

2002 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 finalists.

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
- 18 CATEGORY B COMPREHENSIVE COMMUNICATION
- 24 CATEGORY C EMPLOYEE/MEMBER COMMUNICATION
- 27 CATEGORY D GOVERNMENT COMMUNICATION
- 29 CATEGORY E INVESTOR/FINANCIAL COMMUNICATION
- 30 CATEGORY F ISSUES/CRISIS MANAGEMENT
- 35 CATEGORY G MARKETING COMMUNICATION
- 41 CATEGORY H PRO BONO/LOW BUDGET COMMUNICATION
- 43 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.

Security gates have been installed in the entrance to the UTS City Campus Library and entry for approved clients is now via a swipe card system. Non-UTS students and staff will gain access to the Library by filling in a day registration form at the entry gates. The application will need to state that they will be using the Golden Targets.

Students and staff from other universities and TAFE are able to access the Golden Target Awards collection with an ID showing proof of enrolment or employment at the relevant institution.

Members of the community, including individual practitioners and professional members of PRIA, who wish to use the Golden Targets collection can obtain a day visitor registration with a photo identity.

Staff and students from private training colleges who are PRIA members and wish to use the Golden Targets collection, will be required to contact the Library in advance and make an appointment to visit as a group. Photo identity and PRIA membership will be required by the accompanying teacher. To arrange a group visit, please contact: Chris Van Eijk by phone: 9514 3728 or email: chris.vaneijk@uts.edu.au or Barbara Goldsmith (phone: 9514 3722 and email: barbara.goldsmith@uts.edu.au).

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

2002 A1	Andrews Marketing Group: MARINE RADIO WEATHER SERVICE CHANGES
2002 A2	Australian Quarantine and Inspection Service (Northern Territory): TEACHING QUARANTINE WITH STORIES
2002 A3	Ball Public Relations: SAVINGS AND LOANS CREDIT UNION; CHANGING TRANSACTION FEES IN A SENSITIVE ENVIRONMENT
2002 A4	Biotechnology Australia, ACT: BIOTECHNOLOGY ONLINE – EDUCATION PROGRAM
2002 A5	Corporate Communications: ANNOUNCING TASMANIA'S NEW TWINS
2002 A6	Corporate Communications: HOBART CITY COUNCIL BICENTENARY
2002 A7	Department of Veterans' Affairs: 60 TH ANNIVERSARY OF THE FALL OF SINGAPORE COMMEMORATIVE MISSION 2002
2002 A8	Duke Energy: PIPEDREAM TO CONSTRUCTION REALITY
2002 A9	Interconnect Alliance for Brisbane City Council WATERWORKS ROAD / JUBILEE TERRACE INTERSECTION UPGRADE
2002 A10	McCalls: IF IT'S NOT SAFE – DON'T DO IT THAT WAY
2002 A11	Mills Wilson: INTERNATIONAL YEAR OF VOLUNTEERS
2002 A12	NSW Department of Ageing, Disability and Home Care: SENIORS WEEK 2002
2002 A13	Oak Ridge Communication Group: VEG 'N' FRUIT WEEK 2002
2002 A14	Phoenix PPR: LEVERAGING MCDONALDS SPONSORSHIP OF THE KIDS ALIVE DO THE FIVE WATER SAFETY PROGRAM
2002 A15	Porter Novelli: THE AUSTRALIAN UNITY WELLBEING INDEX : ESTABLISHING A NEW BAROMETER ON HOW WE FEEL ABOUT OUR CITIES AND LIFE IN AUSTRALIA
2002 A16	Socom: "CREATING A COMMUNITY CHEST" IMPROVING COMMUNITY RELATIONS FOR THE DENNIS FAMILY CORPORATIONS LAND ESTATES
2002 A17	South Australia, Department of Premier and Cabinet: ROYAL VISIT TO SOUTH AUSTRALIA BY HER MAJESTY THE QUEEN AND HIS ROYAL HIGHNESS THE DUKE OF EDINBURGH 27-28 February 2002 – Media arrangements
2002 A18	Victoria, Department of Natural Resources & Environment, Corporate Communications, Information & Media Services Branch: MARINE NATIONAL PARKS
2002 A19	Western Health: SUNSHINE HOSPITAL COMMUNITY CELEBRATION DAY COMMUNICATIONS CAMPAIGN
2002 A20	Western Australia Department of Training: FIRST-CLICK: GETTING STARTED WITH COMPUTERS
2002 A21	Women's and Children's Hospital: FRIENDS PROMOTING GOOD HEALTH CAMPAIGN

CATEGORY B: COMPREHENSIVE PROGRAM

2002 B1	2ic Integrated Communications for Sydney Ultrasound for Women: MOTHER AND BABY DOING WELL: PRIVATE HEALTH AND PUBLIC RELATIONS
2002 B2	ABC Creative Solutions: COMMONWEALTH YOUTH FORUM
2002 B3	Burswood International Resort Casino: AN ERA OF CHANGE AND CHALLENGE
2002 B4	Co-operative Bulk Handling: COMMUNICATION STRATEGY FOR THE CAMPAIGN TO MERGE CO-OPERATIVE BULK HANDLING WITH THE GRAIN POOL OF WA
2002 B5	Corporate Communications: HYDRO TASMANIA BASSLINK PROJECT
2002 B6	Horizon PR for Department of Family and Community Services: NATIONAL YOUTH WEEK 2002
2002 B7	Hughes Public Relations: URBAN PACIFIC LIMITED – SUPPORTING NATIONAL EXPANSION
2002 B8	National Library of Australia: TREASURES FROM THE WORLD'S GREAT LIBRARIES
2002 B9	Northern Territory Power and Water: POWER AND WATER CORPORATE IMAGE PROJECT
2002 B10	Porter Novelli: H.W.GREENHAM & SONS, PTY. LTD.

- 2002 B11 Quay Connection (ACT) for Department of Immigration and Multicultural Affairs: AUSTRALIAN CITIZENSHIP - THERE'S NEVER BEEN A BETTER TIME TO BECOME AN AUSTRALIAN CITIZEN
- 2002 B12 Queensland Transport: MEETING THE TRANSPORT CHALLENGE – CHOGLM 2001-2002
- 2002 B13 Socom (ACT): REVEALING AN EMERGING INDUSTRY LEADER
- 2002 B14 Spin Business Solutions: DUNKIN' DONUTS LAUNCH CAMPAIGN
- 2002 B15 Sydney Opera House: UTZON DESIGN PRINCIPLES – SAFEGUARDING THE FUTURE OF THE SYDNEY OPERA HOUSE

CATEGORY C: EMPLOYEE/MEMBER COMMUNICATION

- 2002 C1 AMEC (SA): COMMUNIQUE
- 2002 C2 Co-operative Bulk Handling: COMMUNICATION STRATEGY FOR THE CAMPAIGN TO MERGE CO-OPERATIVE BULK HANDLING WITH THE GRAIN POOL OF WA
- 2002 C3 DA Consulting Group (VIC) for Toyota Australia: RIGHT SALARY, RIGHT TIME, RIGHT INFORMATION
- 2002 C4 McCalls: SWITCH ONTO THE CLUB OF THE FUTURE
- 2002 C5 Media Link Marketing: QUEENSLAND LAW SOCIETY
- 2002 C6 The Phillips Group: REALISING THE VISION – CHURCHES OF CHRIST CARE
- 2002 C7 Star City: CASINO CULTURE CAMPAIGN
- 2002 C8 Women's and Children's Hospital: DEVELOPING QUALITY CONSUMER HEALTH INFORMATION
- 2002 C9 Yooralla Society of Victoria: PUBLIC RELATIONS MADE EASY

CATEGORY D: GOVERNMENT COMMUNICATION

- 2002 D1 August.One Communications: MICROSOFT AUSTRALIA POLICY BLUEPRINT
- 2002 D2 Australian Medical Association: TMF OR BUST
- 2002 D3 Business SA: MANIFESTO FOR SOUTH AUSTRALIAN BUSINESS
- 2002 D4 GBA Communications: AGED CARE COUNTS CAMPAIGN
- 2002 D5 McCalls: QUEENSLAND RESIDENT ACCOMMODATION MANAGERS ASSOCIATION
- 2002 D6 Socom for the Royal Agricultural Society of Victoria: THE SHOW MUST GO ON

CATEGORY E: INVESTOR/FINANCIAL COMMUNICATION

- 2002 E1 Burswood International Resort Casino: CAPITALISING ON INVESTMENT
- 2002 E2 Westbrook Financial Communications for SP Telecommunications: SP TELECOMMUNICATIONS IPO
- 2002 E3 Burson-Marsteller for SingTel: SINGTEL ACQUISITION OF CABLE AND WIRELESS OPTUS

CATEGORY F: ISSUES/CRISIS MANAGEMENT

- 2002 F1 Bayly Willey Holt for Nudgee College: MENINGOCOCCAL DISEASE AT NUDGEE COLLEGE
- 2002 F2 Buchan Communications Group: RISING PUBLIC LIABILITY PREMIUMS IN SPORT : COMMUNITY UNDERSTANDING - INDUSTRY SOLUTIONS
- 2002 F3 Corporate Communications: HYDRO TASMANIA BASSLINK PROJECT
- 2002 F4 Department of Natural Resources & Environment, Corporate Communications, Information & Med Services Branch: RELOCATING MELBOURNE'S FLYING-FOXES
- 2002 F5 Financial and Corporate Relations for Willenius Wilhelmsen: THE TAMPA CRISIS
- 2002 F6 Hughes Public Relations: HARRIS SCARFE – THE HARD SELL
- 2002 F7 MAVERICK Media: WALKER DISPUTE
- 2002 F8 Moreland City Council: SHOW YOU CARE ABOUT AGED CARE
- 2002 F9 The Rowland Company (Qld): STRENGTHENING CHURCHIE'S REPUTATION IN THE FACE OF SEXUAL ABUSE CLAIMS

- 2002 F10 South Australia, Child and Youth Health: KEEPING PARENTING ISSUES AT THE FOREFRONT
- 2002 F11 Water Corporation: SAVE WATER: IT'S UP TO ALL OF US
- 2002 F12 Western Australia Department of Training: INVESTING IN WA'S FUTURE: APPRENTICESHIPS AND TRAINEESHIPS

CATEGORY G: MARKETING COMMUNICATION

- 2002 G1 August.One Communications for Microsoft Australia: WINDOWS XP LAUNCH
- 2002 G2 Australian War Memorial: STELLA BOWEN: ART, LOVE AND WAR
- 2002 G3 BBS PR for Queensland Gallery of Modern Art: MILLENNIUM LIBRARY PROJECT ARCHITECT SELECTION COMPETITIONS
- 2002 G4 BBS Public Relations: FUELWATCH - CHEAP FUEL, FAST
- 2002 G5 Burson-Marsteller: VICTORIA HARBOUR BY LEND LEASE
- 2002 G6 Corporate Communications: ANTARCTIC ADVENTURE: AN ICY PHOENIX RISES
- 2002 G7 Impact Communications for Lee Hecht Harrison: USING PUBLIC RELATIONS TO DEFINE DOWNSIZING AT LEE HECHT HARRISON
- 2002 G8 Impress Media Australia: INTERNODE 'MR BROADBAND' PR CAMPAIGN
- 2002 G9 Lenard's Pty Ltd: BEEFING UP THE POULTRY KING
- 2002 G10 Phoenix PPR: TNQ STYLE MAGAZINE
- 2002 G11 Porter Novelli (SA) for Sentek Sensor Technologies: SENTEK SALINITY CAMPAIGN
- 2002 G12 Strategic Public Relations: COMMUNICATIONS PROGRAM FOR BANKSA
- 2002 G13 TXU Networks Pty Ltd: CAN YOU HANDLE THE PRESSURE
- 2002 G14 Weber Shandwick Australia for DDI Australia: DDI AUSTRALIA - MANAGING THE LEADERSHIP VACUUM
- 2002 G15 Western Australia Department of Health: NUTRITION FRUIT AND VEGETABLE MARKETING COMMUNICATIONS CAMPAIGN 2002
- 2002 G16 Western Australia Department of Training: INTRODUCING THE 'SCHOOL OF LIFE'
- 2002 G17 Western Health: WESTERN HOSPITAL RADIOLOGY

CATEGORY H: PRO BONO/LOW BUDGET COMMUNICATION

- 2002 H1 Australia Day Council of South Australia: PAT RAFTER, AUSTRALIAN OF THE YEAR
- 2002 H2 Corporate Communications (TAS) for May Queen: MAY QUEEN APPEAL
- 2002 H3 Edelman for the Premier of NSW: VISIT OF NEW YORK'S FINEST AND BRAVEST
- 2002 H4 Newcastle Black and White Committee: NEWCASTLE BLACK AND WHITE COMMITTEE LUNCHEON: A TASTE OF ITALY IN THE VINEYARD
- 2002 H5 OvCa Australia (National Ovarian Cancer Network): SILENT NO MORE

CATEGORY I: SPECIAL EVENT

- 2002 I1 Adlink JLS (WA) for United Way: BANKWEST FREQ TO DARWIN SPLASH
- 2002 I2 Austin Williams: WORLD CONGRESS ON INFORMATION TECHNOLOGY 2002
- 2002 I3 Australia Day Council: BRINGING THE OUTBACK TO THE CITY
- 2002 I4 Australia Post Shared Services Division: SHARED SERVICES DIVISION VISION WORKSHOPS - THE JOURNEY OF A LIFETIME
- 2002 I5 Australian Bureau of Statistics: 2001 CENSUS DATA RELEASE COMMUNICATION CAMPAIGN
- 2002 I6 The Cancer Council: AUSTRALIA'S BIGGEST MORNING TEA
- 2002 I7 Capital Public Affairs (ACT) for the National Multicultural Festival: 2002 NATIONAL MULTICULTURAL FESTIVAL
- 2002 I8 GBA Communications for Workplace Safe: WORKPLACE SAFE 2001 AWARDS
- 2002 I9 Horizon PR: VIRTUAL COLOMBO PLAN
- 2002 I10 Mills Wilson: WORKSAFE 2002 AND BEYOND
- 2002 I11 The Rowland Company (QLD) for the National Health and Medical Research Council: HEALTH HEROES TAKE ON TERRORISTS, AIRLINE COLLAPSE AND REFUGEE CRISIS

- 2002 I12 Socom (VIC) for Datex-Ohmeda: "A WALK ON THE WIDE SIDE" DATEX-OHMEDA'S HOSPITALITY CAMPAIGN FOR THE 8TH WORLD CONGRESS OF INTENSIVE & CRITICAL CARE MEDICINE
- 2002 I13 South Australia Department of Prime Minister & Cabinet: THE ROYAL VISIT TO AUSTRALIA BY HER MAJESTY THE QUEEN AND HIS ROYAL HIGHNESS THE DUKE OF EDINBURGH
- 2002 I14 Sue Currie Communications for NSW Animal League: SCRUFFS – THE NSW ANIMAL WELFARE LEAGUE
- 2002 I15 Whaley Consulting Group: SPLASH AND ROUGE BALL

WINNING ENTRIES BY CATEGORY

COMMUNITY PROGRAM

GOLDEN TARGET AWARD

2002 A7 Department of Veteran's Affairs (ACT): 60TH ANNIVERSARY OF THE FALL OF SINGAPORE COMMEMORATIVE MISSION 2002

HIGHLY COMMENDED

2002 A2 Australian Quarantine and Inspection Service (NT): TEACHING QUARANTINE WITH STORIES

COMMENDED

2002 A9 Interconnect Alliance for Brisbane City Council: WATERWORKS ROAD / JUBILEE TERRACE INTERSECTION UPGRADE

COMPREHENSIVE PROGRAM

GOLDEN TARGET AWARD

2002 B11 Quay Connection (ACT) for Department of Immigration and Multicultural Affairs: AUSTRALIAN CITIZENSHIP - THERE'S NEVER BEEN A BETTER TIME TO BECOME AN AUSTRALIAN CITIZEN

