

## On the catwalk ...

Party Leaders tell *The Well*



### inside

- 10 Tax campaign rallies community
- 11 Rail resuscitates Australia's dead heart
- 14 Selling the ABC: a memoir
- 16 JWM Chairman in Aussie honours
- 17 Journo jumps to PR, soul intact

And our judges provide a sneak peak at the voting season

# Five easy questions



*We continue to live in a volatile time for the world and this means that preserving our economic and national security should continue to hold our clear and steady focus.*

John Howard

## 1. What has been the highlight of your political career so far?

**MARK LATHAM:** Being elected Leader of the Federal Parliamentary Labor Party and proving that no matter how humble your background you can be a success. I want this to be an inspiration to all battling Australian kids everywhere.

**JOHN HOWARD:** Even though there have been considerable challenges across a range of domestic and international policy fronts in recent years, a particular highlight has been the Government's efforts to rebuild and secure the nation's economic foundations since 1996. It has been to the benefit of Australian families and small business that the Government has:

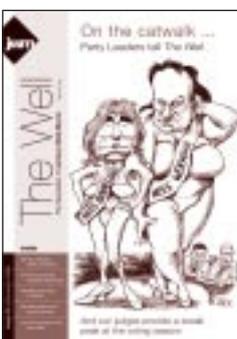
- balanced the budget;
- repaid two thirds of the Government debt we inherited;

- presided over the lowest interest rates in a generation;
- provided the largest personal income tax cut in Australia's history;
- presided over one of the most strongly growing economies of the developed world; and
- seen unemployment fall below six percent and inflation below three percent.

## 2. Which Australian do you most admire?

**MARK LATHAM:** My mentor of course – **Gough Whitlam** – who built the ladder of opportunity I've been able to climb, and which I'm determined to rebuild for the benefit of all.

**JOHN HOWARD:** There are many individual Australians I admire. I admire the individual Australian soldier, sailor and airman who in successive generations have defended this country. I admire **Sir Robert Menzies** as our greatest Prime Minister and founder of the Liberal Party. I admire great medical scientists such as **MacFarlane Burnett** and I admire the extraordinary contribution of **Sir Donald Bradman** to not only cricket but also his contribution to lifting Australia's spirits during the depression years.



Cover: Canberra Times political cartoonist **Geoff Pryor** offers *The Well* his view of the 2004 Federal Election contest.

We asked Prime Minister John Howard and Opposition Leader Mark Latham the same five questions about some personal attitudes and values ...

### 3. *What do you value most about Australia?*

**MARK LATHAM:** Our national ethos – the fair go. We're losing it and becoming a place we won't recognise. We need a Labor Government that will give our people hope that we can remain the unique egalitarian place the fair go has made us.

**JOHN HOWARD:** Those things that unite us as Australians are valuable indeed.

Our shared values of mateship and a fair go have unified Australians since Federation. That sense of mateship has been revealed in the fellowship, selflessness and cooperative self reliance that is most evident in times of adversity but has also been essential to our coping with the great distances, isolation and unpredictability of the Australian environment. Similarly, the Australian sense of fair go encapsulates our commitment to fairness and doing the right thing – values that are at the heart of our free, democratic and egalitarian community.

### 4. *What's the single biggest challenge Australians face in 2004?*

**MARK LATHAM:** Choosing a government. The choice is simple: a tired line up with old ideas or a Labor Party interested in policies for the future.

**JOHN HOWARD:** Our biggest challenge in the time ahead is to maintain Australia's security. We continue to live in a volatile time for the world and this means that preserving our economic and national security should continue to hold our clear and steady focus.



### 5. *If there was just one thing you would change about Australia, what would it be?*

**MARK LATHAM:** I'd get every parent to read to their children every night. It's the best way to increase equity and build the human capital our nation will need if we are to make it in the knowledge economy.

**JOHN HOWARD:** Quite often the thing people most want to change is that over which they have little control. For me, it would be the terribly high price that Australians have had to pay as a consequence of our sometimes brutal climate and environment. Over generations our countrymen and women have had to endure the most savage of bushfires, droughts and floods. Our thoughts always go out to these individuals just as our sympathy for those who are touched by such natural terror seems to be matched only by our admiration for those who fight to limit nature's damaging effect.

*The choice is simple: a tired line up with old ideas or a Labor Party interested in policies for the future.*

Mark Latham

# Close battle looms



*A close election like this will come down to three things ... pressure, detail and discipline.*

*By Grahame Morris*

This year's Federal Election will be close and, with the major parties targeting around 30 marginal seats to win or defend, it's going to be an expensive election campaign to run.

Once voters get into the Federal polling booth they basically split 50-50 and a Government seeking election for a fourth term and starting with a margin of only eight seats is going to have some sleepless nights.

At this stage, there are a number of unknown ingredients to be poured into the melting pot:

- The policies and performance of the major players prior to the election.
- Any left field scandal or issue mismanagement that throws one side off course.
- The 2004 Federal budget.

- New Liberal and Labor Party Federal campaign directors.
- The effectiveness of the marginal seats campaign.
- The fickleness of the media and its short attention span.
- The actions of the Reserve Bank and the antics of the global economy.

The final totemic messages that crystallise what the parties are saying have yet to emerge ... and then there's the Latham factor.

By any historical measure, after three losses in a row Labor should be going into this campaign odds on to win – but it's up against a Government that has been governing well.

No unstoppable ground swell has emerged that it's time for a change ... generational or otherwise.

However, Labor's new leader has sparked interest in the electorate to have a fresh look at the Opposition. That was the real benefit of the shift to **Mark Latham**.

**Simon Crean** and **Kim Beazley** would have been sitting ducks. Latham is more unpredictable. But he may still end up as a shot duck and Labor will have cut the throats of three leaders in one term.

In the meantime, Latham is being given a fair go by the media and being given the benefit of the doubt by the electorate. None of which is surprising. He has united his party and has given it fresh hope. He has given the media what they always want ... a real contest.

# for nation's top job

## Election timing

There will be lots of gossip about timing and you've seen it all before.

"The electoral office has booked schools for September." "My niece works in the Health Dept and she's been told the second Saturday in November." "The Treasurer is not accepting invitations in the back half of July."

It's all drivel.

The election day decision will be made very late and only PM, Treasurer, Nationals leader, campaign director and a couple of close advisers will know.

