

Marketer of the YEAR

Wines with a winning edge

By Helen Ward

SOUTH Australia's BRL Hardy Wine Company topped a field of 13 finalists to win the Australian Marketing Institute's prestigious 2001 National Marketer of the Year Award, which was announced during a gala dinner at AMI's national conference at Sydney's Star City Casino on 11 October.

BRL Hardy won the consumer goods section and the ultimate prize for its 'Wicked Wines!' campaign, a promotion designed to introduce young adults to a type of alcoholic beverage they tend to associate with their parents rather than themselves.

BRL Hardy's brand manager, Denys Hornabrook, who accepted the award, said it was tremendously gratifying to be recognised by his peers as being the best in a field of such high-quality candidates. "In this tough and extremely competitive business we always thought we were doing things right, but this award has confirmed it," he said.

The company's awards submission clearly demonstrated to the judging panel the disciplined and thorough process employed by Hornabrook and his team in bringing the Wicked Wines! concept to market. A miniscule launch budget meant that the marketing team had to devise some innovative marketing strategies.

Wicked Wines! is an excellent example to all marketers that success is not always about big budgets; rather, it is about your ability as a marketer to offer substantially greater customer benefit than your nearest competitor.

Hornabrook said: "Hardy's is a winemaker with world-famous credentials but a lack of marketing and sales abilities outside traditional wine styles and markets. We were surrounded by sceptics on all fronts as we were entering a market where most Australian winemakers have feared to tread."

The challenge was that although market research and focus group work indicated likely acceptance of the Wicked Wines! concept among the target audience group — women aged



Kevin Luscombe presents Denys Hornabrook, brand manager with BRL Hardy Wine Company, with the trophy for his company's Marketer of the Year win.

24-32 years — only one other Australian winemaker had made a deliberate and successful attempt at capturing the overall 21-40 age group, which represents 30% of the population, or 5.74 million people.

BRL Hardy's key objectives were to woo the target audience by demystifying a beverage many considered "their parent's drink" and to empower them to feel comfortable



drinking wine. They also set ambitious market share and sales targets — 30,000 cases to year-end 2000.

The solution was to develop a product that appealed to a consumer in transition, one who is moving away from consumption of spirit mixers and sweet-flavored, alcoholic, hand-to-mouth drinks to one who is looking for a more sophisticated drinking experience.

Lust, Greed, Envy and Flirt — the four wines making up the Wicked Wines! collection — are just what that 20-something woman is looking for. The combination of unique bottle shapes and sizes, colors and bold graphics helped maximise impact at point-of-sale.

This was backed by an innovative and targeted promotional campaign that included: night clubs, hotels, game show formats, cabaret shows, 'Desperate & Dateless' balls, extensive in-store tastings, temporary tattoos and tubes of chocolate body paint, and an interactive web site; repositioning within the distribution channels from the traditional wine segments to volume outlets and drive-throughs; and competitively pricing the product in the high-volume \$8-\$12 table wine range. The campaign results surpassed BRL Hardy's bullish objectives by 20% in the first five months following its August 2000 launch.

According to Hornabrook, the formula for success in any marketing

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Sir Charles McGrath AWARD

Seven boss honored with achievement award

THE recipient of the 2001 Sir Charles McGrath Award, announced at a gala dinner during the AMI national conference, is the managing director of the Seven Network, Maureen Plavsic.

Plavsic was unable to attend the dinner because of prior commitments, but an acceptance video was aired and she was able to attend the conference the next morning to formally accept the award from last year's winner, Kevin Luscombe.

On 1 November 2000, Plavsic took up her appointment as managing director of the Seven Network, responsible for the management of Seven's broadcast television business. She was previously sales director, having rejoined the network in that capacity in June 1995, and was appointed to the Seven board in 1998.

Her performance as sales director in the run-up to the 2000 Sydney Olympics was extraordinary. Advertisers had to be convinced of the worth of the high amounts she was asking for airtime, but her tenacity and straightforward, honest approach succeeded, generating \$130 million in ad revenue from the 17 days of the Games and building new, deeper partnerships with advertisers.

