

2010 annual review

PR *i* NZ

PUBLIC RELATIONS
& COMMUNICATION
MANAGEMENT



Helping kiwi businesses weather the storm



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Welcome

Public relations is an industry in permanent flux. The very nature of public opinion, reputation and the media ensures that. Indeed, if we as practitioners hope to be successful in managing reputation and opinion, we must strive towards being dynamic and keeping ahead of the trend.

It is that dynamism that makes our contribution so necessary. Public relations and communications campaigns help our organisations and clients weather any storm – from clearing up a foggy idea to resolving a major whirlwind of issues. We have moved to stay abreast of new communications tools and continue to put our finger to the wind to see what works and what needs to change to ensure our message gets through.

The expansion of our industry over recent years, particularly into in-house roles, is a good sign that the perception of public relations is increasingly positive. It is no longer an optional extra but a must for organisations looking to engage effectively with their publics.

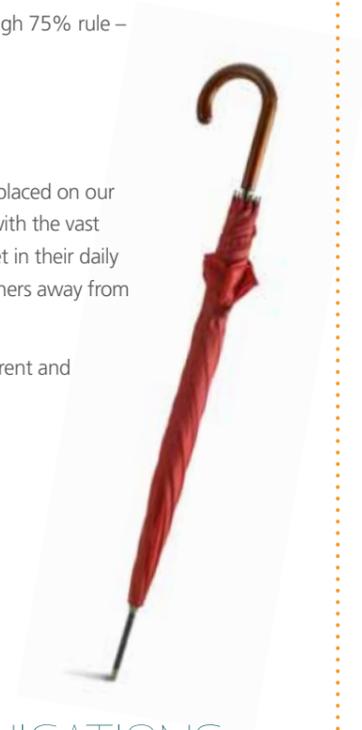
The PRINZ Trends 2010 survey shows new trends emerging and a number of old standards staying true. The physical make up of the industry continues to follow a rough 75% rule – ¾ of all New Zealand practitioners:

- + work in Auckland or Wellington
- + have a tertiary qualification
- + work in-house
- + are female

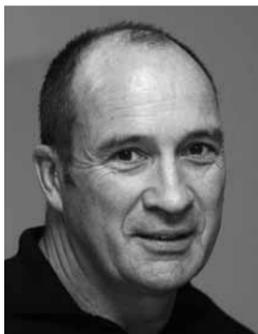
What has changed dramatically is the perception of our role and the focus placed on our method of delivery. We now see ourselves as masters of the online space, with the vast majority of respondents highlighting the growing importance of the internet in their daily communications. The report also outlines a shift in mentality of PR practitioners away from solely media relations and towards reputation management.

The results are encouraging and demonstrate an industry that is strong, current and working to achieve results – good signs for the future!

Paul Dryden
Executive Director



{ PUBLIC RELATIONS & COMMUNICATIONS CAMPAIGNS HELP OUR ORGANISATIONS AND CLIENTS TO WEATHER ANY STORM



Paul Dryden

EXECUTIVE DIRECTOR'S REPORT

2009 was a frustrating year for us as I'm sure it was for many businesses. Lots of good things to report, but a very tough year financially.

Here is my overview of our business in 2009:

CONFERENCE

Kiwi and Proud – a one day conference designed to meet the market hit the mark! We went hi-tech with our keynote address coming in live from the US, with John Bell of Ogilvy and a Word of Mouth Marketing guru setting the scene.

The 35th annual PRINZ Awards were presented in a cocktail event format with guests playing housie in the breaks! You had to be there!

MEMBERSHIP

A big year for PRINZ with a consultation process resulting in agreement to increase fees – after six years of no increase. Membership numbers continue to grow, peaking at around 1300 members. The development of active student groups at Waikato and AUT was a significant move and resulted in some good engagement and events.

CONTINUING PROFESSIONAL DEVELOPMENT

This continues to be our major focus and point of engagement with members and the industry in general. Catherine Arrow continues to manage the programme and explore new subject matter and delivery platforms.