It doesn't take Einstein to work out the couple of obvious options. The earliest: bring down the Federal budget, spend some time presenting it to the community and then have a double dissolution. The other is the traditional Saturday in December.

Then again any Saturday in between may suit just as well, depending on the mood, the issues and the agenda of the Government.

## The battlefield

The main battlefields will be in Queensland and NSW. However the Victorian seats may well be just as important.

After the recent redistribution of electoral boundaries, there is now seven marginal Coalition seats in NSW, six in Queensland, five in Victoria, three in SA and one in the Northern Territory.

What many people forget is that Labor will have to fight hard defending some

of its own seats including three in WA, two in Queensland, two in South Australia and one in Tasmania. And for every extra seat the Coalition wins, Labor will have to pick up two more.

Mark Latham and Labor will do well with young voters, they will struggle to attract support from older Australians and the election will ultimately come down to which party and which leader can win the hearts, minds and votes of families with children.

Marginal seats across the country have a high proportion of young families. They will decide who wins the election.

## The election outcome

The ingredients likely to decide the election.

- Policies and promises will probably cancel each other out unless one side makes a hash of the detail.
- There's something out there about values. What sort of person is this leader? What type of Government will he run? What sort of priorities does he have? What sort of society does he have in his mind?
- Labor will have to improve its marginal seat campaigning from last time if it is to win.
- Political advertising is a lottery and just one spark of well-timed brilliance can strike a chord.
- During an election the media are basically fair. The major players can get most of their messages across if they do their jobs properly.

A close election like this will come down to three things ... pressure, detail and discipline.

Which brings me back to the Latham factor. How will he go when he is under real pressure?

We know he's got the passion and the fire in the belly. But does he have the grasp of the detail needed to switch from explaining solutions about an aging Australia, child care, the economy and border protection then face a grilling over health care, policy costings, fertiliser subsidies and renewable energy? And can he hold the team together to make sure they get the answers and detail right?

That's pressure, that's leadership and that's campaigns nowadays.

I don't think even Latham's staunchest supporters know how he will go when the blowtorch is really applied to the belly once his honeymoon ends.

The electorate already knows **John Howard** can handle pressure.

*[Grahame Morris has been involved in many of the significant political campaigns for the Liberal Party in recent years, including the one that won John Howard the government].*

# Federal Politics 2004:



*Winning the election in 2004 will not be easy. Latham is up against one of the most experienced and professional operators in Australian politics, with a finely tuned voter antenna.*

*By Kerry Sibraa*

Can Labor win the next Federal election? If I'd been asked this question three months ago, I would have replied in the negative. Now, following the elevation of **Mark Latham** to the Labor leadership, there is a real chance.

So what has changed?

Firstly, what I call the "boredom factor" has gone from national politics. Latham is connecting with the electorate in a way **Simon Crean** could not.

Something similar happened in Victoria in 1999 when **John Brumby**, now Treasurer in the Victorian Labor Government, had to surrender his leadership of the State Labor Party. Brumby as Opposition Leader had made no major mistakes, laid the foundation for Labor's success in rural seats and developed a new array of policies – yet made no impression in the polls. The party switched to

**Steve Bracks** – and, as they say, the rest is history.

Whether the same can happen is yet to be seen but Latham has reinvigorated the national debate in a way Crean could only dream.

Latham is also intriguing the media, who are keen to see a contested election in 2004. Latham has always been newsworthy – his colourful, passionate outbursts and policy forays make great splashes and generate hours of talkback debate.

And there are signs the electorate is interested. They are listening because he seems to have something to say.

Secondly, Latham has revitalised the Labor Party.

He emerged from February's national conference in Sydney in complete control. Despite diving into a difficult refugee debate, he resurfaced as leader of a united party and not captive to any narrow constituency.

Labor Prime Ministers **Gough Whitlam**, **Bob Hawke** and **Paul Keating** had, at times, to take on the national conference and win – as Latham did. It was his first test, made successful by the will of the party to get behind him.

Also importantly, Latham's key supporters now have a majority on the party's national executive, which will ensure stability in the lead up to the 2004 election.

Winning the election in 2004 will not be easy. Latham is up against one of the most experienced and professional operators in Australian politics, with a finely tuned voter antenna.

Marginal campaigning will be crucial.

# end of the boredom factor

On paper, Labor has only to win eight seats to obtain Government, and whilst it is possible to win these seats on the eastern seaboard, the new leader will also face the tough task of defending seats in the other States, for example, Stirling and Canning in Western Australia.

In 1993, Keating won seats, held marginals he was expected to lose but also lost seats in Western Australia.

In 1998 the Coalition won with 49% of the vote by defending the marginals it won in 1996.

Already polls show a key group of voters in NSW, who voted for Keating in 1993 and have voted for both Carr and Howard in recent state and federal elections, beginning to move. This makes a number of seats contestable which three months ago would have been considered safe for the Government.

Unforeseen international events determined the outcome of the last Federal election, and there is a possibility this could happen again. But at the moment voters are again concerned with domestic issues. Latham is already campaigning hard on education and health – the two critical issues.

Whilst health and education are the main issues in both city and bush, their impact in rural seats like Paterson, Eden-Monaro, Richmond and Page is even greater. Students in these seats are leaving school before 16, a low percentage enter tertiary education, family income is below average and there is a terminal decline in bulk billing. These seats can change hands with a swing of only 2.8 percent.

Latham has attempted to front-foot difficult issues like border control, homeland security and refugees to clear the way for his domestic policies.

A number of voters, disappointed with Labor's response to the Tampa crisis, and who cast a protest vote for the Greens at the last election, may well return to Labor.

So when will the election be held? One thing's for sure, it will be at a time of Howard's choosing – and he has a number of cards he can play.

One scenario has the Prime Minister bringing down a good budget, selling it to the electorate, and then calling a double dissolution (the only way he can constitutionally call an election before June 2004).

But a double dissolution may not deliver him a better outcome in the Senate. A successful half Senate election, on the other hand, could give the Coalition as many as 38 out of the 76 Senate spots.

Throw in events like the Olympics, US Presidential elections or, God forbid, a Latham blow up, and it's really anyone's guess. If I had to take a punt, I would say, sometime from early October. But, effectively, the campaign's already started.

Howard will draw on each and every one of his tried and true techniques. He will seek out and mercilessly exploit the slightest vulnerability in either Latham or his Party. He will be backed up by a robust Australian economy, a bucket of money and all the usual advantages of incumbency. This on its own presents a formidable task.

