contents: Folder, supporting documentation,

The average earning for farms across Western Australia in 2000 was a loss of more than \$50,000. In the south eastern Wheatbelt farm losses were particularly high as many farmers were affected by drought. In September 2000 the Western Australian Farmers Federation initiated an issues communication campaign to obtain financial assistance for drought affected farmers from the State and Federal Governments. It also aimed to improve WAFF's image in order to maintain the membership level.

The campaign involved:

- Developing community and Government awareness and sympathy for farmers affected by the drought through extensive media activity
- Applying pressure to the State and Federal Governments to assist WA farmers, via phone calls, letters, meetings and advisory committees
- Mobilising WAFF's network of members to maintain pressure on the Government
- Coordinating large scale public meetings to step up pressure on the Federal Government

Promoting the integral role played by WAFF throughout the campaign and providing opportunities for farmers to take up WAFF membership.

The campaign was carried out with minimal budget and employed volunteer assistance from members and students. It was implemented over a four month period with a total 118 staff hours devoted to it.

The program was successful in obtaining \$10.6 million in State Government assistance and \$32 million in Federal Government assistance. Membership figures were stable throughout the campaign and in the months following despite the financial downturn caused by the drought.

CATEGORY G: MARKETING COMMUNICATION

2001 G1

Atticus Communication and Western Power Corporation EM_POWER - POWER IN PRINT

Contents: Folder, supporting documentation, magazines, photographs

A powerful company needs a powerful communications strategy. Western Power was looking for a marketing communication program for its major customer base to build and maintain relationships, increase customer knowledge and show how Western Power is working with customers to achieve energy savings. Western Power wanted to build brand loyalty and awareness among its high-value customers. The aim was to make Western Power the supplier of choice in a deregulated and competitive energy market.

Atticus Communication Consultants was invited by Western Power to develop a marketing communications strategy to meet these needs. Atticus took up the challenge and developed the *em_Power* brand and supporting communications strategy, a key feature of which is the *em_Power* Magazine.

em_Power Magazine is regarded by both the client and its major customers as an effective marketing communication tool that has been successful in enhancing customer relationships and in communicating the value-added products and services that the *em_Power* program has to offer.

2001 G2

Australian Bureau of Statistics 2001 CENSUS MEDIA RESOURCES

Contents: Folder, supporting documentation, videos (2), t-shirt, CD-ROM (2), audio tape

The 2001 Census is a project that touches everyone in Australia on Tuesday 7 August. The task of informing more than nine million households about when the census form is to be delivered, completed and collected; the job opportunities; the topics to be asked; the privacy provisions; the reasons why Australia needs the census, and changes that have occurred since the last census held in 1996, is enormous.

The census programme relies on the cooperation and willingness of the mass media to convey key messages about the Census and in particular its operational aspects.

The census communications team designed a strategy to maximise the opportunities for the census messages to be mentioned in the media, and to make it as easy as possible for the media to cover the Census in an accurate and balanced way.

The strategy has been implemented throughout 2001 and has been extremely successful, with over 3,500 media mentions up to the week prior to the Census, and less than 3% of these being negative in tone. The resources provided by the ABS to the media have been extensively used and have contributed greatly to the overwhelmingly positive or balanced coverage the 2001 census has received to this point.

2001 G3

Bayly Willey Holt BUDERIM GINGER NATIONAL MEDIA AWARENESS CAMPAIGN

Contents: Folder, supporting documentation, media kit

Buderim Ginger is the world's largest producer of processed ginger with exports into 17 countries. Based on Queensland's Sunshine Coast, the company listed on the ASX in 1989. The year 2000 was particularly difficult for Buderim. Its share price plummeted due to the loss of major international customers to competitors, and the cost of plant upgrades.

Buderim was forced to undertake cost rationalisation which primarily impacted on its secondary business — its retail range. Conversely, the retail range was experiencing steady sales growth and presented an opportunity for the company to counter some of its industrial losses.

With Buderim's retail advertising budget slashed for six months from June 2000, Bayly Willey Holt's (BWH) challenge was to maintain exposure of Buderim Ginger's retail lines to ensure sales continued to increase despite the withdrawal of advertising.

BWH proposed a major media familiarisation to Buderim's processing facility for national food editors, with the aim of generating regular editorial coverage over a six month period.

Results were significant. Eighteen national food writers attended the event with resulting, extensive national publicity exceeding over an eight month period accredited by Buderim as a major force in driving retail sales up 17% over the period.

2001 G4

Corporate Communications FEDERATION CONCERT HALL & CONVENTION CENTRE LAUNCH

Contents: Folder, supporting documentation

In 1998, management of the Hotel Grand Chancellor Hobart announced it would establish a new Concert Hall and Convention Centre to provide a permanent home for one of the world's finest small orchestras – the Tasmanian Symphony Orchestra— as well as to develop the state's only dedicated 1,000 seat convention facility.

Work on the project began in earnest at the start of the year 2000 and in conjunction with the start of the development, the Hotel commissioned its public relations consultancy Corporate Communications (Tas) Pty Ltd to prepare and implement a comprehensive communications program to heighten awareness of the project with the aim of encouraging new business to the state and a resultant increase in business for the Hotel.

The consultancy, in conjunction with the Hotel, the Tasmanian Convention Bureau and the Tasmanian Symphony Orchestra embarked on a program of activities that would result in a six-fold increase in convention numbers and the Hotel being selected as Tasmania's top conference venue in a poll of Australia's most influential professional conference organisers and travel planners .

The program was an outstanding success and convention business has been steadily increasing each month since the new facility opened in October 2000.

2001 G5

Corporate Kudos LAUNCHING ALTA VISTA TO THE AUSTRALIAN AND NZ MARKETS

Contents: Folder, supporting documentation

Corporate Kudos was engaged by AltaVista Company in July 2000 to plan and execute a public relations campaign launching two country specific search engines AltaVista Australia (www.altavista.com.au) and AltaVista New Zealand (www.altavista.com.nz).

