

Australia and New Zealand PR Alert: 13th September 2018

Elaine Koller from the **Public Relations Institute of New Zealand (PRINZ)** says "Kia Ora" to Telum and chats to us about all things PR in the Land of the Long White Cloud. Plus the latest moves and news from the Australian and New Zealand communications industry, including **SenateSHJ**, **The British Council** and **VIVA! Communications**. PLUS **PR Jobs of the Week** and **WE Buchan's 2018 Brands in Motion** study.

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Top stories

Jamie Morse starts at SenateSHJ

SenateSHJ has further strengthened its senior team with the appointment of Jamie Morse as General Manager and Partner in the Group's Sydney office. He joins with 20 years' experience in Australia, Asia and the Middle East including senior in-house roles at multi-nationals and both public-listed and private owned consultancies. SenateSHJ also recently appointed five senior consultants to its team.

One Green Bean announces new CEO

Claire Salvetti has been promoted to CEO at One Green Bean, following Carl Ratcliff's departure. She has been Managing Director of the agency for the last three years. Anthony

Freedman, Chairman Havas Group Australia commented, "Claire has been an exceptional Managing Director over the past three years, coaching the team to deliver award-winning and effective work whilst creating a strong and nurturing culture by inspiring people to be their best". Carl stepped down from the CEO role to pursue his passion for strategic thinking.

Lucille Keen joins Nord Anglia

Lucille Keen has moved to Hong Kong to join Nord Anglia Education as Global Head of Communications. Lucille moves from Australia where she was most recently with PwC. Prior to that she was a journalist with Fairfax Media for nine years, six of those with *The Australian Financial Review*. Keep in touch with Lucille at lucille.keen@nordanglia.com and at (852) 9220 1026.

New Marketing and Communications Director at National Trust of Australia

The National Trust of Australia (NSW) has appointed Lyndal Stuart as Director, Marketing and Communications. She was most recently Head of Marketing Communications at corporate philanthropy agency, Good2Give, and for five years prior to that was the Communications and Marketing Manager at the Centre for Social Impact. Congratulate her at lstuart@nationaltrust.com.au

IPFA appoints Director of Strategy, Communications and People

Sarah Dagg is now Director of Strategy, Communications and People for the Infrastructure and Project Financing Agency. She previously spent five years with Infrastructure Partnerships Australia where she was most recently Director of Media and Communications. Contact her at sarah.dagg@ipfa.gov.au

APPEA appoints Deputy Director, Comms

Former Deliveroo Head of Corporate Affairs Jessica Hudswell has been appointed as Deputy Director of Communications for the Australian Petroleum Production and Exploration Association (APPEA). Prior to Deliveroo, Jessica was GM Change and Engagement - Finance at Telstra, and Head of Communications at Australia Post. Contact her at jhudswell@appea.com.au

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News flash

WE Buchan: Brands in Motion 2018

WE Buchan has announced results for WE Communication's Brands in Motion 2018 global study. The data revealed that consumers worldwide continue to demand innovation - but now, in response to increasing technology-based fears, they're attaching strong new stipulations to these expectations, chief among them the requirement that brands use technology ethically and responsibly. Three key themes emerged:

- Consumers hold brands accountable to use technology ethically.
- Consumers want brands to show, not tell.
- Global environmental forces drive increasingly polarised perceptions of brands.

The [full report](#) will be available in the coming weeks.

In-house moves

Alessia Terranova has been promoted at Fiat Chrysler Automobiles Australia to Senior Manager, Corporate Communications. She joined the company from Ogilvy Public Relations, now opr, in 2015. Congratulate her at alessia.terranova@fcagroup.com

Rebecca Munro has finished at Arts Centre Melbourne and joined the circus. She is now Director of Marketing and Communications for **Circus Oz**, based in Collingwood. At Arts Centre Melbourne Rebecca led the marketing campaign team. Before that she was at Museum Victoria, and AdPartners Group in Sydney. Contact her at rebeccamunro@circusoz.com.au

The British Council has grown its team in Australia with **Kate Murray**, who is now Communications Manager. Kate joins after two years with Austrade, most recently as Marketing Adviser, Strategy and Planning. Keep in touch with her at kate.murray@britishcouncil.org.au

Stephanie Mearns is now Communications and Public Affairs Officer for **Botanic Gardens and Centennial Parklands**. She was most recently a Communications Consultant at Left Field Communications. Contact her at stephanie.mearns@bgcp.nsw.gov.au

South32 has appointed **Kristy McGrath** as Communications Manager. In her new role she will be responsible for delivering group communications strategy. Kristy was most recently Communications and Marketing Manager at Santos.

