

# The PR Report

*the* monthly newsletter for the Australian PR industry

SEPTEMBER 2014

## Too Far Out There?

Pushing Boundaries in the 'Death Market'.

See story page 3.



*No fuss ... just blazing controversy, guaranteed*

## Feature

### Transmedia Masterclass Series with Jeff Gomez - Discount for *The PR Report* Readers

One of the world's foremost exponents of 'transmedia storytelling', **Jeff Gomez** is set to tour Australia next month, with dates in Perth (6 October), Sydney (8 October) and Melbourne (10 October). A similar tour last year sold out in all cities.

As CEO of **Starlight Runner Entertainment**, Mr Gomez, is a leading expert in "expanding entertainment properties, premium brands and socio-political themes into highly successful transmedia narratives and international campaigns". He is regularly hired as a consultant to *Fortune 500* companies.

He certainly has the resume to support this status with credits including *Avatar*, *Pirates of the Caribbean*, *Halo*, *Hot Wheels*, *Transformers* and *Teenage Mutant Ninja Turtles*. He also works for brands such as **Microsoft**, **Coca Cola** and **Mattel**.

In 2012 *Variety Magazine* crowned him a Hollywood 'Power Player'.

His Masterclasses are based on the premise that 'transmedia storytelling' is no longer just for entertainment industries. Increasingly it is being used by "brands, governments, start-ups" to hit widely scattered audiences across a dizzying array of media.

"As the 30 second spot declines, and print and radio advertising fades into history, companies are searching for new techniques to connect with an increasingly preoccupied – and increasingly vociferous – consumer base," Mr Gomez says.

"Those who understand how to leverage transmedia strategies and pervasive communications for their brands and franchises are seeing greater immediate impact, but more importantly they are positioning themselves for the long-tail", he says.

"Previous participants have included Australia's leading screen producers and creatives, games developers, publishers, advertising and brand professionals, marketers, and communications specialists from across a broad range of industries."

The 2014 Masterclass series is an intensive 6 hour examination of what works in "multi-platform narrative creation" and Mr Gomez says it will teach "brands, agencies, screen professionals, storytellers and startups how to create intense loyalty and long-term engagement among audiences, communities and consumers, and how to transform this into multiple revenue streams".

If it did only a little of that it would seem worth the price of admission.



And here's the best part. Readers of *The PR Report* who book online at [www.xmedialab.com](http://www.xmedialab.com) can get the 'Industry Guild' discount on tickets. Just enter the promotional code THEPRREPORT when you buy your tickets.

For an insight into what you can expect, check out this short video of Jeff Gomez discussing 'transmedia' here - <https://vimeo.com/104860647>

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## News

### Riley Mathewson Takes B2C Award for 'Redrawing Boundaries'

You can't say it doesn't get your attention.



*A picture can say 1,000 words. Or 'just cremations'.*

**Riley Mathewson Public Relations** this month picked up the **Australian Marketing Institute's B2C Award for Marketing Excellence** in WA with a somewhat edgy campaign which, in its own words, "redefined the parameters for funeral sector marketing".

It was created for WA funeral brands **Seasons Funerals** and **Just Cremations** with the intention to focus on what the agency identified as the factors critical to the brands' increasing their market share: brand awareness and differentiation from their major competitors.

Account Director **Clint Ford** said their research showed "there is enormous competition from substantial players in the death market" which is not quite the way we would put it, but you take his point.

"... by choosing to tread a very different and occasionally controversial path we achieved these two objectives beyond the client's expectations," Mr Ford said.

Based on extensive qual research, the campaign for the Seasons brand aimed to re-position it further up the market, while Just Cremations was strongly identified as “no fuss” with a “pragmatic and irreverent brand narrative” (see pictures).

He said they set out to take a very different creative approach to what was being used by the client’s major competitors.

As a result, he says the Seasons Group “saw a substantial increase in enquiries and sales” while the ‘*Jack and Marg - No Fuss*’ execution “achieved significant global scale and viral coverage” including a run on **Buzzfeed**. (That’s Jack and Marg in the picture, apparently relaxing in God’s open-air waiting room until it’s time to stoke the fire right up.)

He said it also created “an avalanche of social media activity” and was covered by WA press and radio.

We can’t think why.

Riley Mathewson PR Director, **Des Riley** said the award was due recognition for work that has not only been successful, but has also achieved international peer and funeral industry recognition“.



