

PRINZ 2012
Annual
Review

PR*i*NZ

PUBLIC RELATIONS
& COMMUNICATION
MANAGEMENT



**World
Public Relations
Forum** global alliance

18-20 November 2012
**Melbourne Convention
and Exhibition Centre**
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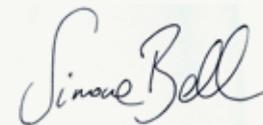
WELCOME

2012 saw the year end on a high for many in the industry, as the World Public Relations Forum took place in Melbourne. It was a rare privilege to be so close to an international gathering that saw more than 20 PRINZ members among the 800 or so delegates.

I am proud that PRINZ delivered unique opportunities to members in 2012, including hearing from leading academics Pradip Thomas, Andy Ruddock and Jim Macnamara at Conference, being invited to attend the launch of Tracey Walker's Reputation Matters book, hosting Anne Gregory at seminars on Leadership, hearing from Al Morrison and Mai Chen at the senior practitioners' event, establishing PRINZ Network on LinkedIn, posting topical blog posts at PR Central, and more. PRINZ looks forward to continuing to do that in 2013 and beyond.

You, our members, are our clients and I want PRINZ to exceed your expectations. Because your membership is never taken for granted, PRINZ strives to maintain its privileged position as the country's largest, dedicated professional membership organisation of choice for public relations and communication management professionals.

I hope you enjoy reading about PRINZ in 2012 on the following pages.



Simone Bell
CHIEF EXECUTIVE

PRINZ PRESIDENT

Throughout the year, PRINZ has focused on continual improvement of the quality of the services we deliver to members. Our management and governance systems have been improved to ensure consistency and transparency in how we operate and greater clarity around roles and expectations by PRINZ and from PRINZ. This work provides a solid foundation for future activities so we can constantly build on the good work of those who have gone before.

While ensuring members' immediate needs are well met, we have continued to make progress towards achieving our strategic goals. Our core membership services and activities have each been considered in light of these goals during planning and implementation.

These goals will continue to underpin our strategic direction. An extensive strategic planning process will begin in the latter part of 2013 which will form the basis of a new strategic plan for 2014 to 2017. Formal meetings with members in Hamilton and Christchurch so far have informed our planning, as have informal discussions and insights gained as we represent PRINZ.

A key activity for Council was the PRINZ submission to the Lobbying Disclosure Bill on behalf of members. Like many, we recommended substantive changes to the draft Bill.

In the submission, PRINZ noted:

- *Protecting the integrity of the communication process, including lobbying, is integral to being an effective and ethical practitioner. This cannot be prescribed or regulated by one bill or for one group of practitioners because it is the fundamental basis on which we are effective in our roles.*
- *Engagement of professional communication support is an inalienable right, and motives for the engagement of this support should not, and cannot, be ascribed by others. Engaging professional lobbyists does nothing more than show recognition of the need to optimise the effectiveness of investment in the lobbying process and communications. It does not indicate a desire to do something that is outside the boundaries of the normal advocacy process and government relations process.*

While I write this report as President of PRINZ, the progress achieved during the year has been a truly community effort. Most importantly, and impressively, PRINZ continues to be shaped by you – its members – who represent the most influential community of PR experts in the country. Thanks especially to those who have taken on roles across PRINZ at Council, Fellows Executive, Training, Awards and more. The entity that is PRINZ today reflects these combined efforts and I am grateful for a committed and professional membership who understands the importance of doing their bit.

Finally, I would like to acknowledge the work of Simone Bell who was appointed permanently to the Chief Executive role in May 2012. Simone's excellent management and leadership skills, and her passion and commitment to PRINZ are an asset to the organisation and to each of us as members.

Jane Dodd

CHAIR, COLLEGE OF FELLOWS EXECUTIVE

The College of Fellows is in good heart and enjoyed a successful year with a keynote event in Wellington which met the need for a forum for senior communication people.

The number of Fellows was held at around 65 and six new Fellows were inducted into the College during the 2012 PRINZ Awards.

The College has continued to contribute to the work of PRINZ, with Fellows playing a significant role in the judging of the annual PRINZ awards and being available as mentors for APR accreditation studies. They have also participated in ongoing professional development for young people starting out in the profession.

One of the goals of the College is to raise awareness of the work of PRINZ and demonstrate leadership in encouraging professional excellence.

This was reinforced through a senior event staged in Wellington which attracted 40 delegates for a full day of discussion. High profile speakers included the Director General of Conservation, Al Morrison, Mai Chen, speaking on the Lobbying Bill before Parliament, and Tracey Walker of Simpson Grierson who covered the liability of communicators in the world of social media, talking about Reputation Matters. Feedback from this event noted the quality of the speakers.

The College also presented a 2012 Communicator of the Year award to Sam Johnson, founder of the Student Volunteer Army.

Warren Inkster

Six new PRINZ Fellows were inducted in May 2012, each receiving the title in recognition of their service to the profession and to PRINZ. Tracey Bridges, SenateSHJ not present.



