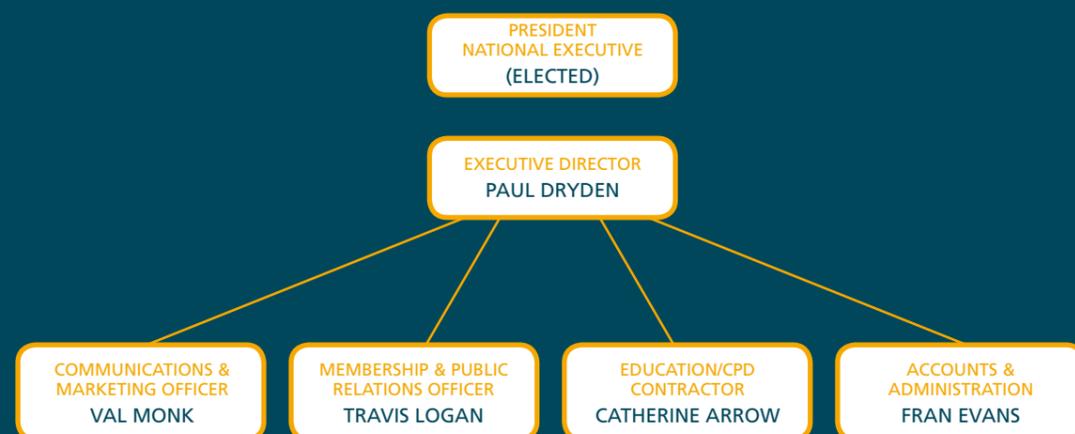




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## ORGANISATIONAL STRUCTURE



## DIRECTORY

### PRESIDENT

Ms Lisa Finucane

### EXECUTIVE DIRECTOR

Paul Dryden  
Level 1, 25 Union Street, Auckland  
www.prinz.org.nz

### ACCOUNTANTS

Gosling Chapman Partnership  
PO Box 158, Auckland

### BANKERS

ANZ Bank, Newton, Auckland

## NATIONAL EXECUTIVE

Lisa Finucane	<b>PRESIDENT</b>
Tim Marshall	<b>IMMEDIATE PAST PRESIDENT</b>
Fiona Cassidy	<b>PRESIDENT ELECT</b>
Graeme Purches	<b>VICE PRESIDENT</b>
Peter Boyes	<b>NORTHERN DIVISION CHAIR</b>
Katie Mathison	<b>CENTRAL DIVISION CHAIR</b>
Michael Henstock	<b>SOUTHERN DIVISION CHAIR</b>
Bruce Fraser	
Paul Harrison	
Graeme Sterne	

# INTRODUCTION

### PUBLIC RELATIONS

*A deliberate, planned and sustained effort to institute and maintain mutual understanding between an organisation and its publics (CIPR)*

*The planned effort to influence opinion through good character and responsible performance based upon mutual satisfactory two-way communication. (Cutler/Center)*

### A PROFESSION

*An occupation that requires extensive training and the study and mastery of specialised knowledge. It usually has a professional association, ethical code and process of certification and therefore a high standard of accountability.*

*If an occupation requires that its practitioners regularly act as advocates for those lacking the specific knowledge required for such advocacy, then that occupation may be deemed a profession.*

### PR TODAY

Recent research, evaluation of the situations vacant columns, and a look at most organisational structures, will show that public relations practitioners are an accepted and necessary element of business today. While there is less consistency regarding the seniority of PR and communication specialists, few organisations operate without strategic PR counsel from internal or outsourced providers.

The increasing number and quality of graduates with PR-specific qualifications are filling the entry level roles, and there are many opportunities, from a number of providers, for ongoing professional training to ensure knowledge and skills are maintained and improved.

There is no doubt New Zealand can hold its own internationally, and, from the output of academics to practitioners, compares favourably with international best practice.

### THE ROLE OF PRINZ

For more than 50 years, PRINZ has operated as the industry body for public relations in New Zealand. It has developed from a predominantly volunteer driven association, dependent on time and resources offered by practitioners around New Zealand, to a professional body administered from a national office.

In the absence of legal entry barriers to the practice of public relations, PRINZ strives to support our members and the wider industry in developing the structures around which we base our profession. This includes our code of ethics, ongoing professional development, our body of knowledge, accreditation and recognition of seniority and excellence of practitioners and the development and mentoring of new and young practitioners. The role of PRINZ is to challenge, lead, support and serve the profession for the benefit of today's practitioners and clients, and to ensure the ongoing and ethical development of public relations in New Zealand.

# 2006 HIGHLIGHTS



## TRENDS SURVEY

With nearly 800 respondents, the 2006 PRINZ Trends survey has provided a vast amount of valuable data for individuals, businesses and ourselves. Salary, budget and resourcing, recruitment, training, management, historical and educational data is now at our fingertips to answer questions, provide feedback and plan ahead as our profession grows and expands.



## PROFESSIONAL DEVELOPMENT

42 seminars and workshops were conducted by PRINZ across the country in 2006 – meaning over 500 PR or Communications practitioners chose to undertake some form of professional development. Regional events, with guest presenters were also held in Dunedin, Christchurch, Wellington, Bay of Plenty, Auckland and Whangarei. PRINZ also introduced webinars to the mix with three successful on-line webinars attracting around 100 listeners.



## LIFE MEMBERS

The highest accolade an organisation can pay is that of Life Membership. In 2006 consultancy heads, Cedric Allan from Auckland and Norrey Simmons from Wellington were inducted as PRINZ Life Members. Both have illustrious careers in the consultancy world and have both been National Presidents of PRINZ.

53  
PRINZ FELLOWS

## FELLOWS

Seniority was the key common factor in the 2006 inductees. Six practitioners who have made their mark on the industry were inducted into the PRINZ College of Fellows in 2006: Jane Dodd, Michael Dunlop, Gerry Morris, Jan Sedgwick, Jenni Raynish and Armin Lindenberg.



## MEMBERSHIP

PRINZ membership grew 10% year on year in 2005 and 2006. The 1,000 member mark was passed last year and we are now closing in on 1100. 64% are based north of Taupo, 26% in the Central region and 10% in the South.



## AWARDS

Over 50 entries across eight categories were judged in the 2006 PRINZ Awards, with the NZ Rugby Union 2011 World Cup bid winning the Supreme Award. Entries came from far and wide, and winners were based in Wanaka, Dunedin, Christchurch, Wellington and Auckland.