Nanuku Auberge Resort, Fiji has appointed **Sarah Knight** as its PR Manager for Australia and New Zealand. Based in Melbourne, she is also a Travel Writer and Editor of digital resource *By the Sea with Three*. Contact Sarah at info@sarahknightconsulting.com

NZ in-house roles

Hannah Norton finished at **Chapman Tripp** yesterday and will now focus on her own freelance PR consultancy, Hannah Norton Writes. She was Senior Communications Executive for the New Zealand law firm for over two years. Keep in touch at hannah@hannahnortonwrites.com

Dani McDonald will be joining **New Zealand Māori Tourism** as a Communication Adviser. She departed her role as Wellington-based Entertainment Reporter at Stuff on 7th September. Keep in touch with her at dani.jade@gmail.com and on Twitter [@dani_mcdonald77](https://twitter.com/dani_mcdonald77)

Latest moves in the university and research sector

- **UniQuest**: Brooke Baskin is now Manager, Media and Communication for the

commercialisation arm of The University of Queensland. Get in touch at b.baskin@uniquest.com.au

- **Australian Genomics:** Dorothy Illing has been appointed Media and Communications Manager at the national research collaboration. Congratulate her at dorothy.illing@mcri.edu.au
- **The University of Melbourne:** Zoe Stephenson is now Communications and Public Relations Manager for the University's Centre for Cancer Research. Keep in touch with her at zoe.stephenson@unimelb.edu.au
- **Deakin University:** Bianca Carmona is now Media Relations Coordinator at the University after a career in journalism. Contact Bianca at bianca.carmona@deakin.edu.au

Who's representing who?

Agent99 has welcomed three new clients to its roster:

- CanTeen's major fundraising and awareness campaign **National Bandanna Day**
- Swedish outdoor gear brand **Fjallraven**
- Specialist recruitment agency **Citrus Group**

Want to let the journalist and PR industries know who your agency is representing? Send client wins to alert@telummedia.com and we'll tell Telum's community of thousands of journalists and PR's so they can update their contacts and approach you with opportunities.

PR Jobs of the Week



Health and wellness communications agency **VIVA! Communications** is hiring an ambitious, experienced healthcare **Account Manager** to join their team full-time in its Sydney HQ. The ideal candidate will possess strong client relationship and project management skills, will be working at a Junior Account Manager or Senior Account Executive level, and be ready to make the step up, thanks to their agency experience. To apply, email your CV to Paul Jans at pj@vivacommunications.com.au

Tabcorp is looking for a new **Sponsorship and Community Manager**, sitting within the Lott's Brisbane-based public relations team. The role includes developing and implementing a strategic community and sponsorship framework for the Lott. In addition to managing existing and potential new sponsorships and partnerships, the role has a strong focus on creating content to leverage these across the Lott's earned and owned channels. The ideal candidate would be a PR professional passionate about CSR with about 10 years' relevant experience.

Microsoft currently has an opening for a **Consumer Communications Manager** role. The successful applicant will manage external communications for Microsoft's consumer business, including Xbox, Surface, Office, Windows and Microsoft Store. The ideal candidate will have 10+ years' experience, preferably both agency and in-house. They will also be a team player and (calculated) risk taker whose primary focus is on engaging fans through creative communications campaigns that drive business impact.

Have a PR and communications role you'd like to be considered for Telum's PR Jobs of the Week? Email details of the vacancy and how to apply to alert@telummedia.com

Agency news

Financial communications agency **Honner** has expanded its offering to include a broad range of marketing consulting services aimed at Australia's financial sector. **Craig Morris** will lead this offering as Head of Marketing Solutions. He joins from Russell Investments where he worked for the past 15 years, most recently in the dual roles of Head of Marketing Asia Pacific and Global Head of Customer Experience.

GLOBALHealthPR has appointed longstanding Australian partner, **VIVA! Communications** as its regional hub for Asia Pacific. The strategic partnership also welcomed Singapore-based **Spurwing Communications** to its network.

Hunter Communications has made three additions to its team. **Kate Frichot** is now Agency Director. **Michelle Leong** joins as Account Manager and will work across consumer clients including Henry & Oliver, Perth Racing and Hawaiian. **Luci Clarke** has also been hired as PR Coordinator following an internship earlier this year.

David Latham is now Public Relations Manager at Melbourne PR firm **London Agency**. He moves from Arkajon Communications where he was Editor. David was previously a Freelance Journalist / Columnist, contributing to *VICE Australia*. He is also currently a film and book reviewer for *Crikey.com.au*. Get in touch at david.latham@londonagency.com.au

Cameron Boon has joined the team at **BBS Communications Group** as an Account Manager. Based in Brisbane, his previous communications roles include PR Consultant at Sequel PR and Communications and Public Relations Officer at TAFE Queensland North. Prior to that Cameron worked as a Journalist at the likes of the *Townsville Bulletin*, *Mumbrella* and the *Centralian Advocate*. Contact him at cboon@bbscommunications.com.au

Think HQ's **Sophie Spence** has moved across to sister company **Lumin** as its new Manager, to manage existing clients, client acquisition, content development and technical updates for the communications training platform.