DR GRAEME STERNE
MANUKAU INSTITUTE
OF TECHNOLOGY

PAUL HEMSLEY
PHPR

DONNA BAKER
GREATER
WELLINGTON COUNCIL

BRENDA SAUNDERS
TRIO
COMMUNICATIONS

DR MARGALIT TOLEDANO
UNIVERSITY
OF WAIKATO

THE PRINZ BUSINESS – OVERVIEW

CHIEF EXECUTIVE'S REPORT – SIMONE BELL

In 2012 PRINZ continued the programme of professional activity in place, while implementing some new initiatives and important changes. A focus on operational efficiency and planning in 2012 stands us in good stead for future initiatives. Q3-Q4 this year will focus on CPD, relationship building and member engagement, leading to an exciting 2014 when PRINZ celebrates its 60th year.

Membership – in 2012 membership numbers fluctuated from 900-1100 during the year. Student memberships play a part in that fluctuation, as does the Corporate / Group renewal cycle, generally taking a few months to finalise.

If you are an individual member, the common annual renewal date of 1 July (implemented in 2013) will make it easier for you to maintain your subscription, having the one common date to plan for each year. The focus on one period means the office will get membership packs out to you quickly and efficiently, containing your certificate and a member offer or two.



Conference – a highly successful annual conference 'Our Place, Our Space' was held in Auckland, hosting more than 165 delegates, local and international speakers. In true Auckland style, the new Viaduct Events Centre provided a wonderful setting for delegates.

In 2013 Christchurch plays host to the PRINZ Conference, with chair of the Southern Division, and of the Conference committee, Lee Harris, deserving a resounding congratulations for pitching to host the Conference in the South Island and working hard, with her committee's support, to make it a great event ever since.

The 38th Annual Awards saw a record number of entries, and a number of joint winners in hotly contested categories, including Supreme. I thank chief judge Anna Radford for her robust convening of the Awards, and for a thorough post-Awards review and evaluation with a number of Fellows.

The resulting new categories and new criteria in 2013 have been well received, with 58 entries and 23 finalists. In 2014 PRINZ celebrates its 40th Annual Awards so start planning your entries now.

Continuing Professional Development introduced you to each other, and to new content. Courses on social media, digital strategy, PR planning, measurement, news curation, issues management and creativity in marcoms were among a range of well attended sessions.

In 2013 a number of new topics and trainers have been added to the programme, giving members new areas to pursue, and diverse topics relevant to the current communications environment. 'Finance fundamentals' has already proven popular and coming up PRINZ is offering new courses including video production, online community management and Integrated Reporting.

Accreditation was achieved by 17 PR professionals now MPRINZ, congratulations. Chief Examiner Graeme Sterne and national coordinator Bruce Fraser worked with the office to deliver and review the programme.

Evaluations demonstrated the value received by candidates, and the benefit received through the involvement of PRINZ Fellows, with at least 30 acting as mentors, presenters and Viva Voce examiners. The resulting APR graduations in Auckland and Hamilton took place (appropriately) at the Leadership seminars hosted by Anne Gregory and Paul Willis.

Divisions – all three Divisions delivered an excellent programme of regular activity for members. Angela Paul in Wellington is acknowledged for establishing the monthly Learning Lunches, taken up by Auckland in 2013. In Hamilton Jeanette Tyrrell of Sage PR led a revived PRINZ Waikato group, getting a great response to varied events. The group is now led by Heather Claycomb of HMC Communications.

Financial result – the year's financial result was positive, and gives PRINZ some financial stability. The surplus was largely due to proactively reducing expenses in a number of areas, and a highly successful 2012 conference. A focus on debtor management has also seen the number of outstanding payments reduce significantly and cashflow improve as a result.

In 2013 the surplus gives the organisation security, and a chance to invest (cautiously) in visual and operational upgrades to our online presence, our email newsletter and our collateral. It also means we can bring free or subsidised events to members, like the Integrated Reporting webinar in June, and potentially fund international speakers to high profile events such as Conference 2014.



PRINZ DIVISIONS – NORTHERN, CENTRAL, SOUTHERN

NORTHERN – KATE WOODRUFFE

Over 2012/13, the Northern Committee has focussed on delivering a broad range of high quality, affordable events that cater as much as possible to the diverse interests of our membership. As in 2011, surplus raised from events was allocated to subsidising the annual Christmas party.

Overall the events organised have been well received by members, with positive feedback via email from members and good attendance levels. We held an event almost every month of the year, hosting a variety of interesting speakers across topics as diverse as storytelling, RWC2011, ethnic media, Police PR and the structural separation of Telecom and Chorus. In true form for Auckland, we also enjoyed some purely social events including a movie night, and the annual Christmas party held at Ponsonby Central.

The last year has been challenging for the Committee in terms of finding the time to participate as actively or regularly as we would like. I think this reflects the pressure many of our members are under in the current business environment, in which "doing more for less" is now the norm. It reflects well on PRINZ that members continue to volunteer time and resource to deliver and also to attend our events – there are clearly a good number of members who find value in what we do.

On behalf of the Committee, I would like to acknowledge the significant support provided by the PRINZ office in delivering our events in 2012/13.

Thank you from the PRINZ office to Jeanette Tyrrell in Hamilton for establishing a vibrant regional Waikato group in 2012.