HIGHLY COMMENDED

2002 B12 Queensland Transport: MEETING THE TRANSPORT CHALLENGE - CHOGM 2001-02

COMMENDED

2002 B4 Co-operative Bulk Handling (WA): CO-OPERATIVE BULK HANDLING AND GRAIN POOL OF WESTERN AUSTRALIA MERGER

COMMENDED

2002 B5 Corporate Communications (TAS): HYDRO TASMANIA BASSLINK PROJECT

EMPLOYEE/MEMBER COMMUNICATION

GOLDEN TARGET AWARD

2002 C1 AMEC (SA): COMMUNIQUE

HIGHLY COMMENDED

2002 C3 DA Consulting Group (VIC) for Toyota Australia: RIGHT SALARY, RIGHT TIME, RIGHT INFORMATION

COMMENDED

2002 C7 Star City: CASINO CULTURE CAMPAIGN

GOVERNMENT COMMUNICATION

GOLDEN TARGET AWARD

2002D2 Australian Medical Association: TMF OR BUST

HIGHLY COMMENDED

2002 D6 Socom for the Royal Agricultural Society of Victoria: THE SHOW MUST GO ON

COMMENDED

2002 D3 Business SA: MANIFESTO FOR SOUTH AUSTRALIAN BUSINESS

INVESTOR/FINANCIAL COMMUNICATION

GOLDEN TARGET AWARD

2002 E3 Burson-Marsteller for SingTel: SINGTEL ACQUISITION OF CABLE AND WIRELESS OPTUS

HIGHLY COMMENDED

2002 E1 Burswood International Resort Casino (WA): CAPITALISING ON INVESTMENT

COMMENDED

2002 E2 Westbrook Financial Communications for SP Telecommunications: SP TELECOMMUNICATIONS IPO

ISSUES/CRISIS MANAGEMENT

GOLDEN TARGET AWARD

2002 F5 Financial & Corporate Relations for Wallenius Wilhelmsen: THE TAMPA CRISIS

HIGHLY COMMENDED

2002 F1 Bayly Willey Holt Pty Ltd (QLD) for Nudgee College: MENINGOCOCCAL DISEASE AT NUDGEE COLLEGE

HIGHLY COMMENDED

2002 F3 Corporate Communications (TAS) for Hydro Tasmania: HYDRO TASMANIA BASSLINK PROJECT

COMMENDED

2002 F9 The Rowland Company (QLD) for The Anglican Church of Grammar School: STRENGTHENING CHURCHIE'S REPUTATION IN THE FACE OF SEXUAL ABUSE CLAIMS

MARKETING COMMUNICATION

GOLDEN TARGET AWARD

2002 G11 Porter Novelli (SA) for Sentek Sensor Technologies: SENTEK SALINITY CAMPAIGN

HIGHLY COMMENDED

2002 G7 Impact Communications Australia for Lee Hecht Harrison: USING PUBLIC RELATIONS TO DEFINE DOWNSIZING AT LEE HECHT HARRISON

COMMENDED

2002 G16 Western Australia Department of Training,: GRADUATING FROM THE SCHOOL OF LIFE

COMMENDED

2002 G9 Lenards Poultry Pty Ltd (QLD): BEEFING UP THE POULTRY KING

COMMENDED

2002 G10 Phoenix PPR (QLD) for The Beach Club: TNQ STYLE MAGAZINE

PRO BONO/LOW BUDGET COMMUNICATION

GOLDEN TARGET AWARD

2002 H3 Edelman for the Premier of NSW: VISIT OF NEW YORK'S FINEST AND BRAVEST

HIGHLY COMMENDED

2002 H2 Corporate Communications (TAS) for May Queen: MAY QUEEN APPEAL

COMMENDED

2002 H1 Australia Day Council of South Australia: PAT RAFTER, AUSTRALIAN OF THE YEAR

SPECIAL EVENT

GOLDEN TARGET AWARD

2002 I1 Adlink JLS (WA) for United Way: BANKWEST FREQ TO DARWIN SPLASH

HIGHLY COMMENDED

2002 I12 Socom (VIC) for Datex-Ohmeda: A WALK ON THE WILD SIDE

COMMENDED

2002 I7 Capital Public Affairs (ACT) for the National Multicultural Festival: 2002 NATIONAL MULTICULTURAL FESTIVAL

COMMENDED

2002 I11 The Rowland Company (QLD) for the National Health and Medical Research Council: HEALTH HEROES TAKE ON TERRORISTS, AIRLINE COLLAPSE AND REFUGEE CRISIS

DESCRIPTIONS OF ENTRIES

CATEGORY A: COMMUNITY PROGRAM

2002 A1 Andrews Marketing Group for the Bureau of Meteorology : MARINE RADIO WEATHER SERVICE CHANGES

Contents: Folder, supporting documentation, video.

In May 2002, the Bureau of Meteorology engaged Andrews Marketing Group to develop an issues/crisis management strategy for its new radio weather services.

The Bureau faced several critical issues:

- on 1 July 2002, the radio high frequencies (HF), program content, call signs and time schedules would suddenly change;
- the weather presenters would be replaced by a computer generated voice;
- re-tuning HF radio equipment would cost some members of the marine community upwards of \$5,000;
- the Bureau did not know how widespread this would be; and
- influential political and technical events were rapidly unfolding.

Our goal was to inform, and be seen to inform, the marine community of changes to the Bureau weather services, and to manage the repercussions of those changes.

We achieved each of our objectives, and results include:

- 96 positive newspaper articles;
- 38 positive radio interviews (70 min);
- 11 positive television announcements (8 minutes air time); and
- 40,000 website hits for July (135 per cent increase and Bureau record) – inc. a Herald Sun story about the website popularity.

Despite technical and political issues, the new national weather radio services “cut over” in a carefully managed, informative and positive context.

2002 A2 Australian Quarantine and Inspection Service (Northern Territory): TEACHING QUARANTINE WITH STORIES

Contents: Folder, supporting documentation, information kit, newsletters, 2 story books for children

Research commissioned by the Australian Quarantine and Inspection Service (AQIS) found low quarantine awareness amongst Aboriginal people in the Northern Territory (NT) – of concern because the communities are vitally important to quarantine in northern Australia.

NT public awareness officer for AQIS, Kay Carvan, had visited some remote Aboriginal communities with the NAQS Scientific team and was inspired to produce two stories about the characters and events. She produced these in her own time (not as a work project) and initially for the enjoyment of herself and her colleagues. Through these stories, Kay captured some of the complex themes behind the northern quarantine activities, in an immediately engaging and accessible way. AQIS Public Relations believed these stories would be ideally placed to begin to introduce some basic quarantine concepts to the target groups.

AQIS implemented a strategy to develop and pre-test the two stories as books for indigenous children, to distribute and promote the books, and to secure support for the venture from stakeholder agencies. The books are now a pivotal part of the AQIS Northern Australia Quarantine Strategy, which is administered to protect the top end of Australia from exotic pests and diseases. Following overwhelmingly positive feedback, a sequel storybook is on the way.

2002 A3 Ball Public Relations: SAVINGS AND LOANS CREDIT UNION; CHANGING TRANSACTION FEES IN A SENSITIVE ENVIRONMENT

Contents: Folder, supporting documentation

In 2001, the Savings & Loans Credit Union Board made a decision to change the credit union's transaction fee structure to more of a user-pays system. This occurred at a time of strong disillusionment and cynicism about financial institutions, particularly banks. Many Savings & Loans members, particularly under-18's and over-60's, had originally joined the credit union to avoid bank fees and the reducing staff numbers and branches.

The move towards a user-pays system could have been seen as a betrayal of the loyal members who had joined Savings & Loans to escape the treatment they were receiving from banks. There was a widespread and inaccurate community perception the Savings & Loans didn't charge any fees at all. Savings & Loans was vulnerable to the rising tide of community dissatisfaction with financial institutions. The challenge was immense. It was vital that credit union members understood that the changes to the transaction fee structure would still mean a fair deal. Research was conducted and a communication strategy was developed and implemented.

The goals and objectives were achieved on budget and on time, Savings & Loans continues to enjoy its reliable, fair, socially responsible reputation and its membership continues to grow.

2002 A4 Biotechnology Australia, ACT: BIOTECHNOLOGY ONLINE – EDUCATION PROGRAM

Entry missing

2002 A5 Commonwealth Department of Veterans' Affairs: 60TH ANNIVERSARY OF THE FALL OF SINGAPORE COMMEMORATIVE MISSION 2002

Contents: Folder, supporting documentation, booklet

At the going down of the sun, and in the morning, We Will Remember Them.

The Fall of Singapore on 15 February 1942 was one of Australia's worst wartime defeats, with more than 1800 Australians killed in battle and some 15,000 taken prisoner of war (more than one-third of these men died in captivity). Sixty years on, the Minister for Veterans' Affairs escorted 28 veterans of the Singapore campaign, and widows of those who served, back to Singapore on a Federal Government-sponsored 60th anniversary commemorative mission.

The Department of Veterans' Affairs developed a media and communication strategy to support the mission and to highlight the significance of the Fall of Singapore to Australians, paying tribute to those who served, those who were held prisoner of war and those who lost their lives.

With only a modest budget available for the strategy, resources were focused towards a concentrated media strategy designed for implementation in four phases: pre-mission awareness and agenda-setting; the official farewell; on-mission; and post mission. DVA commissioned Newspoll Market Research to benchmark and track the campaign.

The combined result of the four phases was exceptional. The campaign **increased awareness of the anniversary and associated mission by 40.1 per cent of the Australian population**, representing an overall increase in awareness of 288 per cent, and more than **62,018,880 audience hits** in all media formats across all States and Territories in both metropolitan and regional Australia.

2002 A6 Corporate Communications: ANNOUNCING TASMANIA'S NEW TWINS

Contents: Folder, supporting documentation

In early 2002, TT-Line Company Pty Ltd, a Tasmanian Government-owned business, announced it would replace the Bass Strait passenger and passenger vehicle vessels Spirit of Tasmania and Devil Cat with two new monohull vessels at a cost of \$290 million.

The overall objective of this program was to maximise positive publicity for the announcement and subsequent publicity of the purchase of the ferries. A comprehensive consultation and communications program was implemented involving four stages, with the second stage being the announcement of the purchase of the vessels.

Media coverage from the announcement was overwhelmingly positive. Importantly, the glowing coverage countered any potential for political fallout given TT-Line and the Tasmanian Government had bought two vessels from overseas rather than supporting a Tasmanian-owned business.

As a result of the careful management of the issues and the announcement itself, there is now a heightened and positive expectation in the community about the significant impact the new vessels will have on the state's economy, and the opportunities they are going to present for the tourism industry.

2002 A7 Corporate Communications: HOBART CITY COUNCIL BICENTENARY

Contents: Folder, supporting documentation

The 200th anniversary of the European settlement of Hobart will take place in 2004. As the site of the second permanent settlement in Australia after Sydney Cove, Hobart and the proposed Bicentenary celebrations are likely to attract wide community interest. As well, the issues of prior occupation and the sensitivities of the Aboriginal community are expected to gain prominence as the anniversary approaches.

The Hobart City Council retained the consultancy Corporate Communications (Tas) Pty Ltd, to develop and conduct a community and stakeholder consultation program to assist in determining if the anniversary should be marked and what form this should take.

A comprehensive community communication and consultation program was developed and included a launch function, media publicity, a public display, meetings with interested parties and identified stakeholder groups, the establishment of a telephone hotline and freepost facility, and the receipt of public submissions. The consultation program determined that an overwhelming majority of the Hobart community wanted to mark the Bicentenary and identified a range of favoured projects, events and activities.

As a result of the consultation the Council approved a budget of \$1.5 million to fund a Bicentenary program and established a high-level committee to plan and approve projects.

2002 A8 Duke Energy: PIPEDREAM TO CONSTRUCTION REALITY

Contents: Folder, supporting documentation, photos, newspaper

Construction of the \$440 million, 732km Tasmanian Gas Pipeline heralds a new era, industrially and economically, for Australia's island state. Whilst Tasmania will soon be able to more effectively compete for investment opportunities, construction has presented pipeline developer/owner, Duke Energy International (DEI), with major communications challenges, including:

- Management of stakeholder perceptions regarding private infrastructure development and ownership;
- Development of a major, linear project in one of the world's most pristine environments and environmentally-conscious communities; and
- Media relations management in one of Australia's most media-serviced yet news-starved communities.

In 2000, DEI saw the preparation of a communications strategy as a key factor in taking the project from pipe dream to construction reality. This Submission focuses on the strategy's Phase 3 (July 2001 to June 2002). The objectives were to build support, minimise objections and educate the community about construction activities.

The target audiences were Tasmanian and Victorian stakeholders, including community and business leaders. The core tools used included briefings, letters, brochures, newsletters and media relations. Evaluation shows that 84% of television reports were positive, only 25 submissions were entered during the public input stage and 2,171 people were personally briefed. DEI considers the campaign's objectives were successfully achieved.

2002 A9 Interconnect Alliance for Brisbane City Council WATERWORKS ROAD / JUBILEE TERRACE INTERSECTION UPGRADE

Contents: Folder, supporting documentation, newsletters, plans

The Interconnect Alliance was formed between Brisbane City Council and the private sector to develop an upgrade solution for the Waterworks Road/Jubilee Terrace intersection at Ashgrove. The intersection was generating significant congestion, local area “rat-running” and was likely to affect the efficiency of Council’s Waterworks Road Transit Lane Project, soon to be completed. Community opposition halted a previous upgrade through this intersection, making community support of this project imperative to its success.

Total community involvement in design development and well-planned communication to overcome challenges were pivotal to the project’s success.

Communication Challenges

Potential linking of this project with the State Government “Route 20” plan, overturned by community opposition

- ➔ **“Blank sheet” approach**, asking the community for upgrade suggestions.
- ➔ Draft and final design based on **majority community preference**

Potential negative public comment by an unsupportive State elected representative

- ➔ **Ongoing liaison** providing design updates and community response reports
- ➔ All stakeholders kept **fully informed**

Potential confusion between this project and the Waterworks Road Lane Project

- ➔ Use of **branded project materials**
- ➔ Reference in all materials to the Transit Lane Project as related but separate

OUTCOME ➔ An outstanding upgrade design, supported by the majority.

2002 A10 McCalls: IF IT’S NOT SAFE – DON’T DO IT THAT WAY

Contents: Folder, supporting documentation, brochures, photos

The Comalco Alumina Refinery was 11 years in the making and its announcement, while important in the State and national context, faced the prospect of growing local community discontentment. The residents of Yarwun and Targinnie, the neighbours of CAR, had been fighting the local authorities and the State and Federal Government to close down the nearby Southern Pacific Petroleum (SDPP) Oil Shale Plant on environmental grounds. Queensland Alumina Limited (QAL) is also located in the region and has been subject to environmental pollution fines, resulting in the need for a high cost technical upgrade.

The community communication strategy and program was developed by McCalls as part of the first phase of external communications for this \$1.4 billion investment in the Gladstone community.

“If it’s not safe – don’t do it that way” is the key project message underpinning all communications symbolising the safety, environmental and sustainable elements of the project. The aim was to proactively provide information to a passionate community to ensure that the reputation of CAR, from construction to future operations, was measurably enhanced.

The first phase of the strategy has been successful, delivering a strong initial community program and establishing the footing for the community engagement policy for construction and future operations.

2002 A11 Mills Wilson: INTERNATIONAL YEAR OF VOLUNTEERS

Contents: Folder, supporting documentation, poster, newsletters

Mills Wilson was engaged by Volunteering Western Australia and the International Year of Volunteers secretariat to promote the 2001 International Year of Volunteers. WA has one of the highest rates of volunteering in the nation. The International Year presented a unique opportunity to highlight volunteers’ work and the issues confronting volunteering organisations.

The challenge was to re-excite the media who were tiring of traditional volunteering stories and engage the community, Government and the corporate sector in recognising and celebrating the work of volunteering.

Our objectives were to:

Promote and expand volunteering

Strengthen Government, community and corporate sector relationships

Recognise and celebrate volunteering

Promote the importance of volunteering to the community and the economy

Achieve an enduring legacy for the future.

The campaign targeted both current and potential volunteer communities, and also the corporate, Government and wider communities. The strategy involved establishing and developing strategic alliances, achieving strong media coverage with a particular emphasis on encouraging a wider range of topics and talent to break away from traditional volunteer stereotypes; engaging the corporate community; providing support to more than 50 events during the year and using a wide range of communications tools to promote the Year.

2002 A12 NSW Department of Ageing, Disability and Home Care: SENIORS WEEK 2002

Contents: Folder, supporting documentation, newsletter, booklet

Almost everyone in NSW has heard of Seniors Week. Saying it enjoys strong community support is an understatement – what other annual event could avert a bus strike? But until 2002 few knew who sponsored it, or why ...

In 2002, the challenge for the Department of Ageing, Disability and Home Care (DADHC) was to brand the 40-year-old Seniors Week as a NSW Government initiative and to seize the opportunity to promote NSW Government ageing policies and initiatives, all without jeopardising community support. DADHC developed a comprehensive public relations strategy that achieved all this and more.

In short, the strategy resulted in:

- An almost 300% increase in community awareness of Seniors Week being a NSW Government initiative

- 96% of people surveyed being acutely aware of Seniors Week and 91% having heard something of the event

- stronger partnerships with other NSW and local government agencies

- record number of attendees at events

- record statewide media coverage of Seniors Week events and key messages

- highly effective media partnerships and substantial in-kind donations of media

- a gang of leather clad bikies supporting Seniors Week providing a newsworthy challenge to popular misconceptions about senior, and

- almost 70,000 seniors attending more than 370 Seniors Week events across NSW.