Latham represents generational change – a man well and truly in touch with Howard's "battlers". He has fresh ideas and the courage and communication skills to talk about them. So far he's skilfully stepped around all Howard's well-honed traps for Opposition Leaders. Latham has the ball in his hands and is heading for the try line, but he's a long way back, with wingers in pursuit and a wily old fullback to beat.

*[Hon Kerry Sibraa, AO was a long-standing Labor Party Senator and served as President of the Senate from 1987-94 before becoming Australia's high commissioner in Zimbabwe. He is now a Board member of Jackson Wells Morris].*

## Pinnacle targets ambitious goals

JWM Managing Director John Wells recently joined 23 other PR bosses in New York to develop a strategy to drive greater business sharing and growth among sixty Pinnacle companies around the world.

The high-powered group looked at making tangible improvements to build the Pinnacle brand, stimulating closer interaction between partner firms and generating more client action.

JWM, one of the few public relations firms in Australia with full quality assurance, will assist Pinnacle establish standards of excellence and develop ways to enact and adhere to them.

The plan relies more than ever on Pinnacle partners accelerating marketing and networking efforts

including promoting Pinnacle through local media.

**Branding.** Pinnacle's unique selling position was identified as a worldwide resource with local points of contact being senior owner-operators intimately familiar with their market.

**Referrals.** Pinnacle is seeking to achieve at least one referral and joint presentation a year from each partner to generate more business, cement client relationships and raise the standing of individual member firms. The action plan includes ascertaining international client needs, regular e-zines and publishing regional business guides.

**Social capital/networking.** Encourages Pinnacle partners to get better acquainted with each other and

their clients and, in the process, build trust and knowledge across the global network.

**Quality control.** Establishing quality measures to lift client service, bolster member calibre and commitment and strengthen Pinnacle's position in the PR marketplace. Implementing this strategy will involve global firms drawing from JWM's own well-tested quality system.

**Knowledge management engine.** Involves creating tools to better market Pinnacle and using the network's website to facilitate knowledge sharing between members.

## JWM holds firm as PR industry stutters

**Despite a two-year slump in the international and Australian public relations industry, Jackson Wells Morris continues to chalk up encouraging results.**

A study of 214 PR companies in the US was shy on specifics but conceded that "the industry was estimated to be down".

In Australia, a poll by the Registered Consultants Group showed the larger firms (more than 10 employees) suffering a 32% overall loss of revenue over a 12-month period. There was a significant drop in repeat business and a sharp decline in telecommunications and information technology accounts.

These results are echoed in reports from JWM's affiliates across Asia Pacific – although faltering technology business has been partially

compensated by a surge in health related accounts.

In similar vein, the US study reported eight percent growth in healthcare PR business, the best performing sector for the second year running.

JWM managed to maintain its growth trend despite retarded economic conditions in the industry. Financials for 2002-03 show revenue of \$2.96 million, up from \$2.33 million the year before. Pre-tax profitability rose from \$435,000 to \$913,000.

Expenses were also up by \$111,000, with much of this attributable to the costs incurred in earning greater revenue.

At the same time, prospects for the first half of the 2003-04 year look very promising. New projects in this period included Clubs NSW, Boral, Orlando-

Wyndham, Mallesons and Colgate-Palmolive augmenting an already buoyant list of existing projects.

After two years in which the company successfully concentrated in getting more productivity from existing resources, it's once again recruiting new account staff.

"We believe the JWM business model is a good one," chairman **Keith Jackson** says.

"Our approach is based on six key principles: a broad management/ownership structure (six directors work in the business); the provision of high end strategic advice; a diverse range of clients; a value-driven company culture; a Sydney-based business with interstate and overseas affiliates; and tight resource management and cost control."

# Educate? Just communicate

*By Alan Marshall*

**I get it a lot from people. Constantly commenting why in God's name I decided to go back to university to inflict another four years' study on myself. And study into the ins and outs of the education sector at that.**

What could possibly be the relevance of lessons learnt in education to the world of PR, where most assignments are about the need to persuade?

There's a world of difference between the dynamics of the classroom and the complex and sometimes volatile-message rollouts we're used to at JWM. There can be a wide gulf indeed between telling and selling.

Of course mediated communication is the stock and trade of PR practice. Communicating to the public through mass media is what we do a lot of. Whether it's a news story that makes the front page or a photocopied charity newsletter.

This necessity to deal with the multitude probably is a key reason why so many undergraduate communication courses concentrate on studies in mass rather than interpersonal communication.

But PR has a critical role in facilitating the interpersonal form, especially when issues turn on the decisions of a handful of people, so frequently the case in high level strategic (as differentiated from marketing) communication.

The more crucial the issue, the closer the communication needs to be. It's known as the rule of imminence. And it's often a matter of getting the right people in the same room talking about common concerns with the aim of

reaching mutual understanding.

One of the first assignments I worked on way back in late 1994 was to assist TAFE NSW promote its Pathway program, which was aimed at smoothing the transition of young people into the workplace.

Since then, here at JWM, we've had the opportunity to work closely as wave on wave of education reform propelled the teaching cloister into greater engagement with the world at large – and especially the world of enterprise.

Hot of the heels of our work with TAFE we were engaged by the Australian Student Traineeship Foundation (ASTF) and, later, the Enterprise and Career Education Foundation (ECEP) to raise awareness and appreciation of the diverse options available to high school leavers.

More recently, we've worked with a number of Australian universities on a range of issues mostly related to tertiary sector reform that is exposing these venerable institutions to the sometimes chill wind of capitalism.

And, as well as working with educators to refine their positions in this new era, we have been formal educators ourselves through the provision of workshops in specific areas of our expertise.

For example our issues management programs have been running since **Keith Jackson** set up his own one-man show in 1991 and are still popular with government bureaucrats and corporate managers. At one stage, we conducted these for senior executives from the NSW Premier's Office as the bureaucracy sought to equip itself to practice a more strategic form of communication.

The best assistance we can offer, of course, is that which enables clients to help themselves. And there's nothing that achieves that quite as effectively as face-to-face learning.

Yes, Virginia, there is still a role for education in public relations.



# New clubs' tax spawns forceful community protest

By John Wells

There are political events that history subsequently records as a watershed for a government's hold on power.