The launch of AltaVista Australia and AltaVista New Zealand was part of AltaVista's international roll-out of country specific sites – a strategy without an advertising campaign and relying entirely on public relations tactics to communicate with consumers. Corporate Kudos' overall campaign goal was to raise awareness of the sites to build site traffic and subsequently increase the appeal to advertisers.

In Australia, Corporate Kudos was engaged to launch the site and conduct a six-month profile-building campaign. In New Zealand, Corporate Kudos planned and executed the launch of the site. Following intensive research on AltaVista's products, industry and competitors, a three-phase campaign was devised and executed.

Extensive media coverage communicated the Australian and New Zealand sites' arrival, features and benefits to consumers and advertisers. The campaign's success was directly measurable in the immense growth in traffic to the sites with all site traffic targets being exceeded.

2001 G6

Impress Media PRACTICAL PROGRAMS MARKETING COMMUNICATION CAMPAIGN

Entry confidential

2001 G7

Media Link Communication Group COLOURING A DULL WORLD

Contents: Folder, supporting documentation, video.

This PRIA award entry will take the reader through a media campaign which brought colour and hope to 800,000 Australians who may have thought that there would never be an end to a colourless view of the world. Media Link Communication Group (Media Link) and ColorMax Technologies Pty Ltd (ColorMax) worked together to undertake a national media campaign to educate Australians about the breakthrough technology for colour blind patients.

The ColorMax Colour Vision Enhancement Lenses were launched in both Brisbane and Sydney late in November 2000 with the aim to use the media as the medium to inform all Australians about the product and generate business interest for ColorMax.

The launches were highly successful with 100 per cent media attendance at the Brisbane venue and national coverage on three channels. Business communication channels were established prior to the launch due to the need to manage enquiries efficiently and effectively and leverage off all media opportunities generated.

An exclusive interview secured with A Current Affair as well as a rapid increase in company share prices following the launch were just some of the campaign's highlights. ColorMax Australia's Managing Director, Mr. Brian Arnold said, "ColorMax needed a launch that conveyed sincerity and seriousness while still grabbing the media's attention. Media Link achieved this with grace, tact and professionalism leading to a launch which was very successful.

2001 G8

Media Success "CYBERBLUDGING"

Contents: Folder, supporting documentation, comb-bound booklet

Websense is Australia's largest selling internet filtering software system. Lanvision, the Australian distributor of Websense, was seeking to further increase awareness of Websense among potential users and to reinforce the need to maintain subscriptions of current users. Government, utilities and corporate organisations were the key target markets.

The software was well known among IT managers of larger corporations and government departments, however Lanvision's sales team reported buyer resistance as purchase decision makers (CEOs and CFOs) were not convinced that there were compelling enough reasons to invest in web filtering software.

Media Success' 'cyberbludging' campaign was positioned to 'raise awareness' by generating media coverage which resulted in a potential audience of more than 4.8 million through international, national and metropolitan press.

'Cyberbludging' was a word we made up to explain the need for internet filtering software and the resulting loss in productivity. National Sales Director of Lanvision, Charles Heunemann became a 'cyberbludging' hit as media picked up and ran with the story in interviews nationally and internationally. Charles is now regarded by the media as an internet filtering expert. As a direct result of the coverage, inquiries for Websense software increased by 500%.

2001 G9

Mills Wilson ASCOT WATERS

Contents: Folder, supporting documentation, video, sample submission

Ascot Waters is an up-market property development, however, it was built on a severely degraded site, including the old Belmont tip, damaged wetlands and heritage-listed brick kilns. Marketing the land presented enormous challenges. Although river-front land, it was a site well known for its sad history and it neighbours suburbs where the property values are significantly less than those asked at Ascot Waters. The target was not only to sell the residential blocks, but to help create a vibrant community and increase the regard with which the developers were held by government.

Mills Wilson developed a simple but effective strategy, using a range of methods including an awards campaign; sponsorship of the neighbouring turf club; a regular newsletter unpaid trade and general media and community events.

At the time of making this submission, there was just one single residential block still available on the Estate. The community has formed a residents' association and is now organising its own events, taking part in local planning committees and contributing to the newsletter.

Ascot Waters has won numerous State and national awards and the developers are delighted with the role public relations has played in their success.

2001 G10

Museum Victoria LIFE NOW SHOWING: LAUNCHING MELBOURNE MUSEUM

Contents: Folder, supporting documentation, videos (2), CD

Between October 2000 and May 2001, Museum Victoria progressively opened Australia's largest museum – the magnificent Melbourne Museum. Fifteen years in the planning, the Museum marked a new era in museum design, exhibitions and customer service.

The launch campaign for Melbourne Museum needed to drive attendances to the opening weekend on 21-22 October 2000, position Melbourne Museum as a must-see destination for Victorians and tourists, and create national and international awareness. To achieve visitation targets the campaign needed to change inherent perceptions among its primary audience – Victorians – that museums are quaint, musty places to be visited once or twice in a lifetime, if at all. To be successful, the launch also had to overcome major issues, including construction delays that resulted in only 45 per cent of its exhibitions being ready for Opening Day.

Museum Victoria's Marketing and Corporate Public Relations departments implemented a comprehensive communications campaign designed to reach a mass audience in Australia and selected targets overseas. The campaign used intensive marketing, publicity, tourism promotion, event strategies, and pro-active issues management to achieve outstanding results. It was successful as a branding and awareness exercise and delivered a direct call to action. All expectations were blown out of the water!

2001 G11

Pacific Strategies and Hewlett-Packard HP INVESTING IN THE FUTURE

Content: Folder, supporting documentation, audio tape

In today's economy, global branding doesn't always equate to big budget. For Hewlett-Packard Australia, creative, cost-effective, below-the-line strategies increasingly carry the company's messages to target audiences.