December saw the launch of RIVER, our opt-in programme which demonstrates PR practice currency. Initial feedback on RIVER has been very positive.

ACCREDITATION IN PUBLIC RELATIONS (APR)

Congratulations to another fifteen practitioners (listed on P11) who graduated with APR this year, giving us a total of over 140 PRINZ Members accredited with the qualification.

Fiona Cassidy undertook a full review of our programme, including consulting with Canada the US and South Africa to check our processes and material. The result will see some changes for 2010 and this review will be on-going.

FINANCIAL RESULT

A tough year for PRINZ, with the effects of the recession being felt. We now have an overhead structure which is necessary to meet the demands of servicing the membership, with the revenue required to meet that being more challenging to achieve. The National Executive is keenly aware of this and is planning to ensure the organisation remains strong financially.

COLLEGE OF FELLOWS

The PRINZ College of Fellows Executive Board continues to expand its influence and contribution to the organisation, working on projects such as awards, ethics, mentoring amongst other things.

Two new PRINZ Fellows were inducted – Philip Burton from Hamilton and Michael Player from Wellington.

We were delighted to add long standing PRINZ leader Tim Marshall to our small group of Life Members in May. Tim has maintained his business, Communication by Design, alongside his passionate interest in the industry. A National President for many years, long term member of the northern committee, a driving force in the establishment of the Global Alliance and a lecturer at Unitec, Tim's contribution to the industry in New Zealand is immense.

NATIONAL OFFICE

A year of change at the national office with long serving accounts officer Fran Evans moving and Romy Grbic also departing. We also moved to new premises, as tenants in Network PR's Auckland office – a great move on all fronts.

DIVISIONAL EVENTS

Each of the PRINZ regions has really pushed on from last year, with sell out events in Auckland and Wellington as well as record numbers in Bay of Plenty and Christchurch.

We look forward to another strong year of regional contributions.

Paul Dryden



Graeme Purches

PRESIDENT'S REPORT

As we move from one decade into the next, it is pleasing to note some of the progress made by PRiNZ in the past couple of years.

Some of these changes, such as the introduction of the "RIVER" professional development programme, and the introduction of formal mentoring guidelines and policies, have taken time, but it was important that we got these things right. The feedback from members has, pleasingly, been overwhelmingly positive.

Some of the other changes, around the location and structure of our office, and staffing, have not been the result of a carefully thought out strategic plan, but rather pragmatic responses to a changing economic and market environment.

The fact that some of these changes have happened comparatively quickly, reflect the fact that our organisation is small and nimble enough to respond and react quickly when required, and that we have such a great team of people led by our experienced and very capable Executive Director, Paul Dryden.

Most of our members simply do not see the immense amount of work that goes on behind the scenes, or perhaps understand the huge amount of networking

Paul does on behalf of us all in our efforts to build and sustain great relationships with key stakeholders, both here and internationally, and firmly cement our place as the organisation best capable of representing true PR professionals in New Zealand. I think we all owe a huge vote of thanks to our team, including Deepti, Fran and Romy. From my perspective, I have been proud as President to have been a figurehead for PRiNZ, and the large number of people, ranging from those on branch committees to award judges, Fellows, the National Executive and many, many others who have, and continue, to selflessly give up some of their valuable time for the benefit of our organisation, and by default, all of us as members.

Thank you all.

Graeme Purches

THERE IS AN IMMENSE AMOUNT OF WORK GOING ON BEHIND THE SCENES TO BUILD AND SUSTAIN GREAT RELATIONSHIPS BOTH HERE AND INTERNATIONALLY SO WE CAN BEST REPRESENT TRUE PR PROFESSIONALS

Strategic Plan

The five year strategic plan is essentially the PRINZ road map, taking us from where we are now to where we want to be in the future; complete with all the instructions we need to help us get there.