ClubsNSW current *Axe the Tax* campaign – that is set to become a three-year saga leading up to the next State election – may just turn out to be that moment for the long-entrenched NSW Labor Government.

When the government slapped a huge \$1.5 billion tax hike on the State's 1,500 clubs last June, the hit came without warning and without consultation.

The club movement and its 2.5 million members throughout NSW reacted with astonishment that a government could so blatantly turn its back on the community.

At the financial core of the NSW club movement is the gaming machine revenue that is used to provide members with a range of benefits and community organisations with a wealth of cash and in-kind support.

The attack on this revenue threatens to drive up to half the State's clubs out of business and devastate the money spent in local communities throughout NSW.

When NSW Treasurer **Michael Egan** made it clear the Carr Government was not prepared to compromise on the matter, ClubsNSW turned to Jackson Wells Morris to help them persuade the government to review its decision.

JWM managing director **John Wells** says two things quickly became obvious – there was real community support for a review of the tax and the government would be hard to persuade.

"We knew early in the piece that the government had dug in its heels on this issue and we had a long and tough campaign ahead of us," Mr Wells said.

"But it's the emergence of community support for a proposition that always tells in the end.

"No politician can ignore this for very long

"And, in the case of repealing the club tax, the community support has real breadth and passion."



# Helping cork alcohol abuse

By Jessica Priebe

JWM has assisted the Alcohol Education Rehabilitation Foundation announce \$3.4 million in grants at separate launches in Perth and Melbourne.

Both events were designed to raise awareness of the dangers surrounding alcohol and licit (yeah, opposite of illicit) substance misuse as well as to promote initiatives addressing the community's relationship with alcohol.

The Foundation is a Federal initiative derived from funds provided through the excise on beer. It provides \$20 million in annual grants.

The grants seek to deliver on the mission to educate people, minimise abuse, assist in prevention and rehabilitation, build sustainable partnerships and help vulnerable groups in the community.

JWM's role was to provide strategic event management and facilitate widespread media coverage to promote the message that a contribution to the Foundation's public fund would be an investment in the nation's future.

Both events were attended by state and local government representatives,

community groups, media, business leaders and industry stakeholders.

To coincide with National Drug Action Week, the first of the two launches was held in the West Australian Drug and Alcohol Office where three treatment centres received a total of \$1.5 million.

The second launch was held at Federation Square in Melbourne to announce \$1.9 million to fund a new policy partnership with the Victorian Government.

# First train to Darwin, with help from JWM

The first transcontinental train journey from Adelaide to Darwin was a triumph for operator FreightLink and for other companies connected with the development of the \$1.3 billion north-south railway line.

These firms included Jackson Wells Morris, who provided public relations services to the consortium.

The first train, hauling freight and a couple of passenger cars, left Adelaide on Thursday 15 January and, amidst great excitement, arrived in Darwin on Saturday 17 January.

Events to greet the 1.4-km inaugural train were organised for Adelaide, Port Augusta, Alice Springs, Tennant Creek, Katherine and Darwin.

JWM's association with this project began before track laying started, when, in early 2001, we assisted with government relations aspects of assembling necessary finance for construction of the line and announcing financial close in April of that year.

Since that time we have worked with the Asia Pacific Transport consortium, Northern Territory and South Australian governments, and a number of individual companies associated with it, including ADrail, on public relations and marketing.

Since 2001, director **Kelley White** has managed the project for JWM and she was assisted by other members of her Media & Marketing team including **Ben Haslem**, who travelled to Darwin to manage media relations for the inaugural journey.

The completion of the line is the culmination of a 100-year old Australian dream to establish a trade



*The first FreightLink train leaves Adelaide on 16 January under an archway created by water cannon for the inauguration of the Alice to Darwin line.*

***As might be expected, media coverage of the inaugural train journey was huge and overwhelmingly positive.***

route linking the commercial activities of the country's north and south.

Following in the footsteps of the Aboriginal people of this region, the pioneers and the cameleers that followed them, FreightLink has opened up the so-called dead heart of Australia, creating commercial opportunities on a scale never before seen.

The railway will reshape the transport environment of northern Australia and help attract wealth creating activities through the development of industries based on agriculture, horticulture and mining.

The creation of an efficient rail link also provides much needed impetus for international trade and tourism in the Top End – the Northern Territory government being keen to build Darwin into Australia's gateway for inbound and outbound tourism.

With the inauguration of the Ghan passenger service to Darwin in February, Great Southern Railway is confident of delivering another 30,000 tourists a year to the Territory.

As might be expected, media coverage of the inaugural train journey was huge and overwhelmingly positive.

In every respect, a great project to work on.

## Whitlam Institute latest pro bono project

*By Fiona Cullen-Ward*

From the early years of JWM it's been our policy to take on no-charge projects for clients who require but cannot afford public relations services.

Among the company's 15 pro bono clients over 12 years have been Special Olympics Australia, Asia Australia Institute, Vietnam Hand Surgery Team, Australian Museum, Association of Young People in Care, Wontulp-Bi-Buya Aboriginal College, Australian Reconciliation and the Baker Medical Research Institute,

JWM's newest pro bono client is the Whitlam Institute, home to an impressive collection of former Prime

Minister **Gough Whitlam's** books and papers and a social research centre focussing on Whitlam's long-standing interests in education, health and urban development.

The Institute, based on the University of Western Sydney at Parramatta, is working hard to establish itself as a viable entity to continue the Whitlam intellectual and social legacy.

It's striving to be regarded as a centre of living ideas to encourage public education and research into the causes championed by Whitlam.

The Institute is now seeking to match its vision and commitment with greater attention to issues of self-sufficiency and funding.

Established in 2000, the Institute is located adjacent to the sombre 190-year old Female Orphan School on the Parramatta River.

In partnership with the Institute, JWM is designing a communication strategy to attract sustainable and recurrent funding for the enterprise.

The funding will be used to achieve the scholarly and social goals of the Institute, and enable it to plan with the confidence and assuredness so often displayed by Whitlam himself.

You can find out more about the Institute at [www.whitlam.org](http://www.whitlam.org)

## Jacob's Creek Rugby World Cup sponsorship pays off



(L to R) Orlando-Wyndham Marketing and International Director, **Stephen Couche**; former Wallaby star player and Rugby World Cup veteran **Jason Little**, and Australia's 2002 Winemaker of the Year, **Phil Laffer** at the Jacob's Creek RWC03 Wine Label Launch at the Wallaby Bar, Cockle Bay Wharf at Darling Harbour on 4 August.