The company's specific business objective was to create a unique forum where the company could engage more openly with key customers and introduce the values behind its new brand, **HP invent**. It was also an opportunity to strengthen relationships with the education sector and build awareness of HP's commitment to the wider community.

Working with strategic partners, Pacific Strategies developed a marcom solution, "HP Inventing the Future", which brought-out the best elements of goodwill in the Australian business community, and created grassroots enthusiasm within the education community.

This submission outlines how HP positioned itself among its key target audience while simultaneously creating a beneficial new educational program for Australian school children.

The strategy exceeded its specific business objectives and delivered to the client a new platform for future commercial activities.

From creation to completion "HP Inventing the Future" took less than seven months. With limited advertising budget, the program succeeded by utilizing the power of the internet and adhering to principles of simple, clear, direct communication to a targeted audience.

2001 G12

Public Relations Association of Students 2000 COMMUNICATION AWARDS

Contents: Folder, supporting documentation, photographs

The 2000 Communication Awards provide the vital link between students and the communication, multi-media and design industries. The Awards act as an attraction point for increased private sector investment and network links. They help to develop a range of related activities that create a focal point for showcasing student innovation and excellence. By developing strategic links with these industries it is expected that students will increase their employment opportunities.

The 2000 Communication Awards Ball was held at the National Press Club on 25 August 2000. The Ball had over 150 guests attending and included dignitaries such as the Chief Minister, Kate Carnell, National Education Chair of the Public Relations Institute of Australia Marjorie Anderson, Director of the Asian Institute - Singapore, Dr Lim; Vice-Chancellor and Mrs Aitken; Pro-Vice Chancellor Prof and Mrs Putnis together with a range of academic staff, sponsors, entrants and guests. The event raised funds totaling over \$4,000, greatly improving the status and exposure of student talents both on and off campus, while providing invaluable work experience for those involved.

2001 G13

Reed Weir SUBUTEX - A NEW HEROIN TREATMENT IN AUSTRALIA

Contents: Folder, supporting documentation, video

Reed Weir Communications P/L (RWC) was briefed in October 2000 to assist Reckitt Benckiser with the national launch of Subutex (buprenorphine), a new treatment for heroin addiction in Australia.

Subutex was introduced into Australia at a time when heroin related issues were high on media and political agendas. Many high profile social, political and medical leaders had been publicly supportive of another treatment, naltrexone, that promised great benefit but was ultimately rejected for reimbursement for heroin addiction by the Pharmaceutical Benefits Advisory Committee (PBAC) 18 months earlier. Managing stakeholder expectations for the reimbursement of Subutex was critical to the success of the program.

Broadly, the project involved developing a strategic launch plan which required: providing media training for medical specialists, identifying and briefing Subutex advocates and opponents, liaising with government stakeholders and high profile opinion leaders, writing support documentation and media materials and announcing Reckitt Benckiser messages to consumers and medical professionals nationally.

The strategies worked to maximise positive exposure for Reckitt Benckiser and Subutex, and eliminate negative fallout for the Company in what was a highly charged and potentially volatile environment.

2001 G14

Turnbull Porter Novelli PNEUMOCOCCAL DISEASE: WHAT'S THAT?

Contents: Folder, supporting documentation, videos (2), CD-ROM

In July 2001 Wyeth Lederle Vaccines launched the first and only vaccine to protect infants and young children from pneumococcal disease. The launch reached more than 11 million Australians, generated thousands of calls from interested parents and resulted in very strong early sales for the vaccine.

Less than one year earlier, only two percent of Australian parents had heard of pneumococcal disease - a disease that, every year, causes thousands of Australian infants to suffer illnesses including meningitis, bacteraemia (blood poisoning), pneumonia and severe middle ear infections.

The success of the launch was due to a 10 month comprehensive communications program that engendered the support of Australian health care providers and leading consumer groups to raise awareness of a disease parents had not heard of and communicated, in an appropriate manner, the availability of the new vaccine. All communications was undertaken within the boundaries specified by the APMA code of conduct.

The program implemented by Turnbull Porter Novelli:

- Built awareness of pneumococcal disease amongst parents
- Secured the involvement of leading third parties
- Equipped specialists to educate parents and health care providers
- Officially "launched" the vaccine on 5 July 2001

2001 G15

Turnbull Porter Novelli ELDERS RURAL BANK LAUNCH

Contents: Folder, supporting documentation, video, Comb-bound document, bound into folder.

Elders Limited appointed Turnbull Porter Novelli Adelaide to develop and implement a public relations strategy to launch Elders Rural Bank (ERB). TPN had five weeks to develop the strategy and prepare materials.

TPN devised a strategy that engaged all levels of the Bank, and helped achieve marketing and public relations goals. The approach informed Elders staff, motivated regional managers to become involved in promoting the Bank, created national and regional launch events, and secured extensive media coverage in metropolitan and regional areas.

The launch attracted more than \$120 million worth of deposits in the first five weeks. The Bank achieved \$1 billion in assets by its first birthday - well in excess of its \$150 million target. More than 7000 new clients were attracted in the first nine months.

A survey of clients using the Elders customer service centre showed that an outstanding **87%** were prompted to call because of PR activities.

Evaluation shows the program was an outstanding success on every level, with the planned program being delivered on time and on budget. It has become a benchmark for the 160-year-old company for integrating PR activities into marketing programs.

2001 G16

Turnbull Porter Novelli TELSTRA COUNTRY WIDE - SOUTH AUSTRALIA

Contents: Folder, supporting documentation

The ABS sent copies of the Census CD-ROM entitled "A Tale of Two Worlds" and promotional material to all schools in Australia. "A Tale of Two Worlds" has subsequently won an ATOM Award (Australian Teachers of Multimedia Award) and is being hailed across Australia as an easy to use resource for teachers and great fun for students. Schools across Australia have been able to make use of "A Tale of Two Worlds", which demonstrates to children and young people how important the census is in shaping their country's future. Research indicates that one third of Australian schools are using the CD-ROM and the array of accompanying material that was produced to support it.