*Riley Mathewson PR’s Clint Ford receives his B2C excellence award from AMI WA State President Fred Meyer*

“Most importantly, it generated excellent business outcomes for our client,” Mr Riley said.

It’s certainly a consideration that sometimes gets out of focus in the welter of awards.

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## NSW Premier Drops In On Surf Open

After another long week trying to keep a running headcount of the MPs formerly members your government and now seated on the cross benches - as the continuing melodrama plays out at the NSW Independent Commission Against Corruption (Icac) - there can’t be many better ways to relax and wash away your cares than hooking up with a decent offshore break down at your local beach.

It sure seems to be working for **NSW Premier Mike Baird** and his **Deputy Andrew Stoner**.

They were joined for a wave earlier this month by none other than surfing legend **Barton Lynch**, the former World Champion. The occasion was the announcement of sponsorship support for next year’s **Hurley Australian Open of Surfing**, to be held Manly Beach, from 7-15 February, 2015.

“It’s great to once again welcome back a world surfing title to Australia’s birthplace of surfing - Manly,” Premier Baird, who happens to be the Member for Manly and a surfing enthusiast, said. He has an onerous job, but this looks like one of the pleasant parts.



*L to R: Deputy Premier Andrew Stoner, former World Champ Barton Lynch and NSW Premier Mike Baird wait for a set off Manly Beach.*

“International events like the Hurley Australian Open of Surfing put Sydney and Manly on the world stage and prove not only do we have some of the best beaches and surf culture anywhere in the world, but also a vibrant music, art, food and wine scene,” he continued.

Hurley will once again be the title sponsor of the event, which aims to celebrate and showcase “the best in surf, skate, music, fashion and art”.

For his part Barton Lynch said he was raised on the waves at Manly. “I love what the Hurley Australian Open of Surfing brings to the area, the vibe and way the event has been embraced is brilliant. To have some of the biggest names in surfing in an ASP rated competition so close to the city is quite incredible.

“And the event isn’t all about the surfing. I can’t get enough of the skating and when I sit on the beach watching the technical tricks and air game of the skateboarders I see the future of surfing in what they’re doing.”

**Hurley** is once again the naming rights sponsor for the event. Founder and Chairman **Bob Hurley** said “The Hurley brand is based on a love of the ocean, as well as music and art and the Hurley Australian Open of Surfing is the perfect embodiment of all these elements.

“The event is gaining global recognition and we’re excited to work with **IMG** and **Destination NSW** once again in bringing it all to life.” Destination NSW is the NSW Government’s tourism agency, and is financially supporting the event.

Mr Stoner, the responsible Minister through his Tourism and Major Events portfolio said “This event is one the NSW Government is very proud to support and we can’t wait for its return this summer”.

Organisers say the second staging of the event this year drew crowds exceeded 175,000 across the nine days, and the launch of a new app and a live webcast that was accessed globally, extended the reach even further.



*Consider it announced ... now, where's my towel?*

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## Great Surf, Now I'm Starving ...

Once our political and surfing royalty have dried off, they could probably do worse than grab a bite to eat at the new **Daniel San** on the Manly beachfront.

A self-described “new Japanese rock ‘n’ roll bar”, the seaside bar and eatery’s boss **Fraser Short** has just appointed **Stellar Concepts** from a competitive pitch to run a year long PR campaign to promote the new venue.

Stellar has a good head-start in the person of Executive Chef **Benjamin Orpwood** - who’s last gig was at the semi-legendary **Toko** in Sydney’s Surry Hills.

The new place promises a “beachside chow down bar which pays homage to *The Karate Kid*, matching authentic and fun Japanese street food with Manly’s health focused surf culture.”

Quite a cross-cultural challenge.

Stellar GM **Hayley Cole** said: “When we received this brief from Fraser we jumped at the opportunity to work with one of Sydney’s best hospitality operators on what is a seriously fun and unique offering ...”

“The concept of Japanese **izakaya** is taking off in Sydney but no one will deliver it like Daniel San with its inimitable take on Japanese meets rock ‘n’ roll design, delicious food and beach front location to take you from an alfresco lunch to late night dancing in the bar’s neon district.”

The campaign will be lead by Stellar’s Senior Account Manager, **James Cooley** along with the Stellar’s north-side natives – **Sonia Chiarelli** and **Jenna Chaitowitz**.