## ACCREDITATION IN PUBLIC RELATIONS (APR)

Another 16 graduates can now put the initials APR after their name and know that they have graduated with an internationally recognised qualification. 130 PRINZ members now have APR.



## NATIONAL OFFICE

The PRINZ Senior Practitioners conference in 2001 talked of an organisation strong enough to sustain a national office to grow the business and reduce dependency on volunteers. PRINZ has reached that point and has a group of individuals working for the benefit of, and responding to members, and providing the platform for the growth and increased visibility of the profession.



## FINANCIAL RESULT

Not only did 2006 show a surplus, but a pleasing aspect is the move away from real dependency on subscription income – income is now spread across several areas, including Professional Development, Sponsorship, Conference and Regional Events as well as Subscriptions.



## SENIOR PRACTITIONERS EVENT

In December, around 50 senior practitioners, including some non-PRINZ members gathered for a cocktail event at Sky City in Auckland. Attendees heard presentations on research undertaken here and in Australia, but networking with peers was regarded as the key drawcard. This was a start to establishing an ongoing programme.

Business today demands an increasing level of accountability across all functions, and public relations or communications management is no exception. As in-house practitioners and consultants strive to provide professional PR counsel, strategic advice and the implementation of tactics in a way that is budgetable, measurable and in line with overriding business objectives, so too has PRINZ focused on providing a truly accountable service to members and the wider profession.

## PRESIDENT'S REPORT

This year's strategy has been one of processes, consolidation and professionalising. With the added resources provided by the expansion of the national office, we have been able to focus on ensuring knowledge is retained through the improved sharing and documentation of procedures. The planning and administrative support provided by PRINZ has ensured better consistency across the regions and the various activities that are run. Small steps, such as improving the accuracy of our databases, led to better service, reduced duplication and more time to add better value for members.

We know that education – both of students and of practitioners through continuing professional development – is paramount in ensuring that New Zealand stays up with best practice internationally. Acknowledging that education and professional development can be gained from a number of places, PRINZ has been enthusiastically working with academics and other education providers to represent the views and requirements of members and the wider PR profession. At the same time our own professional development courses are regularly reviewed to ensure they are in line with member requirements and are run at a profit to allow us to continue to grow our member services.

We are using a variety of research tools to keep in touch with what members expect from PRINZ, and we adjust programmes accordingly. Wider research about the industry, perceptions surrounding it, and the roles and responsibilities of practitioners, has become a major

programme, driven by a committee comprising Graeme Sterne, Tim Marshall and John Shattock. Building on work done earlier by Joseph Peart, the committee not only drove the 2007 PRINZ Trends Survey, but has developed a strategic plan for ongoing research. Information gained will continue to be used to profile us with key stakeholders and to provide robust information about the state of the profession and the role it plays in New Zealand business.

As always, we continue to call on senior practitioners, particularly our Life Members and Fellows, for mentoring and support in a number of areas. The College of Fellows was launched several years ago under the Presidency of Gordon Chesterman, and this year we have started to develop a more structured set of responsibilities for this group. This sits alongside our aim of providing a range of programmes and events appropriate for senior practitioners, and ensuring we share the load among participants. Particular note should be made of Norrey Simmons and Cedric Allan who were both recognised as Life Members last year as well as new Fellows Michael Dunlop, Amin Lindenberg, Jan Sedgwick, Jenni Raynish, Gerry Morris and Jane Dodd.

The growth of the national office has allowed Executive Director Paul Dryden to concentrate on developing more strategic relationships in and around the industry. This has included a new sponsorship partnership with GEON Print, developing relationships with the tertiary education sector and working more closely with our fellow Institute in Australia (PRIA). Attendance at the registered consultancy group, a concept we are keen to introduce here, and



LISA FINUCANE

a day spent with the executive of PRIA late in 2006 proved particularly useful and has encouraged further sharing of ideas across the Tasman. Going forward we believe closer ties with colleagues in the Pacific Rim region will be of particular benefit. Maintaining close contact with the Global Alliance remains another priority, although this year we decided to forgo the opportunity to send a representative to the annual Global Alliance meeting in South Africa on the basis that meetings with more immediate neighbours would be more beneficial to PRINZ.

Finally, we have committed to finding opportunities for PR for PRINZ and PR for the profession. This has included better monitoring of and responding to comment about public relations in the media; certainly our 2006 Supreme Award Winner, Brian Finn of the NZ Rugby Union provided excellent media opportunities.

I appreciate the commitment of the national executive and the input they have made in providing direction, assisting with the development of processes and focusing far more on the minutiae of running PRINZ than should have been asked – paving the way for future national executives able to concentrate on governance and special interest areas as has been always been the intention.

Thanks and congratulations to Paul Dryden and his team, Val Monk - Communications and Marketing, Travis Logan – Membership and PR, Fran Evans – Accounts and Administration, and Catherine Arrow – Education and CPD. Their commitment to developing the functions

of PRINZ, and their determination to provide the best possible services to members of the Institute is greatly appreciated.

Finally, thank you to the many people who have supported the activities of PRINZ, contributed to them, and provided constructive feedback and advice during the year. Ultimately an industry body like PRINZ can only exist with the collaboration and validation of its members.

I wish the incoming President, Fiona Cassidy, all the best for the coming year and am confident that PRINZ will continue to develop/strengthen the role it plays for both members and the wider PR profession.

**LISA FINUCANE**

FELLOW PRINZ // PRESIDENT

**EXECUTIVE DIRECTOR'S REPORT**

PRINZ is operating under a business model and is resourced to provide the services expected of a national organisation. As with most businesses, a period of consolidation will occur, but 2006 has been successful financially and is starting to change perception of our sector without disenfranchising long standing supporters. That is the focus of the business plan for 2007 and is a result of consolidation and a business-like approach to 2006.