Awareness levels amongst the Australian public that there is a census happening are at 73%, up from 21% at the end of 2000. 31% of this awareness comes from public relations activities, of which the schools project is a major part.

2001 H2

Child Support Agency INFORMATION, INTERACTION AND INNOVATION - CSA'S DISPLAY AT THE ACOSS CONGRESS 2000

Contents: Folder, supporting documentation, CD-ROMs (2), cardboard folder

The Australian Council of Social Services (ACOSS) held their annual national Congress in November 2000. ACOSS represents community service organisations, and the Congress addresses current and emerging social and economic issues and their effect on the community.

We viewed the ACOSS Congress as an opportunity to reach one of our target publics, community service providers, by using print and electronic communication mediums. CSA's Communication Unit worked with *Ideas and Directions*, a Canberra-based advertising agency, to develop and implement an interactive and multimedia display booth to target community service providers.

The theme for our display was *Information, Interaction, Innovation*. We provided information about our products and services in traditional formats, invited the community to interact with our services such as the Web site, and added some innovative touches to further promote our services, particularly those available online.

Since the Congress, community interest in our Web site, Community Services Directory and various publications has increased. CSA staff who attended the booth felt that our print and electronic mix was highly effective in communicating our direction for the future and our commitment towards building relationships with the community sector.

2001 H3

Corporate Communications TIOXIDE PRESENTATION

Contents: Folder, supporting documentation, CD-ROM

Tioxide Australia Pty Ltd (wholly-owned by ICI Plc of the United Kingdom), is involved in a major program to rehabilitate its former plant site near Burnie on Tasmania's north west coast.

The plant closed in 1997, after nearly 50 years of operation, leaving serious residual pollution that needed to be addressed before the orderly disposal of the factory site and associated land. This covered the plant site itself, a waste disposal area, and a series of three sludge dams.

Following an extensive trial program to treat leachate on the site, project executives made a presentation to head office executives in London to support the remediation activities and to secure approval for the second stage of the \$30 million environmental decommission and remediation program.

The project includes significant community involvement and this is being managed by Tioxide's public relations consultants, Corporate Communications (Tas) Pty Ltd.

At short notice, the consultancy was asked to prepare a multimedia presentation to be delivered by the company's Australian director at ICI's annual international environmental seminar in London.

The presentation comprised a series of 20 display posters and an accompanying CD ROM designed so that executives could keep it for further study and reference.

The display presentation of the Tasmanian trial results was well received and was a highlight of the London seminar. Based on this, the ICI Board approved the second stage of the project and the required \$30 million expenditure.

As a result, the Tioxide Environmental Decommissioning and Rehabilitation project has been stepped up and is scheduled for completion in 2002/2003. The plant site will then be released for sale for industry of community development.

2001 H4

Professional Public Relations TOURISM NSW "FEEL FREE" CAMPAIGN

Contents: Folder, supporting documentation, CD-ROM, Video

Tourism New South Wales (TNSW) is the government body responsible for the promotion and coordination of tourism in New South Wales. By February 2001, TNSW had developed a new advertising brand concept with its advertising agencies, George Patterson Bates and BMF. The TNSW advertising concept – 'Feel Free' - was the latest stage of an evolutionary promotional campaign for the state.

Through PR activities, the rationale and research behind the new campaign had to be explained to audience groups, all of whom had different levels of interest and involvement. The desired outcome for the client was a concept launch and multimedia materials which informed and educated stakeholders, and won their support.

Professional Public Relations (PPR) and its Events and Multimedia division, Vision Splendid Media (VSM) developed an integrated media/multimedia strategy which identified and targeted seven key stakeholder groups. Each group was supplied with tailored information and resources. PPR's strategy included a launch event for three groups, a video news release, CD-ROM and strategic media management.

The identification of target groups, appropriate selection of multimedia and creative and intelligent use of those media, ensured the client outcome was achieved in each target group.

2001 H5

Queensland Department of Innovation and Information Economy: IT & T CAREERS STUFF: A MULTIMEDIA INFORMATION

Contents: 2 Folders; one containing supporting documentation, CD-ROM, audio cassette; the other containing 2 videos and accompanying booklet.

To address the shortage of information technology and telecommunications (IT&T) skills in Queensland, the State Government developed the *Queensland Communication and Information Strategic Plan 1999-2004* policy framework. This policy identifies the need to increase the number of students enrolling in IT&T related courses as a means of addressing the skills shortage.

To increase student numbers for IT&T courses, the Queensland Department of Innovation and Information Economy developed an information kit to encourage Year 10 students to pursue an IT&T career.

IT&T Career Stuff is one of the first information kits of its type produced by any Australian Government department to address the IT&T skills shortage among students, and the first information kit of its kind developed for Queensland schools for any industry.

The kit provides students, and people providing advice on careers in IT&T, with a broad understanding of the IT&T industry, career opportunities and how to access further information. *IT&T Career Stuff* consists of two videos and an information booklet.

Kits were distributed to every secondary school and TAFE institute in Queensland at no charge. Qualitative research revealed a positive response to the kit, with students expressing an interest to find out more about working in the IT&T industry after viewing the videos.

The kit also has been provided to other government agencies in Queensland and interstate as a framework to develop similar career information kits for other industries.

CATEGORY I: SPECIAL EVENT

2001 I1

Australia Day Council SA: AUSTRALIAN LEGENDS LUNCH

Contents: Folder, supporting documentation, media kit.

Australia Post each Australia Day launches a stamp in recognition of a notable Australian, and the Australia Day Council was asked to provide the avenue to launch this stamp to the business community through an Australian Legends Luncheon. The event being both a significant local celebration and also part of a national event. Success was dependent on an effective partnership of all parties involved and effective media liaison.

Theming had to be based on the legend, while still maintaining strict secrecy and also incorporating the Aboriginal community, to link reconciliation with all Australia Day events. The success of the luncheon exceeded all expectations, in that the Aboriginal involvement, plus the Premier for the first time recognising Kurna land set the scene for the following day's full community program where he continued to recognise the traditional landowners. Additionally, the country format for Slim Dusty, complemented the overall event.