Apparently they speak fluent Manly.

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## HealthCAM 2014 - Better Health, At Your Fingertips

Some things we know already. Smoking is bad. Breastfeeding is good.

But this month’s inaugural **HealthCAM 2014** conference, to be held in Brisbane on 30 September will show you how to put those bits of received health wisdom into practice using only the device you probably already have in your hands - your smartphone.

HealthCAM is the first Health Communication, Advertising and Marketing event, and is being staged by **Queensland University of Technology (QUT)**.

**Professor Rebekah Russell-Bennett’s** presentation will analyse the success of social marketing, SMS and smartphone apps in getting people meaningfully healthier.

She says many people are well aware of many health problems and really know what they are supposed to do to be healthier - yet they don’t.

“For example, in the cases of smoking, obesity, sexual diseases, people know you should quit, eat more healthily, exercise more, use a condom, they know the messages but they need help to change their behavior. This is where social marketing can work.”

She also plans to “bust the myths” that beset the social marketing profession.

“The biggest challenge is a lot of people think social marketing is mass media and communication or social media, but it is not,” she said. “Social marketing applies commercial marketing principles to promote social good such as healthier eating or recycling.

“It is not about relying on mass media, communication or advertising campaigns to create awareness or education, it’s about using marketing to give people tools to change behavior to address a social problem.

“A popular approach being used by social marketers is ‘digital’, SMS, websites and apps.”

As an example she sites a highly successful QUT-led trial called **MumBubConnect**, a social marketing campaign designed to support time-poor, stressed mums to breastfeed for longer.



*Professor Rebekah Russell-Bennett - the way to better health is probably in your hands*

“Using SMS, mums were able to receive weekly support and also link to the Australian Breastfeeding Association counseling service, which offers free telephone assistance about breastfeeding for new mothers.”

The program had a big impact on breastfeeding rates, with new mums who received text message support four times more likely to persevere after bub was 8 weeks old than those with no support.

“What social marketing does is deal with people who already know the message but need help to change their behaviour and this is a particularly useful complement to health communication campaigns,” Professor Russell-Bennett said.

“So when policy, legislation and education don’t work, we should be using social marketing.”

Find the full program and speaker list for HealthCAM 2014 - and buy your tickets - at:<http://www.healthcam2014.com>

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## BBC - Top Gear but SuperCheap

BBC recently announced that the line of branded automotive accessories spun off its wildly popular **Top Gear** program will be sold in Australia and New Zealand exclusively by **SuperCheap Auto**.

From this month on the SuperCheap will promote and sell a range of top gear including everything from air fresheners and travel mugs to **Top Gear** multi-tools, torches and, yes, iPhone covers - these ones have the signature **Top Gear** tyre tread on them.

Head of Consumer Products for BBC Worldwide ANZ, **Elie Mansour**, said SuperCheap is “the ideal partner for our brand”, while SuperCheap’s MD **Chris Wilesmith** said the retailer is “extremely excited” about the new partnership and offering the **Top Gear** brand to their many customers.

And for all you genuine, 8 cylinder petrol heads, the partnership will produce a special **Top Gear** Pop-Up Shop at this year’s **Supercheap Auto Bathurst 1000**.

“V8 fans will be able to get their **Top Gear** fix with a range of branded merchandise available for purchase at the hugely popular motor sport celebration at Mt Panorama, Bathurst, from October 9-12.”

Gentlemen, start your engines. Everyone else, open your wallets.

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## SABRE Award for PPR

**The Holmes Report** has named **Professional Public Relations (PPR)** “Australia’s best PR consultancy” at the *Asia-Pacific SABRE Awards*.

Don't agree? Write and tell us why.

Founder **Paul Holmes** remarked on PPR's 40 years of "industry leadership" and the international growth it has achieved in the past year. It now has offices in Sydney, Brisbane, Canberra, Melbourne, Adelaide, Perth and Auckland joined by new international operations in New York, Washington DC, San Francisco, and Austin in the US, as well as London, Paris, and Mexico City.

"It now has 300 consultants generating \$30 million globally, up by close to 50 percent last year ..." Mr Holmes said.

He nominated as highlights of the last year supporting **McDonald's**—a client for 35 years—with the launch of the '*Our Food Your Questions*' initiative in Australia and helping pet supplies retailer **Petbarn** gain recognition for its pet adoption CSR efforts with a 'pet speed dating' event.