CENTRAL – DANIEL PAUL

We are lucky in Wellington that we have a very good venue for events (the Wellington Club) that's right in the CBD and that everyone can get to with relative ease. This makes it easier to attract good audiences to our monthly breakfast networking sessions, all of which have been well attended during the year.

Audience numbers have been helped, too, by a good mix of speakers. The committee took on board this year that we needed to mix and match presenters, sprinkling the usual PR case studies and practical 'how-to' presentations in among speakers who didn't focus entirely on communications issues, but whose profile and topics nevertheless sparked interest from a wider audience.

And we are also lucky in that we have the annual Parliamentary event that always draws a good crowd. There's something about politics and politicians that seems to fascinate many PR practitioners, especially those in Wellington, and this year we were privileged to have a gathering of high profile lobbyists from all sides of the political spectrum, together with Green MP Holly Walker, to debate her bill to create a register of lobbyists.

Another positive to note is that we have no shortage of people putting up their hands to volunteer for the committee. Either the committee is perceived to be doing good things, or Wellingtonians are very public spirited – maybe it's mixture of both, but either way, we are very grateful for the support. Long may that continue.

The 'market' in Wellington continues to be very competitive. PRINZ is just one of several similar organisations vying for people's subscription dollar and time and that means we have to be even more creative in terms of providing a strong WIIFM to encourage and retain membership. It's the never-ending challenge, but it's one this committee seems to be up for.

SOUTHERN – LEE HARRIS

2012 was a significant year for PRINZ Southern. We pitched and won the right to host the 2013 conference. With that has come a lot of work and some serious relationship-building.

The local committee and PRINZ office have put in a huge effort over the past 10 months into sourcing speakers, sponsors, dreaming up session topics and breakouts, looking for venues and activities to bring PRINZ delegates back to the Garden City.

The sponsorship landscape in Christchurch has been a challenge which will be fairly familiar to most PR/Comms people who have to consider sponsorship strategies for their employers or clients.

That challenge reflects the ongoing trials for communicators in Christchurch. We've had to learn to be thicker-skinned, better connected (especially with Wellington), more versatile and faster at changing tyres than ever before.

Thanks to the National Office for all its assistance, and in particular Simone Bell, for scheduling professional development for Southern members. This is much appreciated and has helped us immensely as we've been focusing elsewhere.

PRINZ Southern ends the 2012 year with 73 Christchurch members, a group of 11 in Dunedin, and members in Invercargill, Queenstown, Hokitika, Nelson, Lyttelton, Lincoln, Methven, Ashburton, Oamaru and Mosgiel.

PRINZ INTERNATIONAL

PRINZ has been active on the international front throughout 2012, primarily through its membership of the Global Alliance for Public Relations and Communication Management.

PRINZ is a founding member of The Global Alliance, the confederation of the world's major PR and communication management associations and institutions, representing about 160,000 practitioners and academics around the world. Its mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be a global voice for public relations in the public interest.

Throughout 2012 members took part in a number of initiatives and events, most notably, the World Public Relations Forum held in Melbourne during November. A large Kiwi contingent crossed the Tasman to hear some of the world's leading public relations and communications professionals and take part in some of the many workshops and discussions held during the three-day Forum. New Zealanders presenting at the Forum included Christchurch Mayor and PRINZ 2012 Communicator of the Year, Bob Parker and PRINZ Member Catherine Arrow, currently serving as Secretary of the Global Alliance.

Alongside the Forum, the GA organised and ran the first Association Leaders' Day which saw PRINZ CEO Simone Bell presenting the work undertaken by PRINZ on the lobbying legislation.

PRINZ members were also involved with the preparation of the Melbourne Mandate. The Melbourne Mandate encapsulates a set of principles designed to help professionals around the world advocate, demonstrate and enhance the value of public relations and communication to their organisations and communities, as well as to society as a whole. It is a call to action for all professionals and presents a common vision for the industry.

Demonstrating best practice in public relations, the Mandate is a great resource for those inside and outside the industry, giving clear definition and worth to public relations.

PRINZ members braved many late night conference calls and discussions with colleagues from around the world to work on the draft Mandate before it was presented to the Forum for approval in November.

On the research front, Massey University is currently supported by the Global Alliance in a research project looking at professional competencies in public relations and communication management.

GA Chair-elect, Professor Anne Gregory also visited New Zealand in December, presenting a series of seminars on leadership for members in Dunedin, Hamilton and Auckland.

For individual PRINZ members, being part of the Global Alliance offers a number of benefits including:

- **A passport to participation in a global community:** Whether travelling to an international conference or doing business in another country, GA member organisations offer one other reciprocity on every continent – making each local membership a truly global one.
- **The sharing of knowledge,** including several leading-edge international research projects that will come to fruition in 2013 – Massey University included. Also available to members is the Landscapes series of country profiles, highlighting practice and professionalism as well as local information.
- **The collaborative setting of standards** in ethics, education, credentials and measurement, pursued through partnerships with other leading organisations within and beyond our profession.
- **Advocacy for our profession,** exemplified most recently by the 2012 Melbourne Mandate.
- **A voice in key international forums,** such as the United Nations and the International Integrating Reporting Committee, where the GA represents our global profession. The next World Public Relations Forum will be held in Madrid in 2014.
- **Peer-to-peer learning:** Large or small, new and emerging, the GA offers members regular opportunities to share information about what works, and what doesn't.