2001 I2

Australian Tourism Commission and Queensland Tourism Commission AUSTRALIAN TOURISM EXCHANGE 2001

Contents: Folder, supporting documentation, video.

The Australian Tourism Exchange (ATE), staged by the Australian Tourist Commission, is the most important event on Australia's inbound tourism calendar, bringing about 800 of the world's top tourism buyers from 48 countries to meet and do business with 2,000 Australian operators.

The nine-day event costs \$8 million to stage and generates \$30 million in visitor spending. For many in the industry, ATE is the most important business-generating event of the year, and a key opportunity to showcase Australia internationally.

In 2000, delegate satisfaction ratings with ATE declined sharply. It was decided that ATE 2001, to be held 26 May to 3 June in Brisbane for the first time and in a new format, required a comprehensive communication campaign.

The goals and objectives were to:

- raise public awareness of ATE and the value of tourism
- generate community, business and government support to ensure a warm welcome for international delegates
- rebuild industry confidence in ATE.

The Australian Tourist Commission and Tourism Queensland worked on a nine-month campaign which included media, presentations, publications, multimedia and advertising. The campaign was a major success and generated a vast amount of media coverage and community goodwill which greatly enhanced the visitor experience, as well as support from high-profile politicians including Premier Peter Beattie and Democrats Leader Senator Natasha Stott-Despoja. Research showed industry satisfaction with the overall organisation of ATE rose from 44% to 83% in 2001.

2001 I3

Brumfield Bird & Sandford and Department of the Premier and Cabinet, Qld: ROMA STREET
PARKLAND OFFICIAL OPENING

Contents: Folder, supporting documentation, CD-ROM

The official opening of Roma Street Parkland represented an exciting chapter in Brisbane's history. It combined the end of one era, that of the old railyards, with the birth of another: the creation of the world's largest subtropical garden in a city centre. The Events Coordination Unit (ECU), within the Department of the Premier and Cabinet, managed the opening, with Brumfield Bird and Sandford (BBS) managing the marketing and communications program.

In a limited timeframe of four weeks the opening program was designed to:

- attract at least 5,000 people to the open-air concert on Friday 6 April;
- attract at least 12,000 people to the open day on Saturday 7 April; and
- generate media coverage of Roma Street Parkland and the opening.

Tactics included:

- entertainment – securing popular headline acts;
- communications collateral – posters displayed in high-traffic areas, invitations posted to a database of 3,000 people and flyers letterbox dropped;
- advertising – development and placement of press, radio and television advertisements; and
- media – an intensive media relations program including media briefings and media interviews.

The official opening was a resounding success with an estimated 45,000 people visiting the Parkland from Friday 6 April to Sunday 8 April.

2001 I4 The Capital Group NSW CENTENARY OF FEDERATION: FEDERATION DAY
JANUARY 1, 2001

Contents: Folder, supporting documentation, video

The Capital Group was appointed by the NSW Centenary of Federation Committee (NSWCOFC) in September 1999 to provide public relations, creative and event support to all areas of the NSWCOFC program. The core activity in this program was Federation Day, January 1, 2001.

The campaign to support this activity was conducted from October 1, 2000 to January 4, 2001.

Capital's role was to develop and implement a strategic communications plan to support public celebrations and commemorative events in Sydney on January 1. The objectives of the campaign were to encourage public attendance at all events and generate widespread media publicity about the Centenary of Federation in general, details pertaining to Federation Day activities and coverage of events.

The agency role included:

- Federation Day Launch
- Approaching, assisting negotiation and servicing media partners
- Regional media relations to showcase the involvement of nine NSW regions in Federation Day activities
- Media management strategy
- Media information briefings
- Media accreditation
- Copywriting, design and production of souvenir program
- Intensive publicity program leading up to Federation Day
- Issues management planning and implementation
- Management and staffing of Media Hotline service
- Media management at events on 1 January 2001

2001 I5

Commonwealth of Australia - Department of Transport and Regional Services NORTHERN AUSTRALIA: FORUM FOR GROWTH INTO THE NEW CENTURY

Contents: Folder, supporting documentation, CD-ROMs (2), media information kit; booklet

Northern Australia makes an enormous, often unrecognised, contribution to our economic health. While only 6 per cent of our population live there, 'the North' produces around one-third of Australia's gross export income. Despite this remarkable level of productivity, Northern Australia faces huge challenges in building a strong future ~ distance, limited infrastructure, weather extremes to name a few.

In 2000, the Commonwealth Department of Transport and Regional Services (DoTRS) embarked on a series of 'local consultations' involving 10 regions across 'the North', to identify issues of concern and how governments might help communities to address those issues.

The consultations culminated in the Northern Australia Forum (NAF), a major conference held in Katherine in October 2000 to identify opportunities for growth in the North and strategies to overcome potential barriers.

DoTRS Regional Communications Unit (RCU) was engaged by the Northern Forum team to provide communications support for the consultation process and, in particular, to raise interest in 'the main event'.

The RCU found that the task presented huge challenges of its own and had to employ innovative communication techniques to overcome major locational, logistical and technical difficulties. The result was worth it, with strong community and media interest generated in the local consultations and the Forum itself.

2001 I6

The Corporate Advantage OFFICIALLY OPENING A MOTORING MECCA - BP COOMERA TRAVEL CENTRE

Contents: Folder, supporting documentation, video, computer disk

In October 2000, BP Australia held a special event to open the country's first ever Travel Centre. At twice the size of "The Gabba" cricket ground, the \$15m Coomera Travel Centre was set to be the largest road-side service station ever built in Australia. The facility, which is now open, provides a safe retreat for drivers to stop, refuel and refresh while travelling on the Pacific Motorway.