STRATEGIC PLAN	STRATEGIC GOALS / OBJECTIVES 2009-2014	OUTCOMES
1 Shaping Public Relations & Communications Management as a Profession	To gain recognition of public relations and communications management as a profession.	<ul style="list-style-type: none"> + Establish and implement process of registration for practitioners with PRINZ as the recognised and approved body. + All members sign off, accept and demonstrate commitment to the Code of Ethics + Agreed body of knowledge established and integrated into practice + All members engaged in CPD + PRINZ demonstrates thought leadership
2 Stakeholder Engagement	That stakeholders recognise and support PRINZ as the primary professional body and receive appropriate and sustainable value at each level of their engagement	<ul style="list-style-type: none"> + PRINZ is the primary voice for PR and CM matters + PRINZ endeavours to sustain the extension of relationships across a wide range of sectors in PR/CM + PRINZ is the primary organisation for best practice in PR/CM
3 Operational Effectiveness	For PRINZ to continue to operate sustainably and effectively	<ul style="list-style-type: none"> + Practitioners recognise the value of PRINZ membership + Appropriate structure and governance for PRINZ + PRINZ is on a sound financial footing + PRINZ office run efficiently

PRINZ AWARDS 2009

PRINZ, as the industry representative body, is heavily invested in ensuring the continued growth and strengthening of public relations in New Zealand. The annual PRINZ Awards form part of this commitment by recognising and rewarding outstanding public relations practice and practitioners across New Zealand over 12 award categories. Public relations is an industry on the rise in New Zealand, with a good mix of senior practitioners and new talent working together to deliver exemplary communications campaigns. Winning a PRINZ Award is a great way of showcasing an organisation's successful campaigns and can quickly build the profile of a consultant or consultancy. Our award winners lead the way in almost all areas of the New Zealand communications industry.



Supreme Award 2009

NETWORK PR

CLIENT - Coca Cola Oceania

The PRINZ Supreme Award for 2009 went to Jane Dodd and Donnell Alexander of Network PR for their campaign Aspartame – facts and fiction for client Coca Cola Oceania.

An anti-aspartame campaign driven by New Zealand lobby groups meant that increasingly, New Zealanders were falling for the myth that the commonly used sweetener may be bad for health, leading to a decrease in diet drink sales.

Among the campaign's objectives, Network PR aimed to create an environment where Coca Cola could credibly speak directly to consumers

about the benefits of aspartame and reduce the negative perceptions about aspartame. They also sought to promote the scientific facts around the safety and benefits of the sweetener.

Network PR worked collaboratively with nutrition and health key opinion leaders, to develop and implement an information programme which significantly restored confidence in aspartame.

The strategy and implementation delivered on all of its key objectives, ensuring effective communication with consumers whilst avoiding being undermined by mainstream health experts.

Network PR takes great pride in its ability to deliver comprehensive and effective public relations and winning the PRINZ Supreme Award is testament to that fact. We are strong believers in these awards as they set the benchmark for success in our industry. They are indicators to current and potential clients that our brand of public relations not only works, but it is among the best in the industry.

- Jane Dodd, Network PR



Awards attendees enjoy the hospitality of the 35th Annual PRINZ Awards. Left: Fiona Cassidy, past PRINZ President, introduces the awards.

The 2009 PRINZ Award winners in each category are:

MARKETING COMMUNICATIONS

For an outstanding programme or project that has successfully promoted a product or service.

Winner: Glenda Gourley of Potatoes New Zealand for International Year of the Potato

CORPORATE PUBLIC RELATIONS

For an outstanding programme that could involve an organisation's corporate image, its staff, customer relations, financial or investor relations, or community relations.

Winner: Sarah Aldworth of Auckland Airport for 12 Days of Christmas

NOT FOR PROFIT PUBLIC RELATIONS

For an outstanding programme or project for a non-for-profit organisation.

Winner: Gemma Doughty of DraftFCB for Brain Awareness Week 2009

PRO BONO PUBLIC RELATIONS

For an outstanding project or programme where work was completed by an individual, or team, on a no-fee basis.

No winner for 2009

LIMITED BUDGET

For an outstanding project or programme completed on a limited budget of less than \$10,000.

Winner: Emily Davies of Professional Public Relations for 3M Scotch-Brite Survey

SPECIAL EVENT/PROJECT

For an outstanding project or event likely to be a short-term campaign or stand alone event.

