



## Greetings to our friends, clients and colleagues.

The last 12 months were consistently busy for us, right through until Christmas. Now the New Year has started with a zesty rush!

We thought we'd take a minute to update you on some of the things we achieved in 2009 and what we are planning this year.

### **PANDAS**

*2009 was The Year of the Panda*

We helped **Adelaide Zoo** manage and co-ordinate the intense national and local interest in the arrival of the two Giant Pandas, Wang Wang and Funi, from China. Our brief was to maximise coverage of the Pandas in the local, national and overseas media, and our efforts resulted in literally hundreds of stories and photographs worldwide.

We will continue to promote interest in these amazing creatures as they settle into their new home at the Adelaide Zoo...as well as promoting other Zoos SA news.

### **SWINE FLU**

We supported and advised **Eynesbury College** and **Blackfriars Priory School** as they grappled with the first cases of swine flu to be reported in South Australia. The media interest was intense and we helped guide the schools through this health-management crisis.

### **MARY MACKILLOP**

We were appointed in 2009 to a special **Catholic Task Force** to help plan and promote this year's canonisation of Mary MacKillop who - for a significant period in her life - lived and worked in South Australia. The event will be a major national and international story and we will be part of the advisory team leading up to – and following – Mary MacKillop becoming Australia's first saint.

### **ART**

In 2009 we promoted national and international media interest in a major auction of Chinese objects and art featuring works from one of the country's finest collections on behalf of **Elders Fine Art** in Adelaide.

### **UK MEDIA**

We helped **BBC World** - and its celebrity interviewer, television presenter and senior foreign correspondent Michael Peschardt - with ideas and arrangements for a series of interviews with prominent Australian individuals and personalities.

### **LEGAL SUPPORT**

In 2009 we provided several leading law firms and a prominent QC with strategic advice and support in relation to clients and matters likely to attract unwelcome media interest.

### **MEDIA TRAINING**

We will continue this year to provide our acclaimed and updated 'media school', which we run in partnership with well-known media trainer and former journalist **Ron Kandelaars**.

In 2009 we provided personalised workshops and training for executives from **Mission Australia** (an empowering and compassionate community service organisation with more than 3,000 staff and 1,000 volunteers) to prepare them for media encounters ranging from major public announcements to explaining new programs and how they transform the lives of people at risk. We also advised and trained corporate groups and private individuals.

### **PREPARING FOR PROTEST**

In conjunction with police and others, we advised a major resources group to prepare for and minimise risk from a proposed demonstration by environmental activists.

### **LITERARY LAUNCH**

At the end of 2009 we provided media advice to prominent lawyer **Sean Berg**, who co-wrote *Coming to Terms*, an important book about native land rights in South Australia. We will continue to promote this nationally and internationally.

### **TALENT NETWORKS**

We look forward this year (as we did last year) to helping organisations – including several not-for-profit groups -- find and appoint in-house communications/media managers.

And much, much more ...

Look for another update in six months!

Best wishes to all for the year ahead.

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