*By Kate Breeze*

Australia may have lost the 2003 Rugby World Cup (RWC) to the English, but Aussie winemaker Orlando Wyndham – producer of the world famous Jacob's Creek – emerged a winner through its involvement as the tournament's official wine supplier.

The Cup's opening ceremony smashed previous records for food and beverage sales at Stadium Australia, topping revenue generated by other major events such as the Bledisloe Cup and the NRL grand final by 25%.

More than 16,000 glasses of Jacob's Creek were sold during the opening match alone.

The sponsorship provided Australia's most popular wine with exclusive supply rights at all Cup venues and official events and other benefits related to marketing and access to tickets.

JWM worked with Jacob's Creek leading up to and during the Rugby World Cup 2003 in order to promote it as the tournament's official wine supplier.

JWM managed an exclusive event to unveil the official Jacob's Creek RWC labels at the Wallaby Bar in Darling Harbour, and organised a range of other activities to promote Jacob's Creek's to the media, RWC 2003 partners and supplier organisations and other high profile stakeholders.

## Our top five reception wrongs

Companies spend quillions (yes, it's a word) a year on all sorts of measures to improve communication to the outside world, yet often neglect the most fundamental channels.

For many people the first contact with an organisation is the switchboard. This experience can make or break a nascent relationship. Research in attribution theory tells us that first impressions do count.

So here's a worst practice phone model for how organisations should not greet the world.

### 1. Let the phone ring ... and ring.

How often have you rung the switch at Mega Inc and clocked off before getting an answer? Some firms don't advertise their main switch, preferring to direct you to automated 1300 lines that 'navigate' through level upon level

until you reach a 'consultant' (call centre operator). The simple solution, adopted by more sensitive firms, is to install an up-front option for connecting directly to a real person.

**2. Ask who's calling ... immediately respond "not there".** This makes it painfully obvious the front desk is screening calls and can plant the thought that someone is avoiding you. Better to explain up front that the person is busy and only available to answer urgent calls. Most people have been in this situation and will understand. Then offer an alternate person to field the query.

**3. Ask if you'll hold ... vanish before you get a word in.** The last resort of a stretched switch, but disconcerting to the caller. Perhaps it would be better to simply inform the person to hold as the lines are chocker block and you'll be straight back.

**4. Ask who you want to speak with ... after a failed redirection.** The famous telephonic wild goose chase. An attentive switch can avoid this predicament.

**5. Place poor English speakers on the switch.** Most people appreciate a clear readily understandable voice on the other end of the line. Even better, a friendly voice that remembers the person's name. Recognition counts.

*[Jackson Wells Morris has a well-established policy of answering incoming calls within three rings. If we don't, let us know]*

## UK affiliate entrusts us with valued client

**Bristol based Pinnacle affiliate BCLO Public Relations is receiving favourable reports about the service provided by Jackson Wells Morris to one of its long-standing clients.**

UK's leading independent factoring company, Bibby Financial Services, has been a client of BCLO for over five years.

Factoring is a financing arrangement that allows businesses to convert unpaid invoices into instant cashflow.

In recent years Bibby has diversified its product offering, moving into areas such as trade finance, invoice discounting and asset finance.

It has also begun to expand internationally, which is where JWM came in.

BCLO was asked to recommend affiliated companies in a number of countries including Poland, France, US and Australia.

Group Account Director with BCLO Public Relations **Carole Pendle** said the relationship worked well from the outset.

"We recommended JWM and sent through its credentials," she said.

"The client was impressed by these and asked for JWM's help on an initial press tour with the company's then CEO **David Robertson**.

"I briefed your consultant, provided some corporate information and arranged for Bibby's newly appointed team in Australia to make contact directly," she said.

"I know they were very happy with the results."

## PR textbook at your fingertips



Wondering what it takes to mount a PR campaign, whiz out a newsletter? Or just want to word up on public relations basics?

*PR Toolkit* offers the fundamentals of public relations practice at a glance – no imposing registrations, no charge.

The new indexed training resource is exclusive to JWM's redesigned website, with content distilled from 13 years of working for over 350 clients.

Plus daily news updates and the company's vital statistics. It's all at [www.jwmworld.com.au](http://www.jwmworld.com.au).

# Let's sell the ABC:



*(Hawke) accuses the ABC of "bias, partiality and propaganda" ... He complains about radicals dictating a left wing, anti-government agenda for the ABC. The implication is that management is in the thrall of the Staff Union.*

**By Keith Jackson**

*Later this year, one of Australia's most noted historians, Professor Ken Inglis, will publish a sequel to his 1983 history 'This is the ABC'. The new book will cover the Corporation's intervening years. In going through papers to assist him in his research, I came upon some old diaries covering my second stint with Auntie between 1985 and 1988. The following extract from one of these diaries provides an insight into some of the perils of public relations in its political formulation.*

*The story so far ... In March 1986, ABC chairman Ken Myer visited Canberra for two days of meetings with senior Ministers. As controller of ABC corporate relations, I accompanied him. This is an edited extract from my diary for Tuesday 4 March.*

Bob Hawke, perfectly clothed and coiffed, motions us to the lounge suite that straddles a large, low coffee table. The Prime Minister is distant at first, as if finding conversational niceties an imposition. Suddenly, without warning, Ken pulls a portable compact disc player from his satchel.

Hawke could not have been more surprised had a revolver been drawn. I look on, anguished. Ken hadn't told me about this stunt.

"Whazzat, Ken."

"A compact disk player, Prime Minister. The day will come when everyone will own one. See how petite it is."

Ken's excited now, and wedges two plugs into the Prime Ministerial ears. I'm hyperventilating, but Hawke's interested.

"Whozzis?"

This turns out to be The Swingle Singers' version of *Eine Kleine Nachtmusik*.

Hawke listens intently, staring at the coffee table. "Triffic," he says finally, passing the earplugs to his adviser Peter Barron. Then, at last, Ken launches into his presentation. The CD player hasn't been a disaster but I'm relieved it's out of the way.

Ken briefly discusses the 1986/87 budget and then describes a longer-term scenario.

"You don't have many options," he tells Hawke, "The annual budget appropriation method is slowly strangling the ABC. You should either introduce reception fees or sell the corporation – and sell it now, because in five years time it will be a hugely diminished asset."