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## Social Media Week Speakers Announced

As reported in recent issues of **The PR Report**, the inaugural **Social Media Week** will be tweeting its head off across two venues in Sydney from 22 to 26 September.



Organisers **Rinsed** and **Evolve Social** have announced the official line up for the weeklong event and details of session topics, confirmed speakers and ticketing.

Themed '*The Future of Now*', the sessions will come at this idea from perspectives designed to engage Australian marketers, consumers, businesses, government, students and educators. Keynote and panel events will take place at The Beresford Hotel and exclusive Master Classes at the University of Sydney.

Featuring both ticketed and free events, the announced list of speakers is impressive - at least it's certainly too long to list here.

However, you can see them all and get information on tickets and venues by simply visiting [www.socialmediaweek.org/sydney/](http://www.socialmediaweek.org/sydney/)

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## Gold Standard Awards Nominations Open

Nominations for the **2014 Gold Standard Awards** have opened with categories expanded to include citizenship, corporate communications and digital engagement.

Now in their sixth year, the awards recognise excellence in public affairs and stakeholder engagement in the Asia Pacific region. Among the revised categories is an expanded Prospect Gold Standard Award for Professional Excellence: which will now be presented to both an in-house and an agency practitioner.

This year will also see the presentation of The Gold Standard Award for Government Relations, recognising a corporate or not-for-profit organisation's engagement with an arm of government.

The awards committee is chaired by **Elizabeth Hernandez**, Vice President of Corporate Affairs at **Hewlett-Packard**. She is joined by **Min Qin**, Vice President, Government and External Affairs, Greater China at **Fonterra**, will take the reins of the chairmanship for 2015.

The judging panel is comprised of over 60 senior practitioners drawn from MNCs, communications agencies, not-for-profits and other groups.

Ms Hernandez said "Once again The Gold Standard Awards will recognise the vitally important public affairs work being conducted by corporations, government agencies and the not-for-profit sectors in Asia Pacific. I look forward to working with our judges to identify those which reach The Gold Standard and to promoting their achievements."

The full category listing and details of awards, judges and sponsors can be found at <http://www.publicaffairsasia.com/goldstandard/>

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## Facebook a Hit with Indigenous Australians

Indigenous Australians appear to like **Facebook** better than the rest of the population, according to a new survey by **McNair Ingenuity Research**. Six-in-ten adult Indigenous Australians use Facebook daily, compared to more like four-in-ten of adult Australians nationally, the research found.

Aboriginal and Torres Strait Islander (ATSI) people living in the capital cities are the biggest Facebook users at 68 per cent. In regional towns, the figures are slightly less at 61 per cent.

Even in remote communities with very low rates of home computer ownership and where ADSL Internet is often unavailable, Indigenous Facebook usage in is still at 44 per cent - still above the national average, if only just.

Lead researcher on the survey, Matt Balogh said 'Apart from at school or work, nearly all their Internet contact is on a pre-paid smartphone or tablet' in many Indigenous communities.

He says this is similar to other rapidly changing societies around the world where involvement with the Internet has been almost exclusively through mobile smart devices.

The McNair Ingenuity Research Indigenous Survey is an ongoing study. Now in its fifth year, it is conducted on behalf of various Federal Government agencies and Corporations, as well as some Indigenous media organisations.

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## Award Fatigue? Blogger that

Joining in the spirit of awards season, the **2014 Bupa Health Influencer Blog Awards** make their second coming, with nominations open until 3 October. You can nominate your peers and colleagues or, if they won't reciprocate, yourself.

They seek to recognise Australia's most influential health related blogs - as the name heavily suggests. These too are on board the 'additional categories' bandwagon this year, with nominations sought across seven categories: healthy lifestyle and fitness, parents-to-be and babies, healthy eating, family time, travel, animal lovers, and social good.

**Bupa's** Director of Marketing, **John Moore**, said the success and popularity of the inaugural awards last encouraged them to make it an annual tradition.

"The quality of blogs that emerged throughout the nomination process last year was incredible and we were so impressed with the positive health messages Australian bloggers incorporated into everyday life," Mr Moore said.

The judging panel includes last year's overall winner **Lee Holmes** of **Supercharged Food; Women's Fitness Australia** deputy editor **Samera Kamaledine**; **Bupa** chief medical officer **Dr Paul Bates**; and **Bupa** health ambassador and Olympic swimmer **Matt Welsh**.

