



## Australia and New Zealand PR Alert: 20th December 2018

Telum's Australia and New Zealand PR Alert will be on break over the holiday period, returning on the 10<sup>th</sup> January. To celebrate the end of year we spoke with **PRINZ's Elaine Koller** and **PRIA's Sylvia Bell** about the year that has been in PR and comms.

This week features moves and news from the Australian and New Zealand communications industry including **Sydney Trains, BlueChip Communication, NSW Department of Finance, Services and Innovation** and **B.B.E. PLUS PR Jobs of the Week.**

**Want keep up with the latest moves and news in the Australian and New Zealand media industries in 2019? Get in touch with Telum at [alert@telummedia.com](mailto:alert@telummedia.com) for more information.**

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### Top stories

#### Comms Director appointed at Sydney Trains

Michelle Sloane is now Director, Communications, Media and Government Affairs for Sydney Trains. She was most recently Executive Director, Strategy for the NSW Department of Industry. Prior to that Michelle was Executive Director of The Baird Institute for eight years, and also served as a Councillor and Deputy Mayor for Willoughby City Council. Keep in touch at [michelle.sloane@transport.nsw.gov.au](mailto:michelle.sloane@transport.nsw.gov.au)

#### BlueChip appoints Chief Executive

BlueChip Communication has appointed Danielle Stitt as the incoming Chief Executive. Starting in the new role on 14<sup>th</sup> January 2019, she will also continue with her current

responsibilities as marketing practice lead. Danielle commented, "I was a long-term client of BlueChip before I joined as Director of Integrated Marketing four years ago, and have really enjoyed working across a range of clients. In this expanded role I'm delighted I can now pursue both my passions - marketing and business leadership".

## New Executive Director at NSW Department of Finance, Services and Innovation

Catherine Ellis has been promoted to Executive Director, Corporate Affairs at the NSW Department of Finance, Services and Innovation. She joined the department in 2016 and was most recently Director, Media and Corporate Communications. Catherine has a background in public and corporate affairs in the government and consulting sectors. Congratulate her at [catherine.ellis@finance.nsw.gov.au](mailto:catherine.ellis@finance.nsw.gov.au)

## B.B.E acquires Media Creatures

Creative agency B.B.E has acquired its long-term video production partner, Media Creatures. The merger will see B.B.E grow to 50 staff across Sydney and Melbourne, offering a range of services, including creative, content, social and PR, as well as technology, digital and now video production capabilities. The two agencies have been collaborating since 2015.

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## News flash

### CASE STUDIES: Adella Beaini for The Daily Telegraph



Cadet Journalist Adella Beaini from *The Daily Telegraph* is writing a feature on teenagers who were isolated and / or lonely. These teenagers would stay in their room away from parents (potentially addicted to *Fortnite*, Netflix etc.), and have reformed by taking up something like sport, art, or got help in some way and are no longer isolated. Case studies would have to be around 14 - 17 years of age, happy to be photographed, and to speak about their experience. Contact Adella at [adella.beaini@news.com.au](mailto:adella.beaini@news.com.au)

For more case studies like this, subscribe to Telum's Australia Media Alert. For more information get in touch at [alert@telummedia.com](mailto:alert@telummedia.com)

Who's representing who?

**Malaysia Airlines** has appointed **iD Collective** as its PR agency for Australia and New Zealand. The appointment will see iD work closely with Malaysia's national carrier to continue rebuilding its public profile amongst Australian and New Zealand travellers, and increase its share of the competitive international airline market. For more information contact Mary Morton at [marym@idcollective.com.au](mailto:marym@idcollective.com.au) and on (61) 3 8554 4888.

## What's happening in agency-land

**Clemenger Group New Zealand** has become Rainbow Tick accredited. The Rainbow Tick programme enables organisations to understand their strengths and areas for improvement in creating an inclusive environment for lesbian, gay, bisexual, transgender, takatāpui and intersex (LGBTTI) employees.