**PAUL DRYDEN**  
EXECUTIVE DIRECTOR

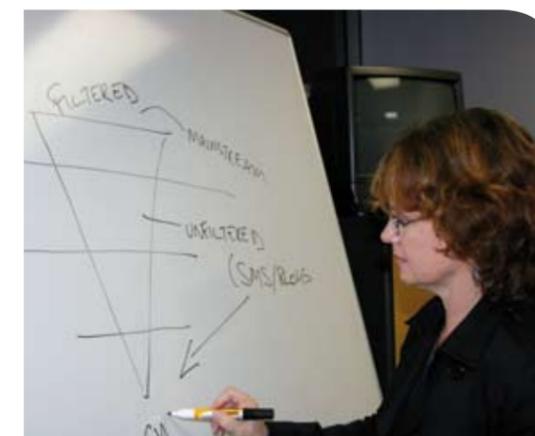
**PROFESSIONAL DEVELOPMENT**

**OBJECTIVE - Develop professional development programme as income and to position PRINZ as a leading educator for industry**

PRINZ is the leading provider of public relations and communications workplace training in New Zealand. As our industry strives for recognition as a profession, workplace training is a key component. Recognition as a profession is founded on a number of things including a Code of Ethics and a Body of Knowledge.

Led by CIPR Fellow, Catherine Arrow, the PRINZ Continuing Professional Development programme has grown and is providing the bulk of the workplace training for practitioners in New Zealand.

In 2006, we introduced a number of new initiatives, and endeavoured to provide a programme which covered the bases as well as being topical and up to the minute – our 'Blogs, Pods and all that Jazz' seminar was held six times in three cities. With the support of Premiere Global Services, we conducted three successful webinars, providing workplace training for a number of regional practitioners who otherwise struggle to get to seminars held in the main centres.



Another success story was the re-introduction of the two-day Body of Knowledge seminar developed by Norrey Simmons. Forty mid to senior practitioners used this as a refresher in Wellington late last year. Thanks to Rob Crabtree who has previously managed our CPD programme in between the demands of his own consultancy, and still contributes to our programme.

CPD achievements in 2006 included:

- + More than 40 workshops
- + Three webinars provided free of charge to PRINZ members
- + A two day professional development conference
- + Regional networking seminars
- + PRINZ trainers provided in-house training to organisations

**EXECUTIVE DIRECTOR'S REPORT**

**ACCREDITATION IN PUBLIC RELATIONS (APR)**

**OBJECTIVE - Develop and maintain consistent course processes in line with international best practice. APR to become a sought after and recognised qualification**

In 2006, 18 people sat the APR course, with 16 completing and passing the accreditation process. The two non-completed candidates were curtailed by work and/or personal circumstances and are planning to finish the process in 2007.

Ongoing liaison and comparison with colleagues around the world supports our confidence in the New Zealand APR, which is recognised internationally. We are continuing to monitor international best practice and to refine our own processes to ensure the APR course is of real benefit to practitioners who undertake it.

To date we have 130 PRINZ Members who have sat and passed APR.

**AWARDS**

**OBJECTIVE - Develop and maintain award programme to provide acknowledgement and profile for PRINZ as well as award recipients**

The NZRU's bid for the Rugby World Cup was a clear Supreme Winner in 2006, demonstrating both professional competence and the 'WOW' factor required for this major recognition of PR excellence.

Last year, there was a record 57 entries from all around New Zealand. Categories were judged by members of the College of Fellows, with the Supreme Award selected from category winners by a panel comprising the President of PRINZ, sponsor and head of PR People Michelle Boag and journalist and media commentator Deborah Hill Cone.

**NATIONAL CONFERENCE**

**OBJECTIVE - Run a conference identified by the industry and wider stakeholders as the key educational and networking event of 2007**

Historically, the annual conference has been hosted by the regions on a rotational basis and 2006 was the Southern Region's turn. The Christchurch committee, headed by Michael Henstock, put together two days of solid learning, innovative entertainment and some great networking along with a top venue for the Awards Dinner.



**TAWERA NIKAU AND FIONA CASSIDY**

"PR, the Power behind the Brand" was the theme, and presenters covered a broad range of topics including reputation management, community consultation, stakeholder management, strategic counsel and new media.

Our sponsors Chong Newztel and PR People gave support, along with Maori Television which provided Tawera Nikau as MC for the dinner – memorable also because the next day he was named in the Queen's Birthday Honours list.

**EXECUTIVE DIRECTOR'S REPORT**

**STRATEGIC RELATIONSHIPS**

**OBJECTIVES - Develop a series of strategic partnerships with suppliers, industry bodies and complementary associations for the benefit of PRINZ and the PR industry**

Once again we are very grateful to sponsors that provide PRINZ with the wherewithal to improve our services to members and to achieve objectives without increasing costs.

Very recently we welcomed GEON Print into our small family of partners. Their contribution has already allowed PRINZ to commit to best practice in print – using vegetable inks and sustainable stock for our printed material.

Our two long-standing partnerships are with Chong Newztel and PR People. Chongs has consistently supported PRINZ both financially and with resources – and thanks to Leon Hudson particularly, for his passionate support and promotion of our organisation. Michelle Boag has consistently supported PRINZ, and has also contributed personally with assisting judging on the Supreme Award panel. We also thank David Reade and Media People for their support.

We also have a number of other relationships to enhance member benefits – AON Insurance provides very competitive insurance cover; Premiere Global Services, teleconferencing for webinars and competitive pricing for members; Wotif.co.nz has provided a number of prizes as incentives at events.

PRINZ is a supporting partner of the New Zealand Sponsorship Awards – this provided a number of benefits. For example, a group of Manukau Institute of Technology (MIT) students developed a Communications plan for the awards; PRINZ members provided entries; and we were represented on the judging panel. It also exposed PRINZ to a wide group of potential new members.

We also share reciprocal arrangements with a number of organisations including the Marketing Association, Sales & Marketing Institute (SMI), Fundraising Institute of New Zealand (FINZ) along with other communications groups like the New Zealand Communication Association (NZCA).

Recent meetings with the Public Relations Institute of Australia (PRIA) have reinforced the benefits of knowledge and skill sharing across the Tasman. We have committed to increasing the frequency of these meetings to the benefit of members of both professional bodies. Sharing research, CPD programmes, guest speakers and trans-Tasman initiatives including senior practitioners gatherings are also being discussed.

**POLICIES AND PROCESSES**

**OBJECTIVE - Deliver knowledge retention and succession planning across all areas of PRINZ operations**

A key project in 2007 is to build on the documentation of our processes and procedures. Important areas including APR, Fellow elections, Awards and Events have already been documented, ensuring consistency as we go forward.

**MEMBERSHIP**

**OBJECTIVE - Continue to increase numbers and provide appropriate benefits and services across the range of members**

Membership numbers continue to grow, reaching 1070 by early 2007. Growth has been assisted by the introduction of the corporate membership in 2004. Currently 30% of members are part of a corporate group.