From February to October 2000, The Corporate Advantage worked with BP to successfully organise and manage the official opening of the Coomera Travel Centre, which consisted of two separate events:

- 1 Formal opening ceremony (4 October 2000)
- 2 Community Open Day (7 October 2000)

The campaign objectives were to:

- Coordinate and manage a successful official opening event for the community and BP stakeholders that would be regarded as a fitting tribute to an Australian first;
- Provide the community with a high level of involvement;
- Present a 'first look' at the Travel Centre's world-class facilities
- Generate extensive positive media coverage.

The official opening of the BP Travel Centre was a public and professional success and generated extensive media coverage in print and electronic media, while being hailed as a unique celebration for BP Australia.

2001 I7

Corporate Communications FEDERATION CONCERT HALL & CONVENTION CENTRE LAUNCH

Contents: Folder, supporting documentation

In 1998, management of the Hotel Grand Chancellor Hobart announced it would establish a new Concert Hall and Convention Centre to provide a permanent home for one of the world's finest small orchestras – the

Tasmanian Symphony Orchestra— as well as to develop the state's only dedicated 1,000 seat convention facility.

Work on the project began in earnest at the start of the year 2000 and in conjunction with the start of the development, the Hotel commissioned its public relations consultancy Corporate Communications (Tas) Pty Ltd to prepare and implement a comprehensive communications program to heighten awareness of the project with the aim of encouraging new business to the state and a resultant increase in business for the Hotel.

The consultancy, in conjunction with the Hotel, the Tasmanian Convention Bureau and the Tasmanian Symphony Orchestra embarked on a program of activities that would result in a six-fold increase in convention numbers and the Hotel being selected as Tasmania's top conference venue in a poll of Australia's most influential professional conference organisers and travel planners .

The program was an outstanding success and convention business has been steadily increasing each month since the new facility opened in October 2000.

2001 I8

Crime Prevention Victoria COMMUNITY SAFETY WEEK 2000

Contents: Folder, supporting documentation, video, press kit.

Injury causes more than 7,000 deaths and 400,000 hospitalisations each year, costing Australia \$2.6 million. Taking these disturbing figures into consideration, Community Safety Week aimed to reduce the number of preventable injuries within Victoria through a community awareness and education campaign to be coordinated by the Department of Justice.

The Community Safety Week campaign focused on encouraging community and government agencies to provide activities at local level and coordinating this participation, and secondly, creating and increasing community and media awareness of Community Safety Week and the need for personal safety precautions.

As Community Safety Week was run for the fourth consecutive year, the campaign would explore new opportunities for promotion and involvement at both activity provider and community levels, and support initiatives from previous years.

Community Safety Week 2000 consisted of over 500 events provided by 300 separate agencies, an increase of over 25 per cent. Fifty-one of the seventy-four Local Government Authorities participated in Community Safety Week, as did six out of eight state government departments. The Local Safety Survey (conducted by Crime Prevention Victoria) found awareness of Community Safety Week within the Victorian community more than double compared to 1999, reaching an awareness level of 46%.

2001 I9

Defence Science & Technology Organisation GLOBAL HAWK DOWNUNDER

Contents: Folder, supporting documentation, video, CD-ROMs (3).

In April 2001 an unmanned jet aircraft made history by flying itself nonstop across the Pacific from the United States to Australia, landing in Adelaide with centimetre precision.

The immense positive public and media response was a triumph for inhouse communications specialists working to contribute to a successful Defence trial, and to gain internal and external acceptance for new technology. An Australia-US defence and industry communications team used research, publicity, displays, talks and tools such as a special Internet site to make the event a landmark in aviation history.

The event realised the vision in 1998 of Australian Defence organisational communications specialists who identified the potential of a then low-key proposal for joint research in emerging UAV technology:

to reinforce working links and communication between military, scientific and defence industry partners under the Australia-US alliance;
to reinforce teaming between different arms of the Australian Defence Organisation;
to address community concerns shown in attitudinal surveys that Australia might not have up-to-date defence technology and maritime surveillance; and
to capture the public imagination.

2001 I10

Dept of Immigration & Multicultural Affairs GATEWAY TO THE GAMES - A MULTICULTURAL
THEME DAY

Contents: Folder, supporting documentation, video, multicultural media kit.

There was singing, dancing, eating and drinking as representatives from more than 20 different cultures got together to celebrate Australia's cultural diversity at the Sydney Media Centre (SMC) on 13 September 2000, two days before the opening of the Olympic Games.

This event was the *Multicultural Theme Day*, organised by the Department of Immigration and Multicultural Affairs (DIMA) Public Affairs team. More than 430 people attended — making it the largest event at SMC during the Olympic Games.

Journalists from all over the world were treated to a spectacular event showcasing Australia's multicultural society. Presented by Lee Lin Chin, Weekend Anchor SBS Television, the show included both well known and not so well known Australians from a variety of cultural backgrounds.

Musician Marcia Hines, Brazilian-born body boarder Stephanie Pettersen, and Neville Roach, the Chairman for the Council of Multicultural Australia and Chairman of Fujitsu Australia all joined the Minister for Immigration and Multicultural Affairs, Philip Ruddock on stage.

This celebration also included a variety of multicultural cuisines, a traditional Aboriginal welcome; a performance by Scottish dancers; a Chinese Drum and Ribbon Dance; an Indian Sitar and Dance; and a Greek Band.

This special event was put on to highlight the success of Australia's multicultural society to a worldwide audience during the Olympic Games.

2001 I11

Department of Training and Employment,WA CAREER CHOICES EXPO 2000

Contents: Folder, supporting documentation.

Seventeen thousand people swarming through the Fremantle Port Authority inspecting hundreds of career and educational opportunities free-of-charge – that was the result of a well-planned event designed to showcase vocational education and training to as wide an audience as possible.

The event has become one of the most successful public relations initiatives ever mounted by the Department of Training. The event is organised, marketed, and staffed entirely by the Community Relations team of the Department of Training. It also is mostly self-funded from exhibition fees.

