

It's been our busiest year in nearly a decade - and it's about to get busier. So we'll grab this opportunity to update you on some of Rann Communication's recent activities.

P is for ... Penola

If 2009 was the year of the **P**anda for us, 2010 is all about **P**enola.

Some of the activity was expected as – with our help - Australia prepares for the canonisation of its first saint. The national and international media spotlight is focusing to a large extent on Penola, the small country town in south-eastern South Australia where Sister Mary MacKillop began her work.

What no-one could predict was that a devastating tornado would strike the town on 31 July, causing significant damage and creating media interest for a very different reason. We were asked to manage the flow of information for the first 24 hours, and thus reassure the world.

Some buildings associated with Mary MacKillop were damaged, but all is now back on track and we have returned to helping the Catholic Church prepare and promote an exciting program of festivities.



Damaged ... the Penola schoolhouse where Mary MacKillop set up her school. *Photo: SMH Bruce Fraser*

Jacob's Creek gets even more famous

When Pernod Ricard ran a special information session for a group of employees in July we created media interest in 36 countries.

Mind you, it was the Australian wine industry's largest ever inbound promotional venture. Nearly 600 people were flown in from cities across China to see where the famous wine they distribute – Jacob's Creek – is made. The seven-day tour focused on Adelaide and the Barossa Valley and reflected a major investment in education and training.

Orlando Wines Managing Director Stephen Couche said it was important that everyone involved in selling and promoting Jacob's Creek in China embraced the brand and understood its origins. We ensured the media embraced the idea also.



Employees of Pernod Ricard China, distributors of Jacob's Creek Wines in China, toast the Barossa Valley
– Photo: AFP

ZooNooz

The Giant Pandas, Wang Wang and Funi, are still making news (and winning fans) at Adelaide Zoo, of course, but Zoos SA isn't resting on its laurels.

We recently helped announce two major expansions to its operations – the purchase of 450 hectares of land at Monarto (to make the world's largest open-range zoo even larger) and the operational takeover of Warrawong Wildlife Sanctuary in the Adelaide Hills, which is famous for its nocturnal walks and platypus.

Not to mention...

Among other varied media and promotional jobs we also:

- Publicised a \$3 million donation by resources group Santos that will enable *Common Ground* to provide affordable housing for more than 100 homeless and low-income South Australians.
- Helped Playford Capital, an Adelaide-based provider of seed capital funding, promote a \$100 million in investment and support to South Australian technology start-ups. Governor Kevin Scarce attended a cocktail function at the Royal Institution of Australia to celebrate the initiative.
- Achieved worldwide media coverage for a South Australian company, Shark Shield, whose shark-detering technology has gained accreditation and clearance from the Royal Australian Navy.
- Generated media interest in the launch of a new book about the unique South Australian program *Time for Kids*, which has provided valuable support for disadvantaged and at-risk children for half a century.
- Assisted several law firms with high profile clients and cases when strategic media advice was required

We have continued to run our acclaimed Media School this year, in partnership with well-known trainer and former journalist Ron Kandelaars. Each session is tailored to a client's specific needs. The most recent participants were executives from a major not-for profit group.

If you'd like to hear more about what we've done and what we can do, please contact us. In the meantime, you can expect another email update sometime after the excitement subsides in Penola...

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