2002 A13 Oak Ridge Communication Group: VEG 'N' FRUIT WEEK 2002

Contents: Folder, supporting documentation, posters

Oak Ridge Communication Group was appointed by the WA Department of Health to manage an integrated, statewide public relations program encompassing media relations, sponsorship, competition evaluation and strategic advice to support Veg 'n' Fruit Week 2002 – the state's largest annual health promotion event for primary schools.

The promotion, held during 8-12 April 2002, attracted the highest levels of media coverage ever achieved in its eight-year history, with more than 2.15 million readers exposed to the campaign messages. Its success was also demonstrated by the extensive sponsorship achieved which included, for the first time this year, fresh produce to support the involvement of 261 schools statewide. This equated to support for 43.5% of all participants.

A record 295 competition entries were received from schools – an increase of 421% from 2001 – signifying the perceived value of the initiative; the appeal of the prizes; and the impact and influence the media relations campaign played in encouraging participation in the competition. This is notable given the extremely demanding schedule of teachers and schools.

The school campaign augments and supports the Department of Health's *Go for 2 & 5* campaign which is directed at increasing awareness and consumption of fruit and vegetables in adults.

2002 A14 Phoenix PPR: LEVERAGING MCDONALDS SPONSORSHIP OF THE KIDS ALIVE DO THE FIVE WATER SAFETY PROGRAM

Contents: Folder, supporting documentation, video.

In 2001/2002, McDonald's entered into the second year of their sponsorship arrangement with Laurie Lawrence and his Kids Alive Do The Five Water Safety Program. Phoenix PPR (PPPR) designed and implemented a national campaign to continue to promote the program and build on the success of the first year.

During 1999-2000, 63 children under five drowned. McDonald's goal was to help Laurie reduce this figure by encouraging parents to follow the five steps to water safety. After just one year, the Kids Alive program has helped to reduce this statistic from 63 to 35.

With limited budget, the most effective way to raise awareness was through publicity. PPPR toured Australia with Laurie and organised 45 media launches to ensure that the message was well communicated.

Four different events were designed to ensure 'new news' and maximum coverage. PPPR successfully ran either a McDonald's Challenge, a world record attempt, a water safety demonstration or the Kids Alive Choir. PPPR also implemented a range of internal promotional programs, including a traymat, educational kits, achievement certificates, a promotional folder for local activities and in store brochures.

The McDonald's Kids Alive campaign received exceptional coverage with 143 print stories, 122 radio mentions, 62 television stories and 15 internet mentions secured.

2002 A15 Porter Novelli: THE AUSTRALIAN UNITY WELLBEING INDEX : ESTABLISHING A NEW BAROMETER ON HOW WE FEEL ABOUT OUR CITIES AND LIFE IN AUSTRALIA

Contents: Folder, supporting documentation, video

Around the world there is increasing interest in quality of life, both from a personal and national viewpoint. As a financial services and health insurance provider, wellbeing is an area of interest to Australian Unity.

Australian Unity, together with university researchers, initiated The Australian Unity Wellbeing Index, a measurement of Australians' satisfaction with various aspects of life. The Index supports Australian Unity's interest in improving the wellbeing of Australians and its corporate brand positioning of '...looking after you'.

The challenge was to obtain extensive media publicity for the Index so as to establish a receptive environment for Australian Unity to use in forging closer relationships with key stakeholder groups and achieving its objective of utilising the Index for corporate profile building, advocacy and business development.

Porter Novelli developed comprehensive activities to maximise the effectiveness of media relations such as a media outreach program to ensure target audience understanding and support, communications tools to showcase results, use of news events such as September 11 to increase the Index's newsworthiness, use of everyday Australians as case studies and media events which also involved stakeholders.

2002 A16 Socom: "CREATING A COMMUNITY CHEST" IMPROVING COMMUNITY RELATIONS FOR THE DENNIS FAMILY CORPORATIONS LAND ESTATES

Contents: Folder, supporting documentation, comb bound booklet.

Bert Dennis, Chairman of one of Australia's largest privately owned land developers, Dennis Family Corporation (DFC), had built an organisation on the values of loyalty, trust, integrity, quality and honesty. Terms not generally associated with his profession. He had started his business by renovating homes with his wife Dawn. Over 40 years he grew the company to one involved in every facet of building and land development employing more than 300 people.

The Corporation had a litigious relationship with local government, based on council's lack of awareness of DFC's capabilities. They were frequently visiting the Victorian Civil and Administration Tribunal (VCAT). Bert wanted the land estates to become, and be seen as, an integral part of local community development. Previous attempts to sponsor local groups had not successfully integrated the estates into the community and they were sporadic with no direction. Poor relationships with the local community and the council resulted in negative media coverage and poor land sales.

Socom developed an innovative program that changed community perception of the DFC estates, increased land sales and gave the corporation access to key community leaders, improving its success in securing applications and reducing its VCAT appearances.

2002 A17 South Australia, Department of Premier and Cabinet: ROYAL VISIT TO SOUTH AUSTRALIA BY HER MAJESTY THE QUEEN AND HIS ROYAL HIGHNESS THE DUKE OF EDINBURGH 27-28 February 2002 – Media arrangements

Contents: Folder, Supporting documentation

In 2001 the Government of South Australia appointed Arndrae Luks and Kirsti Wolf as State Media Liaison Officers (SMLOs) to develop and implement a Public Relations Strategy for the 2002 visit of Her Majesty The Queen and His Royal Highness the Duke of Edinburgh. Kirsti and Arndrae were not seconded for this project. As a consequence, most of the PR Strategy was developed after hours and on weekends. It was to be the most important and complex of any Head of State visit to SA. The Strategy was therefore pivotal to its success.

The SMLOs jointly developed a Strategy that assisted in attracting huge crowds despite that same week:
controversy over the Governor-General
unprecedented security concerns following September 11
competition from the World IT Congress in Adelaide
a visit by President Bill Clinton

The Strategy won high praise from Buckingham Palace, Commonwealth/State Visit Officials, and Government security services for its innovative approaches to media/community relations. It was also highly commended by all media for its detailed logistics that ensured blanket coverage. Evaluation shows the Strategy was an outstanding success. It has become a benchmark for future Royal Visits.

2002 A18 Victoria, Department of Natural Resources & Environment, Corporate Communications, Information & Media Services Branch: MARINE NATIONAL PARKS

Contents: Folder, supporting documentation, brochure, fact sheets

The establishment of Marine National Parks and Sanctuaries will place Victoria at the forefront nationally and internationally of efforts to establish representative systems of highly protected marine environments and will conserve Victoria's distinctive marine ecosystems for current and future generations to enjoy.

To date, community debate surrounding the proposed establishment of Marine National Parks in Victoria has been vigorous, with the issue maintaining a high profile in the media. To minimise any public confusion surrounding the new Marine National parks legislation, the strategic communications approach focuses on the importance of ensuring Victorians are aware of its existence and are clear about processes for accessing accurate and consistent information.

The outcome of this community information strategy was a shift in the debate away from questioning the legislation to focusing on specific issues, clearly demonstrating increased understanding and knowledge within the community.

2002 A19 Western Health: SUNSHINE HOSPITAL COMMUNITY CELEBRATION DAY COMMUNICATIONS CAMPAIGN

Contents: Folder, supporting documentation, folders

After three years of planning and much community anticipation, Sunshine Hospital completed a \$44 million adult acute redevelopment in July 2001. While already renowned for its comprehensive range of women's and children's services, this milestone provided the hospital with an opportunity to reposition itself as the major health care provider for residents living in its core catchment area of Brimbank.

As the organisation's main priority was to encourage utilisation of its new services, a community awareness campaign was developed with a view to targeting local residents, general practitioners, community health care providers and businesses.

Given the demographics of the target audience, the campaign centered around the organisation and promotion of a Community Celebration Day. This event coincided with an official opening by the Victorian Premier, Steve Bracks - a visit which provided the hospital with a platform for fostering extensive community support and media interest in the lead up to, and following the event.

2002 A20 Western Australia Department of Training: FIRST-CLICK: GETTING STARTED WITH COMPUTERS

Contents: Folder, supporting documentation, poster.

Western Australia was in danger of splitting into two communities, divided by the ability to operate computers and the internet – this was the grim discovery of a Department of Training commissioned research report. The Department had long suspected that this was the case, but needed formal research to determine which segments of the community were most in need of computer training, and what sort of training they would feel comfortable with. For years there has been computer training available to every segment in the community, but for about 35 per cent of us, computers could be on another planet.

And so was born First Click. Using the research, the Department's Community Relations Manager, Sheryl Fewster, conceptualised the program, its branding and the total community focus of the training delivery. The Department also published the research as soon as it was received and invited comments on how to tackle the problem.

In a departure from previous Department practice, \$1 million was set aside in a special fund and communities were asked to tell us how they would increase computer literacy. Communities from one end of the state to the other, representing almost every interest group, responded in an unprecedented manner. More than 300 applications were received and to date, more than 6000 Western Australians have taken their "first click"!

2002 A21 Women's and Children's Hospital: FRIENDS PROMOTING GOOD HEALTH CAMPAIGN

Contents: Folder, supporting documentation, photos, brochures.

Recorded data from 1996 showed that diet-related disease accounted for almost 70% of all deaths in South Australia. A diet rich in fruit and vegetables has been shown to have protective effects in most diet-related diseases including heart disease, hypertension, stroke, non-insulin dependent diabetes and obesity. As a health promoting hospital, the WCH recognised the vital importance of healthy eating particularly for children and established an educational program with information to be disseminated throughout the state.

To manage this the hospital enlisted the help of its 2,500 volunteers and together set up "FRIENDS PROMOTING GOOD HEALTH" with Stage 1 being the Good Food Program. The target publics were schools, day care centres, indigenous groups, and local councils etc.

The evaluation of the program has shown very high acceptance of the importance of good food among the target publics. This included a successful Government grant of \$67,000 for the Coorong Good Food Program. The Friends have accepted their roles as Health Ambassadors with tremendous enthusiasm resulting in a substantial rise in membership and in general fundraising of \$69,000.

The Friends will continue the Good Food Program, plus Stage 2 will commence in August 2002 being BUGWATCH, an infection control awareness program.

CATEGORY B: COMPREHENSIVE PROGRAM

2002 B1 2iC Integrated Communications for Sydney Ultrasound for Women: MOTHER AND BABY DOING WELL: PRIVATE HEALTH AND PUBLIC RELATIONS

Contents: Folder, supporting documentation, brochures, flyers

2iC Integrated Communications worked with Leapfrog Research in response to a brief from Sydney Ultrasound for Women (SDUFW) to compile a research and strategic communications and business development program.

SUFW believed in their service and were interested in public relations' ability to improve dissemination of key business messages. SUFW felt overshadowed by corporate health companies with high exposure but lacking in SUFW's expertise and sophisticated service ethic.

Research (conducted mid-2000) identified perceptions of general practitioners (GPs) obstetricians, gynaecologists and patients towards SUFW branding and the range of services it offered. It also identified the most effective means of communicating with these stakeholder groups on obstetric and gynaecological (O&G) ultrasound issues.

As a result of the research, SUFW accepted 2iC recommendations to rebrand the company, produce a range of brochures and write a bi-monthly medical newsletter. They also agreed to be more assertive in securing GP educational speaking engagements and become more strategic, targeted and pro-active with the media.

Since the implementation of rebranding and communication strategies early in 2001, income generated by SUFW has increased by over 23%. 2iC also negotiated with a publisher for SUFW to contribute their expertise to a book which will generate royalties for SUFW.

2002 B2 ABC Creative Solutions: COMMONWEALTH YOUTH FORUM

Contents: Folder, supporting documentation, CD-ROM, Media Kit, bag

In the midst of international political upheavals, the Commonwealth Youth Forum (30 September – 8 October, 2001) represented a significant success in comprehensive communication and event planning. The Department of Education, Training and Youth Affairs appointed ABC Creative Solutions to develop, coordinate and manage the media strategy, ceremonial program and sponsorship for the Forum. The use of primary and secondary research ensured that stakeholders (including delegates, governments and media) experienced a tailored and enjoyable program, characterised by consistent internal and external communication.

The key messages of the Forum were delivered through events, publications and electronic communication. The identification of key milestones and events created significant media opportunities. The formal program and supplementary activities aimed to complement the nature of the Forum and enabled the delegates to experience the Australian culture and lifestyle. This included a series of events organised at short notice when CHOGM and the home stay program was cancelled for security purposes.

The original objectives of the Forum were either met or exceeded, including the securing of media and airline sponsorship, the achievement of 100% positive editorial coverage in local national and international media, and uniformly positive feedback from stakeholders regarding the conduct and outcomes of the Forum.

2002 B3 Burswood International Resort Casino: AN ERA OF CHANGE AND CHALLENGE

Contents: Folder, supporting documentation, video, magazines, media kit

Having invested \$96 million in a major improvement and redevelopment programme, Burswood International Resort Casino was about to experience the most significant physical and operational changes in its 15-year history. Construction work and renovations took place over an 18-month period to develop new and improved facilities at the Resort. The changes covered four main locations and comprised more than 14

new-look facilities, each presenting a positive communication opportunity and scope to renew interest in Burswood with key stakeholder groups.

A comprehensive communication campaign was developed to capitalise upon this 'era of change and challenge'. Strategies were designed to minimise negative impacts on Resort operations during construction, and maximise opportunities to promote and relaunch the 'new Burswood'.

2002 B4 Co-operative Bulk Handling: COMMUNICATION STRATEGY FOR THE CAMPAIGN TO MERGE CO-OPERATIVE BULK HANDLING WITH THE GRAIN POOL OF WA

Contents: Folder, supporting documentation, brochure, booklet, poster

Established in 1933, CBH stores and handles Western Australia's annual harvest through almost 200 country receival depots. CBH handles an average 10 million tonnes of grain across 11 grain types, has an annual turnover in excess of \$200 million and an asset replacement value of \$3 billion. The Grain Pool of WA handles the sale and shipment of 11 grain types to more than 30 export destinations. The Grain Pool markets approximately 3 million tonne of WA's grain crop and has an annual turnover of almost \$800 million. In November 2001, the two organisations announced the intention to merge, in order to create value for some 7,500 Western Australian grain growers. This announcement followed a period of actual, proposed and speculative changes within the grains industry as participants' positioned themselves in response to deregulation and increased competition. Several key steps were required to effect the merger: Gain 75 per cent support of voting shareholders for changes to CBH's Memorandum and Articles of Association

Demonstrate grain grower (constituent) support for the merger to the WA Government
Amend the Bulk Handling Act to allow CBH to trade grain; and amend the Grain Marketing Act to transfer the Grain Pool's assets and liabilities to the merged group.

The corporatisation of the Grain Pool, from a statutory authority to a proprietary limited company
To achieve the first pivotal objective – 75% support - CBH and the Grain Pool developed and implemented a comprehensive, combined communication strategy from November 2001 to March 2002, which culminated in 85 per cent support of voting shareholder at CBH's AGM on 7 March 2002. The merger vote is the critical strategic first step to create a stronger state-based industry that would simultaneously ensure that growers control its future destiny.

2002 B5 Corporate Communications: HYDRO TASMANIA BASSLINK PROJECT

Contents: Folder, supporting documentation, spiral bound booklets, brochures, stapled booklet

Basslink is a \$500 million plus private sector project to link Tasmania to the national electricity grid. In the largest private sector infrastructure project in Tasmania's history, it will enable the two-way exchange of electricity between mainland Australia and Tasmania and facilitate the development of Tasmania's world-class wind energy resources.

Basslink undersea interconnector is considered a vital infrastructure project for Australia in that it will provide additional peak load capacity for Victoria, drought proof the Tasmanian electricity system and open up a national market for the development of Tasmania's wind energy resource, so assisting the nation to meet its international greenhouse gas reduction commitments.

The project had to undergo a lengthy approvals process involving three governments, and was threatened by environmental activism and a low level of public awareness, understanding and support. The major partner in the project, Tasmania's electricity generator, Hydro Tasmania, was concerned that if the project did not gain approval, its future growth and national marketing objectives would be jeopardised. The consultancy Corporate Communications Pty Ltd (Tas) was engaged to prepare and implement an integrated communications and stakeholder management strategy to raise awareness of the project in the Tasmanian community and to help deliver a favourable outcome for the Basslink project both from the approval hearings and Government deliberations.

The program was successful in dramatically raising awareness and public support for the project, securing a recommendation for approval from the Joint Advisory Panel and final approval from the Tasmanian Government for construction to proceed.

2002 B6 Horizon PR for Department of Family and Community Services: NATIONAL YOUTH WEEK 2002

Contents: Folder, supporting documentation, posters

National Youth Week (NYW) is an annual event for young people aged 12 to 25 in every Australian State and Territory and in 2002, the campaign reached new heights on almost every level.