Divisional meetings are held regularly in Auckland, Wellington and Christchurch – and the three divisional chairs and their committees provide events where members learn and network. Gatherings are

## EXECUTIVE DIRECTOR'S REPORT

also held in the Bay of Plenty under the guidance of Bruce Fraser, in Dunedin where Claire Curran is key organiser and more recently Sioux Campbell has been the catalyst for a group in Northland. We will always be dependent on the goodwill of volunteers although the national office is now in the position to provide greater administrative support.

Going forward, we plan to provide more options for specialist groups within PRINZ. We are currently working with the internal communications group and have acknowledged growth in this area with a specific breakout stream at the 2007 conference.

### FELLOWS/SENIOR PRACTITIONERS

**OBJECTIVE - Retain/share knowledge and experience of senior practitioners, particularly Fellows and Life Members, within PRINZ and for the benefit of the industry**

Our senior practitioners are a discreet and very valuable sector. For some time, efforts have been made to capture that collective wisdom while also offering worthwhile experiences for them.

Senior practitioners contribute in a variety of ways, in many cases quite independently of PRINZ, but in 2006 a number of conference calls were held with our College of Fellows and this group is now moving towards a level of self-government.

Although, the Senior Practitioners Forum planned for March did not eventuate, we held a very successful event at Sky City in December. Thanks to Megan McSweeney and her team at Sky City for their hospitality.

## RESEARCH

**OBJECTIVE - Use research to develop a better understanding of trends impacting on the communications/PR industry for the benefit of members and education of stakeholders**

The 2006 PRINZ Trends Survey has now raised the bar.

PRINZ and the industry as a whole now has a range of valuable data to access, and to use. Areas of interest include, salary, job titles, charge-out rates, qualifications, age demographics, staff numbers and job breakdown. This will be the benchmark, and future surveys will provide trend data to show what is happening in the rapidly evolving world of public relations and communications management.

The presentation of the results across the country provided members with an opportunity to discuss the findings and has been the catalyst for talks with a number of industry groups. Another innovation which resulted from the survey is the provision of a member salary information request facility which provides data based on a series of criteria.

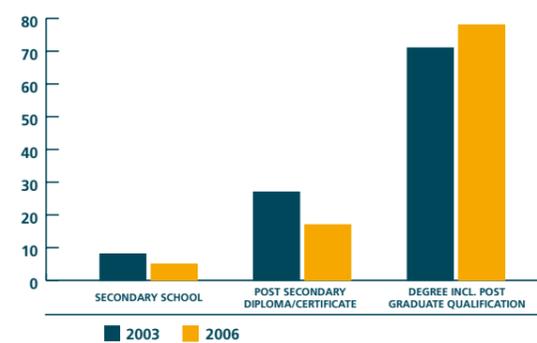
Research is key part of our on-going activities. The Trends Survey will be conducted biennially, and on the alternate year an indepth study will be undertaken – 2007 will look into job descriptions, titles and employment.



## EXECUTIVE DIRECTOR'S REPORT

### RESULTS FROM THE 2006 PRINZ TRENDS SURVEY

#### AN INCREASINGLY QUALIFIED PROFESSION



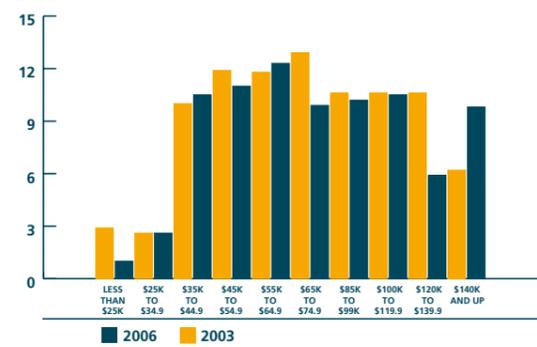
- + The PR/Communications profession is increasingly highly-educated with 78% having a degree qualification in 2006 compared with 71% in 2003. This change is statistically significant
- + In 2006 we found that 37.2% have a postgraduate qualification. NB. This was not recorded in 2003

#### SECTOR



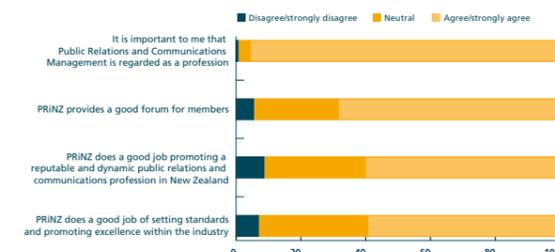
- + Over six out of ten (63.7%) of practitioners work in-house while 31.6% work in consultancies

#### RANGE OF ANNUAL EARNINGS - 2006 VS 2003



- + Average annual earnings have gone up by \$7,604 since 2003, a compound annual increase of 3.2% per year
- + The earnings band that increased the most is those earning \$140k or more, up from 5.5% of practitioners in 2003 to 9.8% in 2006 (+4.3 points)

#### STATEMENTS ABOUT PRINZ AND THE INDUSTRY



- + There is almost unanimous agreement that it is important for PR and communications management to be treated as a profession
- + Well over half feel PRINZ does a good job in providing a forum for members, in promoting the industry and setting standards

# NATIONAL EXECUTIVE



**LISA FINUCANE**

The tools of our profession evolve more quickly than in any other field but the substance of what we do – connecting organisations with their publics, championing robust, ethical and considered communications, and advocating for those we represent while bearing in mind the common good – remain constant.



**MICHAEL HENSTOCK**

PRINZ provides a valuable forum in which to keep ideas and inspiration flowing. It is the only forum in the country that does so with a specific public relations mandate. It is a collective, so by its nature it will only be as strong as the members who buy in to its existence.



**FIONA CASSIDY**

New Zealand's continually growing multi-cultural society and the continual development of IT products presents exciting challenges for public relations professionals.



**GRAEME STERNE**

I believe PR has the potential to transform New Zealand because it focuses on building integrity-based relationships. This has special significance when communicating across cultures in a global society.



**GRAEME PURCHES**

I believe PRINZ has made great strides over the past year towards becoming an organisation which people working in the PR profession can truly aspire to be part of, and make their own contribution to. The professionalism and competence of Executive Director Paul Dryden and his staff has allowed the PRINZ National Executive to take a more strategic governance role.