# a political memoir

Hawke reacts with disbelief and I'm horrified. Where's this come from? The Board hasn't addressed this. It isn't on the agenda. Sell the ABC? My god, where's this going?

The two men talk about how the organisation might be disposed of. Ken says he'd break it into bits and describes how this might be effected. My horror turns to fascination.

Hawke listens intently and eventually responds, no, he won't sell the ABC, nor are licence fees politically practicable. Well, Ken says, then you must ensure the organisation gets the capital it needs to become an effective broadcaster.

"Invest now, save later," murmurs Hawke.

What a great line, I think, admiring Ken's nerve and creativity in presenting the argument this way. It's certainly caught Hawke's attention and Ken has made his case. If a great public asset is allowed to decline to a point where it's not valued, you might as well get rid of it.

Ken goes on to talk about the restructuring we've achieved and the efficiencies we've introduced. Programs get a bit of a look. But it's not a coherent presentation: veering from grand vision to triviality (the formation of a NSW branch is neither here nor there beyond William Street). But it suffices to show that at least the organisation is dog paddling.

Hawke tires of the spiel. "That's all very well," he says, rolling his eyes, "but, Ken, there are some black spots."

He accuses the ABC of "bias, partiality and propaganda", citing a *Four Corners* program on uranium mining. He complains about radicals dictating

a left wing, anti-government agenda for the ABC. The implication is that management is in the thrall of the Staff Union.

"The union is a problem," Ken agrees. "It has friends on the Board and last year conducted a campaign of destabilisation to try to oust **Whitehead** [*Managing Director*] and me."

Hawke listens intently.

"But they've failed," says Ken. "Management is curtailing the union's power."

Peter Barron intervenes. "I disagree. The left may not be gaining ground, but it isn't in retreat. And, anyway, where are all the new programs you promised?"

"On the screen," I say acidly.

"How many people are in this radical group?" Hawke returns to the point.

"Only a few," says Ken, "but they wield disproportionate power."

"How can this be so?" barks Hawke.

"Look," I say, "The ABC's been poorly managed for twenty years. Employees long ago ceased to regard managers with respect. They don't much like the union radicals, but it's a case of my enemy's enemy is my friend.

"Last year's set piece battles between the new managers and the union, not to mention the fellow travellers on the Board, were just icebreakers. We know the campaign isn't over. It's a long hard process to re-establish management's credibility when it's been shot to ribbons. It helps if you know the government is backing you."

Ken argues that the proper financing of the ABC is an integral part of the process of creating accountable and resilient management. He points out

that a strong and effective organisation is an interlacing of different elements. Management has to assert itself. It has to show it's in touch. It requires political support. It must have adequate resources. With these elements under control, it can gain the credibility it requires to win through. Then, provocatively, he offers the opinion the government has made a mistake in not amalgamating the ABC and SBS under a new Board.

"I made Duffy [*Communications Minister*] an offer to step down as chairman if the government decides to merge the two bodies," he adds.

Hawke lets that go by and asks what of a practical nature can be done to bolster ABC management.

"The ABC is tied down by an elaborate network of restraints imposed by the Act," says Ken. "These impede the flexible use and redeployment of staff."

"Has the ABC formally drawn this to the government's attention," asks Hawke.

Ken says no. Hawke says, please do.

The meeting over, Ken emerges looking jaded.

"It was a debacle," he says, "I'm very depressed."

I say he performed well and the meeting was productive. "Hawke and Barron were tough but not hostile. You stayed in the game."

In the afternoon we run into **Michael Duffy** in the corridor outside the Labor Party caucus room.

Duffy sidles up to us and says in a laconic drawl, "Ken, next time you want to sell the fucking ABC, would you mind telling me first?"



*Keith Jackson enjoys a glass of vice-regal champagne at Sydney's Government House*

# Chairman honoured in Australia Day awards

*By Alan Marshall*

Jackson Wells Morris chairman **Keith Jackson** was appointed a Member in the General Division of the Order of Australia in the recent Australia Day honours list.

According to the citation, Keith earned the national honour "for service to management and training in the media, communications and public relations fields, and to the development of non-commercial radio services."

Keith is to be formally presented with the award insignia at an investiture ceremony to be held at Sydney's Government House mid-2004.

Since arriving in New Guinea, aged 18, in 1963 as a newly trained, adventure hungry teacher, Keith's career has spanned forty years of regularly breaking new ground in education and communication from the third world to the boardroom.

The management roles came early. After three years as a bush teacher in the New Guinea highlands, he spent a year editing school publications before landing a radio producer's job with the ABC in Port Moresby in 1967. By 1970, he was assistant manager of Radio Rabaul and the same year was elevated to manage Radio Bougainville.

By 1973, he was heading the research unit of the PNG National Broadcasting Commission, soon after becoming Director of Policy and Planning.

Keith returned to Australia in 1976 to establish and manage Australia's first regional community radio station, 2ARM-FM, based at the University of New England. Then back overseas for two years as UNESCO broadcasting adviser to the Maldives Republic.

In 1977 he was awarded the Independence Medal by the PNG Government for his services to broadcasting in that country.

By 1979, as a well seasoned broadcasting professional, he returned to Australia to establish and manage 2SER-FM, based at Macquarie University and the University of Technology, Sydney.

In 1983, he returned to the Australian School of Pacific Administration (ASOPA), his old teachers' college, by that time known as the International Training Institute, as lecturer, rapidly progressing to Deputy and Acting Principal in 1984.

Keith then headed back to the Australian Broadcasting Corporation in 1985 as General Manager, Corporate Relations, quickly building a solid reputation as a tough manager and creative thinker, amongst other achievements running the ABC's famous 'eight cents a day' campaign.

Three years later he defected to the private sector, serving as Principal Consultant with Mojo Corporate. After two years, he decided to take on the biggest challenge yet – going out alone and making it work.

A few months after starting his own public relations practice in 1991, he paired up with **John Wells** on a tricky telecommunications assignment. The two soon decided to set up a joint company. Thirteen years on, it is one of Australia's leading independent PR firms.

Not bad for a bloke who started his career teaching in grass huts in the PNG jungle.

*According to the citation, Keith earned the national honour "for service to management and training in the media, communications and public relations fields, and to the development of non-commercial radio services."*

# Jumping ponds to PR

By Ben Haslem

Recently I found myself at the launch of Sydney cartoonist **Tohby Riddle's** latest book of scribblings.