For the first time NYW enjoyed:

- National media partners
- Cash sponsors
- More than 2000 media hits
- More than 2,500 locally organised live events
- A national launch event at Darling Harbour, Sydney

The support of this year's Celebrity Ambassadors also played a huge role in this year's success along with the national talent competitions in which the number of entries doubled. Youthweek.com, the official NYW website, was reinvented and promoted at every opportunity – through media partners, in media releases, on the printed collateral mailed to schools, TAFE colleges and universities and via an extensive web linkage campaign. In the end National Youth Week 2002 was the largest ever celebration for young Australians. Horizon Public Relations was responsible for developing and implementing the NYW 2002 Marketing and Communications strategy. The project was overseen by the Youth Bureau of the Commonwealth Department of Family and Community Services (FaCS), in collaboration with the Departments responsible for youth affairs in all States and Territories.

2002 B7 Hughes Public Relations: URBAN PACIFIC LIMITED – SUPPORTING NATIONAL EXPANSION

Contents: Folder, supporting material, brochures, poster

National developer Urban Pacific Limited (UPL) has a residential project portfolio valued at approximately \$2.3 billion. Hughes PR is responsible for managing UPL's public relations and communications needs at both a corporate level and at a project level nationally. Current UPL projects include:

- Westwood (SA) – Australia's largest urban regeneration project and a joint venture with the South Australian Housing Trust;
- Springthorpe (VIC) – A premium mixed-use community integrated with La Trobe University in Melbourne;
- Kensington Banks (VIC) – A multi-award winning project close to the Melbourne CBD comprising mixed density residential and commercial development;
- Edenbrooke (QLD) – A mixed density master-planned community comprising 600 homes located 13 kilometres from Brisbane CBD;
- Somerly (WA) – A 162 hectare development comprising 1,800 new homes centred around a transit terminal and retail precinct north of Perth;
- River Links (QLD) – A \$450 million canal development between Brisbane and the Gold Coast.

Activity for each project ranges from community relations and awareness programs to publicity, newsletters and award submissions. At a corporate level, the consultancy is responsible for UPL's public image and positioning. Our role includes assistance with tender submissions, publicity, issues management, strategic direction, government relations, sponsorship, copy writing, and web management.

2002 B8 National Library of Australia: TREASURES FROM THE WORLD'S GREAT LIBRARIES

Contents: Folder, supporting documentation, video, photos, brochures, posters

Treasures from the World's Great Libraries was a national and international success. Conceptualised as the highlight of a year of celebrations for the National Library's Centenary and the Centenary of Federation, it was presented as a gift to the nation.

The exhibition showcased 160 iconic treasures from the great libraries of the world (including items from the National Library) documenting the people and events that have shaped the course of history. It captured the imagination of an entire nation. The thousands of entries in the Visitor Book are testament to its impact. This complex project was developed over two years under the stewardship of the National Library's Director-General, Jan Fullerton. Crucial to the implementation of the exhibition and the promotional campaign was sponsorship, cash and in-kind, from eight major supporters.

A strategic communication campaign including paid and sponsored advertising generated outstanding word of mouth publicity. This culminated in unprecedented visitor queues—the catalyst for the final phase of communications—to implement a queue management system.

2002 B9 Northern Territory Power and Water: POWER AND WATER CORPORATE IMAGE PROJECT

Contents: Folder, supporting documentation

Against a backdrop of continuing microeconomic reform, a new government and ongoing efforts to bring Timor Sea gas onshore, the Power and Water Authority became the Northern Territory's first government owned corporation on 1 July 2002. This move, combined with the Northern Territory electricity market being opened to competition, required Power and Water to look closely at itself, both internally and externally. In October 2001, Power and Water embarked on a nine-month project to strengthen the organisation's brand through implementing a name and logo change, and communicating the transition to becoming a government owned corporation. Developing a corporate plan, communicating the organisation's strategic direction and improving internal communication were also to be achieved during the nine-month project. The Power and Water Corporate Image Project was implemented on 1 July 2002, after an extensive program of external and internal consultation and communication. The consultation and communication was delivered to a diverse range of stakeholders, covering the length and breadth of the Northern Territory. While an extensive evaluation program is to be undertaken in the coming months, an indication in the weeks following the project's implementation date is that the project objectives have been achieved and the change positively accepted.

2002 B10 Porter Novelli: H.W.GREENHAM & SONS, PTY. LTD.

Contents: Folder, supporting documentation, photos

HW Greenham and Sons engaged Porter Novelli to develop a program that would help secure cattle for its meat processing plant in northern Victoria. Viability of the business (a major employer in the region) relied upon farmers selling more cattle direct to the company, consistently throughout the year. The company previously relied on an ad hoc mix of advertising, sponsorship and competitions.

Porter Novelli developed a comprehensive program using a varied matrix of communication strategies, tactics and targeted messages, not previously attempted by the company. These were developed after extensive research, including a survey of northern Victorian and southern NSW suppliers (mainly dairy farmers), which generated a response rate of more than 40% without follow-up.

The four-part strategy involved using direct mail, advertising, media liaison and sponsorship to establish a stronger and direct relationship with dairy farmers. The program was expanded in December 2001 when Greenham purchased an abattoir in Tasmania. Porter Novelli implemented strategies that help to secure local community, government, industry and farmer support for the new venture, including staging a public meeting and face-to-face briefing sessions.

Since the communication program was implemented, direct cattle sales to Greenham have doubled, and the number of suppliers has increased by more than 30%.

2002 B11 Quay Connection (ACT) for Department of Immigration and Multicultural Affairs: AUSTRALIAN CITIZENSHIP - THERE'S NEVER BEEN A BETTER TIME TO BECOME AN AUSTRALIAN CITIZEN

Contents: Folder, supporting documentation, poster, brochure, video

Since Australian citizenship was first introduced on January 26, 1949, more than 3.4 million people have taken the pledge and become Australian citizens. Yet in the early months of 2001 there were more than 900,000 eligible permanent residents who, for a variety of reasons, had not taken up citizenship. Citizenship applications were in decline.

In response, the then Department of Immigration and Multicultural Affairs (DIMA) commissioned Quay Connection, Coo'ee Advertising and Cultural Perspectives to design and implement an integrated communication campaign to promote Australian citizenship. The principal aim of the campaign was to encourage eligible permanent residents to acquire Australian citizenship but also to encourage all Australians to value their citizenship, particularly during the Centenary of Federation.

The campaign creative was based on an "invitation" to permanent residents and Australian citizens to celebrate Australian citizenship in the Centenary of Federation. The campaign comprised mainstream above the line advertising – TV and print, ethnic press and radio advertising, as well as a public relations program made up of:

- A three phase media and publicity program
- Citizenship Ambassador program
- Stakeholder liaison and recruitment (including DIMA offices)
- An events program – campaign launch and Citizenship Day
- Campaign branding, material development and distribution
- Design and production of promotional materials
- Website design and development

Independent quantitative tracking research testified to the success of the campaign.

2002 B12 Queensland Transport: MEETING THE TRANSPORT CHALLENGE – CHOGM 2001-2002

Contents: Folder, supporting documentation, brochures, booklet

Brisbane was selected to host the 2001 Commonwealth Heads of Government Meeting from 6 to 9 October. Leaders from 524 countries, along with more than 2500 official delegates and 1000 media representatives, were to descend on the city. While the staging of CHOGM 2001 and its associated forums and events was a large-scale operation involving dozens of organisations, Queensland Transport was to play the lead role in managing traffic and transport operations for the event while maintaining "business as usual" in the Central Business District (CBD).

The events of 11 September put CHOGM 2001 under intense international scrutiny. The communication challenge associated with the transport logistics, and concerns that the city would be brought to a standstill, was followed by the postponement of the event by the Prime Minister. This was due to security concerns and occurred just one week prior to the scheduled start date.

Moving CHOGM from Brisbane to the Sunshine Coast and altering the date to March 2002 required a new round of planning by federal, state and local government and agencies. While the scale of the event and the transport task was different, the relocation presented Queensland Transport with an equally challenging communication task.

The logistics of transporting international delegations and the infrastructure required to accommodate them on the Sunshine Coast without causing major disruption to local residents required a multi-faceted communication approach by the QT team, in close liaison with other organising agencies. The communication planning work undertaken for CHOGM 2001 greatly assisted in ensuring that CHOGM 2002 and the accompanying Royal Visit was a success.

2002 B13 Socom (ACT): REVEALING AN EMERGING INDUSTRY LEADER; A COMMUNICATION CAMPAIGN FOR THE DENNIS FAMILY CORPORATION

Contents: Folder, supporting documentation

In 2000, the Dennis Family Corporation (DFC) was virtually unknown despite being one of Australia's largest privately owned land and housing developers. An Australian, family owned company, the Corporation is involved in every facet of property and land development. Chairman Bert Dennis founded the company in 1960.

In such a competitive industry, a lack of awareness by the general public resulted in poor sales for the Corporation. Councils were unaware of the Corporation's capabilities, presuming the DFC was a small operation, which created issues in securing planning applications. An additional problem was the Corporation's relationship with local and state governments. It was frequently visiting the Victorian Civil and Administration Tribunal fighting councils for planning permits.

Research revealed that key stakeholders perceived the Corporation as conservative and traditional, revolving mainly around Bert Dennis (see page 4-Research). Stakeholders needed to be informed of the breadth of the DFC's operations (both domestic and international) and its expanding management structure.

Socom implemented a total communication campaign that radically improved the perception of the DFC among the industry, councils and homeowner market. This campaign resulted in a significant improvement in sales across all states, increasing turnover from \$135 million to \$250 million in two years.

2002 B14 Spin Business Solutions: DUNKIN' DONUTS LAUNCH CAMPAIGN

Contents: Folder, supporting documentation, photos, coupons

Dunkin' Donuts, a subsidiary of Allied Domecq, was to launch a commercial operation in Australia. Dunkin' Donuts had awarded the Queensland license to The Gordon Group Australia Pty Ltd who would open the first stores in Brisbane, Queensland with the intention to grow the stores throughout Queensland over time. Brisbane was to be the first test market for Dunkin' Donuts in which they would establish parameters and best locations for Dunkin' Donuts in the Australian market. A Dunkin' Donuts store had been opened in Australia over a decade ago and had been unsuccessful. Therefore Allied Domecq approached the market cautiously.

Through the licensee, Spin Business Solutions was contracted to supply consultancy services for a total communications campaign for the launch and manage all marketing and public relations issues. Spin Business Solutions was appointed on 21 August, 2001 with the launch date already set to occur at the end of September, 2001 for four Dunkin' Donuts stores. At the end of the campaign these objectives were successfully achieved with huge brand recognition.

2002 B15 Sydney Opera House: UTZON DESIGN PRINCIPLES – SAFEGUARDING THE FUTURE OF THE SYDNEY OPERA HOUSE

Contents: Two boxes, one inside the other, supporting documentation in folder, 4 comb-bound books, 2 spiral bound books, 1 media kit, 1 video; 1 CD-ROM

The appointment of Jørn Utzon as a design consultant to prepare a Statement of Design Principles for the Sydney Opera House was a milestone in the history of the building. Community expectations concerning Utzon's appointment were very high. Some stakeholders believed that Utzon's original designs for the building were to be restored. There were also misconceptions concerning the role of the Design Principles.

The communication program developed for the release of the Utzon Design Principles and Venue Improvement Plan, in May 2002, was aimed at gaining the support of key stakeholders and at clearly communicating the aims and objectives of the Design Principles to all stakeholders.

The success of the announcement enabled a program of works for the Sydney Opera House valued at \$69 million, to proceed with the support and endorsement of key architectural and heritage stakeholders. Misconceptions about the role of Utzon and the purpose of the Design Principles were clarified and extensive media coverage of the announcement enhanced awareness of the Sydney Opera House among domestic and international visitors, consolidating the status of the building as Australia's leading tourism attraction and its image as a world leading performing arts centre.

CATEGORY C: EMPLOYEE/MEMBER COMMUNICATION

2002 C1 AMEC (SA): Communiqué

Contents: Folder, supporting documentation, three newsletters

Rather than a newsletter, 'Communiqué' is a tool for sharing information with employees. It was originally intended to fill the gap left by the withdrawal of the Australian newsletter but has become a much more useful and well-received publication than the one it replaced.

Representing a complete reevaluation of employee communication for AMEC in Australia, 'Communiqué' is a medium for informing our employees on local matters such as legislation, policies and the implementation of new systems but in a manner that is more attractive to read and easier to digest than a managerial memorandum. As well as providing information, it is utilised to reinforce the goals of the business and to encourage two-way communication.

The development of this publication was based on meaningful research from which the clear message was that employees wanted communication that would help them to do their jobs. The establishment of realistic objectives helped to focus the communication strategy and a regular program of evaluation will continue to keep the publication on track.

With a diverse workforce and a broad geographic spread, reaching everyone and satisfying multiple objectives with a single corporate publication is never easy, however 'Communiqué' has achieved pleasing results and will evolve and adapt to future challenges.

2002 C2 Cooperative Bulk Handling: COMMUNICATION STRATEGY FOR THE CAMPAIGN TO MERGE CO-OPERATIVE BULK HANDLING WITH THE GRAIN POOL OF WA

Contents: Folder, supporting documentation, brochure, booklet, poster

Established in 1933, CBH stores and handles Western Australia's annual harvest through almost 200 country receival depots. CBH handles an average 10 million tonnes of grain across 11 grain types, has an annual turnover in excess of \$200 million and an asset replacement value of \$3 billion.

The Grain Pool of WA handles the sale and shipment of 11 grain types to more than 30 export destinations. The Grain Pool markets approximately 3 million tonne of WA's grain crop and has an annual turnover of almost \$800 million.

In November 2001, the two organisations announced the intention to merge, in order to create value for some 7,500 Western Australian grain growers. This announcement followed a period of actual, proposed and speculative changes within the grains industry as participants' positioned themselves in response to deregulation and increased competition. Several key steps were required to effect the merger:

1. Gain 75 per cent support of voting shareholders for changes to CBH's Memorandum and Articles of Association
2. Demonstrate grain grower (constituent) support for the merger to the WA Government
3. Amend the Bulk Handling Act to allow CBH to trade grain; and amend the Grain Marketing Act to transfer the Grain Pool's assets and liabilities to the merged group
4. The corporatisation of the Grain Pool, from a statutory authority to a proprietary limited company

To achieve the first pivotal objective – 75% support - CBH and the Grain Pool developed and implemented a comprehensive, combined communication strategy from November 2001 to March 2002, which culminated in 85 per cent support of voting shareholder at CBH's AGM on 7 March 2002. (See *appendix 1 for further information – Merger background*)

The merger vote is the critical strategic first step to create a stronger state-based industry that would simultaneously ensure that growers control its future destiny.

2002 C3 DA Consulting Group (VIC) for Toyota Australia: RIGHT SALARY, RIGHT TIME, RIGHT INFORMATION

Contents: Folder, supporting documentation, 2 brochures, 1 poster

Toyota Australia implemented a new HR/Payroll system (branded "Access2") to transform the existing manual, high-maintenance system into an efficient, online and "real-time" process.

The new system, utilising SAP technology, was implemented in two parts:

- Managers Desktop (MDT) to all Managers and Supervisors;
- Employee Self Service (ESS) to all Award staff

Interfaced with Toyota Australia's intranet, the new system allows employees to access and update their own HR records. It also introduces an online timesheet, requiring weekly or daily approval by Supervisors. Overall implementation success was defined as employees being paid "the right salary at the right time with the right information".

For implementation goals to be achieved, a shift to a "self-service" culture was required. Employee work processes and skills also needed to change.

The challenge was to present the new system as a positive change, benefiting both employees and the business. With sensitivity surrounding people's wages and personal details, consultation was required to ensure union and employee concerns were addressed.

A communications strategy was developed to ensure high acceptance levels and that employees gained the necessary skills to operate the new system.

Evaluation mechanisms measured employee awareness and acceptance, employee skill levels and accuracy of information.

2002 C4 McCalls: SWITCH ONTO THE CLUB OF THE FUTURE

Contents: Folder, supporting documentation

Kedron-Wavell Services Club is moving into its 34th year of operation and is facing for the first time a reduction in membership. The President has been on the Board of the Club since its foundation and its Chief Executive Officer has completed his 20th year of service.

McCalls', as external consultants to the Club for the past eight years, were asked to plan and program a Succession Planning Conference to deal with two issues, the injection of new generations to the Board of management and to facilitate a three-day Conference involving the Board and senior management of the Club. The Conference was followed by a two-hour staff debriefing session 14 days later. All sessions were evaluated and a final report was prepared for the Board with a series of recommendations.