All category winners will receive \$1,000 and the chance to write articles commissioned by **Bupa's** e-newsletter - distributed to millions of **Bupa** members and profiled in **Women's Fitness**.

A **People's Choice** winner (voted for by the public) will receive \$2,000 along with the same opportunities for further fame. The overall winner will receive \$5,000.

More information at [www.bupa.com.au/2014-blog-awards](http://www.bupa.com.au/2014-blog-awards)

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## Tropfest Shares the Love with New Partner

Iconic Australian short film festival **Tropfest** has announced a new partnership with cinema and hotel group **Amalgamated Holdings Limited (QT Sydney and Moonlight Cinemas)** which will see the glittering Sydney-based event shared with the rest of Australia for the first time.

The three year deal will enable the December 7 festival to be screened **live** at **Moonlight Cinema** locations across the country; Melbourne's Royal Botanic Gardens Central Lawn, Adelaide's Botanic Park, New Farm Park at Brisbane Powerhouse and Perth's Kings Park and Botanic Garden.

Other live outdoor screenings at Hobart's Salamanca Square and an additional three Perth sites will happen thanks to the **Film and Television Institute**. Other venues still to be announced are possible.

**Michael Laverty**, Tropfest MD said "Tropfest stands proud as the world's largest short film festival and an iconic event on Australia's cultural calendar. In partnering up with Moonlight Cinema, another favourite summer pastime of Australian film lovers, we're able to ensure more Australians have an opportunity to take part in our Festival".

Sounds good to us.

This year's Tropfest's will be the biggest yet with scores of filmmakers around the country competing to be one of the 16 finalists whose films will premiere live to a national audience of around 150,000. They will also be broadcast free-to-air on SBS 2.

Entries are open until October 2, 2014. Films must be no longer than seven minutes and must include this year's Tropfest Signature Item (TSI): "MIRROR". It is completely up to entrants as to how they interpret and include the TSI in their film.

The First Prize-winning filmmaker will take home a prize pack including a new Toyota, \$10,000 cash, a trip to Los Angeles for a week of meetings with film executives (set up by the **Motion Picture Association** and the **Australian Screen Association**) plus a Nikon D800 + \$2,000 worth of lenses and accessories.

Worth winning.

Full festival details, screening venues and regular updates are at: [www.tropfest.com/au](http://www.tropfest.com/au)

Lights, action ...

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## Account wins

### It's a Marvellous Night for a Moondance

Speaking of al fresco flicks, specialist festival communications and events agency **Cardinal Spin** has won the 2014-15 account for **Moonlight Cinema**, which screens advance screenings, new release and cult films in famous inner city green spaces in Sydney, Melbourne, Adelaide, Brisbane, Perth and Port Douglas.

Since 2008 the company has acquired an impressive list of the country's most recognizable arts, entertainment, and destination brands, including **Sydney Film Festival**, **Tropfest**, **Sydney Gay & Lesbian Mardi Gras**, **The Rocks – Sydney Harbour Foreshore Authority**, **Darling Quarter**, **aMBUSH Gallery**, **City of Sydney**, **Taronga Zoo**, and **Australian Institute of Music**.

They've also worked on sporting events such as **The World Karate Championships**, **FIA World Rally Championships**, **The Australian Badminton Open** and **The Australian Open of Surfing**.

Cardinal Spin Co-founder and Director **Amber Forrest-Bisley** said "We're thrilled to be bringing Moonlight into the stable of amazing clients we are passionate about working with. Moonlight's season heralds

summer right around the country and we will assist the Cinema in bringing many more Australians outdoors for shared experiences under the stars.”



National Marketing Manager of Moonlight Cinema **Gemma Axford** said “We are so excited to welcome Cardinal Spin on board as our communications agency for the 2014/15 season ... [their] experience and expertise are unparalleled.”

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## Outware Heads to Bench

**Outware Mobile** - billed as Australia’s largest mobile development company - this week awarded its account to IT specialist agency **Bench PR**.

Outware builds apps - in a serious way. Clients include **Telstra, ANZ, Coles, Visa, NIB, AFL, and Cricket Australia**. The company has grown like topsy since launching only five years ago and now employs 88 staff.