Chuckling quietly to myself as I leafed through another Riddle tour de force, I came across a cartoon that generated a sudden and very audible cackle.

Two men are standing in a park a few metres behind a bench where a third man is sitting, a duck at his side.

One man whispers to the other: "He's gone to the duck's side".

The pun struck close to home.

According to several of my journalist friends I too had "gone to the dark side".

It was a description I found faintly ironic. After all, for ten years I had worked in three News Limited bureaux for a company owned by a man inspired and loathed in unequal measure across the planet.

My decision to jump ship and move into PR from *The Australian* had been difficult.

Many journalists mistakenly believe the transition is easy. (And that it's tantamount to sacrificing your first born to Satan.)

As a friend who once worked for the ABC (reaching foreign correspondent level and who is now an in-house communication manager) said: "Mate, you're going from a job where you're paid to tear things down to one where you have to build things up".

It wasn't, he said, a simple change.

I'd done my research, spoken to several PR consultants and a headhunter about the change and was aware many journalists didn't cope.

I'm pleased to say I have, but the transition is daunting. As a journalist, if you stuff up, you may embarrass the subject of your article, not to mention



yourself. But usually the error is buried the next day at the bottom of a budgie cage, lost among tens of thousands of words quickly forgotten (writs notwithstanding!).

Not that my journalism days were characterised by devil-may-care recklessness.

It dawned on me quickly that in PR the number-one priority is to the client.

Disappoint and they'll go elsewhere. Do that too often and other clients won't come knocking.

While burning contacts in journalism is not advisable, there are always new stories to be reported. Journalists can afford to be selfish (in fact it's a desirable trait).

In PR you come second to the client. Though it should be stressed that, if we think the client is setting a dangerous course or acting unethically, we say so. And JWM has cut ties with clients who did.

The need to accurately record how many hours you've worked on daily tasks to avoid over or under charging clients is another feature many journalists find difficult to grasp.

Surprising, considering the number of journalists I've met with an uncanny

knack of recording to the nearest minute the amount of overtime they'd worked and how many weeks of lieu-time they were owed!

While teamwork is important in journalism it pales into insignificance compared with the need to work cooperatively with colleagues at JWM.

Many journalists work very much on their own with only deadlines, story lengths and editors' requests reining them in.

I approached JWM not long after meeting **John Wells** while covering the court case involving the Australian Securities and Investments Commission and former NRMA president **Nick Whitlam**.

It was John's style of helping journalists, as opposed to combating them, which appealed, plus the fact that he, **Grahame Morris** and **Keith Jackson** are all former journalists with excellent contacts across a broad spectrum of mainstream Australian politics.

Their intimate understanding of the challenges that journalists face when moving into PR has been invaluable.

## Perfect match

**By Alannah Young**

The first day with a new company is like a blind date. You dress to impress, hope for the best and, if worse becomes worst, hightail it out of there.

Yet after my first date, er, day with JWM, I knew that here was unmitigated potential for a beautiful relationship.

I was immediately attracted to JWM's unique and robust office culture. Australiana resonates throughout the company. **John 'Wellsy'** is the proud master of the Australian colloquialism.

He's quick to acknowledge the tireless efforts of a workmaaaate who's flat out like a lizard drinkin' and bustin' a gut to bang out some primo work.

Not to be outdone by Wellsy in

contributing to JWM culture, **Keith 'Jacko' Jackson** ensures the team is 'in the zone'. At company lunches Keith provokes intellectual challenges in which the minds of staff are put to the test. Projects are discussed and issues of politics and society canvassed and debated.

Augmenting this culture, I was thrilled and flattered on my first day to be presented with challenging and interesting responsibilities.

On the eve of the Rugby World Cup I found myself in a sink or swim situation. My team had the Jacob's Creek wine account and our job was to promote the company as the official wine sponsor of the Cup. I had my work cut out and this first account instilled in me the JWM pace – fast

and exhilarating.

The final and foremost aspect of JWM that convinced me to commit to the relationship were my new colleagues. At JWM staff interact as friends. This I found to be an amazing phenomenon as in other companies a Machiavellian attitude can prevail.

Around work stations, banter about various projects is heard and it's not uncommon for people working on different accounts to contribute expertise to ensure the success of other projects. Such an environment is a by-product of the close social bonds nurtured within the company.

It may be early days but I am confident that JWM and I can look forward to a long and fruitful relationship.

## Media mind mirrors our work

After ten years in mainstream journalism, **Ben Haslem** sought a sea change and joined Jackson Wells Morris last August. In the main, he'd spent his scrivening years on *The Australian* newspaper working in Sydney, Canberra and Melbourne.

He also wrote for Sydney's *Daily Telegraph-Mirror* (as it was then known) and *Sunday Telegraph* while completing his cadetship with News Limited in 1994.

Ben filed for *The Australian* from 1994 on a range of rounds which, according to managing director **John Wells**, was "uncannily reflective of JWM's client roster."

"Ben's journalism experience is a great fit with the company," John says. "His

experience covers numerous areas of interest to our clients, including legal affairs, welfare, employment and education.

"And it's great to have a new consultant on board from my old stomping ground at News Limited."

Immediately before joining JWM, Ben was *The Australian's* High Court correspondent and acted regularly as chief-of-staff in the paper's Sydney bureau.

From 1999-2002, he was based in the press gallery at Parliament House in Canberra where he covered welfare, employment, legal and education issues.

Between 1996 and 1999, he worked as a general reporter, state rounds reporter and court reporter for *The*

*Australian* in Melbourne, covering State and Commonwealth courts and tribunals as well as some sport and politics.

Before newspapers, Ben was a producer/presenter with *Radio Skid Row* and the educational broadcaster *2SER-FM*, founded in 1979 by JWM chairman **Keith Jackson**.

In 1990, Ben completed a Bachelor of Arts with majors in politics and psychology at the University of Sydney, where he also edited the student newspaper, *Honi Soit*.

Ben also holds a Graduate Diploma in Communication from the University of Technology, Sydney.

## Rookie turns rhetoric into reality



**It wasn't all textbooks and whiteboards for new account executive Alannah Young.**

While still at university, Alannah developed a marketing plan for the Bathurst Chamber of Commerce that was selected as the most outstanding submission – and implemented.