**PAUL HARRISON**

Over the past year there has been a noticeable increase in participation of members at professional development sessions. This bodes well for the future of PRINZ as the organisation strives to improve the knowledge of its members. PR in New Zealand is now considered to be an integral component of all mid-level and larger business bodies. We need to ensure they are provided with the best professional advice.



**PETER BOYES**

Campaigns combining PR, advertising and direct marketing illustrate how 2006 was a year in which public relations seemed to relate more closely with its cousins in the communications family; a growing sign of maturity in marketing and perception management.



**BRUCE FRASER**

It's been great to see the growth in numbers belonging to PRINZ and the combined efforts to raise the professionalism and status of the industry. The Pentagon's recent expose on its war effort in Iraq will have reinforced some views on what they see as the inherent dishonesty in PR but we are working in NZ to change the image.



**KATIE MATHISON**

PR is now becoming so much a part of every function in every organisation that nobody really notices that what's going on is PR: that's a good sign, because it means that involving us is a reflex rather than an afterthought.



**TIM MARSHALL**

At a national industry level PRINZ has made huge strides in defining and professionalising public relations practice with the landmark PR Trends Survey and the development of a comprehensive continuing professional development programme.

## NORTHERN DIVISION REPORT

If there is one prominent theme which emerges in a retrospective look at 2006 it must be our efforts to nurture the next generation of public relations practitioners. Many of our social events are educational in intent and supplement the more structured programme managed by the national office.



Regular "Meet the Media" panels give our younger members in particular an insight into how an important part of the communications landscape works as well as allowing the opportunity to network on a wider plane.

Neither were we afraid to look critically at how aspiring public relations professionals are prepared for the workplace. Our association with the Unitec School of Communication allowed us to co-host a debate which put teaching public relations under the microscope. Later in the year I was privileged to take part in a five-yearly review of Unitec's communications degree course offerings and provide an industry perspective.

In return we have been ably and fully supported by young professionals and student representatives on the Northern Division committee. One of the highlights of the year's events must be the evening's education and entertainment in August about the role of photography

in a rounded communications programme, which was organised by our student team.

Wider associations were encouraged when younger members were invited to join EMA's (Employers and Manufacturers' Association) Schmooze Network evening in association with Air New Zealand Fashion Week.

Inevitably youth and new technology go together and IT updates featured strongly during 2006 with Catherine Arrow's workshop on pods, blogs and other electronic arts, and the exclusive e-cast presentation which revealed the latest way to communicate using high quality video footage via the Internet.

The pace of change is speeding up in this area and the recent influx of enthusiastic young bloods to the Northern Division Committee is already planning to keep members abreast of developments which will inevitably change the way we access and use the web, video and television on our clients' behalf.

Peter Boyes / **CHAIRPERSON**

## CENTRAL DIVISION REPORT

Being Wellington-centric, PRINZ Central Division's membership profile has always been more heavily weighted towards the government and political scene. This has become even more so with the increasing number of government departments and PR agencies that have put forward their PR and communications professionals to become part of PRINZ through the corporate membership option.



The Corporate membership option seems to have allowed a greater number of junior professionals to access PRINZ more cheaply, supported by their place of work, when they otherwise might not have been able to get that support.

The Central Division committee provides a range of events designed to appeal to this membership profile. The only rules are that the event must be interesting, and provide both a social opportunity and a learning opportunity. After feedback last year, we now ensure that there is a handout at every event, with key learning points in it. And this year we found a great, centrally located, chic retro lounge to hold events in: having a consistent venue with good wine and food is definitely a big plus.

Each year we hold the ever-popular media panel, because there's nothing better than hearing from the horse's mouth how PR and communications professionals

can better liaise with key journalists. Profiling our PR award winners is another must-do: this year we heard from supreme award winner the Rugby Union on-site at their atmospheric headquarters. Big hearts and minds campaigns are also important government PR fodder, and this year the successful meningococcal campaign was profiled for our members.

We try to encourage our more experienced members to rub shoulders with less-experienced ones, and this worked a treat when a panel of senior members regaled us with their top tips for PR. As we said at the time, you can't buy that kind of insight – not from a book, nor from a consultant.

Not all events are serious: the committee organises social drinks with no particular agenda other than to catch up with colleagues, and maybe tout for that next job. The film "Thank you for Smoking" provided a great opportunity for us to laugh at, and with, ourselves on such an occasion: if only there were more!

Throughout the year, PRINZ also ran an excellent series of training courses and seminars for Central Division members, including Blogs, Pods and all that Jazz; Feature Writing; Measurement and Evaluation, and Business Skills for Busy Practitioners. A highlight of the year was an event to welcome new PRINZ Life Members and Fellows – hopefully we will be seeing some of these presenting back to members at future events!

Katie Mathison / **CHAIRPERSON**

# SOUTHERN DIVISION REPORT

Within the PR industry we sometimes tend to think that we know it all. Whether this is as a hardened journo cashing-in at the end of their career, a bright young Comms or Marketing grad out to conquer the world or a seasoned PR pro.



The fact is that our industry covers a vast cross-section of disciplines and industry sectors. It is dynamic and ever-changing. The danger for any practitioner, regardless of age, experience or responsibility is being complacent with the knowledge you have. If you think you're at the top of your game – then you are probably on the way down.

PRINZ provides a valuable forum in which to keep ideas and inspiration flowing. It is the only forum in the country that does so with a specific public relations mandate. It is a collective, so by its nature it will only be as strong as the members who buy in to its existence. The more we all participate, the stronger PRINZ becomes and the more valuable PRINZ becomes as an organisation to all those involved.

Where does PRINZ fit into the scheme of things in the South Island? The Southern Region of New Zealand

doesn't loom large on the world map of PR hot-spots. But, there is a very good network of PR practitioners and communications professionals at work in the South. As a group though, I don't think we recognise this well, and we certainly don't exploit the knowledge base and contacts we have here.

In the Southern region 2007 is about building a strong base from which to launch better and more well-resourced events and seminars. This year we have seen the development of a Southern email bulletin to let you know more about the events in the region. We will soon be announcing a new sponsor for First Friday Of The Month drinks which is bound to increase its popularity even more.

It would be great to see more people at PRINZ events in the South. Take the time to attend more training and social events - get the most out of your membership. Get along to First Friday Drinks – bring a colleague. Even join the committee.

Take the time to participate. It will be great to catch up with all of you throughout the coming year.