As an outcome of the program, the Board is reviewing its senior management organisational structure and considering the appointment of a general manager and has developed a new marketing program that has been launched to encourage members to sign-up their friends as members. Another recommendation of the Conference was that similar sessions needed to occur on a regular basis to monitor and maintain the momentum that has been generated.

2002 C5 Media Link Marketing: QUEENSLAND LAW SOCIETY

Contents: Folder, supporting documentation

The Queensland Society constantly faces the challenge of many associations whose member have little or no choice but to belong - how to reassure them that their fees are well-spent on their behalf, and to encourage their members to use the facilities offered by the association.

One of the services which the QLS had been offering was access to the in-house marketing co-ordinator for consultations with individual firms. This service was not widely used; however those that did use it indicated they thought it was good value.

When the in-house marketing co-ordinator left, and was replaced by a journalist, Media Link identified this service as one which could be out-sourced and funded externally. A source of funding from the federal government was identified; the QLS submitted an application and was granted funds to apply it to one-on-one training in marketing communication consultations in regional Queensland firms.

Media Link was awarded the contract. The feedback from this program was so positive that the QLS undertook to roll it out across the state, applying to the Law Foundation for the additional funds.

Feedback indicated that members who took advantage of the free consultations unanimously agreed it was good use of funds and that the QLS should continue to provide the service.

2002 C6 Phillips Group: REALISING THE VISION – CHURCHES OF CHRIST CARE

Contents: Folder, supporting documentation

Churches of Christ Care is a Queensland not-for-profit provider of programs and facilities for the aged, families, people with disabilities and drug and alcohol users. In October 2001, Churches of Christ Care appointed The Phillips Group to develop a comprehensive and proactive communication program to support the organisation's restructure. The program was developed November to December 2001, implemented during February and March 2002 with the restructure commencing in April 2002.

The key focus of the communication program was to ensure the restructure was positioned consistently as a necessary and positive change, particularly as it resulted in the redundancies of some positions. The benefits of the restructure and subsequent rationalisation measures needed to be clearly communicated to 1500 employees and other key stakeholders.

2002 C7 Star City: CASINO CULTURE CAMPAIGN

Contents: Folder, supporting documentation

An investigation into Star City casino in December 2000 uncovered evidence of prostitution, loan sharking, money laundering, intoxication and other inappropriate activities. The company was thrown into crisis with calls for a Royal Commission and for the casino licence to be revoked.

Mr Peter McClellan QC, who conducted the investigation, said Star City should retain its \$376 million casino licence – subject to another review in December 2001. This gave Star City management just 12 months to change the culture of the organisation and wipe out illegal and undesirable activities.

The key to tackling the crisis was a massive employee communications campaign aimed at mobilising Star City's 3000 staff to be vigilant against illegal and undesirable behaviour. The campaign was an outstanding success.

Star City employees reported suspicious behaviour in record numbers, undesirable patrons were excluded and Star City received a favourable review. In fact the final report, dated May 2002, said a "distinct and positive change in the culture" was evident at the casino. To cap off a remarkable turnaround, Star City was chosen one of the *Best Employers to Work for in Australia* in a national survey in February 2002!

2002 C8 Women's and Children's Hospital: DEVELOPING QUALITY CONSUMER HEALTH INFORMATION

Contents: Folder, supporting documentation, mousemat

The Women's and Children's Hospital is committed to promoting health and preventing illness. One way of doing this is by providing quality health information for consumers in order to enable them to make informed choices about their health and health care.

The concept of providing individuals with information in order to improve their health is not new to health promotion. The WCH was one of the first Australian hospitals to introduce guidelines for written health information. However, in recent years, considerable developments in the fields of consumer participation, health information and technology has meant that the WCH has not kept pace.

In order to improve the quality of consumer health information, the WCH developed an organisational approach to consumer health information, quality guidelines and resources for staff and aimed to build staff capacity in producing quality health information. Activities included a review of the hospital's approaches to health information, development and piloting of tools and guidelines and a comprehensive program of staff training.

Consequently, Quality guidelines are now used in the development of all WCH health information, 250 staff have been trained and the quality of recently produced information has been rated as high.

2002 C9 Yooralla Society of Victoria: PUBLIC RELATIONS MADE EASY

Contents: Folder, supporting documentation, video

Yooralla's Management Team is notorious for non-compliance of public relations procedures as part of its varied work delivering disability services, as it is for not responding to requests and communications by Yooralla's Public Relations Department.

The Management Team is also confident of its ability to handle any given situation that may arise in the disability arena – including those which have public relations implications.

In trying to win the Management Team's acknowledgment and respect of the expertise contained within Yooralla's Public Relations Department, a special communications campaign was formulated. In short, it was designed to capture their attention en masse, entertain them, and in the process of doing so, educate them of the importance of working in conjunction with the Public Relations Department.

The end result at the time of writing was excellent with a substantial increase in the weekly number of inquiries from Yooralla's Management Team for public relations assistance within their individual areas of operation.

CATEGORY D: GOVERNMENT COMMUNICATION

2002 D1 AUGUST.ONE COMMUNICATIONS: MICROSOFT AUSTRALIA POLICY BLUEPRINT

Contents: Folder, supporting documentation, 1 comb-bound book

Microsoft Australia's submission of its Policy Blueprint – *Accelerating Innovation in the Information Economy in Australia* – to the Australian Government represented a unique opportunity to promote Microsoft Australia as a thought leader and innovator in the local community. The undertaking of such an initiative allowed Microsoft Australia to obtain a level of widespread media coverage across a mass audience, formerly only possible through the visits of senior executives such as Bill Gates.

The release of the Blueprint document was timed to take advantage of the impending parliamentary sitting period and the World Congress on Information Technology, held in Adelaide during February 2002.

AUGUST.ONE COMMUNICATIONS devised a media strategy to promote the paper at a time when it was necessary to encourage further public policy discussion about the future direction of Australia's IT agenda. The Australian Financial Review did note:

"When Microsoft this month criticised the Howard Government's policies covering information technology, it ensured that a political debate over innovation would form a backdrop to the World Congress on IT. Thanks to Microsoft, a range of policy issues relating to innovation and IT that had remained dormant since the federal election were given new life."

The Australian Financial Review, 27 February 2002

2002 D2 Australian Medical Association: TMF OR BUST

Contents: Folder, supporting documentation, magazine

For more than a decade, doctors in this State have been bearing the brunt of rapidly rising medical indemnity premiums. In 1990, a high-risk specialist, such as an obstetrician or a neurosurgeon, paid \$7000 for insurance. By late 2001, these doctors had been sent bills for their negligence insurance of more than \$100,000.

A significant number of these high-risk doctors were visiting medical officers who worked in both the public and private health systems. NSW was the only state in Australia where visiting medical officers were forced to pay their indemnity costs for work carried out on public patients. In other States, the Government had paid for the doctors' public insurance for many years. AMA (NSW) believed the NSW State Government also had an obligation to pay the doctors' public hospital insurance costs.

In early 2001, AMA (NSW) set itself the goal of full Treasury Managed Fund Coverage for all Visiting Medical Officers within 12 months. By 19 December 2001, this goal was achieved through sustained pressure from the AMA (NSW).

2002 D3 Business SA: MANIFESTO FOR SOUTH AUSTRALIAN BUSINESS

Contents: Folder, supporting documentation

By 1999, the SA Employers' Chamber of Commerce and Industry had become 'tired' - perceived to have lost its ability to influence government policy. After organisational change and market repositioning as 'Business SA' its reputation as SA's leading business organisation was restored. Members saw Business SA representing their interests and its reputation as an effective political lobbyist had also been enhanced.

But it's often difficult to live up to a very good reputation, and there's always room for improvement. Business SA decided to produce: *A Manifesto for South Australian Business: A framework for growth and development in SA industry and business*. This was a genuine effort to influence government policy and help create a vision for SA.

Business SA built anticipation, involved its members, engaged the media, special interest groups, the wider community and politicians. It exploited the State election and the tools of effective, ethical public relations practice.

The key result speaks volumes:

The South Australian (Labor) Government:

- agreed with 103 of 130 recommendations;
- committed to investigate 13;
- disagreed with eight.

The Government has already adopted many of the manifesto's recommendations and remains faithful to its commitment.

2002 D4 GBA Communications: AGED CARE COUNTS CAMPAIGN

Entry Missing

2002 D5 McCalls: QUEENSLAND RESIDENT ACCOMMODATION MANAGERS ASSOCIATION

Entry Missing

2002 D6 Socom for the Royal Agricultural Society of Victoria: THE SHOW MUST GO ON

Contents: Folder, supporting documentation, booklet

For more than 100 years the Royal Melbourne Showgrounds had hosted one of Melbourne's iconic events, but the infrastructure had deteriorated to a point where a significant proportion of its buildings posed risks to the public.

A comprehensive study commissioned by the Royal Agricultural Society of Victoria (RAS) revealed that major redevelopment and refurbishment was required to ensure that the site could continue to host the Royal Melbourne Show. Several options were considered in the \$80-\$105 million range.

The RAS could only get insurance for two-thirds of the site's buildings for the Show in 2002. Without extensive remedial work the 2003 Show would be under threat. Repeated requests for assistance over ten years to the State Government had fallen on deaf ears.

As the Show prepared for what might be its final year, the RAS asked Socom to help it secure enough funding to redevelop the Showgrounds and enable the show to go on. As a result of Socom's reconstruction of the RAS's proposal and comprehensive government relations campaign, a funding commitment of \$101 million was announced in the 2002/2003 State Budget.

2002 D7 Western Health: WESTERN HOSPITAL RADIOLOGY

Entry Missing

CATEGORY E: INVESTOR/FINANCIAL COMMUNICATION

2002 E1 Burswood International Resort Casino: CAPITALISING ON INVESTMENT

Contents: Folder, supporting documentation, annual report, staff magazine, shareholder reward vouchers

In March 2001, Burswood International Resort Casino's \$96 million resort improvement programme was just nine months from completion, with significant growth benefits for the Resort expected as a result. During this time, major operational changes were also being carried out internally, with the aim of achieving extensive cost savings. In addition, future growth strategies, such as the development of a new 3½-star hotel and a joint venture for a \$700 million residential development, were well underway.

Public Relations identified the need to communicate these significant improvements to the Resort's operations, along with their future earnings potential, in an effort to increase the value of Burswood's shares. An investor communication plan was particularly important at this time, in light of the effect construction was anticipated to have on financial results for the following period.

Therefore, the main goal of the communication plan was to 'increase awareness of the benefits of Burswood's Resort improvement programme, organisational changes and future direction plans, among key stakeholders, in an effort to maintain the Company's share price and market positioning'. This was achieved by adapting existing tools to communicate the desired message, as well as implementing a number of new communication tools, aimed at reaching key stakeholders.

2002 E2 Westbrook Financial Communications for SP Telecommunications: SP TELECOMMUNICATIONS IPO

Contents: Folder, supporting documentation, prospectus

Over the past 15 years we have been a communications adviser on more than 30 IPOs. The starting point for the communications process is our view that an IPO is the first day in the life of a public company. Often the greatest communications value is not from gimmicks but from establishing the corporate story early on and having it stick in the minds of the three primary audiences - the media, investors and the investment community.

In the case of the SP Telecommunications (SPT) IPO -raising \$20 million –it was a relatively small IPO and was always going to be a challenge in a market which was increasingly cautious, particularly in the out of favour IT & T sector. The float had been previously postponed by the major shareholder placing heavy reliance on us as a public relations firm to promote the IPO towards a sensible and successful outcome. It was necessary to manage pre-prospectus announcements in line with the Corporations' Law and we felt a press conference was the best way to maximise coverage for the float.

As retail investors were being sought, a focus on the dissemination of the corporate story throughout the media was primary. We did not engage in placing paid advertisements as this can lead to the perception that investment interest is not high. However, an intensive media campaign, coupled with a comprehensive communication strategy to reach stockbrokers and analysts, resulted in a high level of investor interest. The IPO closed early and oversubscribed.

On listing day, the shares listed at a premium and continued to trade positively. Over the past 18 months, the shares have risen to more than 350 per cent of their issue price, indicating a high level of investor awareness and confidence.

2002 E3 Burson-Marsteller for SingTel: SINGTEL ACQUISITION OF CABLE AND WIRELESS OPTUS

Contents: Folder, supporting documentation, 1 spiral bound booklet

In February 2001, Burson-Marsteller won a three-way competitive pitch to provide communications counsel and services to Singapore Telecommunications (SingTel) throughout its \$15 billion bid to acquire Cable & Wireless Optus (Optus) - the largest acquisition in Australia's history. SingTel was a relatively unknown brand in Australia and the only one of three bidders without significant existing operations in the Australian market. Burson-Marsteller developed a comprehensive communications strategy built around positioning SingTel's Offer as the '*Best Outcome for Australia*'. Communications activities throughout the Bid and Offer periods highlighted SingTel's strengths, highlighted competitor's weaknesses and mobilised third party advocate support for SingTel.

The communications campaign was implemented in three stages:

1. Pre-bid activity and competitive negotiations;
2. Offer announcement;
3. Offer launch and acquisition.

Particularly during the initial competitive bid period, activities were undertaken in a high-pressure environment necessitating strategic counsel, round-the-clock service and issues management, faultless execution and strong teamwork. The assignment demanded integrated, seamless service – across borders, disciplines, audiences and sectors. SingTel's bid was accepted by over 98% of Optus shareholders and in September 2001, SingTel officially acquired Optus and the combined entity was listed on the Australian Stock Exchange.

CATEGORY F: ISSUES/CRISIS MANAGEMENT

2002 F1 Bayly Willey Holt for Nudgee College: MENINGOCOCCAL DISEASE AT NUDGE COLLEGE

Contents: Folder, supporting documentation

On August 4, 2001 a 13 year old Gympie boy and part-time boarder at Nudgee College, Brisbane, died from meningococcal disease. Two weeks later the disease struck another Nudgee student. Despite intensive care he too died. With two cases from one school, Queensland Health declared all Nudgee students and staff would be vaccinated.

The terrifying nature of this relatively rare disease, which can strike, primarily children, without warning and with sometimes fatal consequences, created an environment for panic and confusion. Nudgee became the focus of unrelenting media and public scrutiny focused on the tragic deaths of two healthy teenagers, the

impact on their families, the school and vaccination program and the risks meningococcal posed to the community. Concurrently, Nudgee had to reach its own community, quickly. Amid tragedy the school delivered messages of support and sympathy, about a mass vaccination program and reassured all the school was safe.

Bayly Willey Holt (BWH) worked with an unprepared school, preparing materials and establishing a communication network that reached everyone quickly and effectively. As a result the school was able to express its grief, maintain control, leadership and its reputation, while effectively dealing with the practical matter of having 1,800 people vaccinated quickly.

2002 F2 Buchan Communications Group: RISING PUBLIC LIABILITY PREMIUMS IN SPORT : COMMUNITY UNDERSTANDING - INDUSTRY SOLUTIONS

Contents: Folder, supporting documentation

Sportscover, Australia's leading insurance underwriter for the amateur sports sector, appointed Buchan Communications Group (Buchan) in response to both communication and operational challenges resulting from rising public liability insurance premiums. A range of factors including escalating public liability pay-outs, the collapse of HIH and the resulting increase in insurance industry media coverage, combined to produce a volatile operating environment for the company.

Buchan's issues management strategy centred on controlled communication and stakeholder relations to increase awareness and understanding of the issue and facilitate meaningful discussion with key decision makers, with a view to developing practical solutions.

The three-stage process involved:

1. Broadening awareness of Sportscover within primary stakeholder groups of: the sporting and insurance media; Government and regulators; and the amateur sports community.
2. Positioning Sportscover as offering credible commentary on – and potential solutions to – the issue of rising sports insurance premiums.
3. Leveraging awareness of the Company to secure meetings with key decision-makers for the purposes of education and collaboration in exploring solutions.

Buchan's services led to a continuing commitment from Government and industry to secure a sustainable public liability environment through engaging media, industry, the amateur and professional sports sectors and the three tiers of Australian governments.

2002 F3 Corporate Communications: HYDRO TASMANIA BASSLINK PROJECT

Contents: Folder, supporting documentation, 2 spiral bound notebooks, brochure

Basslink is a \$500 million plus private sector project to link Tasmania to the national electricity grid. In the largest private sector infrastructure project in Tasmania's history, it will enable the two-way exchange of electricity between mainland Australia and Tasmania and facilitate the development of Tasmania's world-class wind energy resources.

Basslink undersea interconnector is considered a vital infrastructure project for Australia in that it will provide additional peak load capacity for Victoria, drought proof the Tasmanian electricity system and open up a national market for the development of Tasmania's wind energy resource, so assisting the nation to meet its international greenhouse gas reduction commitments.