Joint winner: Donnell Alexander of Network PR for Aspartame – facts and fiction

Joint winner: Sioux Campbell of Chameleon PR for Whales, Dolphins and Swimmers, Oh My!

INTERNAL COMMUNICATIONS

For an outstanding programme targeted at internal employee

stakeholders that may support change, business goals, or internal culture – either sustained or short-term.

Winner: Ann Kennedy-Perkins of AKP Communications for On the way to the Agency - Establishment of the NZ Transport Agency

SUSTAINED PUBLIC RELATIONS

For an outstanding programme that has been conducted and sustained over a period of time – more than one year.

Winner: Robert Wallace of Professional Public Relations for the launch of the Emirates A380 to New Zealand

GOVERNMENT PUBLIC RELATIONS

For an outstanding project, either short-

term or long-term, undertaken by or for central or local government, tertiary institution or health provider.

Winner: Daryl McIntosh of Manukau City Council for Changing to a new recycling service

TERTIARY STUDENT PROJECT

For an outstanding project completed by a tertiary (university, polytechnic or wananga) media studies or public relations student, or team of students.

Winner: AUT Student Group: Daniel Waugh, Mary-Louise Dare, Matt Vogts, Emma Voerman, Claire Lancaster, Rebecca Gillespie for OneForTheGirls HPV Immunisation Campaign

SALLY LOGAN-MILNE YOUNG PRACTITIONER OF THE YEAR

This award, named after the late Sally Logan-Milne, recognises an outstanding young practitioner (25 or under).

Winner: Megan Hopkins-Stone of Ports of Auckland (now Network PR)

WORKBASE LITERACY AWARD

All entries will be judged against a set of criteria developed to test the extent to which they recognise and identify the audience's literacy, language or numeracy levels.

New category for 2010.

PRINZ AWARDS 2009

Communicator of the Year

The PRINZ Communicator of the Year Awards are a chance for PR practitioners from around the country to recognise those outside of our industry for their endeavours in the communications arena.

Nominees have included leaders of business and industry, politicians, athletes and authors who are consistently robust, transparent and honest in their communications and who support and endorse public relations both internally and externally.

Previous winners of the PRINZ Communicator of the Year are Rob Fyfe, Pita Sharples, Alan Duff, Dame Cath Tizard, Bruce Slane and the late Sir Peter Blake.

Leading Air New Zealand wasn't ever going to be easy, a fact 2008 Communicator of the Year Rob Fyfe was well aware of when he took the role. During his tenure, Fyfe faced a host of issues to test his communication skills and delivered with grace, honesty, empathy, team leadership and plain good manners.

Fyfe excelled as he fronted the media to explain the events of a tragic crash, dispelling speculation and relaying the facts simply. His communications were also directed internally, where he reassured staff as they faced the shock of losing colleagues.

Fyfe also launched a number of successful initiatives including the innovative 'grab-a-seat' and several new domestic services. He consistently rose to the challenge of reassuring customers, shareholders and staff in such a difficult time and in doing so is a worthy recipient of the 2008 PRINZ Communicator of the Year Award.



{ ROB FYFE WAS NOMINATED FOR HIS GRACE, HONESTY, EMPATHY, TEAM LEADERSHIP AND PLAIN GOOD MANNERS UNDER EXTREME PRESSURE

Continuing Professional Development

The PRINZ Continuing Professional Development programme (CPD) is one of the major benefits of membership with the Institute and continues to deliver real workplace education to those undertaking courses.

PRiNZ COURSES

Courses range from online and social media practice to high level strategic planning and issues management lessons. These are targeted to junior, intermediate and advanced practitioners to maintain and add to a practitioner's professional skill set.

PRINZ is active in education both through our own professional development seminars and by promoting guest speakers at regular meetings. Members get subsidised rates to PRINZ seminars and workshops. In addition, PRINZ is heavily involved in providing lecturers for, and advising on, the public relations elements of communications oriented courses at a number of tertiary institutions.