Michael Henstock / **CHAIRPERSON**

# PRINZ AWARDS 2006

## SUPREME AWARD WINNER

**BRIAN FINN, NEW ZEALAND RUGBY UNION.**

**PROJECT** - New Zealand's Bid to host Rugby World Cup 2011

**JUDGES COMMENTS** - This had the WOW factor and was a great example of a managed strategy. It was about achieving an outcome, rather than focusing on small easy (tactical) wins on the way. If one of the main achievements of a PR campaign is to influence a chosen stakeholder group - then this succeeded above all others. It was a focused stakeholder dialogue with a great outcome that hits all of New Zealand.

National President of PRINZ and chief judge, Lisa Finucane, said that while the NZRFU entry, submitted by Communications Manager Brian Finn, was technically good, it was the nation-wide impact that saw it awarded the supreme award.

"If one of the main achievements of a PR campaign is to influence a chosen stakeholder group - then this succeeded above all others. It was a focused stakeholder dialogue with a great outcome that impacts across New Zealand."

She said that the judging panel, which included PR doyenne Michelle Boag of PR People and award winning journalist Deborah Hill-Cone, recognised the effectiveness of the strategic and multi-level approach.

"Judges agreed that there were no second chances or opportunity to 'do it better next year' and only one outcome was acceptable. The development of, and adherence to, a sound communications strategy to achieve that outcome in the face of a doubting New Zealand and international media was the master stroke."



BRIAN FINN



MICHELLE BOAG AND BRIAN FINN

# PRINZ AWARDS



**MARKETING PUBLIC RELATIONS - Gerry Morris, Morris Communications**

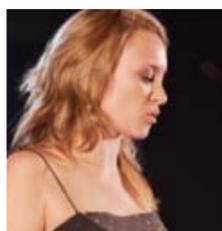
**Project - Are you ready for a good time – Trentham Legends**

Morris Communications prepared a multi-faceted publicity, sponsorship and marketing campaign, targeting the diverse groups interested in the races and initiating Centennial events and on-course projects. Crowds and turnover at the three-day Carnival and Centennial events exceeded expectations, ensuring a healthy surplus for the Club.



**SUSTAINED PUBLIC RELATIONS PROGRAMME – JOINTLY AWARDED**

**Kate Woodruffe, Northern Gateway Alliance. Project - SH1 Northern Motorway Extension**  
 Stage two of the State Highway 1 Northern Motorway Extension (ALPURT B2) is the first 'greenfields' project to be progressed under the Land Transport Management Act 2003. It is also Transit New Zealand's largest-ever capital project and the first state highway to be progressed through tolling.



**CORPORATE PUBLIC RELATIONS -**

**Claudia MacDonald, Fee Townshend & Melanie Pohl, Mango Communications**

**Project - Freedom Air's Long Lunch in Fiji**

To celebrate the arrival of Freedom Air's new Airbus A320 fleet, Mango recommended the airline hold a "Long Lunch in Fiji" with industry stakeholders and potential business customers from the Waikato. The long lunch involved 80 stakeholders travelling to Fiji and back in a day – taking in the full experience of Freedom Air's brand and services.



**SUSTAINED PUBLIC RELATIONS PROGRAMME – JOINTLY AWARDED**

**Sarah Jordan, Publicis Drum PR. Project - Glassons BCRT T-shirt Campaign**

PublicisDrum was issued with a challenge four years ago by Glassons to increase the profile and year on year sales of the successful Glassons Breast Cancer Research Trust (BCRT) T-shirt campaign. The campaign relies heavily on public relations activities to generate awareness and increase foot traffic through Glassons stores. To date over \$2million has been raised for BCRT and the goal of increasing the amount raised each year has been achieved.



**NOT FOR PROFIT PUBLIC RELATIONS**

**Claire Curran, Inzight Communications and Adelia Hallett of Frontpage Press**

**Project - Fair Share – Five in 05 Campaign**

In early 2005 the Engineers Printers and Manufacturers Union mounted a campaign for 5% wage increases for its 50,000+ members. Timing was right, with strong economic growth, business optimism and soaring profits. Breakdown of metal industry wage talks triggered the Fair Share - Five in 05 campaign launch. Strong media interest maximised public attention, workplace blitzes gained worker support, and a strong 6-8 week advertising campaign ran.



**GOVERNMENT OR QUASI-GOVERNMENT PUBLIC RELATIONS PROGRAMME**

**Anna Hughes, Electoral Enrolment Centre.**

**Project - "2005 General Election Enrolment Campaign"**

The Electoral Enrolment Centre's communications strategy aimed to help gain the maximum number of eligible voters correctly enrolled to vote in the 2005 general election. It was implemented against a backdrop of uncertainty about the election date, a potentially long and drawn out campaign and under an enrolment system that had little new in the way it was run.



**PRO BONO Leah Evans, Shannon Green, Michael Allen, AUT University.**

**Project - New Zealand's Inaugural Down Syndrome Buddy Walk**

Every week in New Zealand a baby is born with Down syndrome. Despite this staggering statistic there are no major efforts to support the Down syndrome community. The Auckland Down Syndrome Association and Outside the Square joined forces to organise the Buddy Walk event to raise much needed funds and awareness of the organisation. As the first of its kind in New Zealand, Buddy Walk required a watertight PR programme to launch it. The result was a great family day out that surpassed all set objectives and brought together the Down syndrome community and local residents.



**SPECIAL EVENT/PROJECT – JOINTLY AWARDED:**

**Victoria Murray-Orr, The eveNZ Consultancy.**

**Project - New Zealand Community Trust Gliding Grand Prix**

Traditionally gliding competitions had pilots racing against the clock. To make gliding more spectator-friendly, the International Gliding Commission rewrote the rulebook, creating the Grand Prix format with pilots racing head-to-head. The New Zealand Gliding Grand Prix (GP06) was only the second time this new format had been used in major competition and the first time any gliding event had been marketed to the general public.