The project had to undergo a lengthy approvals process involving three governments, and was threatened by environmental activism and a low level of public awareness, understanding and support. The major partner in the project, Tasmania's electricity generator, Hydro Tasmania, was concerned that if the project did not gain approval, its future growth and national marketing objectives would be jeopardised.

The consultancy Corporate Communications Pty Ltd (Tas) was engaged to prepare and implement an integrated communications and stakeholder management strategy to raise awareness of the project in the Tasmanian community and to help deliver a favourable outcome for the Basslink project both from the

approval hearings and Government deliberations. The key issue was for the community, approval panel and the three Governments to be made aware of the project's benefits and to support its development.

The program was successful in dramatically raising awareness and public support for the project, securing a recommendation for approval from the Joint Advisory Panel and final approval from the Tasmanian Government for construction to proceed.

2002 F4 Department of Natural Resources & Environment,(Vic) Corporate Communications, Information & Media Services Branch: RELOCATING MELBOURNE'S FLYING-FOXES

Contents: Folder, Supporting documents

Melbourne's Royal Botanic Gardens are being affected by the large number of Grey-headed flying-foxes that have recently made it their home. The Department of Natural Resources and Environment (NRE) is leading a three-year project to relocate some of the flying foxes to a new roost site at Horseshoe Bend, Ivanhoe to help reduce their impact on the Gardens.

The flying-fox relocation project is a trial in adaptive urban wildlife management. To help lure the flying foxes to the new roost site, some flying foxes were caught in a large harp net at the Gardens and will eventually be housed in enclosures at Horseshoe Bend. The aim is to attract other flying-foxes to also make this their new roost.

The project's strategic communications approach is to be open and transparent in providing information about the relocation. The challenge for NRE Corporate Communications Unit was to use this initial capture of flying foxes in the Gardens as the unofficial launch for the project. Yet the process involved some OH&S issues and held the possibility of protest action by animal welfare activists.

The outcome of this issues management strategy was balanced, gaining broad coverage of the 'launch', despite these restrictions and concerns.

2002 F5 Financial and Corporate Relations for Wallenius Wilhelmsen: THE TAMPA CRISIS

Contents: Folder, supporting documentation, brochure, newsletters

The *Tampa* crisis in August 2001 presented the ship's operator Wallenius Wilhelmsen Lines (WWL), owner Wilh. Wilhelmsen ASA, and communication consultancy FCR with the challenge of protecting the companies' reputations in a highly political situation.

The crisis team's strategy was to provide media with information and convey humanitarian concern, but to ensure that the companies remained politically neutral. The team had to withstand pressures from the Australian and Norwegian governments, human rights groups and Australian and international media.

A disciplined process was adopted which involved:

- Daily 6.00am teleconferences to determine messages and strategy.
- A media inquiry centre managed by FCR.
- Media briefings each afternoon.
- Thorough preparation before briefings.
- Use of words (eg. 'survivors', not 'refugees') to emphasise neutrality.
- Avoiding talk-back and current affairs interviews.

The communication strategy achieved its objectives, media admired how the crisis was managed and how they were treated, and the ship's master, Arne Rinnan, earned the respect of the world.

WWL had similar objectives for the return trip of *MS Tampa* and Arne Rinnan in May 2002. With assistance from FCR, it achieved all its communication aims, generating further respect from customers, media and the public.

2002 F6 Hughes Public Relations: HARRIS SCARFE – THE HARD SELL

Contents: Folder, Supporting documentation

In April, 2001 the future of 150-year-old retail icon Harris Scarfe Limited looked bleak.

Trading of its shares on the Australian Stock Exchange had been suspended, a Voluntary Administrator had been appointed by the Harris Scarfe Board to investigate accounting irregularities totalling nearly \$125 million and the company's major creditor had appointed Ferrier Hodgson as Receiver and Manager. Unsecured creditors (mainly suppliers) were estimated to be owed \$65 million, uncertainty hung over the future jobs prospects of the company's 3000 employees nationally, and customers were abandoning the stores.

Hughes Public Relations was appointed by Ferrier Hodgson to manage communications in support of the firm's efforts to re-structure and sell Harris Scarfe.

Key objectives of the communications program were to:

- Address supplier nervousness
- Rally the morale of employees
- Foster the ongoing support of Harris Scarfe shoppers
- Assist the business sale process
- Ensure consistent communication with key stakeholders in addition to those above including the media, Government and unions.

On November 20, 2001, the consultancy assisted Ferrier Hodgson in announcing the successful sale of Harris Scarfe. The consultancy has continued to work with the company's new owners to relaunch and build a revitalised Harris Scarfe.

2002 F7 MAVERICK Media: WALKER DISPUTE

Contents: Folder, supporting documentation, video.

On Friday 19 April 2002, workers at exhaust manufacturer Walker Australia walked off the job. So began an industrial dispute that would cripple the multi-billion dollar car industry for almost two full weeks. Because Tenneco Automotive – owner of Walker Australia – had historically been involved in relatively few cases of industrial action, the Company had developed a policy of saying nothing through the media. This time, however, it was facing the media-savvy Doug Cameron and the AMWU. Nothing less than a dramatic shift in its communication culture was needed if the Company was to do battle on a more level playing field.

With the guidance of Maverick Media & PR, Tenneco Automotive took the war of words to the unions, stating its case clearly and repetitively through the national print and broadcast media. By the end of the dispute, the issues management campaign had succeeded on a number of levels. It had helped the Company protect the entitlements of its workers without bowing to union demands. And, through the power of the media, it had unmasked a national issue disguised as a local dispute and had brought it to the attention of the Australian manufacturing industry as a whole.

2002 F8 Moreland City Council: SHOW YOU CARE ABOUT AGED CARE

Contents: Folder, supporting documentation, 1 slide.

The *Show You Care About Aged Care* campaign was developed to arrest plummeting satisfaction levels amongst people waiting to receive aged and disability services in Moreland.

Moreland Council was faced with 50 new requests for home care services each week, stagnant government funding and unfair funding distribution that did not account for higher than average numbers of elderly people living in Moreland. The service was also under pressure due to a shortage of residential aged care beds in the municipality.

Despite increasing Council spending to \$4 million, a jump of more than 10 per cent in just three years, there were still as many as 600 people on the waiting list. Some people were forced to wait 12 months for basic help.

A communications campaign was developed to address the aged care crisis in Moreland. The campaign aimed to use the Federal election to raise the issue locally and to pressure the government to increase funding and redress funding inequities.

The campaign was a success on all fronts with more people receiving home care services, decreased costs met by Council and increased satisfaction amongst those on the waiting list for aged services.

2002 F9 The Rowland Company (Qld): STRENGTHENING CHURCHIE'S REPUTATION IN THE FACE OF SEXUAL ABUSE CLAIMS

Contents: Folder, supporting documentation

Earlier this year The Anglican Church Grammar School (Churchie) endured devastating sexual abuse claims from previous eras. The Rowland Company managed the six separate issues during a six month period, upheld Churchie's reputation, told its side of the story and ensured key messages were portrayed to all stakeholders. Several challenges were faced, including extensive coverage of similar claims at another Anglican school, media criticism about the former Anglican Archbishop's handling of sexual abuse, Police leaks, legal constraints and unknown number of claims.

Key to Churchie's strategy was the very courageous decision to publicly announce the School knew of further claims and had passed information to Police. This bold move proved vital to the strategy's overall success, giving Churchie control of the issue. The same tactic was used two months later when Churchie proactively announced to its community and media that charges had been laid against a School icon.

The program was extremely successful and has set new precedents in how schools deal with sensitive issues – Churchie has emerged with its reputation even stronger in the eyes of its key audience, the School community. Churchie is now seen as the leading school in issues management. Several positive case studies have already emerged.

2002 F10 South Australia, Child and Youth Health: KEEPING PARENTING ISSUES AT THE FOREFRONT

Contents: Folder, supporting documentation, 2 audio tapes, sewing kit

Studies in health and well being of infants and young children and long term mental health of young people shows repeatedly that the type and style of parenting is fundamental to a healthy family and society. Child and Youth Health has been asked by government and other agencies to take a leading role in bringing aspects of parenting as a regular news and information item for the people of SA.

This was undertaken in response to **research that clearly showed that more than 30% of people believe and seek health and parenting information via the media and through health professionals.** Further studies showed that after major media stories parents sought out Child and Youth Health and the Parent Helpline or website for further information.

The Public Relations unit undertook several communication strategies to persuade the media to see parenting issues as concerns in the community and to provide information within this format for mums and dads. Some issues raised were challenging such as gay young people, drugs, discipline and poor parenting all of which will test any news editor or journalist.

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

2002 F11 Water Corporation: SAVE WATER: IT'S UP TO ALL OF US

Contents: Folder, supporting documentation in two spiral bound booklets, 1 CD-ROM

Due to various climatical and political influences, the Water Corporation found itself in a difficult position at the end of the 2001 winter. For the first time in 24 years, the introduction of water restrictions to the people of Perth, Mandurah, Pinjarra, and towns and properties supplied by the Goldfields pipeline to Kalgoorlie Boulder was a very real possibility. The dams were heading remorselessly to their lowest ever overall level.

To a media 'storm' that didn't abate all summer/autumn and deep into winter, two day a week scheme water restrictions (sprinkler and reticulation) were implemented from Saturday 8 September 2001. Research showed that, on the whole, there was a high degree of public support for these restrictions. Any negative reaction, for the most part, stemmed from the perceived political agendas involved with the management of Western Australia's most important resource.

The overall objective was to achieve a reduction of 45 gigalitres (million kilolitres) in water consumption based on normal summer/autumn levels. A large, multi-pronged communications program, based on the exhortation – 'Save Water. It's up to all of us' was implemented from September 2001.

A magnificent community response saw the 45 million kilolitres of water reduction achieved. And, Perth remained 'green'!

2002 F12 Western Australia, Department of Training: INVESTING IN WA'S FUTURE: APPRENTICESHIPS AND TRAINEESHIPS

Contents: Folder, supporting documentation, spiral bound guide; concertina fold information kit (credit card size); magazine; 2x posters.

With dangerously low levels of apprentices and trainees joining businesses, the Department of Training has tackled the issue head-on with employers over the past year. As well as spelling out the consequences to employers of falling skill levels in the community, we have recognised and rewarded those who have made the investment in training.

The results have been staggering. Nearly 2200 more young people were offered a start as an apprentice or trainee in the past financial year. This took total commencements to March 31 to 20,800. The number of young people in training as either an apprentice or trainee is even more spectacular – in the 12 months to March 31, 2002 there was a 50 per cent rise. Also, our performance against other states improved dramatically – we were not just sharing in a national boom, we had made our own good fortune.

How did we do it? – we declared a crisis and attacked with vigour with a sound communication plan.

CATEGORY G: MARKETING COMMUNICATION

2002 G1 AUGUST.ONE COMMUNICATIONS for Microsoft Australia: WINDOWS XP LAUNCH

Contents: Folder, supporting documentation,

Microsoft appointed AUGUST.ONE COMMUNICATIONS to develop and implement a public relations strategy to launch its latest operating system, Windows XP. AUGUST.ONE was first briefed on this project in June 2001 and the launch date was October 25th 2001.

AUGUST.ONE worked with Microsoft's other marketing agencies – Advertising, Direct Mail and Online – at all times to make sure the overall strategy and messages were consistent throughout the campaign and to maximise the impact and effectiveness of the PR component of the launch.

AUGUST.ONE devised a PR strategy that mapped directly to the overarching global objectives and the local business objectives. Considered by the client to have made a strong impact on sales of the product, the PR strategy helped achieve overall marketing and business goals.

The launch campaign secured landmark coverage of more than 1,000 articles published and the launch event attracted 120 media attendees resulting in 100 broadcast segments airing nationally on launch night alone. Post-launch evaluation revealed that the campaign was a success on all fronts, with PR targets exceeded. The launch of Windows XP set a new benchmark for successful Microsoft product launches.

2002 G2 Australian War Memorial: STELLA BOWEN: ART, LOVE AND WAR

Contents: Folder, supporting documentation, catalogue, posters, flyers, photos, cards, CD-ROM

Stella Bowen was one of only three Australian women to have been official war artists during the Second World War. Her work has previously received little critical recognition, despite its obvious historical significance.

The Official War Art Scheme is an important and successful program conducted by the Australian War Memorial. As part of this scheme, Stella Bowen was appointed by the Memorial to portray the Australian experience of war.

Stella Bowen: Art, Love and War, is the first retrospective exhibition of Stella Bowen art. The aim of promotional activities was to increase public awareness of this art and promote the Memorial's extensive art collection. The results of promotional activities for this campaign show that it was one of the most successful events the Memorial has held. The exhibition was launched in Canberra on 14 March 2002 and was on display at the Australian War Memorial's Special Exhibition Gallery for three months, before touring to other major Australian galleries.

2002 G3 BBS PR for Queensland Gallery of Modern Art: MILLENNIUM LIBRARY PROJECT ARCHITECT SELECTION COMPETITIONS

Contents: Folder, supporting documentation, brochure, media kit, CD-ROM

On 17 May 2000, Queensland Premier Peter Beattie announced the \$260 million Millennium Arts Project (MAP). A major part of this project would be the construction of a new Gallery of Modern Art (QGMA) and redevelopment of the State Library of Queensland – Millennium Library Project (MLP).

The first project milestone was the launch of Architect Selection Competitions in July 2001 and the subsequent selection of the successful architects and schematic designs for both projects. BBS was required to develop a strategy in conjunction with Arts Queensland to execute a two-stage international competition for the QGMA, with stage one requiring that entrants remained anonymous, and a single-stage national competition for the MLP.

With limited timeframe and budget, BBS proposed an e-communication campaign to drive potential entrants to the website for information and registration, supported by limited traditional communication tools.

Our brief:

- generate awareness among the global architectural community of the competitions and MAP;
- attract and process entrants; and
- announce and promote the successful architects and their schematic designs.

Results:

- 92% of entrants registered on-line;
- submissions received by the due date, meeting probity requirements;
- widespread media coverage of the competitions and successful architects; and
- recognition by the judging panels of the high number and quality of submissions.

2002 G4 BBS Public Relations: FUELWATCH - CHEAP FUEL, FAST

Entry Missing

2002 G5 Burson-Marsteller: VICTORIA HARBOUR BY LEND LEASE

Contents: Folder, supporting documentation

As part an overall marketing strategy for Victoria Harbour, Burson-Marsteller was invited to formally launch the urban development and gain recognition as a new and emerging precinct in Melbourne. A two-pronged strategy focused on gaining key influencer support and publicity prior to the formal launch event followed by the roll out of integrated media and brand awareness campaign.

A 19th century Design Charrette was adopted to envision the future style of Victoria Harbour with participation from a diverse but relevant group of Melbournians. Media were invited to embark on a journey with Lend Lease to share the vision, current developments and future plans for Victoria Harbour. Credibility of content was assured by releasing unpublished market research, appointing the first architect, launching the visual identity and previewing the advertising campaign.

The results exceeded client expectations beginning with a tongue-in-cheek article on the launch in the *Australian* and culminating with a full-page colour spread of the project in the *Herald Sun*.

Additional coverage took the Victorian Government by surprise, prompting key senior advisors to contact Lend Lease for supplementary project briefings.

High brand awareness among the target buyers was achieved with 1400 registrations of interest lodged for the first residential release.

2002 G6 Corporate Communications: ANTARCTIC ADVENTURE: AN ICY PHOENIX RISES

Contents: Folder, supporting documentation, audio tape, video, brochure, photos

Antarctic Adventure (AA) in Hobart's historic Salamanca Place, has undergone a significant transformation in visitor experience, profitability and image. Previous owners had not changed direction for more than three years with marketing and promotions activities ad hoc and in some cases non-existent. The new management developed a comprehensive marketing and public relations strategy.

It outlined strategies to achieve a sustainable five per cent increase in Centre usage from 1 January - 30 June 2002. Achieving this goal required a solid understanding of the Centre's history as well as product life cycle.

Through careful analysis of marketing opportunities, identification of target markets, and development of a strong, focused public relations and marketing strategy, management has now positioned the Centre as a leading tourist attraction in Hobart. This was confirmed with a recent internal evaluation showing AA to be effectively and innovatively repositioned for long term growth and profitability.

Figures confirm a 14.6 per cent increase in visitor numbers for just the first six months of 2002. In terms of revenue, AA had a turnover of \$312, 843* compared with \$271,046* for the same time last year.

2002 G7 Impact Communications for Lee Hecht Harrison: USING PUBLIC RELATIONS TO DEFINE DOWNSIZING AT LEE HECHT HARRISON

Contents: Folder, supporting documentation, photos

Working with a small budget, IMPACT Communications Australia devised a PR campaign that established Lee Hecht Harrison as a regular, reliable media commentator and a source of important information regarding outplacement

The communications strategy was based on conducting and releasing research results to the media to establish LHH as the source of statistically valid information. At the same time, IMPACT leveraged existing projects, such as LHH's Olympic sponsorship as well as marketing materials developed by the American head office.

