



MEDIA STATEMENT

THE PUBLIC RELATIONS COUNCIL LAUNCHES TODAY

Sydney, 29 August 2012 - The Communications Council today announces the formation of a new industry committee, the Public Relations Council that will operate under its auspices from 1 October 2012.

The Public Relations Council (PRC) will represent the interests of many of Australia's leading consumer public relations agencies.

As the marketing communications industry's not-for-profit peak body, the Communications Council represents more than 4,500 individuals from 200-plus agencies and consultancies.

Founding members of the PRC include: Access PR, Baker Brand, Briggs Communications, DEC Public Relations, Edelman, Frank PR, Fuel Communications, Hausmann Communications, Keep Left PR, Klick Communications, Liquid Ideas, Magnum PR, Mango PR, Maxted Thomas PR, n2n, NAC Group, One Green Bean, Porter Novelli Sydney, Red Agency, Res Publica, The Cru Media, Social Diary, Thrive PR (Sydney), Tsuki, Undertow Media and Zing PR.

The inaugural committee of the PRC will comprise:

- Stuart Gregor – Liquid Ideas, Chair
- Simone Drewry – Mango, Deputy Chair
- Michelle Hutton – Edelman
- Kat Thomas – One Green Bean
- Gabriel McDowell – Res Publica
- Tiffany Farrington – Social Diary
- Jess Nunns – Undertow Media, Melbourne

The formation of the PRC has been many months in the making and recognises the Communications Council's unique position to offer support, counsel, advocacy and professional development to the increasingly integrated marketing communications industry.

"We welcome the creation of the new PRC and are delighted to have such a group of high calibre communications businesses in our fold," Communications Council CEO Margaret Zabel said.

"Our industry can only grow stronger with the addition of the PRC and the calibre of work we undertake can only improve with their input. Our business goal is simple: "to champion commercial creativity" and we know that the new Public Relations Council will only further reinforce that position."

PRC inaugural chair Stuart Gregor shares Zabel's belief that together the Communications Council and the Public Relations Council, will grow strong.

“The Communications Council is a terrific organisation, they have a really great program of events, their graduate program is second to none and they pull together some excellent industry standards such as the recent Social Media Guidelines, which is a terrific, and much needed initiative.

“We are thrilled to be on board,” said Stuart Gregor, Liquid Ideas Managing Director and PRC Chair.

The PRC will be officially inaugurated on 1 October this year and those public relations businesses interested in joining have been invited to attend one of two information evenings to be held in Sydney and Melbourne in September.

Information evenings:

Sydney (Hosted by Mango)

Date – Wednesday 19 September 2012

Time – 5.30-7.30pm

Address – Mango, Level 3, 46-52 Mountain St, Ultimo, NSW 2007

Melbourne (Hosted by Undertow Media)

Date – Monday 24 September 2012

Time – 5.30-7.30pm

Address – Undertow Media, 14-18 Cremorne Street, Richmond, VIC 3121

To confirm attendance at one of the information evenings, please contact Linde Wolters at the Communications Council: Linde@communicationscouncil.org.au.

All enquiries for companies to join the PRC should be directed to Gawen Rudder at the Communications Council at gawen@communicationscouncil.org.au.

#Ends#

About The Communications Council

The Communications Council is the peak body representing agencies in the marketing communications industry to media, government and the public and encompasses over 4,500 individuals from more than 200 agencies and consultancies. Based on the concept of ‘together stronger’, it champions a proactive and united industry approach. The Communications Council helps to grow member businesses and develop individual careers through the provision of professional development services, advocacy and support.

For further information please contact:

Margaret Zabel

The Communications Council

Phone: 02 8297 3800

Mobile: 0418 496 330

margaret@communicationscouncil.org.au