Plavsic's responsibilities as director, sales and corporate marketing covered all aspects of the sale and marketing of the network's commercial airtime inventory to advertisers and their advertising agency, together with corporate communication of the Seven Group of Companies.

She previously worked for the network from 1984-1991 and held the position of group sales manager, based in Sydney. She was also senior media manager with Merchant & Partners, responsible for the establishment of an in-house media group at John Singleton Advertising, Merchant & Partners' largest client.

In September 1992, Plavsic started at Unilever Australia, where she held the position of Australasian media controller with strategic responsibility for Unilever's media investment in Australia and New Zealand, and an

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The winner of the 2000 Sir Charles McGrath Award, Kevin Luscombe, presents Maureen Plavsic, managing director of the Seven Network, with the 2001 medal the morning after the awards dinner.

MAUREEN PLAVSIC'S VIDEO ACCEPTANCE SPEECH

Firstly, I apologise for speaking to you via a video message this evening. Unfortunately, a prior commitment has meant I cannot be there to accept this award in person. This by no means diminishes the honor I feel in being named this year's recipient of the Sir Charles McGrath Award. I feel deeply privileged to be in the company of the Australian business men and women who have previously received this award.

At the same time, I also feel uncomfortable in accepting this award as an individual. So much of what has been achieved in the marketing and business development area of Seven Network has involved a huge team effort. We've worked hard on our repositioning and we're very proud of our results and of the tremendous response we have received from our viewers and clients.

These results have come about through the hard work, the persistence and the passion of a number of talented and creative individuals, both within Seven and our external partners.

Building a new image for Seven meant challenging a conventional belief among television executives and the advertising industry that viewers only related to programs, not television networks. We have successfully challenged that conventional wisdom through the persistent efforts of our promotions team, the people responsible for the breaker ideas and our colored men, and our corporate marketing team, including the general manager of corporate marketing, Deb Quin, who is with you this evening on my behalf.

I would also like to acknowledge the extremely creative and energetic team at George Patterson Bates, our partner of many years. Another key contributor to Seven's repositioning has been the brilliant Ken Cato and his team at Cato Pinnell Design. Cato have worked alongside us for the last two years to encapsulate the personality of our television network and what we stand for through our visual identity.

Thanks to the efforts of so many individuals, Seven is today one of the most recognised brands in Australia. So, in accepting this award, I accept on behalf of everyone who contributed to the successful repositioning of Seven. My thanks to those who have recognised this work by nominating me for this award, and in particular the Australian Marketing Institute. It is a great honor for me to be named as the recipient of this year's Sir Charles McGrath Award.

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campaign is to:

- Offer your customers a substantially greater benefit than your nearest competitor;
- Ensure your product is relevant to your target audience; and
- Adopt a price point acceptable to your target audience.

"In the case of Wicked Wines!, we used trendy packaging and sinfully exotic product names; we produced quality wines at the right price; we ran quirky promotions and built a wild website; and we did a deal with Australia's largest wine retailer (Liquorland) in order to meet our volume sales objectives. It's a good example of contemporary wine marketing," Hornabrook said.

Wicked Wines! is an excellent model of the classic marketing concept. Driven by a need to maximise

shareholder value through the production of "quality wines for the world", BRL Hardy's strategies of developing new brands and expanding and developing new wine consumption markets have brought the company substantial growth in the past eight years.



Wicked Wines! has contributed to this result, with 36,000 cases sold to December 2000. This strong performance looks set to continue via strong demand from overseas, resulting in the brand being introduced into the New Zealand and Canadian markets. It will also be launched in the UK and

North American markets by the end of 2001.

Hornabrook believes that winning the AMI Marketer of the Year Award will renew the confidence of BRL Hardy's staff — from senior management through to the shop floor — to continue to look beyond traditional markets and be prepared to have a go.

"It's commendable to have a forum like the AMI National Awards for Marketing Excellence to showcase your work," he said. "Entering these awards commands the discipline of retrospectively reviewing and documenting your thought process and actions behind a marketing campaign.