The 2000 Career Choices Expo exceeded attendances by more than 2000 people, it featured integrated marketing and support sponsorships and cross promotions on Channel 10, 96fm radio station and *The West Australian*.

The Expo was attended by nearly 100 different schools (from as far away as Wiluna), including many that made the Expo the central feature of a Perth trip, as well as thousands of potential mature students looking for new careers and opportunities.

The Expo was conceived in 1998 to promote vocational education and training, specifically TAFE courses, to showcase the wide variety of careers which lead from TAFE courses, and to help position TAFE as a viable post school option for school leavers and people wanting to return to study.

During that time it has become one of the main means of promoting TAFE and vocational and training options. The Expo is now regarded as the most successful of its type in Australia, has achieved all its objectives, and is firmly established in the school calendar.

2001 I12

Fire & Emergency Services Authority, WA WESTERN RESCUE 2001

Contents: Folder, supporting documentation, video.

The problem of providing timely response to road crashes across the remoteness and distance unique to the Australian terrain is a challenge for the emergency services. In Western Australia alone, approximately 200 people die each year as a result of road crashes, half of which occur in remote locations.

The Fire and Emergency Services Authority of Western Australia (FESA) accepted the challenge to implement a national event, which offered the potential to improve response to remote locations. While recognising this potential, FESA's overall goal was to contribute to a higher level of service to the community by influencing the future of road crash management in Western Australian.

The cooperation and collaboration required of key stakeholders is crucial to achieving this goal. Hence, an intensive twelve month marketing communications campaign was implemented to encourage participation. The campaign involved consultation with stakeholders, taking into account their desired outcomes. Outcomes in strategic partnerships and sponsorship were achieved well in excess of set objectives.

Notable outcomes include:

- Strategic alliances with government agencies and private industry.
- Increased skill levels amongst road rescuers.
- Representation at the event from all targeted groups.

2001 I13

Kath Rose & Associates RIVERFESTIVAL 2001

Contents: Spiral bound book (landscape orientation), CD-ROM

Riverfestival has become Brisbane's signature annual celebration, a spectacular blend of events which celebrate the Brisbane River and its significance as the lifeblood of Queensland's capital. The festival is underpinned by *Riversymposium*, *Riverprize* and *Rivertalks* – the science behind the celebration.

Staged over eight days in 2000 – September 2 – 9 – the *Riverfestival* attracted 650,000 people with a mix of:

- Riverfire*
- Riverconcerts*
- River run*
- Riverfeast*
- Riverprize* – the world's leading prize for river management
- Riversymposium* – international conference
- Riverjazz*
- Riverrage*
- Rivercruises*
- Rivertalk*
- Riversymphony*

However, the success of *Riverfestival* was *not* guaranteed.

There were many great communication challenges facing Kath Rose and Associates in delivering the final strategy and success story. Ranging from changing media perceptions, through managing political environments and sponsor partners, to driving general public messages, ensuring crisis plans were established and competing with a myriad of other events, KRA established communication protocols and worked outside the square for the five-month period.

Perhaps the most important success from *Riverfestival 2000* was establishing the science behind the celebration – educating both the media and the public about the importance of waterways globally. We are proud of the successes that were achieved.

Riverfestival 2000 – a cause for celebration.

2001 I14

Maroochy Shire Council LOCAL GOVERNMENT AWARENESS WEEK 2001 AT
MAROOCHY SHIRE COUNCIL

Contents: Folder, supporting documentation

Local Government Awareness Week (LGAW) 2001, from Monday 28 May to Sunday 3 June, was a celebration of community and Local Government.

LGAW provided a focus for Councils around Queensland to promote a greater awareness and understanding of their role and responsibilities among the people who live and work in each Council area. This Week provided Maroochy Shire Council, on Queensland's Sunshine Coast with an opportunity to highlight the important services it provides and to encourage local people to join in community life. Maroochy Shire Council not only hosted their own week of events and activities, but we also won the privilege to host the STATE launch for LGAW 2001 – a **special event** that Council and the community will never forget!

LGAW was reinstigated in 1999 by the Local Government Association of Queensland inc. (LGAQ), in response to a growing concern from member Councils for a need to promote a good understanding and increased awareness of the sphere of Local Government throughout the community.

The aim of LGAW is three fold:

- to inform and educate the community of the roles and responsibilities of the sphere of local government;
- to encourage greater community participation in local government; and
- to improve morale within the Council, through community acknowledgment

Maroochy Shire Council's Media & Marketing Unit took the project on board and were quick to put the wheels in motion in establishing a LGAW working committee that consisted of 10 members representing all areas within Council. Remembering, that the more people involved, the more likely we could heighten Local Government Awareness and promote education.

Using the theme for this year's LGAW – "Quality Lifestyle for our Community" - activities held throughout the week in the Maroochy Shire included the State launch for LGAW, the Great Sunshine Coast Council Relay Challenge, in-school career days, Council facility tours, competitions and a festival day.

2001 I15

Michels Warren OFFICIAL OPENING CEREMONY OF THE BEVERLEY URANIUM MINE

Contents: Folder, supporting documentation, video, photographs

In February 2001, Michels Warren conceived and managed the official opening ceremony of the controversial Beverley Uranium Mine, 600 km north of Adelaide. Beverley is the first In Situ Leach (ISL) uranium mine to be commissioned in Australia. The process involves acid-leaching the uranium underground.

Uranium was first discovered in the area in 1969, but as a consequence of changing government policy and fluctuating demand for uranium it was to be: 30 years before the Beverley Uranium Mine received environmental approval from the State and Federal Governments; and a further two years before it was ready for commissioning.

Against a background of fierce opposition from extreme elements in the anti-nuclear movement, it was essential to generate positive awareness of the mine's commissioning among the South Australian public, politicians and uranium customers.