PRINZ AWARDS



SUPREME WINNERS

There were a record 60 entries in the 2012 PRINZ Awards – the Institute’s 38th annual awards with the Supreme Award made jointly to two winners who were also joint winners of their category: Special Event or Project.

The Supreme-winning projects were implemented by Alexandra Speedy and Bill Rundle of Porter Novelli (for WilliamsWarn – the best beer porn you’ll see all day) and Daniel O’Regan of Convergence & Louis Brown of Social Innovation (for the Student Volunteer Army).



Supreme award winners Alexandra Speedy and Bill Rundle of Porter Novelli

Supreme award winners Louis Brown of Social Innovation and Daniel O’Regan of Convergence

CATEGORY AWARD WINNERS:

Paul Dryden Tertiary Award

Scott McKee, Jo Greggains, Randy Manickavasagar, Emma Bryant and Adam Winship from AUT – Outside the Square, for, *The Oldest Catwalk Models in the World*

Government or Quasi Government Public Relations

Helen Cook from NZ Transport Agency for the project, *Victoria Park Tunnel: how we turned complainants into champions*

Not for Profit Public Relations

Jacque Walters, Jeanette Colman, John MacDonald & Stacey Doornenbal from the University of Canterbury for, *University of Canterbury Quake Response 2011*

Sustained Public Relations

Fleur Postill from Haystack for, *SEEK New Zealand*



PRINZ AWARDS CONTINUED

Marketing Public Relations – joint winners

Angela Spain & Kimberly Kastelan from DraftFCB for, *Launch of Electricity Authority “What’s My Number” campaign*

AND
Tiana Lyes, Jane Gilkison & Kathy Gieck from Acumen Republic & Luke Schepen from Countdown for, *Countdown Food Rescue – establishing an ongoing programme of charitable giving*



PRINZ President’s Award

A special award was made by President Jane Dodd to PRINZ Member Catherine Arrow at the Annual Awards event, recognising her immense, long-standing contribution to the industry.

Catherine is Secretary of the Global Alliance, a PRINZ trainer and National Council member.



President Jane Dodd awards Catherine Arrow with the President’s Award

STUDENT AWARDS

AUT University

Imogen Sheppard was awarded the PRINZ President’s Award for top student in the BCS, PR Major.

UNITEC Institute of Technology

The PRINZ Award for Excellence in Public Relations (Undergraduate) *Top student in Public Relations* was awarded to: Vivienne Frost.

The PRINZ Award for Postgraduate Communication Management *Top student in Strategic Communication & Information Management* was awarded to Sandra Noronha.

Massey University

The 2011 PRINZ prize for top student in Public Relations Management was awarded to Abbie Harker, a distance student living in Hawkes Bay, in May 2012.

Wintec

The *Public Relations Campaign Award*, sponsored by PRINZ, was jointly awarded to two groups:

Shayna De la Rue, Niki Creasy, Sam Corban and Ete Bird of Groupie Group, presenting a campaign for Shelter Box

Robert Farrelly, Dominique Herewini, Deanna Hetaraka and Simon Hinchco of DDRS PR, presenting a campaign for Community Radio.

University of Waikato, Department of Management Communication

Winners of the 2012 Chesterman Group PR Campaign Award, sponsored by PRINZ, was 4CPR: Larissa Allen, Annie Chen, Briar Corbett, Lana Corrigan, Joanna Green, Sam Leach, Brayden Lissington, Ashleigh McGirr, Alicia Tangaroa, Sharnae van der Helder, Jorna Wilson and Lauren Wright.

2012 PRINZ TRENDS SURVEY

Available free to members, the Trends Survey undertaken by Perceptive for PRINZ continues to provide industry information that is used in member updates, in response to media requests and in presentations. More than 400 members took part in the 2012 biennial survey, with results continuing to reflect the trends of previous years. It is planned that in 2014 the data will be plotted from 2006 to show significant changes in the sector over the eight years.

THANK YOU TO OUR FAMILY OF LONG-STANDING SPONSORS

iSentia – media intelligence provider and PRINZ principal sponsor



Perceptive – biennial Trends Survey partner



AON Insurance – preferred liability insurance agent for the PR industry



PRINZ COMMUNICATOR OF THE YEAR



SAM JOHNSON

Elected by the PRINZ College of Fellows, Student Volunteer Army Founder and Volunteer Army Foundation Director, Sam Johnson was named the 2012 PRINZ Communicator of the Year.

His nominators said, “Sam continues to communicate clearly, passionately and with an end result in mind. He inspires people to make Christchurch a better place and ensures that it remains on our minds. “

This annual award recognises people who demonstrate a genuine contribution to society and display outstanding qualities as a communicator.

CONTINUING PROFESSIONAL DEVELOPMENT

COURSES

PRINZ offered members courses on a range of topics, including Social media, Digital strategy, Marketing communications, Media relations, Writing, Event management, PR1 and PR2, Internal communications, PR strategy, and Issues & Crisis management.

APR

Accreditation in Public Relations – 17 practitioners graduated APR in 2012.