She accomplished this feat in completing a Bachelor of Arts in

Communication at Charles Sturt University (CSU), a spawning ground for many top notch staff who have worked with JWM over the years.

Whilst at CSU, Alannah majored in public relations and organisational communication. During her studies she undertook a range of internships with various public relations firms.

Among clients she worked with were the Singapore Tourism Board, Christian Dior, Stegbar and the Livingston Eye Health Clinic.

During university breaks, Alannah travelled extensively throughout South East Asia, with extended stays in Singapore, Thailand and Vietnam.

After leaving university, she volunteered for the NSW media team of Amnesty International and got into the gritty world of media reporting for Rehome

Australia Monitoring Services.

Since joining JWM, Alannah has worked on the 'Axe the Tax' campaign for ClubsNSW as well as doing promotional work around the 2003 Rugby Union World Cup for Orlando-Wyndham (Jacob's Creek wines).

Alannah has also worked on projects for Bibby Financial Services, the Alcohol Education and Rehabilitation Foundation, Industry Capability Network, Quatro, the Insurance Council of Australia and the Whitlam Institute.

She has also recently achieved the Herculean task of convincing Account Manager **Alan (Big Al) Marshall** to inflict himself to an hour a day at the gym.

## Kat keeps all the balls in the air

**The ability to handle a range of assignments simultaneously is a valuable asset in most jobs, no less in public relations, and Kathryn 'Kat' Holloway, who recently joined Jackson Wells Morris as an account executive, came with a proven ability to do just this.**

Prior to joining JWM, Kat undertook work experience with a local marketing agency and the marketing department of local Newcastle ABC Radio station concurrently working at an Australian Geographic Shop and serving as a waitress at a local café.

At ABC Newcastle Kat assisted with the station's involvement in movie premiers and charity and community events including the Newcastle Music Awards.

Her experience with The Australian Geographic Shop involved working at store management level as well as being involved with the promotion of the Australian Geographic Journal at high profile events, such as the annual Sydney Royal Easter Show. She is the recipient of an Extra Mile Award for exceptional customer service and company loyalty.

Kat also undertook a full time public relations internship with the Malcolm Sargent Cancer Fund for Children in early 2002, which involved her in media liaison and organisation of the national launch of a fund raising effort.

Since starting with JWM, she has worked on projects for Asia Pacific Transport, Bibby Financial Services and Chubb Insurance.



Kat has just completed a Bachelor of Arts degree in communication studies at the University of Newcastle, where she majored in public relations.

## 2004 Project List to March

Asia Pacific Transport	Insurance Council of Australia
Australian Lung Foundation	John Fairfax Holdings
Australian Nursing Homes & Extended Care Association	KBR
AustralAsia Railway Corporation	Liquor Stores Association of NSW
Australian Airports Association	McDonald's Australia
Aventis Pharma	Mission Australia
Bibby Financial Services	National Australia Bank
Boehringer Ingelheim	News Limited
Boral	Novartis Pharmaceuticals Australia
British American Tobacco	NRMA (National Roads & Motorists Association)
Chubb Insurance	Qantas Airways
Clubs NSW	Rivkin Report
Computer Sciences Corporation	RMIT University
Deutsche Bank	Suncorp Metway
Endeavour Foundation	Tenix
Equal Opportunity for Women in the Workplace Agency	University of Sydney
Flexible Learning Advocacy Group	Warner Bros
Foti International Fireworks	Whitlam Institute *
Hydro Tasmania	* Pro-bono client

## Events guru latest recruit

**Sarah Moscrop joins JWM as an account executive as this issue of *The Well* goes to press.**

Sarah was previously marketing and communications coordinator with industry body Restaurant and Catering Australia – a sometime client of JWM. She recently completed a Graduate Certificate in PR at the Sydney Institute of TAFE.

Sarah spent six years as a conference manager, organising conventions and other events up and down the East Coast of Australia.

Sarah later was recruited to short-term sales and marketing roles with GIO Australia and Credit Suisse Asset Management before joining the Sydney



Organising Committee for the 2000 Olympic Games as protocol supervisor.

Sarah's skills and experience in marketing and events management considerably bolster JWM's capabilities in these areas.

Sarah replaces **Jessica Priebe**, who is about to commence a Master of Arts degree at the University of Sydney.

**Address** Level 2, Gateway Court,  
81 – 91 Military Road,  
Neutral Bay

**Post** Post Office Box 1743,  
Neutral Bay NSW 2089

**Phone** (612) or (02) 990 44 333

**Fax** (612) or (02) 990 44 555

### E-mail:

**Alan Marshall**  
Account Manager amarshall@jackwell.com.au

**Alannah Young**  
Account Executive ayoung@jackwell.com.au

**Ben Haslem**  
Account Manager bhaslem@jackwell.com.au

**Chris Wong**  
Finance Controller cwong@jackwell.com.au

**Emma Cullen-Ward**  
Director ecullenw@jackwell.com.au

**Fiona Cullen-Ward**  
Account Executive fcullenw@jackwell.com.au

**Grahame Morris**  
Director gmorris@jackwell.com.au

**James Cropper**  
Office Assistant jcropper@jackwell.com.au

**John Wells**  
Managing Director jwells@jackwell.com.au

**Kat Holloway**  
Account Executive kholloway@jackwell.com.au

**Kate Breeze**  
Account Executive kbreeze@jackwell.com.au

**Keith Jackson**  
Chairman kjackson@jackwell.com.au

**Kelley White**  
Director kwhite@jackwell.com.au

**Kerry Sibraa**  
Board Member jsibraa@ozemail.com.au

**Kurt Walther**  
Office Manager kwalther@jackwell.com.au

**Murray Fopp**  
Affiliate (Adelaide) murray@fopp.com.au

**Robert Masters**  
Affiliate (Melbourne) robertmasters@bigpond.com

**Ron Edwards**  
Affiliate (Perth) redwards@iinet.net.au

**Sarah Moscrop**  
Account Executive smoscrop@jackwell.com.au

**Tara Muldowney**  
Front Desk tmuldowney@jackwell.com.au

**Trevor Cook**  
Director tcook@jackwell.com.au

**Internet:** <http://www.jwmworld.com.au>

The views and comments in this newsletter are those of Jackson Wells Morris alone and do not necessarily reflect our clients' positions or attitudes.

**Jackson Wells Morris**  
ABN 1605 478 5456