"It's a worthwhile experience for all marketers, and young marketers in particular should feel encouraged by the examples of others to strive to achieve excellence."

Sir Charles McGrath AWARD

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advisory role through the South-East Asia/Pacific region.

She is on the Board of Opera Australia, a taskforce member of Mission Australia Foundation, and on the media advisory committee for The Salvation Army.

Sir Charles McGrath Award

Sir Charles McGrath had a

distinguished record as a leading Melbourne and Australian industrialist, most notably as chairman of Repco, which was one of the catalysts for Pacific Dunlop. He was knighted for his services to industry and export.

Since 1976, the Sir Charles McGrath Award has been presented to those who have made the most significant contribution to

the field of marketing through sound business practice, development of the marketing profession or wider industry achievements.

Past winners include Sir Albert Jennings, Bib Stillwell, Maggie Taberer, Peter Bartels, James Strong, Bob Miller, Steven Couche, Neville Fielke, Bob Copp, Michael Gudinski and Kevin Luscombe.

Australia's best marketers honored

THE Australian Marketing Institute's Awards for Marketing Excellence are presented to those organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices. The aim is to acknowledge exceptional examples of marketing practice and to raise the standards of marketing professionalism.

The AMI awards are distinguished by a criteria that forces entrants to articulate the whole process that leads to measurable results. They require commitment and effort and encourage measurable marketing. These are the toughest marketing awards to enter and the toughest to win.

To ensure unbiased judging, each entry was quantified against a predetermined weighting, having regard to a seven-point judging criteria and the quality of the application itself. A benchmark score was established to identify the finalists. In categories where the judges determined that entries did not meet the criteria, there were no awards.

Given such high standards and such hot competition, even reaching the shortlist is a significant achievement; and in that respect, all finalists are to be congratulated, as are the judges, for their dedication and discernment.

The winners

2001 AMI Public Sector Awards

Marketing Leadership Award

The finalists were:

- The Territory Marketing Project, Northern Territory Government
- The House that Federation built, Department of the House of Representatives
- WorkCover Corporation of SA
- Urban and Regional Land Corporation, Victoria
- Queensland Ambulance Customer Contact, Queensland Ambulance Service

The winner

WorkCover Corporation at SA

WorkCover Corporation is unusual in that it is a statutory authority of the SA Government, but it is entirely funded by employers via their workers' compensation levy. The organisation is going through change, from a legislative and insurance-driven approach to one that focuses on the customer and promoting safe work through a strong brand position.

Measurable marketing initiatives including a CRM program and a business-focused marketing communications program have contributed significantly to achieving business objectives and improved brand perception in the past 18 months for the WorkCover Corporation.

Marketing Campaign Award

The finalists were:

- Touring by Car, Tourism New South Wales
- Queensland Training Awards, Department of Employment and Training

The category winners and overall Marketer of the Year in the 2001 AMI National Awards for Marketing Excellence were announced at a gala dinner on 11 October, during the AMI national conference at Star City, Sydney.



Chris Lowcock, from sponsor News Limited Community Newspapers, presents the Public Service Marketing Leadership Award to Melos Sulicich, accepting on behalf of WorkCover SA.



Chris Lowcock, from sponsor News Limited Community Newspapers, presents the Public Service Marketing Campaign Award to Nicole Bjarnesen, accepting on behalf of the Queensland Department of Employment and Training.

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- 'Healthy Parks Healthy People', Parks Victoria
- Innovated — IP Australia's School Education Program, ACT
- 'It's got to stop ... domestic violence community education', Office of Women's Policy, NT
- Tamar Valley Festival of the Senses, Launceston City Council
- 'TAB Race Pack — Get the Spring Racing Bug', South Australian TAB

The winner Department of Employment and Training with 'Queensland Training Awards'

Nominations for the annual Queensland Training Awards were stagnating and the number of employers nominating was decreasing at an alarming rate. The aims were to increase expressions of interest by 50% and increase the number of nominations by 20%.

They researched their target markets, segmented target audiences, tailored promotional material, improved the product and used effective tools to work within a limited budget.