Congratulations to the APR graduating class of 2012: Emily Davies, AUT University; Rachel Callender, Zest Communications; Tim Greene, University of Auckland; Michelle Baguely, Vodafone; Simon Roche, Wright Communications; Vanessa Bellew, University of Auckland; Justin Courtney; Carolyn Smith, Dept. of Conservation; Glenda Dobbyn, New Zealand Transport Agency; Ingrid Harder, New Zealand Defence Force; Anthony Frith, New Zealand Transport Agency; Clare Dowthwaite, Bay of Plenty Regional Council; Nick Maybury, New Plymouth District Council; Emma Timewell, Plant and Food Research; Daniel O'Regan, Palmerston North City Council; Nicky Chilton, New Zealand Transport Agency; Roger Bourne, Plant and Food Research.



Graduates Emily Davies (AUT), Simon Roche (Wright Communications), Graeme Sterne (Chief Examiner), Emma Timewell (Plant and Food Research) and Nick Maybury (New Plymouth District Council)

RIVER

RIVER continued to offer members a free professional development planning tool, resulting in a '2013 Certificate of Practice' for those who reached their CPD points target in 2012.

OTHER

Other professional development opportunities were offered by PRINZ including:

'Leadership Masterclass' were held in Dunedin, Hamilton and Auckland with Anne Gregory and Paul Willis of the Centre for Public Relations Studies at Leeds Metropolitan University.

PRINZ was proud to support the launch of 'Reputation Matters – A Practical Legal Guide to Managing Reputation Risk' by Tracey Walker, a partner in Simpson Grierson's media litigation team.

Members attended the World PR Forum in Melbourne at Global Alliance member rates through PRINZ, with more than 20 New Zealand practitioners in attendance.



Leadership Masterclass



Reputation Matters Launch

PRINZ STRUCTURE

TO 30 MAY, 2013

National Council

President: Jane Dodd
 President Elect: Pauline Rose
 Fellows Executive, Chair: Warren Inkster

DIVISION CHAIRS

Northern – Teresa Burnett
 Central – Daniel Paul
 Southern – Lee Harris

CO-OPTED MEMBERS

Heather Claycomb (Waikato)
 Diana Wolken
 Catherine Arrow
 Amanda Weatherly (BOP)

NATIONAL EXECUTIVE

President: Jane Dodd
 President Elect: Pauline Rose
 Fellows Executive, Chair: Warren Inkster
 Chief Executive: Simone Bell

NATIONAL OFFICE STAFF

Chief Executive: Simone Bell
 Comms Adviser – CPD: Claire Culph
 Comms Adviser – Membership: Rebecca Foote
 Accounts: Sonja Louw
 Student Intern: Hannah Paul

COLLEGE OF FELLOWS EXECUTIVE

› Warren Inkster (Chair)
 › Graeme Purches
 › Cedric Allan
 › Margie Comrie
 › Katherine Trought
 › Brenda Saunders

NORTHERN DIVISION

› Teresa Burnett (Chair)
 › Susi Maclean
 › Matthew Vogts
 › Glyn Jones
 › Georgia Ness
 › Brendan Boughen
 › Amanda Cosgrove
 › Samantha Clemerson
 › Phillip Smith
 › Paula Jackson

CENTRAL DIVISION

› Daniel Paul (chair)
 › Ashleigh Lambert
 › Leanne Rate
 › Nigel Parry
 › Angela Paul
 › Annalie Brown
 › Jillian Keogh
 › Julian Light
 › Denise Mackay
 › Katie Mathison
 › Miriam Nicholson
 › David Reade

SOUTHERN DIVISION

› Lee Harris (chair)
 › Rebecca Kinraid
 › Ady Schwartzfeger
 › Gerald Raymond
 › Jan McCarthy
 › John McDonald
 › Michele Hider
 › Rachel Solotti
 › Ray Tye

OTHER

RESEARCH COMMITTEE

› Graeme Sterne (Chair)
 › Tim Marshall
 › Elspeth Tilley

ETHICS COMMITTEE

› Ursula Cheer (Chair)
 Three PRINZ Fellows
 convened case-by-case.

PRINZ MEMBERSHIP

STUDENT

Available to full time tertiary students

ASSOCIATE

The standard membership for a full-time PR/CM practitioner, with regional options out of Auckland & Wellington

MEMBER

Member status is achieved through gaining Accredited in Public Relations (APR) or by application to PRINZ Council.*

*See PRINZ Constitution for MPRINZ criteria.

FELLOW

A senior group of experienced practitioners with significant experience and contribution to PRINZ.

LIFE

A membership designation recognising long service and significant PRINZ contribution.

OTHER MEMBERSHIP OPTIONS

CORPORATE

For organisations with four or more staff joining PRINZ, the group subscription offers a discounted rate. Members maintain their associate, Member, Fellow or Life status.

RETIRED

For current members (of any designation) who wish to maintain membership in retirement.

AFFILIATE

For those with a general interest in the industry, or undertaking voluntary work. Applications should be made to national_office@prinznz.org.nz, for National Council consideration.

OVERSEAS

Available to residents outside New Zealand on application to national_office@prinznz.org.nz.

STRATEGIC PLAN

The 2009-2014 PRINZ strategic plan is being reviewed in 2013. Member input is welcomed, via national_office@prinznz.org.nz or contact a Council member directly.