Co-founder **Danny Gorog** said “We chose BENCH PR because of their IT focus, the senior expertise they provide and the strength of their media and influencer relationships. Outware is poised for more growth ... and we wanted a long-term partner who could operate as an extension of our team, and I think we’ve found that in BENCH PR.”

For its part Bench has geared up by hiring new senior consultant, **Christina Twelftree**, for its Melbourne office. Other clients include **Zendesk, Trend Micro** and **Zoom2u**.



Ms Twelftree returns to a PR role after running her own wine marketing and events company since 2010. Before that, she was head of international corporate communications for China's largest e-commerce company, **Alibaba.com**, based in Hong Kong. She was also an associate director at **Ogilvy PR** in Beijing.

That's quite a CV.

Bench MD **Jocelyn Hunter** said, "The Outware team are the very best in their field and we're excited to partner with them ... I'm also thrilled to welcome Christina to BENCH PR. She brings a depth of knowledge and experience that complements our existing team of senior consultants ..."



*Senior hire for Bench PR,  
Christina Twelftree*

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## LEWIS Wins Opentext

Leading Enterprise Information Management (EIM) firm **Opentext** has appointed global PR and digital comms agency **LEWIS PR** as its Asia Pacific agency of record. This follows LEWIS also winning the Opentext UK account this year.

OpenText works with companies large and small to "manage, secure and leverage their unstructured business information" whether in data centres or cloud-based.

And don't we all need that. They lay claim to 50,000 companies using various forms of their IT solutions.

SVP APAC for LEWIS, **Andy Oliver** said "LEWIS was designed from the ground up to be able to work with clients on a multi-market or global basis, offering a consistently high level of service in all markets. Increasingly we're seeing more clients that want to work with us across multiple geographies."

**Andrew Antal**, ANZ Marketing Director at OpenText said "The combination of their execution ability, strong team, creative ideas and extensive regional and global coverage were some of the key factors behind the decision to work with LEWIS PR. As OpenText expands ... we see LEWIS playing a very influential part in supporting our business."

LEWIS APAC has experienced strong client growth across the region this year and after its recent expansion into China, APAC revenues are tipped to double. Globally, revenues grew 42 percent in the past financial year, to US\$57 million.

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## Viva Las New Accounts

Self described health + wellness PR agency **Viva! Communications** is celebrating a prosperous 2014 to date.

Having been appointed exclusive Australian rep for **GLOBALHealthPR** (GHPR) - said to be the world's biggest independent medical PR group - Viva! staged the group's global AGM in held in Sydney back in March.

It seems to have gone well for them. Since then they've been gathering new clients at an impressive rate. It recently won a four-way pitch to take the **Omega Pharma Australia** account. It will work to introduce Omega's new 'feminine hygiene' line to the local market.

It also picked up the account to help global 'pharma' company **UCB** obtain listing on the Pharmaceutical Benefits Scheme (PBS) for its inflammatory rheumatic disease remedy.

They also represent **The Baby Sleep Doctor (Dr Brian Symon)** and sports injury prevention expert **Associate Professor Nigel Hope**.

To handle the new workload they've also been hiring, picking up **Mark Henderson**, a former journalist and news reader; **Claire Wright**, a healthcare PR practitioner specialising in biology and psychology; and **Emily Nowland**, a professional communications specialist.

It seems there's gold in them thar ills.

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## Mexican with extra PEPR

**PEPR Publicity** are running hot having announced they've been hired by **Zambrero**, which they're calling "a humanitarian organisation committed to tackling world hunger".

Zambrero funds aid and development projects in Africa, Asia, the Americas and Australia by selling "healthy, home-grown Mexican food".

It currently has 53 restaurants throughout Australia and opened its first overseas outlet in Bangkok in July 2014 with plans for further expansion both in Australia and internationally in coming months.

*BRW Magazine* named Zambrero one of the nation's fastest growing franchises for the past three years (2013, 2012, 2011). Since 2012 20 Zambrero restaurants have multiplied to 532 - which is vigorous growth in anyone's language.



*The PEPR team "pigging out the healthy way" on the new Smokey Pork on the Zambrero menu. L to R: Gaynor Stanley, Philip Engelberts, Anna Mansfield, Antoneth Spaziani, Chloe Chun, Jenny Wills*

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## Red Agency Wins Authentic

Sydney/Melbourne-based media, entertainment and production company, **Authentic Entertainment** has announced the appointment of **Red Agency** as its PR partner following a pitch as it seeks to build its portfolio of brands, including some of Australia's biggest entertainment properties.