Industry awards

Winners were announced this week for *The Holmes Report's 2018 Asia Pacific SABRE Awards*. Australian winners included **Red Agency** for a series of wins including Australasian Consultancy of the Year, **Sefiani Communications Group** in the Public Affairs practice category and **History Will Be Kind** in the Australia / New Zealand geographic category.

Telum Talks To... Elaine Koller, Chief Executive, Public Relations Institute of New Zealand (PRINZ)



Can you tell us a little bit about the work PRINZ does?

PRINZ is a membership organisation that represents the public relations and communications industry in New Zealand. Our vision is to advance the profession in New Zealand - increasing the capabilities of our members, raise awareness of what public relations is and the value that we bring to organisations. We have a lot of resources available for members and also run professional development programmes, including an

accreditation in public relations programme. This is a qualification for those who have five-plus years experience, and it demonstrates that they have the breadth and depth of experience to thrive in any PR role.

All our members, even if they are part of a group membership, have to sign up to say that they agree to abide by our code of ethics. So part of what we do is also manage any complaints that may be made against members. Fortunately, there aren't many, and often when we do receive complaints they tend to be about non-members.

Can you let us know a little bit more about your role?

We have a small team here in the national office. We manage the logistics and running of all our events, professional development courses and advocacy programmes, and liaise closely with our volunteers. I spend a lot of time working with them, but I also look at the strategic objectives our board wants us to achieve. At the moment, we are looking at our professional development programme and asking "is that right for our members?" and "would chartered status add value to our members and their clients or employers?" Earlier this year the Global Alliance announced PRINZ and New Zealand as the hosts for the 2020 World PR Forum, so we are also planning for that.

How do you think the New Zealand media scene compares to others globally?

New Zealand media has similar pressures to media outlets around the world. They have limited budgets and are struggling to find profitable revenue models, particularly with some of the larger technology companies moving into the publishing space. There's also been a significant level of consolidation within New Zealand's media landscape. However we're also seeing a few new online, media platforms coming through that are carving out a niche for themselves. So while there's consolidation, there are also new opportunities springing up.

If you work in public relations and you're working in the media relations area, it's becoming increasingly difficult, because the journalists, typically, are less experienced. A lot of journalists who had decades of experience covering a particular industry are no longer in those roles. So you're working with journalists who understandably don't have the same context or institutional knowledge on a particular subject. And the journalists now are also under immense pressure to turn stories around quickly and write a certain number of stories each day.

What do you think are the big issues or discussions that are happening around the PR industry in New Zealand at the moment?

The biggest issue is probably a lack of understanding of what public relations actually is - and I hear this from members that work in-house and in agencies - that their manager, their organisation or client doesn't completely understand what public relations is. There is still a view that PR is just media relations. While it's clearly a highly visible part of what we do, it's quite a limited view. And because of this lack of understanding, there's an associated lack of resource for people working in PR.

I often hear of individuals or PR teams being given a project that's critical to the success of an organisation, but it's not funded in a way that enables them to do a really good job or succeed. PR is seen as a cheap option, "Oh, can you just PR it," i.e., get media coverage for free. But a really good job requires appropriate resourcing. Public relations is not just about getting messages out there, but it's equally about listening and feeding messages from your various communities or stakeholders back into the organisation. Doing this well can take time and money. If we don't have appropriate resourcing - and this includes resources for research, measurement and evaluation - it holds us back where we need to be able to demonstrate our value to our clients and organisations, in a way that's meaningful to them. Our job is not just to respond to a brief but if it's relevant actually to

say, "That's all very well, but actually the real problem is this and we need to do some work around this if we're going to solve this." That's where our real value lies.

Have there been any campaigns that have caught your eye in the last year?

Both the Supreme winners from this year's and last year's PRINZ Awards.

This year, the winner was the Department of Internal Affairs, who had a project to rehouse New Zealand's constitutional documents. It was a public sector project with numerous stakeholders, so as you can imagine the environment that they were working in was very, very complex. There had previously been an unsuccessful attempt to do it and because of stakeholder criticism and negative media coverage, the whole project was stalled and never started. So two months before it was due to open again, this new communications team was put in place to do it. It was a really tight timeframe and they had to rebuild the trust of all their stakeholders, so the success of the project was fantastic.

Last year's supreme winner, Campbell Squared, entered a project about engaging Iwi from the Wairoa region to see if they would accept the proposed treaty settlement from the Crown. They used social media and Facebook Live, to engage and reach Iwi that, in many instances, no longer lived in the area, and engage them in the process. Again, this was a very tight timeframe, and very complex working environment. The outcome was amazing, in terms of their engagement, and exceeded all expectations.

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