2009-2014 PLAN

Strategic Goals	Strategic Objectives	Outcomes
1: Shaping Public Relations & Communications Management as a Profession	To establish recognition of public relations and communications management as a profession	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
2: Member Engagement	Members value PRINZ membership	PRINZ demonstrates thought leadership
		All members engaged in CPD
		Members consider PRINZ does a good job promoting a reputable and dynamic public relations and communications profession in New Zealand
		Members consider PRINZ does a good job of setting standards and promoting excellence within the industry
3: Stakeholder Engagement	Stakeholders recognise and support PRINZ as the primary professional body and receive appropriate and sustainable value at each level of their engagement	Members consider PRINZ provides a good forum for networking and interaction
		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
4: Operational Effectiveness	For PRINZ to continue to operate sustainably and effectively	Practitioners recognise the value of PRINZ membership
		Appropriate structure and governance for PRINZ
		PRINZ is on a sound financial footing
		PRINZ office run efficiently

CODE OF ETHICS



PRINZ CODE OF ETHICS

Public relations professionals use communications to develop or maintain trusting, productive relationships between our clients or employers and their stakeholders. We promote the views of those we represent to contribute to public debate and informed decision-making in a democratic society.

We balance our role as advocates for individuals or groups with the public interest. We must also balance a commitment to promote open communication with the privacy rights of individuals and organisations.

Values

These values provide the foundation for the Public Relations Institute of New Zealand Code of Ethics and set the industry standard for the professional practice of public relations. They are the fundamental beliefs that guide our behaviour and decision-making processes.

Advocacy

- We serve the public interest by acting as responsible advocates for those we represent.
- We provide a voice for the ideas, facts and viewpoints of those we represent to aid informed public debate.

Honesty

- We are accurate and truthful in advancing the interests of those we represent and in communicating with the public.

Expertise

- We acquire and responsibly use specialised knowledge and experience.
- We advance the profession through continued professional development, research and education.
- We build mutual understanding, credibility and relationships among an array of institutions and audiences.

Independence

- We provide objective counsel to those we represent.
- We are accountable for our actions.

Loyalty

- We are faithful to those we represent, while honouring our obligations to serve the public interest.
- We safeguard the confidences of former or present employers and clients.

Fairness

- We deal fairly with clients, employers, competitors, peers, suppliers, the media and the society.
- We respect all opinions and support the right of free expression.



**PRINZ Code of Ethics
2005**

The primary obligation of membership of the Public Relations Institute of New Zealand is the ethical practice of public relations. This Code sets out the principles and standards that guide our decisions and actions.

1. Advocacy and Honesty

A member shall:

- i. Provide independent, objective counsel for clients or employers.
- ii. Promote the ethical, well-founded views of clients or employers.
- iii. Be honest and accurate in all communications - and act promptly to correct erroneous communications.
- iv. Avoid deceptive practices.

2. Balancing Openness and Privacy

A member shall:

- i. Promote open communication in the public interest wherever possible.
- ii. Respect the rights of others to have their say.
- iii. Be prepared to name clients or employers represented and the sponsors for causes and interests represented.
- iv. Safeguard the confidences and privacy rights of present, former and prospective clients and employers.

3. Conflicts of Interest

A member shall:

- i. Disclose promptly any existing or potential conflict of interest to affected clients or organisations.
- ii. Disclose any client or business interest in published or broadcast editorial work.

4. Law Abiding

A member shall:

- i. Abide by the laws affecting the practice of public relations and the laws and regulations affecting the client.

5. Professionalism

A member shall:

- i. Actively pursue personal professional development.
- ii. Explain realistically what public relations activities can accomplish.
- iii. Counsel colleagues on ethical decision-making.
- iv. Decline representation of clients or organisations that urge or require actions contrary to this Code.
- v. Not engage in irrelevant or unsubstantiated personal criticism.

In 2005, PRINZ adopted the Global Alliance Protocol on Ethics, as a supporting document to the PRINZ Code of Ethics.

PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2012

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PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND**DIRECTORY
AS AT 31 DECEMBER 2012**

IRD Number:	013-167-664
Nature of Business:	Membership Services and Training for Public Relations Industry
Location of Business:	Level 7 2 Kitchener Street Auckland
Registered Office:	Level 7 2 Kitchener Street Auckland
Bankers:	ANZ Bank Newton Auckland
Accountants:	Wojcik & Wilgermein PO Box 7424 Wellesley Street Auckland 1141

PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

**STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2012**

	Note	2012	2011
GENERAL FUNDS			
Accumulated Surplus		127,217	23,910
Restricted Equity	8	<u>9,420</u>	<u>7,672</u>
		136,637	31,082
CURRENT LIABILITIES			
Accounts Payable & Accruals		9,916	35,165
GST Payable		2,588	908
Customer Deposits Held		<u>5,568</u>	<u>831</u>
		18,073	36,904
NON CURRENT LIABILITIES			
Hire Purchase Liability	3	-	<u>1,060</u>
TOTAL FUNDS EMPLOYED		<u>\$154,710</u>	<u>\$69,046</u>
CURRENT ASSETS			
Bank Account		121,874	64,210
Prepayments	10	9,573	-
Accounts Receivable		<u>19,690</u>	-
		151,137	64,210
NON CURRENT ASSETS			
Property, Plant and Equipment			
As per Schedule (at Book Value)	2	3,573	4,836
TOTAL ASSETS		<u>\$154,710</u>	<u>\$69,046</u>

President

Date

Chief Executive Officer

Date

The accompanying notes form part of these financial statements.
The above information has been prepared without performance of audit but has been reviewed in accordance with review engagement standards.

PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

**STATEMENT OF FINANCIAL PERFORMANCE
FOR THE YEAR ENDED 31 DECEMBER 2012**

	Note	2012	2011
INCOME			
Consultancy Directory		5,259	14,477
Division Events		(3,719)	280
Subscriptions		259,512	257,472
Conference Income		55,461	(8,790)
Public Relations Awards		(1,793)	5,980
Fellow Events		(4,736)	-
Interest Received		1,307	976
E-Revenue		3,150	1,335
Sponsorship Income		14,700	16,023
Accreditation		(717)	(602)
AON Commission		798	581
Continuing Professional Development		38,387	26,879
Sundry Income		<u>12</u>	-
		367,621	314,610
EXPENSES			
Accident Compensation		454	-
Accountancy Fees		2,541	2,713
Accounts Administration		22,524	47,016
Advertising		1,374	849
AGM Expenses & Annual Report		774	-
Bad Debts Written Off		322	317
Bank Charges		4,838	3,908
Computer Maintenance		1,299	149
Conference Expenses - Overseas		7,848	-
Depreciation		2,582	4,266
Design & Artwork		833	-
Entertainment - Deductible		641	157
Entertainment - Non-Deductible		-	178
Global Alliance		1,268	894
Interest		-	658
IT Costs	11	7,023	4,958
Leasing Charges		610	-
Legal Fees - Deductible		-	385
Loss on Sale of Fixed Assets		214	180
Management Fees		81,431	108,271
National Council Expenses		6,223	5,679
Postage		477	442
Printing & Stationery		3,937	1,097
Rent		28,578	28,000
Research		119	-
Review Fees		4,305	5,610
Staff Amenities		1,086	-
Subscriptions & Licences		175	1,329
Telephone & Communications		3,194	2,775
Wages & Salaries		<u>77,399</u>	<u>87,985</u>
TOTAL EXPENSES		<u>262,065</u>	<u>307,816</u>
NET SURPLUS		<u>\$105,555</u>	<u>\$6,794</u>

The accompanying notes form part of these financial statements.
The above information has been prepared without performance of audit but has been reviewed in accordance with review engagement standards.

PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

**STATEMENT OF MOVEMENTS IN GENERAL FUNDS
FOR THE YEAR ENDED 31 DECEMBER 2012**

	<i>Note</i>	2012	2011
Net Surplus for the Period		105,555	6,794
Total Recognised Revenue and Expenses		<u>105,555</u>	<u>6,794</u>
GENERAL FUNDS AT START OF PERIOD		31,082	24,788
		<u>136,637</u>	<u>31,582</u>
Movements in Reserves			
Reserve		-	(500)
GENERAL FUNDS AT END OF PERIOD		<u>\$136,637</u>	<u>\$31,082</u>

The accompanying notes form part of these financial statements.
The above information has been prepared without performance of audit but has been reviewed in accordance with review engagement standards.

PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2012**

1 STATEMENT OF ACCOUNTING POLICIES

These are the financial statements of PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND. PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND is an Incorporated Society established under the Incorporated Societies Act 1908 and includes three divisions being Northern, Central and Southern.

The financial statements have been prepared in accordance with generally accepted accounting principles.

The Public Relations Institute of New Zealand qualifies for differential reporting based on the following criteria:

- It is not publicly accountable and
- The Public Relations Institute of New Zealand is 'not large' as defined by the New Zealand Institute of Chartered Accountants.

The Public Relations Institute of New Zealand has adopted all available differential reporting exemptions.

MEASUREMENT SYSTEM

The measurement system adopted is that of historical cost.

PARTICULAR ACCOUNTING POLICIES

The following is a summary of the significant accounting policies adopted by the Public Relations Institute of New Zealand in the preparation of these financial statements.

Property, Plant, Equipment and Depreciation

Property, plant and equipment are included at cost less aggregate depreciation provided at the maximum rates allowed by the Inland Revenue Department. Property, plant and equipment that are leased under a specified lease for the purposes of the Income Tax Legislation are capitalised and depreciated. The depreciation rates used are shown in the Schedule of Property, Plant and Equipment.

Income Tax

In accordance with the requirements for not for profit organisations, taxation has not been charged against profits.

Accounts Receivable

Accounts receivable are stated at their estimated realisable value.

Goods and Services Tax

Financial information in these accounts is recorded exclusive of GST with the exception of receivables and payables, which include GST. GST payable or receivable at balance date is included in the appropriate category in the Statement of Financial Position.

Revenue

Subscription revenue is recognised on a cash basis as for the majority of members the certainty of renewal of their subscriptions is not known until payment is received on renewal.

Changes in Accounting Policies

There have been no specific changes in accounting policies and they have been applied on a consistent basis with those of the previous period.