Following their recent re-launch Authentic Entertainment has hired Red Agency to "build the communities around its brands and generate fame around its brand partnerships". Authentic Entertainment connects with over 10 million viewers each month with brands including *Take 40*, *Vevo*, *Live at the Chapel* and *The Hot Hits*.

It recently appointed Creative Director **Jamie McTavish** and has five new products in development.

Strategy & Marketing Director **Jonathan Hopkins** said, "Part of our mantra at Authentic Entertainment is to work with the best people and Red Agency are the most awarded PR business in Australia. Working with Red, we look forward to shaking things up for our own Authentic brand and our premium entertainment brands alongside new products hitting the market later this year."

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## Appointments

### Adding to the Acreage

Canberra-based **Fifty Acres - The Communications Agency** is celebrating vigorous expansion with new staff in Sydney, Melbourne and Canberra. And they'll all be busy following a healthy stack of new account wins.

Adding to their stable of Not-for-Profit and SME clients, 50 Acres has announced it is working with leading social enterprise **MTC Australia**, **Relationships Australia**, the **National Cannabis Prevention and Information Centre** (NCPIC) and **Community Broadcasting Association of Australia** (CBAA) on a range of PR and government relations tasks.

Principal **Jo Scard** said the agency has grown "exponentially" since its inception four years ago.

"The last six months particularly have been so extremely busy for us that we've expanded our team and with that we've also been able to introduce some exciting new initiatives to offer our clients including webinar series '**Fifty Acres Academy**' and our new SME and Not-For-Profit 'Incubator' service," Ms Scard said.



*Now with room to move across 50 Acres;  
Genevieve Dwyer ...*

Bolstering the team are three new staff: Sydney-based **Jackie Hanafie** (pinched from Essential Media Communications), **Genevieve Dwyer** in Melbourne and **Fiona Wilson** in Canberra.

Congratulations all round.



*Fiona Wilson ...*



*And Jackie Hanafie.*

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## Three New Partners for SenateSHJ

**SenateSHJ** has appointed two new Partners and a new Associate Partner to its Australian team, expanding its national offering in financial services and healthcare - two of its fastest growing practice areas. **Jody Fassina** has been appointed to head a new Public Affairs practice, based in Sydney, building on the firm's successful Public Affairs practice in New Zealand. He has more than two decades of public affairs and government relations experience; including ten years based in Federal Parliament as well as private sector positions with **Macquarie Bank** and **Statecraft**.

**Darren Behar** has been promoted to the role of Partner and General Manager for the Melbourne office - responsible for growing SenateSHJ's corporate and financial services sector practice in that city. He previously worked at Liberty Financial and as a financial journalist. Darren was a senior correspondent and columnist at the *Daily Telegraph* in Sydney and a finance reporter at The *Daily Mail* in the UK, winning several awards. **Jodie Wrigley** has been promoted to Associate Partner to strengthen the firm's Sydney corporate practice. She brings more than a decade of corporate and healthcare communications expertise. **Neil Green**, SenateSHJ Chief Executive, said "The appointment of Jody, Darren and Jodie continues the Group's steady expansion in Australia. These appointments continue to strengthen our credentials in the financial services and healthcare sectors, while the creation of a Public Affairs practice further deepens our trans-Tasman capabilities."

## Two More Senior Appointments for Sefiani

**Sefiani Communications Group** has created two new senior roles to position it for its next phase of growth. **Francesca Boase** has been named General Manager Sefiani and **Evan Petrelis** has been appointed Director, Client Services & Agency Development for the Group, which also includes consumer and challenger brand agency **Kite Communications**.

Both new roles report to Founder and Group MD, **Robyn Sefiani** who said: “As we approach our fifteenth year of successful operations, it is the right time to reassess our positioning for the future – for our clients and for our people.

“I’m looking forward to working closely with Francesca and Evan, along with Sefiani Directors **Sarah Craig** and **Nicholas Owens** and recently appointed General Manager of Kite, **Heather Mollins** ... “ Ms Sefiani said.

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# The PR Report

## Have you got news for The PR Report?

- We cover the people, businesses and news in PR and communications
- We welcome news from PR agencies and in-house PRs
- We are interested in suppliers to the industry
- Copy deadline: 10th of each month
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