# ROLL OF HONOUR

## LIFE MEMBERS

Cedric Allan*	Tony Cronin	Sue Rickerby
Gordon Chesterman	Norma Goodman	Norrey Simmons*
Rob Crabtree	Joseph Peart	Evan Voyce

## FELLOWS

Brenda Baldwin	Linda Harrison	Jenni Raynish*
Graham Bethune	Warren Head	Chris Rennie
Matthew Bolland	Geoff Henley	Bruce Rogers
Tom Brockett	Susan Huria	Pauline Rose
Sharon Buckland	Warren Inkster	Joanne Ruscoe
Anita Busby	Bronwen Jones	Jan Sedgwick*
Catherine Chapman	Brian Kitching	John Shattock
Bill Day	Maggie Leask	Robyn Sherson
Jane Dodd*	Armin Lindenberg*	Bill Simpson
Jill Dryden	Pamela Linsay	Brian Small
Michael Dunlop*	Dennis Lynch	Murray Soljak
John Durning	Claudia Macdonald	Martyn Thompson
Mark Ebrey	Tim Marshall	Katherine Trought
Alan Emerson	Murray McKinnon	Jeanette Tyrrell
John Evans	Gerry Morris*	Trevor Walton
Lisa Finucane	Jock O'Connor	John Wendelken
Sam Fisher	Felicity Price	Janet Wright
Peter Gilmour	Graeme Purches	
Blair Harkness	Anna Radford	

\* awarded 2006

# FINANCIAL STATEMENTS

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# STATEMENT OF FINANCIAL PERFORMANCE

AS AT 31 DECEMBER 2006	Notes	2006	2005
<b>TOTAL OPERATING REVENUE</b>	17	478,994	438,008
Net Surplus / (Deficit) Before Taxation		13,326	(22,891)
Taxation Expense		-	-
<b>NET SURPLUS / (DEFICIT) AFTER TAXATION</b>		13,326	(22,891)

These statements are to be read in conjunction with the notes and the Accountants' Report.

# STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2006	Notes	2006	2005
<b>MEMBERS EQUITY</b>			
Restricted Equity	14	8,412	10,257
Accumulated Losses		(26,512)	(41,683)
<b>TOTAL MEMBERS EQUITY</b>		<b>(18,100)</b>	<b>(31,426)</b>
<b>REPRESENTED BY:</b>			
<b>CURRENT ASSETS</b>			
Cheque Accounts	14	45,008	11,627
Savings Accounts	14	8,419	10,257
Petty Cash	14	1	15
Tax Refund Due		361	-
Accounts Receivable		93,612	85,670
<b>TOTAL CURRENT ASSETS</b>		<b>147,400</b>	<b>107,568</b>
<b>CURRENT LIABILITIES</b>			
GST Due for payment		7,684	4,553
Accounts Payable		23,731	23,638
Accrued Liabilities		-	13,948
Subscriptions in Advance	15	137,953	103,287
<b>TOTAL CURRENT LIABILITIES</b>		<b>169,368</b>	<b>145,426</b>
<b>NET CURRENT LIABILITIES</b>		<b>(21,968)</b>	<b>(37,857)</b>
<b>FIXED ASSETS</b>	9	<b>3,868</b>	<b>6,432</b>
<b>NET ASSETS/(LIABILITIES)</b>		<b>(18,100)</b>	<b>(31,426)</b>



President  
Date 16 May 2007



Executive Director

These statements are to be read in conjunction with the notes and the Accountants' Report.

# STATEMENT OF MOVEMENTS IN EQUITY

AS AT 31 DECEMBER 2006	Notes	2006	2005
<b>MEMBERS EQUITY AT START OF YEAR</b>		<b>(31,426)</b>	<b>(8,535)</b>
Net Surplus/(Deficit)		13,326	(22,891)
<b>TOTAL RECOGNISED REVENUES &amp; EXPENSES</b>		<b>13,326</b>	<b>(22,891)</b>
<b>MEMBERS EQUITY AT END OF YEAR</b>		<b>(18,100)</b>	<b>(31,426)</b>

# NOTES TO THE FINANCIAL STATEMENTS

## FOR THE YEAR ENDED 31 DECEMBER 2006

### 1. REPORTING ENTITY

Public Relations Institute of New Zealand Inc - Consolidated is an Incorporated Society registered under the Incorporated Societies Act 1908, and includes its three divisions being Northern, Central and Southern.

### 2. STATUTORY BASE

The financial statements are prepared in accordance with applicable financial reporting standards and generally accepted accounting policies appropriate to the circumstances of the Incorporated Society.

### 3. MEASUREMENT BASE

The measurement base adopted is historical cost.

### 4. DIFFERENTIAL REPORTING

Public Relations Institute of New Zealand Inc - Consolidated is a qualifying entity in accordance with the New Zealand Institute of Chartered Accountants Differential Reporting Framework, as the entity is not large.

The entity has taken advantage of all differential reporting exemptions available to it.

### 5. ACCOUNTING POLICIES

The following accounting policies which affect the measurement of financial performance and the financial position have been applied.

#### (a) Accounts Receivable

Accounts Receivable are recorded at expected realisable values, as determined by the National Executive of the Institute.

#### (b) Depreciation of Fixed Assets

Fixed assets are depreciated on a diminishing value basis at rates which will reduce values over their anticipated useful lives. The rates used are as follows: Computer Equipment: 36% - 60% DV

#### (c) Valuation of Fixed Assets

Fixed assets are recorded at cost, less accumulated depreciation.

#### (d) Goods and Services Tax

These financial statements have been prepared on a GST-exclusive basis.

#### (e) Income Tax

The Institute is not liable for income tax relating to members activities.

#### (f) Revenue Recognition

Subscriptions are reported on a matching basis with respect to the periods to which the subscriptions relate.

#### (g) Leased Assets - Operating Leases

Operating leases are those which all the risks and benefits are substantially retained by the lessor. Lease payments are expensed in the periods the amounts are payable.

### 6. CHANGES IN ACCOUNTING POLICIES

There have been no changes in accounting policies. All policies have been applied on a basis consistent with those used in previous years.

### 7. OPERATING EXPENSES

Net surplus/(deficit) after Taxation for the period is determined after taking into account the following expenses:

	2006	2005
Depreciation	3,273	3,533
Doubtful Debts	(11,686)	11,686
Operating Lease payments	1,586	-
Rent - Office	21,004	16,630

### 8. RELATED PARTIES

During the year rent, telephone and tolls was paid to Communication by Design Limited, a company in which Tim Marshall (Immediate Past President) is a director and shareholder of. Communication by Design Limited also paid subscriptions to PRINZ during the year.

### 9. FIXED ASSETS

Office Equipment	2006	2005
At Cost	23,078	22,369
Less Accumulated Depreciation	19,210	15,937
	3,868	6,432
<b>TOTAL FIXED ASSETS</b>	<b>3,868</b>	<b>6,432</b>

These statements are to be read in conjunction with the notes and the Accountants' Report.