The above information has been prepared without performance of audit but has been reviewed in accordance with review engagement standards.

PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2012

2 PROPERTY, PLANT AND EQUIPMENT SUMMARY			
2012	Cost	Accum Depn	Book Value
Plant & Equipment - at Cost	<u>48,403</u>	<u>44,830</u>	<u>3,573</u>
2011			
Plant & Equipment - at Cost	<u>50,368</u>	<u>45,531</u>	<u>4,836</u>
3 TERM LIABILITIES			
		2012	2011
Hire Purchase		<u>-</u>	<u>1,060</u>
4 CONTINGENT LIABILITIES			
There are no contingent liabilities at year ended 31 December 2012. (31 December 2011: \$Nil).			
5 CAPITAL COMMITMENTS			
There are no capital commitments at year ended 31 December 2012. (31 December 2011: \$Nil).			
6 RELATED PARTIES			
The following material transactions occurred with related parties during the year. During the year rent and accounting services were paid to Network Communications Group Limited, a company in which Jane Dodd (current president) is a director and shareholder. Network Communications Group Limited has also paid subscriptions to PRINZ during the year.			

The above information has been prepared without performance of audit but has been reviewed in accordance with review engagement standards.

PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2012

7 INCOME SUMMARIES	This Year	Last Year
Consultancy Guide	-	-
Income	9,095	22,135
Expenditure	<u>(3,836)</u>	<u>(7,658)</u>
Net Surplus	<u>5,259</u>	<u>14,477</u>
Subscriptions	259,512	257,472
Interest	1,307	976
Division Events	-	-
Income	17,852	17,199
Expenditure	<u>(21,571)</u>	<u>(16,919)</u>
Net Deficit	<u>(3,719)</u>	<u>280</u>
Public Relations Awards	-	-
Income	23,290	11,220
Expenditure	<u>(25,083)</u>	<u>(5,240)</u>
Net Deficit	<u>(1,793)</u>	<u>5,980</u>
Education and Accreditation	-	-
Income	12,100	13,857
Expenditure	<u>(12,817)</u>	<u>(14,459)</u>
Net Deficit	<u>(717)</u>	<u>(602)</u>
Conference	-	-
Income	120,870	77,077
Expenditure	<u>(65,409)</u>	<u>(85,867)</u>
Net Surplus	<u>55,461</u>	<u>(8,790)</u>
Continuing Professional Development	-	-
Income	109,343	112,195
Expenditure	<u>(70,956)</u>	<u>(85,317)</u>
Net Surplus	<u>38,387</u>	<u>26,879</u>
Fellow Events	-	-
Income	6,212	-
Expenditure	<u>(10,948)</u>	-
Net Deficit	<u>(4,736)</u>	-
AON Commission	798	581
Sundry Income	9,948	17,358

The above information has been prepared without performance of audit but has been reviewed in accordance with review engagement standards.

PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2012**

SUMMARISED

Total Operating Income as above	578,027	530,071
Less Expenditure as above	(210,620)	(215,461)
Less Expenses	(261,852)	(307,816)

NET SURPLUS/(DEFICIT)	<u>105,555</u>	<u>6,794</u>
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8 CASH BALANCES	This Year	Last Year
Petty Cash	77	200
Cheque Accounts	53,570	51,900
Term Deposits	8,160	7,672
Savings Account	60,067	4,421
ANZ Debit Card Account	-	17
	<u>\$121,874</u>	<u>\$64,210</u>

As at 31 December 2012, \$8,160 held in the Public Relations Institute of New Zealand's bank account was related to funds 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. These are allocated to the annual Sally Logan-Milne Young Practitioner of the year.

9 GOING CONCERN

It is the members of Executive Committee's view that the financial statements should be presented on a going-concern basis as the Society has adequate financial resources to enable it to meet its obligations in the ensuing 12 months from the date of these financial statements. The Society is reliant on maintaining and improving income from members subscriptions as well as managing its operating costs. If the Society were unable to continue operational existence, assets may need to be realised at amounts which could differ from amounts at which they are recorded in the Statement of Financial Position and, in addition, the Society may have to provide for further liabilities that might arise.

10 PREPAYMENTS

PRINZ has prepaid continuing professional development expenses of \$9,000, conference expenses of \$450 and courier tickets of \$123.

11 IT COSTS

IT costs include implementation of 1 July anniversary to CRM System of \$2,030.

The above information has been prepared without performance of audit but has been reviewed in accordance with review engagement standards.

**ACCOUNTANTS REPORT TO: THE MEMBERS OF PUBLIC RELATIONS
INSTITUTE OF NEW ZEALAND**

We have reviewed the financial statements of Public Relations Institute of New Zealand for the year ended December 31, 2012 in accordance with the Review Engagement Standards issued by the New Zealand Institute of Chartered Accountants.

A review is limited primarily to enquiries of the Public Relations Institute of New Zealand 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 causes 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.

Wojcik & Wilgermein

Chartered Accountants

7/5/13

Date

NOTES

GET IN TOUCH

PO Box 5937
Wellesley Street
Auckland 1141
09 358 9804

office@prinz.org.nz

www.prinz.org.nz



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