As LHH did not have a large budget, IMPACT's strategy was based on identifying and targeting key publications and journalists. Preference was for national media coverage which would be of benefit to each of LHH's geographically spread offices.

The campaign was extremely successful with more than 105 articles and interviews, of which 60% appeared in the key HR & Business media with a further 35% appearing the news media. **In fact, it resulted in the Prime Minister's office ringing LHH for advice on employment trends!**

2002 G8 Impress Media Australia: INTERNODE "MR BROADBAND" PR CAMPAIGN

Contents: Folder, Supporting documentation

Internode is South Australia's largest locally owned Internet Service Provider (ISP). During the past 12 months, the company has launched broadband Internet services to make accessing the Internet much faster. The company's main competitor is Telstra, which dwarfs Internode in terms of marketing resources.

Internode wanted to create a national communication campaign that would launch and promote its broadband Internet services to customers nationally as well as in SA. The key strategy in this campaign was to position Internode founder and managing director Simon Hackett as an accessible and well-informed media commentator. A range of media lobbying tactics, including media releases, targeted interviews and responses to current issues, were used to achieve this objective.

The success of this campaign, which has involved little or no advertising, is clearly demonstrated in the business results. Internode is currently signing up new broadband customers at the rate of 600 per month. During this time Internode has also experienced a 30 per cent staff increase to keep up with demand. The media campaign has also delivered the beneficial side effect of positioning Internode as one of the most innovative Internet Service Providers in Australia.

2002 G9 Lenard's Pty Ltd: BEEFING UP THE POULTRY KING

Contents: Folder, supporting documentation, book, 2 CD-ROMs, brochures, booklets, video

Following the 1999 outbreak of Newcastle disease in the chicken industry, it became apparent that Lenard's needed to diversify into other meats to improve risk management. Later that year, the introduction of meats to the system had mediocre results, though meat sales increased slowly. By 2001, a clever communication campaign was required to capture the support of industry and consumers, and to inspire Franchisees to embrace red meat in stores.

The campaign needed to address these key objectives:

- Create Franchisee desire to be involved with meat.
- Create trust in Lenard's meat range, and increase perception that Lenard's is the expert on meat.
- Gain meat industry support for Lenard's meat range.
- Activate the Lenard's brand and make it more visible in the community.

To achieve these objectives, Lenard's developed a communication strategy to unite industry groups behind a common cause, and thereby obtain their continued support for Meat at Lenard's. The "cookbook" campaign raised \$200 000 for the Make-A-Wish Foundation, reached over 4 million consumers through media editorial, 6 million consumers through the Community Service Announcement, increased the number of Franchisees selling meat from 17 to 140, and united key meat industry associations behind Lenard's to support the cause.

2002 G10 Phoenix PPR: TNQ STYLE MAGAZINE

Content: Folder, supporting documentation, magazine

A new resort apartment development in Palm Cove on Cairns' Northern Beaches, 'The Beach Club', faced the problem that the market to whom the product had most appeal had never heard of the area, let alone were prepared to invest in it. A strategy was needed to help drive awareness and understanding of the

unique offering at Palm Cove, create demand and desire and convince buyers of the area's potential for investment.

Following extensive research, the solution devised by Phoenix PPR was to create a destination marketing magazine, TNQ Style, which would be distributed throughout the region and particularly in Port Douglas where many of the target audience were holidaying, to drive them to Palm Cove and, ultimately, The Beach Club. The piece was resoundingly successful, being instrumental in driving over \$26,000,000 worth of qualified leads into the sales display but also being adopted by major businesses with interests in the area as a regional marketing tool.

2002 G11 Porter Novelli (SA) for Sentek Sensor Technologies: SENTEK SALINITY CAMPAIGN

Contents: Folder, supporting documentation, video

Sentek appointed Porter Novelli (formerly Turnbull Porter Novelli) to undertake a program that would raise Sentek's profile in South Australia, and nationally, positioning the company as a leader and innovator in research and development. Porter Novelli had 11 working days and a limited budget to conceive and implement the campaign.

The program focussed on new research results and breakthrough technology being developed in South Australia to tackle salinity - one of the greatest threats for the Australian environment, agriculture and regional communities.

Porter Novelli designed a simple two-fold strategy which created an opportunity for Sentek to build stronger relations with the research community and key influencers, and to then leverage these relationships to clearly establish the credibility and leadership position of the company across its target markets. The campaign also contributed to growing awareness among primary producers of salinity and their role in reducing its impact and spread.

The program succeeded in generating widespread media coverage, across Australia in prime information sources for regional audiences, particularly television and leading rural industry publications. The program created a sound foundation for the company to launch its new salinity sensor technology once commercial production commences.

2002 G12 Strategic Public Relations: COMMUNICATIONS PROGRAM FOR BANKSA

Contents: Folder, Supporting documentation

BankSA is an integral part of the South Australian community, with a history spanning more than 150 years. The Bank is the State's largest home and commercial lender and has the most rural branches of any bank in South Australia.

As part of its ongoing marketing efforts, BankSA was looking to more proactively promote its products and services to metropolitan and rural customers, as well as further highlight the important role it played in supporting the South Australian community. Much of the Bank's marketing communication to this point had largely been focused on reactive and promotional type announcements regarding home loan interest rates or new product launches.

Strategic Public Relations and BankSA developed a proactive program to leverage off its position within the marketplace and further reinforce its image as a South Australian business and community leader.

The aim was to position BankSA as an authoritative commentator on a broad range of banking, economic and general issues in South Australia, thereby reinforcing its reputation as the financial institution best able to service the banking needs of the State's community.

2002 G13 TXU Networks Pty Ltd: CAN YOU HANDLE THE PRESSURE

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

In 2001-02, TXU Networks trialled a Victorian first – the installation of elevated natural gas pressure in new residential areas. Elevated gas pressure provides substantial benefits to consumers through lower costs and greater choice. Despite this, industry, government and regulatory bodies were resistant to the change, and approached the trial with considerable caution.

This presented us with a formidable marketing communications challenge: How could we break through 60 years of tradition and convince stakeholders to embrace and adopt an elevated gas pressure system as the best option for Victorian consumers?

The answer lay in consulting with a diverse range of stakeholders, and running a targeted campaign which communicated the benefits of elevated gas pressure, addressed their concerns and encouraged them to adopt the new system. Working within a defined timeframe and budget, we used a variety of above and below-the-line marketing communications tools.

The campaign was highly effective. Demand for elevated gas pressure exceeded expectations immediately following the campaign, and even now, shows little sign of abating. TXU Networks has strengthened its relationship with key stakeholders, who praised the quality of the campaign. We also received a coveted award for the campaign and its contribution to the plumbing industry.

2002 G14 Weber Shandwick Australia for DDI Australia: DDI AUSTRALIA - MANAGING THE LEADERSHIP VACUUM

Contents: Folder, supporting documentation

DDI is a global Human resource consultancy operating in more than twenty-five countries worldwide, including Australia. DDI research indicated that few clients (and potential clients) fully understood the scope of the Company's product and service offer, limiting its ability to effectively grow its business. Moreover, prospective clients failed to recognise the need to develop succession management programs in the light of demographic changes that impacted the availability of quality business leaders in the marketplace.

Weber Shandwick was appointed to develop, manage and implement a public relations program that supported DDI in the acquisition of new business in a market that had become increasingly stagnant.

The campaign first set out to develop a market need for DDI's products and services. The agency highlighted the emergence of a "leadership vacuum" using print, broadcast and online media to target business leaders. Service decision-makers (HR Managers) were targeted later in the campaign through trade and national print media, highlighting the scope of DDI's service solutions and product offer.

The campaign can be directly attributed for the acquisition of more than \$375,000, a return on investment of 345%.

2002 G15 Western Australia Department of Health: NUTRITION FRUIT AND VEGETABLE MARKETING COMMUNICATIONS CAMPAIGN 2002

Contents: Folder, supporting documentation, brochures, poster

The Department of Health (DOH) had not held an adult fruit and vegetable marketing communications campaign for over seven years and research had shown that most West Australians were consuming less than the recommended amount of fruit and vegetables for their good health.

The 2002 *Go for 2 & 5* nutrition campaign is the first phase of a long-term strategy to effect behavioural change in the eating habits of West Australians. As consumption of vegetables is lower than that of fruit, it was decided this first phase had a strong focus on increasing the consumption of vegetables. The campaign was designed to effectively use various communications tools and stakeholder relationships to ensure the campaign message was communicated to the primary public and supported by other publics.

The campaign was implemented over three months from April – June 2002 and used a combination of marketing communication tools including media liaison, mainstream advertising, collateral material, direct mail, sales promotion and community activities.

As a result of a strategic and timed approach the campaign has been successful in communicating its message to the target public and is indicating behavioural change among West Australians.

2002 G16 Western Australia, Department of Training: INTRODUCING THE 'SCHOOL OF LIFE'

Contents: Folder, supporting documentation, newspaper liftouts, video, brochure, pamphlet, magazine

Executive summary missing from folder.

2002 G17 Western Health: WESTERN HOSPITAL RADIOLOGY

Contents: Folder, supporting documentation, floppy disk, photos, brochure

Western Hospital is a major acute health provider in Melbourne's western suburbs. It is part of Western Health. In August 2001, Western Health completed a \$4.5 million upgrade of Radiology at Western Hospital. The hospital purchased the most advanced diagnostic imaging equipment available in Australia and built a new Nuclear Medicine facility. Until this upgrade the hospital's radiology equipment was twenty years old.

Western Hospital Public Affairs was asked to raise awareness of the upgrade and generate more private referrals to increase income. The challenge was to introduce Radiology as a serious competitor in a market filled with other private suppliers close to Western Hospital. The results of a resourceful eight-month campaign exceeded all objectives.

During the eight month campaign (November 2001-June 2002) Radiology has increased its private patient income by 288% compared to the same period in the previous year. Private patient referrals have increased by 154% and 50 new referral sources have been added to the General Practitioner (GP) database.

The results have enabled Western Hospital Radiology to meet income targets, further enhance equipment standards and position itself to secure new State Government equipment funding valued at \$600,000.

CATEGORY H: PRO BONO/LOW BUDGET COMMUNICATION

2002 H1 Australia Day Council of South Australia: PAT RAFTER, AUSTRALIAN OF THE YEAR

Contents: Folder, supporting documentation

Tours of Honour used to be an annual occurrence for the Australian of the Year, with costs being borne by the National Australia Day Council. Due to financial constraints, this has now ceased and tours are subject to the local Australia Day Council (ADC) being able to obtain support or meet all costs, which in the main is not always possible.

Pat Rafter, advised he was to catch up with a friend in Adelaide and would make some time available for the Australia Day Council. This advice meant we had eight working days to come up with a suitable but limited program as Pat was only available Thursday morning, then early evening and all day Saturday.

Due to his pending role as a father, his interest in the environment and his sporting image, a program was devised with approaches being made to Child and Youth Health, the Murray Darling Association and as a courtesy, to Australia Post, a major sponsor of the ADC. The first two being bodies where considerable media support was anticipated.

2002 H2 Corporate Communications (TAS) for May Queen: SV MAY QUEEN APPEAL

Contents: Folder, supporting documentation, brochures

Built in Tasmania in 1867, *SV May Queen* played a vital role in Tasmania's maritime history. However, years of neglect and insufficient maintenance funding saw its condition deteriorate.

Efforts of volunteers and the appointment of a volunteer Board of trustees (May Queen Pty Ltd) heralded the start of a new life for May Queen with a fundraising appeal to assist with its preservation, maintenance and interpretation, launched by patron and Federal Member for Denison, Duncan Kerr, in October 2001.

Pro Bono communications services provided by Corporate Communications (Tas) Pty Ltd have allowed the trustee to continue to raise awareness of the project and the professional manner in which it is being conducted, attracting more that \$200,000 in cash and in-kind donation.

The project has earned two prestigious international awards from the world Ship Trust, as well as interest from maritime enthusiasts worldwide. Nine Network reporter (and Tasmanian) Charles Wooley has recently contacted the Board with a view to preparing a profile highlighting the project and its success to date.

Given the appeals' success to date, the Board is confident of achieving its goal (\$300,000) which will allow the vessel to play a major role in waterfront activities celebrating 200 years of European settlement in Tasmania in 2003.

2002 H3 Edelman for the Premier of NSW: VISIT OF NEW YORK'S FINEST AND BRAVEST

Contents: Folder, supporting documentation

The impact of September 11 was felt around the world and Australia was no exception. The aftermath of the World Trade Center disaster coupled with the collapse of Ansett painted a very grim picture for the NSW Tourism industry; despite their woes they decided to offer the New York Firefighters (FDNY) and Police (NYPD) rescue workers a well deserved holiday in NSW. This high profile trip would help restore faith in international travel and promote Australia as a safe destination for Americans and the international community.

Without hesitation an Edelman team was appointed to work pro bono with the NSW Premier's Office to publicise the visit by 27 New York Fire Fighters, Police and their families to Sydney, NSW.

With just 10 days from the visitors' arrival a team of 12 consultants from our Sydney, New York and Chicago offices developed media and stakeholder communications strategies, secured US media to join the trip and planned five key media events in Australia and one in New York.

The result was over 180 television news reports, more than 650 radio news and talk back reports, pick up in all major newspapers and international coverage on CNN International, BBC World, NBC, ABC America and the Today Show.

2002 H4 Newcastle Black and White Committee: "NEWCASTLE BLACK AND WHITE COMMITTEE LUNCHEON: A TASTE OF ITALY IN THE VINEYARD"

Contents: Folder, supporting documentation, menu, invitation

This document outlines the processes of planning and evaluating the major fundraising event for the Newcastle Black and White Committee, a fundraising arm of the Royal Blind Society, in 2001. It also endeavours to draw some conclusions as to how the process could be improved.

The event was 'A Taste of Italy in the Vineyards' held at Wyndham Estate Winery on August 4, 2001, and featuring cuisine by Stefano Manfredi.

180 guests were bused from Newcastle and were greeted on arrival at Wyndham estate (at 11.30 am) with champagne and canapés and entertained by a roving violinist. They then moved into the restaurant for a five course lunch featuring wines by Wyndham Estate and Draytons Family Wines and entertainment by an Italian themed duo, after which they were bused back to Newcastle at approximately 4.30 pm.

The fund raising component of the day consisted of a raffle, and auction and the sale of cookbooks. The proceeds from the day (approximately twenty-one thousand dollars) were donated to the Royal Blind Society.

2002 H5 OvCa Australia (National Ovarian Cancer Network): SILENT NO MORE

Content: Folder, supporting documentation

Ovarian Cancer is the most lethal gynaecological malignancy and it kills 800 women each year in Australia. It is often referred to as the disease that whispers because most women do not know they have the cancer until it reaches its advanced stages.

OvCa Australia aims to be a voice for Ovarian Cancer patients and others personally affected by the disease. The organisation's founder, Sheila Lee, had a dream that public advocacy would result in the development of an effective early detection test. However, until this test is developed, the only weapon that women have is knowledge of the disease and its symptoms.

If Ovarian Cancer is found in its early stages, 90% of patients will live five years. If it is found later, 75% will die within five years. Sheila Lee believed that knowledge was power and it was this conviction that created National Ovarian Cancer Awareness week. Awareness is a vital weapon in the fight against this silent killer. The launch of National Ovarian Cancer Awareness Week was held in Sydney and was organised free of charge by the Australian Medical Association (NSW).

CATEGORY I: SPECIAL EVENT

2002 I1 Adlink JLS (WA) for United Way: BANKWEST FREQ TO DARWIN SPLASH

Contents: Folder, supporting documentation

The 'BankWest Freq to Darwin Splash' was a charity yacht race involving some 24 yachts, 160 competitors, and more than 100 committees throughout Western Australia. The 'Splash' race commenced in Fremantle on June 1, 2002 and sailed up the coast stopping at Geraldton, Carnarvon, Exmouth, Dampier, Broome and Darwin.

The 'Splash' was organised to raise money for charity. This was accomplished by way of various fundraising activities and events such as banquet auctions, merchandise sales, 'Splash' parties, corporate donations and sponsorship. United Way collected the money raised and then dispersed it amongst selected charities within regional areas.

The primary public relations objective was to raise awareness of the race. It was an inaugural event and there were many unknown parameters such as the size of the race, type and amount of sponsorships and media interest. An 18-month campaign commenced in January 2001 with the drafting of a strategic plan. The strategy incorporated a year-long public relations campaign that would build awareness and coverage of the race. As awareness levels increased, sponsorship deals came more easily and the campaign snowballed.