2001 I16

The PR Edge TUPPERWARE 40TH BIRTHDAY

Contents: Folder, supporting documentation, video

The Tupperware 40th Birthday, celebrated in May 2001, signified a milestone for the company in Australia and a change in direction. As well as celebrating 40 years of success, the event also presented the opportunity to promote the company to a new, younger market.

The challenge was to create an exciting event that promoted the company, its product and people as relevant and contemporary, and also pre-dispose a new generation to the company without alienating traditional Tupperware customers.

A comprehensive PR campaign was devised and implemented, including holding an official birthday 'party' with over 700 enthusiastic Tupperware manager from around Australia, identifying 'faces' to represent Tupperware's diversity and developing comprehensive media kits.

The event achieved widespread media coverage with television news features in each state, articles in all national and metropolitan press, radio coverage (news reports and/or interviews) and extensive magazine coverage. As a result, Tupperware has experienced unprecedented growth with a 27% increase in product sales in May/June 2001 compared to the same time last year and new demonstrator recruitment up a massive 300% since May 2001 onwards.

2001 I17

Riley Mathewson and the Leukemia Foundation of WA WORLD'S GREATEST SHAVE FOR A CURE

Contents: Folder, supporting documentation

In March 2001 Riley Mathewson was commissioned by the Leukaemia Foundation to co-ordinate and manage the promotion of the Western Australian "World's Greatest Shave for a Cure". The challenge for the Leukaemia Foundation of WA is to raise more than \$170,000 (WA's total in 2000) and work towards the national goals of 30,000 heads shaved and \$5 million raised.

Riley Mathewson developed a media relations-driven program designed to clearly differentiate the World's Greatest Shave from other 'shave-for-charity' events whilst also stimulating participation and donations from community groups, particularly regional communities, past participants and others touched by leukaemia.

A two-pronged media relations strategy was conceived, firstly, to present leukaemia as a common disease affecting every-day people, and secondly, to stimulate community participation and hence donations via a series of fun shave-off events around the state.

A three-stage media relations program was initiated involving a roll-out of targeted media stories, a media launch, and community shave events. The highlight was a major shave event involving 92.9FM personalities Zara, Troy and Bernie as MCs and Berndt Stange and Shane Pryce from Perth Glory.

As a result of publicity, the Foundation raised \$250,000 and more than 3,000 people across Western Australia participated.

2001 I18

The Rowland Company HELPING THE SALVOS MAKE A DIFFERENCE

Contents: Folder, supporting documentation, video, information kit

The annual, national Red Shield Appeal generates funding for the Salvation Army (Salvos). The Appeal is divided into 'zones' throughout Australia. Advertising and marketing is handled from head-office (Sydney), but each zone is responsible for publicity in their area.

The Rowland Company and sponsor of the 2001 Red Shield Appeal, Suncorp Metway, volunteered their services to assist the Salvos with publicity. The three organizations lead the Brisbane Publicity Committee. The adopted 'team' approach enabled the Committee to leverage support and 'in kind' help from their various contacts, and achieve an outstanding result without paying a cent.

This is the 36th year of the Appeal and, amongst other challenges, the Committee had to re-invigorate the campaign to increase funding and volunteers. Activities undertaken included 'Brisbane's biggest business breakfast', share-trading challenge, the doorknock and various media opportunities.

This campaign had no budget. Services were provided voluntarily and activities completed for free (apart from the sponsored business breakfast). This year's three-month Appeal was the most successful ever in Brisbane. Donations totalled \$1,831,305, which was a 12% increase from 2000. 3,787 volunteers were enlisted – a 46% increase on last year.

2001 I19

Stellar Concepts BHP COLORBOND®: ART ON STEEL

Contents: Folder, supporting documentation, video, CD-ROM

Art on Steel is a community arts initiative launched by BHP Steel, to commemorate the production of the 5 millionth tonne of COLORBOND® steel and to raise awareness and funds for the State & Territory Emergency Service (S/TES).

17 of Australia's leading artists created 21 artworks using COLORBOND® steel cut from the 5 millionth tonne produced in Victoria in January 2001. These artworks then travelled by roadshow to 11 Australian cities, April – June, 2001. The exhibition stopped for 2 – 5 days in each city with opening events at every location.

Entry to the exhibition was free with high-traffic venues selected resulting in a mix of shopping centres, museums and galleries.

The creation of Art on Steel arose from BHP Steel's desire to thank the Australian public for their support of COLORBOND® steel through 5 million tonnes and 34 years. The strapline "Strengthening Your Community" was created for the program placing emphasis in all aspects of the project's promotion and execution, on giving something back to Australia's regional and metropolitan communities.

The program culminated with a celebration dinner where the artworks were auctioned. A total of \$517,000 was raised with 100% of proceeds going directly towards initiatives to train volunteers at the SES

2001 I20

Strategic Public Relations 2001 YELLOW PAGES SOUTH AUSTRALIAN TOURISM AWARDS

Contents: Folder, supporting documentation

No executive summary provided in entry.

2001 I21

Turnbull Porter Novelli 2000 KMART WISHING TREE APPEAL

Contents: Folder, supporting documentation

The Kmart Wishing Tree Appeal is Australia's largest Christmas gift appeal and has made a difference on Christmas day to more than 1.54 million Australians over the past 12 years. The Appeal supports some of Australia's most highly regarded welfare organisations – the Salvation Army, The Smith Family, Brotherhood of St Laurence and Lifeline in Western Australia.

Our major challenge was to attract the interest of target audiences and encourage participation in the Appeal - in a competitive environment, at the busiest time of the year. The other major challenge was to breathe new life into a long-running campaign. Our strategic response was to focus on integrating successful strategies from previous years and amend these to develop renewed interest in the Appeal. The successful elements of previous years included media relations, communication with stores, suppliers, schools and target high profile (personalities/celebrities) Australians.

The overall objective of the 2000 campaign was to collect more than 195,000 gifts. The Appeal ran from the November 2 launch through to the final delivery of presents on Christmas Eve and brought a smile to the faces of more than 200,000 Australians.