RiVER PROGRAMME

The PRINZ RiVER programme is a new Continuing Professional Development programme available to all members, irrespective of age, career stage, specialisation or sector. It sits alongside existing qualifications such as Accreditation in Public Relations (APR) and is a demonstration of currency.

The RiVER programme provides a framework for deciding on, implementing and recording all learning and professional development activities undertaken over a twelve month period. Participants accrue points for activities undertaken and once their points target has been reached and validated, their Certificate of Practice will be awarded by PRINZ.

Points are awarded based on the activities undertaken and cover skills, knowledge and professional contribution. Activities may range from additional formal education (Masters, PhD, Diploma), approved in-house training programmes, distance learning, conferences, seminars, readings and presentations. Only PRINZ members can join the RiVER programme and a complete list of qualifying activities and related points is available in the Members' Area of the PRINZ website.

Following the RiVER programme, participants design their own unique learning and development plan. Registrations run all year round and participants can lodge their plans at any time in the year. The completion date for accruing points is twelve months from that date of plan submission.

Suitable for practitioners of any age and at any career stage, RiVER formalises the professional development process, creating a lifelong learning programme that will enhance skills, knowledge and career prospects.

The majority of practitioners already devote time and energy to developing their skills and expertise and the PRINZ RiVER programme provides a structure that acknowledges this effort. Other disciplines, such as law and accountancy, run points based CPD programmes and the RiVER programme allows public relations and communications professionals to demonstrate their expertise and knowledge.

Join today and start your journey.



National Executive

The PRINZ National Executive is an elected body of practitioners driving the decision making process of the Institute and acting on behalf of its members to develop public relations here in New Zealand.

1 GRAEME PURCHES FPRINZ
National President Community Relations Manager – TrustPower Ltd



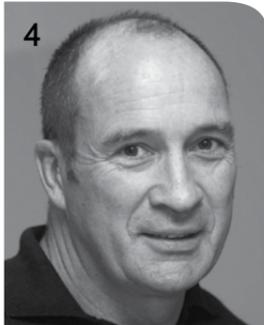
2 JANE DODD FPRINZ
President Elect General Manager – Network PR



3 FIONA CASSIDY APR, FPRINZ
Immediate Past President F R Consulting



4 PAUL DRYDEN
Executive Director Public Relations Institute of New Zealand



5 SIMON LAMBOURNE APR
Northern Committee Chair Public Affairs Manager – Automobile Association



6 DIANA WOLKEN MPRINZ
Central Committee Chair Relationship Manager – Ministry of Health



7 KATY MCRAE APR
Southern Committee Chair Manager Internal Communications – AMI Insurance



8 AMANDA WEATHERLEY APR
PRINZ BOP Representative Environment Bay of Plenty



9 TIM MARSHALL APR, LIFE
Co-opted Committee Member Managing Director – Communication By Design



10 PAULINE ROSE FPRINZ
Co-opted Committee Member Strategic Communications Manager – Whangarei District Council



11 GRAEME STERNE APR
Co-opted Committee Member Senior PR Lecturer – Manukau Institute of Technology



12 LISA FINUCANE APR, FPRINZ
Co-opted Committee Member Director of Communications – University of Waikato



Roll of Honour

The Roll of Honour includes some of the most influential communicators across every sector of the industry – established practitioners and up and comers in major consultancies and in house roles around the country.

LIFE MEMBERS

Cedric Allan
Gordon Chesterman
Rob Crabtree
Anthony Cronin
Jean Fuller
Norma Goodman
Tim Marshall*
Joseph Peart
Sue Rickerby
Norrey Simmons
Evan Voyce

FELLOWS

Brenda Baldwin
Mathew Bolland
Malcolm Boyle
Sharon Buckland
Annette Burgess
Philip Burton*
Fiona Cassidy
Jenny Clark
Margie Comrie
Fiona Cunningham
Andrew Cutler
Jane Dodd
Jill Dryden
Michael Dunlop
John Durning
Mark Ebrey
Alan Emerson
John Evans

