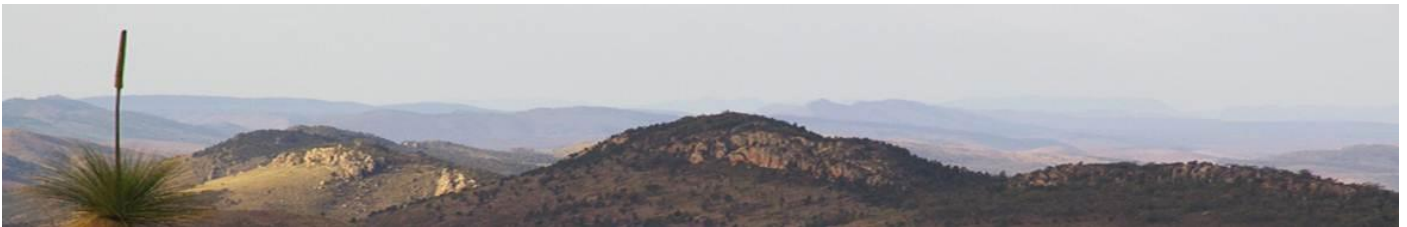


It's been a very busy few months since our last newsletter in June.

Since then we have:

® Helped Greening Australia launch a visionary project aimed at protecting and restoring one of Australia's iconic landscapes. The [Living Flinders](#) project covers 1.3 million hectares of South Australia's stunning Southern Flinders Ranges and brings together local landholders, non-government and government organisations to address critical environmental concerns. The area is a national hotspot for native plants and animals.



South Australia's Southern Flinders Ranges

- ® Provided strategic media advice to Malaysia Airlines – through its lawyers - following closure of its South Australian call centre.
- ® Conducted intensive media training for the chief executive of a prominent not- for-profit organisation ahead of a national television program on a controversial and highly sensitive issue.
- ® Managed media relations for a national testing company following a computer glitch which accidentally released customer information.
- ® Publicised an archaeological dig at a site – in Penola, South Australia – where the nation's first Saint, Mary MacKillop, began her work. A week or two later, we arranged media coverage of the celebrations in Penola marking the first anniversary of Mary MacKillop's canonisation. *(We had a pivotal role in managing and promoting the media coverage coinciding with Mary MacKillop's canonisation last year, when 85 media representatives from all over the world descended on Penola).*
- ® Generated radio, television and press attention for Port Adelaide's Port Festival which attracted a record attendance of 30,000 people to a diverse program of arts, food, maritime history and children's activities.
- ® Promoted and organised extensive media attention for the successful Strathalbyn Collectors, Hobbies & Antique Fair and for special guest Tim Wonnacott, the host of BBC

TV's hit show *Bargain Hunt* and a former director of famous auction house Sothebys. Nearly 8000 paying visitors attended the fair - almost double the number in 2010.

® Provided media advice to Edinburgh Zoo in Scotland ahead of the arrival there of two Giant Pandas from China. (*We managed the media campaign for Adelaide Zoo's new pandas in 2009*).



MA's Carol Hampton and Shaun Stevens with Youth Beat van

® Helped Mission Australia – one of Australia's biggest community service organisations - launch its [Youth Beat](#) (see picture, left) mobile outreach campaign to tackle drug, alcohol and homelessness in central Adelaide.

® Joined with prestigious Mandala Developments to plan the promotion of a \$51 million project - consisting of 88 state-of-the-art apartments - now under construction in central Adelaide. We are organising a VIP launch party in February to complement a highly

energised PR campaign.

® Edited - for the tenth year – the Energy Industry Ombudsman's annual report and prepared to promote its key points through the media.

® Welcomed boutique law firm *Christie and Associates* and career development and recruitment guru Susan Ashby of *Winning Careers* to our CBD eyrie. ***By the way, we still have some lovely space to rent and share - and we recommend inspection.***



And don't forget to 'like' our new Facebook page.

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