## In-house moves

**Hélène Hofman** is now Deputy Director of Media and Communications at **Swinburne University of Technology**. She has departed ABC Radio National's *Drive*, where she had been Senior Producer. Hélène had been with RN since 2013, working both on *Drive* and as Supervising Producer of RN's *Breakfast*. Keep in touch at [helenehofman@gmail.com](mailto:helenehofman@gmail.com). She tweets [@helenehofman](https://twitter.com/helenehofman)

**Natasha Granath** has joined the team at **Crown Group Holdings** as PR and Communications Manager. She moves after almost three years with TFE Hotels overseeing all PR, online content creation and social media for the company. Prior to that she was Director of Communications for the Shangri-La Hotel in Sydney and Regional Director for Relais & Chateaux. She was also a news journalist for nearly a decade. Keep in touch at [natashagranath@crowngroup.com.au](mailto:natashagranath@crowngroup.com.au)

**Collette Betts** has started as Australia PR and Corporate Affairs Manager at **MYOB**. She moves from Attention+Influence, where she had been since 2011 when it was known as PR Edge. This is a 15 month contract role while Amy Kirkwood is on maternity leave. Contact Collette at [collette.betts@myob.com](mailto:collette.betts@myob.com)

**Aaron Dowling** has moved in-house to **Cochlear**'s global corporate communications team as a Corporate Communications Manager. He moves from Edelman where he was an Account Director in the healthcare practice, and prior to that he was with VIVA! Communications. Keep in touch at [adowling@cochlear.com](mailto:adowling@cochlear.com)

**Matt Chambers** will start a new role as a Media Advisor at **Rio Tinto** in January. He has recently finished at *The Australian*, where he had been Mining & Energy Journalist. Matt was with the national masthead from 2007, and had previously worked with Dow Jones, Bloomberg and the *Kalgoorlie Miner*.

## PR Jobs of the Week



- **AirAsia** is looking for a [PR & Communications Manager Australia](#), based in Sydney. As part of a global communications team, this role is tasked with delivering a multi-channel PR and communications strategy in the Australian market. The PR & Communications Manager also plays a key role in ensuring a coordinated media approach between AirAsia Group and its affiliate airlines who operate to and from the Australian market.
- **WE Buchan** has a number of roles open currently. The agency is looking for a [Senior Account Manager](#) to join its corporate practice, an [Account Manager](#) with consumer and lifestyle experience for its consumer practice, a [Senior Account Executive](#) and a [Social Media Executive](#).

**Grace Vujnovich** has joined **Healthy Families Waitekere** as Strategic Communications Manager. She was most recently a Senior Account Manager with Spark PR & Activate, and was with Network Communications before that. Keep in touch with Grace at [grace.vujnovich@sportwaitakere.nz](mailto:grace.vujnovich@sportwaitakere.nz)

**Michael Scanlan** has recently joined **Rail Projects Victoria** as a Media and Corporate Communications Manager. Michael enters this role after 11 years at Channel Seven, where he was most recently a Journalist at *Seven News Melbourne*. He has previously filed stories for NBN News Gold Coast and WIN News Toowoomba. Congratulate him at [michael.scanlan@railprojects.vic.gov.au](mailto:michael.scanlan@railprojects.vic.gov.au) and on Twitter [@MScanlan7](https://twitter.com/MScanlan7)

**Georgia Linton** has joined **Tourism and Events Queensland** as Consumer PR Specialist, working on consumer PR, programme delivery and marketing. She was most recently a Senior Account Manager with Ruby Communications, based in the agency's Gold Coast office. Keep in touch with her at [georgia.linton@queensland.com](mailto:georgia.linton@queensland.com)

**Daria Romanos** has recently joined recycling business **TerraCycle** as a Public Relations and Marketing Manager. Previously based in Vanuatu, Daria had most recently been Marketing and Communications Officer at the Vanuatu Tourism Office, and was Marketing Coordinator at Brisbane-based Specialised Carpentry before that. Congratulate her at [daria.romanos@terracycle.com](mailto:daria.romanos@terracycle.com)