* Inducted 2009

Lisa Finucane
Bruce Fraser
Carrick Graham
Blair Harkness
Linda Harrison
Paul Harrison
Warren Head
Geoff Henley
Susan Huria
Warren Inkster
Bronwen Jones
Armin Lindenberg
Pamela Lindsay
Dennis Lynch
Claudia Macdonald
Murray McKinnon
Helen Morgan-Banda
Gerry Morris
Joanna Murray
Jock O'Connor
Michael Player*
Felicity Price
Graeme Purches
Anna Radford
Jenni Raynish
Chris Rennie
Bruce Rogers
Pauline Rose
Joanne Ruscoe
Jan Sedgwick
John Shattock
Robyn Sherson
Bill Simpson

Brian Small
Murray Soljak
Jane Sweeney
Paul Thompson
Katherine Trought
Jeanette Tyrrell
Trevor Walton
John Wendelken
Janet Wright

APR GAINED IN 2009

NORTHERN

Heather Claycomb
Sonya Leahy
Paul Matthews
Melanie McKay
Joanne Perry
Alison Robertson
Christine Watson

CENTRAL

Rebecca Barclay
Anthea Black
Amanda Cosgrove
Leanne Rate
Lisa Williams

SOUTHERN

Yvonne Densem
Gerald Raymond
Rachel Solotti



Membership Information

PRINZ offers a range of subscriptions to suit our diverse membership group, ensuring we deliver maximum value to our PR people.

ASSOCIATE SUBSCRIPTION

The Associate Subscription is the PRINZ standard membership, with the majority of people signing up falling under this category. It includes the full list of benefits associated with a PRINZ subscription including eligibility for entry into the PRINZ awards, professional development programmes, discounted networking events and training and full access to our jobs board and PR related online resources.

PRINZ has added the Regional Associate Subscription to its membership structure to cater to those joining from outside of Auckland and Wellington. PRINZ members in the more remote areas of the country may not benefit from as many events and opportunities as those in our major centres, and as such the Regional Associate Subscription offers all the same benefits as standard Associate membership at a discounted price.

CORPORATE GROUP SUBSCRIPTION

Organisations and consultancies with four or more staff members subscribing to PRINZ can join under the Corporate Group Subscription which offers a discounted rate per person signed up. Costing for this subscription type works on a sliding scale and members signed up to this account will have access to full membership benefits.

Please note: events and specific discounts are available only to those people listed under the Corporate Membership.

Organisations wishing to avail the Corporate Group Subscription should contact the PRINZ National Office.

STUDENT SUBSCRIPTION

PRINZ membership is one of the most useful resources available to an aspiring communications professional, and to ensure it is affordable to tertiary students this subscription type is available at a largely reduced price.

This subscription is available to full time students only.

OVERSEAS SUBSCRIPTION

For those wishing to join PRINZ abroad, the Overseas Subscription is available at a discounted rate.

MEMBER SUBSCRIPTION

Member status is achieved either through passing the Accredited in Public Relations examination (APR) or by agreement through the PRINZ executive group. APR is open to those practitioners with five or more years experience in the industry and demonstrates an in depth knowledge of public relations and the Code of Ethics.

Only Members may use the post-nominal qualification MPRINZ which certifies that a public relations practitioner is both experienced and has a proven high level of professional knowledge.

FELLOW SUBSCRIPTION

The College of Fellows are an elected group of experienced practitioners. Members of PRINZ may be inducted into the College of Fellows if they have a high degree of competence in the practice of public relations, have contributed significantly to the enhancement and development of the public relations profession and/or have contributed significantly to the enhancement and development of the Institute (PRINZ).

Each year the College considers those who have been Members for 10 years as candidates for induction. There are currently 65 Fellows.

LIFE SUBSCRIPTION

This is awarded to those senior communicators and long time PRINZ members who have made an outstanding contribution to both the industry and the Institute. PRINZ currently has 11 Life Members.

ORGANISATIONAL STRUCTURE



DIRECTORY

PRESIDENT
Graeme Purches

EXECUTIVE DIRECTOR
Paul Dryden

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