# NOTES TO THE FINANCIAL STATEMENTS

## FOR THE YEAR ENDED 31 DECEMBER 2006

### 10. OPERATING LEASE COMMITMENTS

	2006	2005
<b>Non-Cancellable Operating Leases:</b>		
Current	3,059	-
Non-Current	4,334	-
<b>OPERATING LEASE COMMITMENTS</b>	<b>7,393</b>	<b>-</b>

The Operating Lease entered into during the year is for two desktop computers and one laptop. The lease is for a term of 36 months and monthly lease payments are made of \$254.94 including GST.

### 11. CAPITAL EXPENDITURE COMMITMENTS

At balance date there are no known capital expenditure commitments (2005:\$0).

### 12. CONTINGENT LIABILITIES

At balance date there are no known contingent liabilities (2005: Nil) Public Relations Institute of New Zealand Inc - Consolidated has not granted any securities in respect of liabilities payable by any other party whatsoever.

### 13. GOING CONCERN

The Institute is operating in line with its three year strategic and annual business plan.

This involves a focus on a business-like operation, which can grow and represent the industry in New Zealand. Developing sustainable revenue streams is an on-going goal, while maintaining a national office which meets the needs of the membership.

### 14. BANK ACCOUNTS

	2006	2005
<b>Cheque Accounts</b>		
ANZ 00	40,077	8,833
ASB 01	286	286
ASB 00	4,645	2,508
<b>TOTAL CHEQUE ACCOUNTS</b>	<b>45,008</b>	<b>11,627</b>
<b>Savings Accounts</b>		
ANZ 50	8,419	10,257
<b>TOTAL SAVINGS ACCOUNTS</b>	<b>8,419</b>	<b>10,257</b>

Funds held in the PRINZ Savings accounts (ANZ 50) in 2006 were bequeathed to the Institute under the terms that they be used to assist in funding programmes, scholarships or activities which support the education of new Public Relations practitioners and/or the continuing education of existing practitioners as requested by the estate of Sally Logan-Milne Trust. Representatives of the estate will work with PRINZ on an annual basis to award these scholarships.

### 15. SUBSCRIPTIONS IN ADVANCE

Subscriptions in Advance reflect the unexpired portion of subscriptions paid by members of the institute. It should be noted that under the constitution members who resign "will be liable for the annual subscription payable in the financial year in which his/her resignation takes effect" and therefore while shown as a current liability Subscriptions in Advance would not be refundable to members.

### 16. INCOME SUMMARIES

	2006	2005
<b>Consultancy Guide</b>		
Income	17,400	20,975
Expenditure	(9,498)	(9,737)
Net Surplus / (Deficit)	7,902	11,238
<b>Subscriptions</b>	<b>170,205</b>	<b>182,725</b>
<b>Interest</b>	<b>1,697</b>	<b>2,645</b>
<b>Division Functions</b>		
Income	21,628	13,580
Expenditure	(22,275)	(11,685)
Net Surplus/(Deficit)	(647)	1,895
<b>Public Relations Awards</b>		
Income	8,033	4,133
Expenditure	(3,508)	(1,763)
Net Surplus/(Deficit)	4,525	2,370

## FOR THE YEAR ENDED 31 DECEMBER 2006

<b>Accreditation - APR</b>		
Income	6,000	4,035
Expenditure	(8,245)	(5,193)
Net Surplus / (Deficit)	(2,245)	(1,158)
<b>PMCA</b>		
Income	-	20,000
Expenditure	-	(45,785)
Net Surplus / (Deficit)	-	(25,785)
<b>Conference</b>		
Income	68,000	84,603
Expenditure	(76,589)	(97,527)
Net Surplus / (Deficit)	(8,589)	(12,924)
<b>Continuing Professional Development</b>		
Income	158,232	76,148
Expenditure	(122,130)	(68,017)
Net Surplus / (Deficit)	36,103	8,131
<b>Book Sales</b>		
Income	324	360
Expenditure	(213)	(218)
Net Surplus / (Deficit)	111	142
<b>Sundry Income</b>	<b>27,475</b>	<b>28,804</b>
<b>Summarised</b>		
Total Operating Income as above	478,994	438,008
Less expenditure as above	(242,458)	(239,925)
Less expenses	(223,210)	(220,974)
<b>TOTAL NET SURPLUS/(DEFICIT)</b>	<b>13,326</b>	<b>(22,891)</b>

# SCHEDULE OF FIXED ASSETS AND DEPRECIATION

ASSET	COST PRICE	BOOK VALUE 01/01/2005	ADDITIONS DISPOSALS	GAIN/ LOSS ON DISPOSAL	CAPITAL PROFIT	DEPRECIATION MTH RATE	\$	ACCUM DEPREC 31/12/2005	BOOK VALUE 31/12/2005
<b>OFFICE EQUIPMENT</b>									
Computer	2,779	191				12 36.0% DV	69	2,657	122
Website Development	6,844	985				12 40.0% DV	394	6,253	591
Computer - Secretary	2,305	374				12 48.0% DV	180	2,111	194
Server	1,521	1,095				12 48.0% DV	526	952	569
Website Development	4,000	2,400				12 48.0% DV	1,152	2,752	1,248
Website Development			1,900			8 48.0% DV	608	608	1,292
Website Development			3,020			5 48.0% DV	604	604	2,416
<b>TOTAL OFFICE EQUIPMENT</b>	<b>17,449</b>	<b>5,045</b>	<b>4,920</b>				<b>3,533</b>	<b>15,937</b>	<b>6,432</b>
<b>TOTAL FIXED ASSETS</b>	<b>17,449</b>	<b>5,045</b>	<b>4,920</b>				<b>3,533</b>	<b>15,937</b>	<b>6,432</b>

## ACCOUNTANTS' REPORT TO THE MEMBERS OF PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND INC - CONSOLIDATED

We have reviewed the financial statements of Public Relations Institute of New Zealand Inc - Consolidated for the year ended 31 December 2006 in accordance with the Review Engagement Standards issued by the New Zealand Institute of Chartered Accountants.

A review is limited primarily to enquiries of Institute personnel and analytical review procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly we do not express an audit opinion.

Based on our review nothing has come to our attention that caused us to believe that the accompanying financial statements, which have been prepared using the historical cost method, do not give a true and fair view.

*WHK Gosling Chapman Partnership*

**WHK GOSLING CHAPMAN PARTNERSHIP**

Chartered Accountants // Auckland, 16 May 2007