**Vassil Malandris** has recently joined **Bedford Group** as a Media and Communications Manager. He enters this role from City of Playford where he was most recently a Media Advisor, and had been a Journalist at the ABC before that. Vassil had also previously been a Reporter and Producer at *Seven News*, *Today Tonight* and *Sunrise*, among others. Congratulate him at [vmalandris@bedfordgroup.com.au](mailto:vmalandris@bedfordgroup.com.au)

## PR in 2018



*2018 has seen many changes and challenges for the PR industry in Australia and New Zealand. Following data breach scares at the start of the year, consumers are more wary than ever of the digital age we live in, and there has been a particular demand for more ethical behaviour from the world's largest companies. Measurement of PR work has also continued to drive debate in the industry, and agency clients are continuing to demand a range of services from their existing PR agency.*

*Looking back on the year, Telum chatted with Elaine Koller from the Public Relations Institute of New Zealand (PRINZ) and Sylvia Bell from the Public Relations Institute of Australia (PRIA) about their thoughts on the year, the trends across the industry and what we can expect for 2019.*

### **Elaine Koller, Chief Executive, PRINZ**

There is no question that PR is interdisciplinary. Certainly, from an agency perspective, clients are demanding more in the scope and breadth of advice and activity. Rather than engage multiple specialist agencies, clients are now turning to their trusted PR agency to deliver a broader range of services.

Locally, we have seen growth in roles that focus on organisational change or brand purpose as well as internal communications and stakeholder engagement. In the wake of the 2017 Bell Pottinger scandal and the #MeToo movement, we have seen a renewed awareness and focus on professional ethics which is extremely positive.

Regretfully, the biggest challenge is not new - a general lack of understanding about what PR is and what it can achieve if it is suitably resourced. There is still a misconception that PR is limited to media relations or content creation. As a result, many organisations and clients are not committing sufficient budget to achieve a specific outcome, let alone measure and evaluate the PR work. With trust in social platforms and media on the decline, I think we'll see more people return to more personal interactions - perhaps face-to-face. While digital is still a crucial part of the mix, the distinction between online and offline will become increasingly irrelevant. It's simply about connecting and engaging with your audience wherever they are. Channels are just channels - they are not strategies. There will also be less hype over social influencers and the preference for micro influencers will continue.

I think we will also see more push-back on delivering tactical work that isn't based on a well-conceived strategy. Alongside this, PR professionals will take a step back and think about how they can better demonstrate their value and be more sophisticated in the way they measure and evaluate their work.

### **Sylvia Bell, National President, PRIA**

Trends in the PR industry continued to be positive this year, with the results of the 2018 independent benchmarking survey commissioned by the PRIA Registered Consultancies Group (RCG) indicating a continuing strong demand for public relations services in 2017 - 2018 and positive consultancy expectations for future growth.

Survey respondents reported an average 13 per cent income growth for 2017-2018 compared to the previous year, the largest annual growth recorded by the RCG survey over the past 10 years. In addition, many consultancies anticipated future growth of 15 per

cent per year and were planning to recruit senior level staff needed to meet the increased demand.

The survey also showed that communication consultancies are moving successfully into digital and social media, marketing communication, design, advertising and other areas. Traditional media relations work accounted for 51 per cent of agency revenue in 2017 / 18.

At the national level, the PRIA has received formal recognition from the Federal Government as the peak body for PR and Communication - particularly with respect to the competencies and skills required for professional practice. PRIA has been included in the Australian Government's Skills Council review of the competencies and qualifications for VET and undergraduate training.

Going forward, PRIA is providing high quality, high value, interesting and informative events at the State and Territory level to encourage and enable our current and new members to engage with PR practitioners in their local professional community. This will include professional development training opportunities such as those to be provided by HSPR, a registered training organisation, and interactive member events arranged locally by each State and Territory Division.

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