The BankWest Freq to Darwin Splash was one of the most successful events of its time in Western Australia.

2002 I2 Austin Williams: WORLD CONGRESS ON INFORMATION TECHNOLOGY 2002

Contents: Supporting documentation, photos, newspaper, booklet, 2 spiral bound books

Austin Williams (AW) was awarded the World Congress on Information Technology (WCIT) 2002 two weeks after the September 11 terrorism attacks in New York. The biennial WCIT is the world's most prestigious IT event, aimed at international decision-makers from the corporate and government sectors.

As well as September 11, WCIT faced two other major challenges, the global downturn in the IT sector and the fact that Australia, particularly Adelaide, is a long way from key markets.

As the first WCIT host in the Southern Hemisphere, Adelaide had a target of 1500 delegates, with one-third from overseas, to equal numbers at the previous two events in the US and Taiwan. A further challenge was the integration of the PR campaign across two separate but integrally linked events, and two clients.

AW mounted a multi-pronged international communications campaign over five months with the primary objective to attract delegates. Target markets were systematically communicated with by a combination of briefing events, e-mail, media, direct mail, websites, advertisements, ambassadors' programs and a range of promotional materials.

The congress was acclaimed an outstanding success after numbers exceeded expectations, attracting delegates from 55 countries.

2002 I3 Australia Day Council: BRINGING THE OUTBACK TO THE CITY

Contents: Folder, supporting documentation, media kit.

The Australia Day 2002 parade was the largest and most diverse since the Bicentennial year, thanks to a small group of three, who over several months worked on the theme of "Bringing the Outback to the City", which also integrated the fact that many outback areas were settled by migrants and multicultural involvement is always a high priority for the parade. The parade concluded in Victoria Square, which was closed off to through traffic and turned into a large Outback area with displays, activities, barbecues and a country concert, Even Adelaide's newest citizens were treated to a special lamb barbecue.

Outback communities and the South Australian Tourism Commission (SATC) were approached and invited to participate firstly in the parade and then afterwards in Victoria Square. All approaches were on a personal basis with Susan Caracoussis contacting the Outback Areas Trust, Royal Flying Doctor Service and the SATC, while Judith Bleechmore worked with the Coober Pedy community and surrounding areas, and finally, Peter Hackett a feature writer at the Advertiser who travels to the outback regularly utilised his extensive and diverse list of contacts / mates.

Australia Day also provided the communities and groups approached with the opportunity to promote their planned celebrations as a part of the Year of the Outback later in the year, while letting people in the city gain a feel for the majority of their state.

The parade was then expanded to incorporate the Country Fire Service (CFS) after their efforts in New South Wales and again due to their statewide base, this was also representative of the outback.

2002 I4 Australia Post Shared Services Division: SHARED SERVICES DIVISION VISION WORKSHOPS - THE JOURNEY OF A LIFETIME

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

The Australia Post Shared Service Division (SSD) was formed in 1999 to streamline the processing of finance and human resources transactions for a workforce of 36,000.

SSD undertook a "climate check" cultural study in February/March 2001. The survey uncovered fundamental concerns including: staff felt little ownership of their work load, they felt daunted by the rapid growth of the SSD, and believed that the existing corporate visions and strategies were no longer relevant to them. In addition, SSD management had commenced work on a new business strategy that would see the division moving from a purely internal service provider to a profit-generating business servicing clients other than Post.

To address the concerns of the culture survey, and create a foundation on which to build a new business strategy, SSD held Vision Workshops which invited staff to participate in the building of a new vision, purpose and set of values for the Division.

The Workshops were highly successful, with research showing that those staff who attended had higher feelings of ownership of the new vision and had a greater understanding of their contribution towards it. In addition, the Post Board endorsed the new vision and business strategy.

2002 15 Australian Bureau of Statistics: 2001 CENSUS DATA RELEASE COMMUNICATION CAMPAIGN

Contents: Folder, supporting documentation, CD-ROM, posters, booklet, photos.

The successful campaign to release the results of the 2001 Census has set the benchmark for future ABS data release events. Achieving extensive coverage in national, state and regional media, the campaign has met its objectives and exceeded expectations.

The Census of Population and Housing having been conducted by the Australian Bureau of Statistics (ABS) 14 times over the past 100 years is vital to planning our way of life. Many decision makers eagerly awaited the release of the 2001 results, so they could use the high quality information to make informed planning decisions for Australia's future.

On 17 June 2002, the ABS released the first results from the 2001 Census. Telling the Australian community about the availability of this rich national resource and thanking them for their support, provided the ABS's Media and Public Affairs Unit (MPAU) with an exciting opportunity to showcase the census product.

A national launch and media lock-up was organised for Sydney, with simultaneous media events in Canberra, Melbourne, Hobart, Adelaide, Perth, Darwin and Brisbane. These events were heavily marketed to the media and supported by regional media tours and the availability of a large amount of free data on the ABS Web site.

2002 16 The Cancer Council: AUSTRALIA'S BIGGEST MORNING TEA

Contents: Folder, supporting documentation, information booklet, brochures

Australia's Biggest Morning Tea (ABMT) is a fundraising event for The Cancer Council NSW. The event aims to raise funds for cancer research, education and support services for cancer patients and their families as well as raise the profile of The Cancer Council as the leading cancer charity in NSW.

ABMT involves a "host" registering with The Cancer Council to hold a morning tea and raise funds. The host invites their friends, colleagues and family to participate in a morning tea and asks each guest to make a donation for cancer.

The target for the 2002 campaign was to register 16,000 morning tea hosts within NSW and raise \$2.5 million dollars. During May, the focus month of the campaign, 15,401 hosts participated in the event and raised over \$2.68 million for The Cancer Council NSW. This represents a 23% increase on funds raised in 2001 and a 20% increase on host numbers.

The key to a successful ABMT campaign is the acquisition of new hosts and the retention of hosts from previous years. An extensive acquisition/retention campaign begins in early April, using metropolitan and regional media (print, television and radio), a substantial direct marketing campaign and numerous regional and state promotional strategies.

2002 17 Capital Public Affairs (ACT) for the National Multicultural Festival: 2002 NATIONAL MULTICULTURAL FESTIVAL

Contents: Folder, supporting documentation, brochures, booklets, poster, newspaper inserts

In 2001 the National Multicultural Festival was in trouble. The February 2001 Festival had received a panning by the media; crowds were down, community groups and sponsors were unhappy about their role in the festival – and the Festival Director was involved in a bitter public dispute over management and funding.

With a change of ACT government, and with a new government-appointed management team, the February 2002 Festival shaped up as the 'new broom' Festival - and perhaps the 'last chance' Festival. Capital Public Affairs Consultants (CPAC) won the job of developing and implementing the Festival communication strategy. CPAC's task was as simple as it was daunting - to bring the crowds back and win back the support of the stakeholders, the media and the community.

And it did - by running an aggressive and comprehensive communication campaign which reached into every nook and cranny of the Canberra community. CPAC did deals on advertising and editorials; staged media events and promotional events; churned out brochures and posters and backgrounders and programs and web site pages; and liaised non stop with the media.

And did it work? Absolutely. The evaluation figures said it all: biggest ever Festival attendances - up by 40 per cent on the previous year; 87 per cent recognition of the Festival among Canberra households; 84 per cent household support for the Festival; and media coverage in the ACT alone valued at \$150,000. The tide had turned.

2002 18 GBA Communications for Workplace Safe: WORKPLACE SAFE 2001 AWARDS

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

The challenge for GBA was to transform the 2001 Workplace Safe Awards presentation into a gala event that would motivate people to enter the Awards, attract attendees willing to pay for tickets, and increase general interest in the event.

Until 2001 the annual Workplace Safe Awards, launched in 1996 as part of the Workplace Safe Campaign, had comprised a mid-sized (70-80 pax), invitation-only lunchtime presentation paid for by the WorkCover Board. Extensive research was initially undertaken to determine the right direction for the Awards presentation. GBA then managed the planning, preparation, promotion, media and logistical arrangements for the evening.

The event exceeded its goal of 200 paying guests with 411 people attending (323 attendees paid for tickets). Entries to the Awards also increased on the previous year (a total of 70 entries were received, up from 50 entries in 2000), and have reached a record in 2002 with 81 received. A survey of entrants following the Awards showed an overwhelming 96% had a positive response to the evening and 92% thought it represented value for money. An amazing 24 per cent of survey respondents said they would plan to attend the 2002 Awards even if they had not entered.

2002 19 Horizon PR: VIRTUAL COLOMBO PLAN

Contents: Folder, supporting documentation, participants information kit, video, brochure and invitation

The Virtual Colombo Plan (VCP) Launch and Seminar was a joint Australian Government and World Bank event held in Sydney on 2 August 2001. The VCP event provided the platform for Australia and the World Bank to announce a \$1.5 billion partnership to combat global poverty with a state of the art distance education initiative. The event was jointly hosted by the Hon. Alexander Downer, Minister for Foreign affairs and Mr James Wolfensohn, President of the World Bank on 2 August 2001 in Sydney.

The goal of the VCP event was to attract leaders from education, technology, government and NGO sectors to an event of international standing and achieve significant, relevant national media coverage.

Horizon Public Relations was contracted to manage the project including developing a comprehensive project and risk management strategy, event planning, program development, design and production and media relations. Horizon played a critical role in coordinating the audio visual and satellite hook up between Sydney and the three international speakers.

The event attracted 371 participants, including 44 VIPs. It included a practical demonstration of Information and Communication Technologies (ICTs) with a satellite hook-up to spokespeople in Papua New Guinea, Thailand and Nairobi.

2002 110 Mills Wilson: WORKSAFE 2002 AND BEYOND

Contents: Folder, supporting documentation, video, booklets

Industry specific occupational safety and health issues have been addressed in a number of different forums but there had never been a dedicated occupational safety and health conference covering all industries. WorkSafe WA (the client) was searching for a forum to replace WorkSafe Week, to freshen the impact of its

safety and health messages. The inaugural Work Safe 2002 and Beyond conference was that forum. The conference provided the latest information about emerging and current issues and encouraged employers and employees to work together to effectively manage workplace safety.

There was no template for this event. Mills Wilson started work on a 'blank sheet', working with WorkSafe WA to establish the programming, marketing, staging and additional sponsorship. Additional challenges included accessibility and ensuring a program that attracted interest from across industry.

The strategy was to program ambitiously, research well, pay meticulous attention to detail, work closely with the client, speakers and sponsors, plan thoroughly and manage at the strategic and micro levels. We also worked closely with all suppliers, managed the finances carefully and documented the process very well, including all evaluations.

The results exceeded the clients' best expectations in every aspect of the programming, industry engagement and management.

2002 I11 The Rowland Company (QLD) for the National Health and Medical Research Council: HEALTH HEROES TAKE ON TERRORISTS, AIRLINE COLLAPSE AND REFUGEE CRISIS

Contents: Folder, supporting documentation

Prior to 2001, Australia's 330,000 health volunteers have never been acknowledged through a national awards program. The NHMRC seized the opportunity as part of the International Year of the Volunteer. It proposed a national event, the 2001 Health Volunteer Awards, with state/territory ceremonies planned for each capital city over a two-week period, culminating in a national event in Canberra.

The NHMRC and its Health Advisory Committee and Volunteers in Health Care Working Party also sought greater public understanding of their role and charter through the event. A Health Volunteering Manual was proposed as a key event outcome.

Rowland's event management expertise, supported by its media and issues management experience, was engaged to project manage the awards' planning, implementation and assessment on time, on budget and to the satisfaction of all parties involved.

The objectives of the project were met, with 587 nominations received and positive media coverage of the winners and the events and the Volunteer Manual was completed.

2002 I12 Socom (VIC) for Datex-Ohmeda: A WALK ON THE WILD SIDE" DATEX-OHMEDA'S HOSPITALITY CAMPAIGN FOR THE 8TH WORLD CONGRESS OF INTENSIVE & CRITICAL CARE MEDICINE

Contents: Folder, supporting documentation, brochures, invitation entry pass, video

Once every four years 3000 intensive care unit specialists from around the world gather at the World Congress of Intensive and Critical Care. In October 2001, it was hosted in Sydney. Datex-Ohmeda, a global company that specialises in anaesthesiology products had recently entered the intensive and critical care sector. The conference presented a unique opportunity for Datex-Ohmeda to present its new products to customers, generating sales leads.

To achieve this Datex-Ohmeda needed an events program that would pull customers from competitor's activities and attract them to their stand. The event program competed with a range of gala spectacles by other large pharmaceutical and other medical companies.

Datex-Ohmeda engaged Socom to prepare a competitive event program that would lead to sales of ICU products, by securing 500 new sale leads for the company. Socom developed a program that appealed to the doctor's expertise, interests and sense of fun. The strategy revolved around the theme of 'A walk on the wild side' with attractions focusing on Australia's deadly species, antivenom and treatments and concluding with a 400 pax uniquely Australiana themed dinner and show. The events implemented were so successful that Datex-Ohmeda has consulted with Socom to review its global conference strategy.

2002 I13 South Australia, Department of Prime Minister & Cabinet: THE ROYAL VISIT TO AUSTRALIA BY HER MAJESTY THE QUEEN AND HIS ROYAL HIGHNESS THE DUKE OF EDINBURGH

Contents: Folder, supporting materials

Her Majesty The Queen and The Duke of Edinburgh made their thirteenth visit to Australia on 27 February 2002 - 3 March 2002. Their five-day visit to South Australia and Queensland coincided with The Queen's Golden Jubilee Year and the Commonwealth Heads of Government Meeting (CHOGM) in Coolumb, Queensland on 2-5 March 2002.

Approximately one month before The Royal Visit commenced, a media liaison officer and an assistant media liaison officer were seconded to the Department of Prime Minister and Cabinet to facilitate the coverage of the Royal Visit to Australia by the UK media covering Her Majesty's visit to Jamaica, New Zealand and Australia and the Australian media.

With Her Majesty The Queen and The Duke of Edinburgh having up to ten separate media engagements each day, the success of the Royal Visit hinged on the successful development and implementation of the media operation by the Commonwealth.

Large crowds turned out in Adelaide, Brisbane and regional centres to welcome Her Majesty The Queen and The Duke of Edinburgh. Media coverage at home and abroad was substantial and overwhelmingly positive. Palace officials, including The Press Secretary to The Queen, deemed The Royal Visit to Australia a success. The UK media contingent, who travel continually with the Royals, described the media operation for The Royal Visit as the 'best ever'.

2002 I14 Sue Currie Communications for NSW Animal League: SCRUFFS – THE NSW ANIMAL WELFARE LEAGUE

Contents: Folder, supporting documentation, postcards

Sue Currie Communications was appointed by the NSW Animal Welfare League to provide public relations and event management support to Scruffs 2002. Scruffs is the annual awareness event of The NSW Animal Welfare League with primary objectives to:

- 1 Raise awareness of the League and gain wider recognition of the work it conducts
- 2 Promote responsible pet care and the value of canine companionship.

Scruffs is designed as a celebratory event for the whole family including the family dog. On the day there are fun competitions for dogs including Scruffs Star, a number of canine displays such as dog agility and flyball plus merchandise and educational stalls including dog health, behaviour and training information.

Although there are lots of fun and games Scruffs is aimed to remind dog owners of their responsibilities to their companion pets with the aim to reduce the number of dogs given up by their owners.

Sue Currie Communications' role was to develop and implement the media management campaign and to provide event management support. The consultancy's role included:

- Sponsorship negotiation with media partners
- Secure celebrity judges and comperes
- Media relations and management
- Publicity
- Assist task force with event implementation.

2002 I15 Whaley Consulting Group: SPLASH AND ROUGE BALL

Contents: Folder, supporting documentation, invitation card, program, photos

Situation

The Splash of Rouge Ball was held on August 25, 2001, as the official Ball of the 2001 Goodwill Games Brisbane. Maria Whaley, as Public Relations Consultant to the Abused Child Trust, provided organisational, promotional and fundraising expertise for the Ball.

From the Abused Child Trust's point of view, the Ball had to raise significant funds, position the Trust as a reputable and worthwhile charity, profile the issue of child abuse, develop long-term relationships with key supporters and elevate the Trust to a higher level of fundraising.

The Ball campaign strategy encompassed the following:

- Research to establish key directions for the Ball
- Setting of clear objectives and a comprehensive budget
- Identification of key target markets for attendance and sponsorship
- An extensive and targeted promotional campaign
- Innovative fundraising initiatives
- The encouragement of high-level sponsorship
- Post-Ball evaluation and strategies for future fundraising activities

The Splash of Rouge Ball was a huge success. For the Trust, it raised \$125,000, positioned the charity as a major player in the fundraising sector in Queensland, enabled the Trust to develop long-term relationships with many of the Ball's supporters and elevated the Trust to a new level of fundraising.