The awards were repositioned as an investment leading to enhanced business or job prospects and the nomination criteria and kit were simplified.

Funky postcards direct mailed generated 79% of the expressions of interest and 29% of the total nominations. Expressions of interest increased by more than 300%. In 2001, the Queensland Training Awards received a massive 55% increase in the number of nominations.

Public Sector Customer Service Award

The finalists were:

- FISH & Sydney Institute Information Centre, NSW
- Domestic Violence Data Collection Project, Office of Women's Policy, NT
- Cover Campaign, Queensland Ambulance
- 'Delighting our customers', Melville Recreation Centre, WA

The winner Sydney Institute

Sydney Institute is the largest provider of vocational educational and training in NSW. Poor customer information and service standards were undermining its ability to sell its core product — courses.

Initiatives included research and analysis of customer and staff satisfaction, structures, processes, training and communication and a benchmarking study. It then developed a blueprint for a customer relationship management-style information centre linked to a user-friendly, easy-to-update intranet site called FISH — Find Information Smartly (with a silent 'h').

Performance indicators from January 2000 to January 2001 include enrolments up from 32,204 to 34,054 and an increase in commercial revenue from \$9.9 million to \$12.8 million.



Chris Lowcock, from sponsor News Limited Community Newspapers, presents the Public Service Customer Service Award to Fran Cane, director promotions and marketing with the Sydney Institute.

The group manager, Melbourne Museum, Rose Hiscock, accepts the award in the arts category.



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Business sector awards

Arts

The finalists were:

- Sydney Opera House presents CIRQUE ELOIZE, Sydney Opera House
- Ten Days on the Island, Tasmania
- Melbourne Museum Launch, Melbourne Museum

The winner

Melbourne Museum

After 15 years of planning, the new museum was created to showcase the culture, history and environment of Victoria and Australia to the world. The launch campaign needed to drive attendances to the opening weekend, position the museum as a must-see destination and create national and international awareness.

Managed in-house, the marketing campaign was very successful as a branding exercise as well as a direct call to action. All expectations were blown out of the water.

Automotive

The finalists were:

- The New Honda Civic Launch, Honda Australia, Victoria

The winner

Honda Australia

An entirely new type of Honda Civic was to be launched — a unique style with its radical departure in size, price and style was displayed in a multimedia campaign that expressed the technological virtues of the car in an emotive, human and charming way, using a futuristic robot and a famous Burt Bacharach love song 'Anyone who had a heart'. This unique combination of technology expressed in human, emotional terms became the foundation of the Civic campaign.

Sales targets were set at the same high levels achieved by Honda's previous best-selling small car. To date, these figures are well on target.

Charities

The finalists were:

- Relaunch of Mater Hospital Maternity Care, Mater Hospital, NSW
- Sudden Cardiac Death, St Andrew's Heart Institute, Queensland
- Don't Just Stand There, Australian Red Cross, SA
- Celebrity Heart Dinner 'An Arabian Night', National Heart Foundation (Tasmania division)
- Pet First Aid, Australian Red Cross and RSPCA (Victoria)

The winner

Mater Hospital

Established by the Sisters of Mercy in 1941, the Mater Hospital receives no government funding. The Mater is at the forefront of patient care, medical technology and surgical procedures and is one of the leading private hospitals in New South Wales.

Experiencing declining occupancy, decreasing revenue



AMl president Tony Hart presents the automotive section prize to John Pranger, marketing manager, Honda Australia.



AMl president Tony Hart presents the charities section prize to Meg Middleton, marketing manager, Mater Hospital (NSW).

and less support from obstetricians, the Mater embarked on an innovative, ongoing marketing and communications campaign. The challenge was to relaunch the Mater Maternity Services as a holistic, spiritually based maternity unit that provided distinctive services to meet the needs of lower North Shore patients and to increase the number of obstetricians using Mater facilities. The new branding and revamped Maternity Care Program have surpassed all expectations, leading to a record number of births during 2000 and occupancy for this year is running at 110%.

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Communications

The finalists were:

- Vodafone 1997-2000: Oh Yeah!, M&C Saatchi, NSW
- Olympic Torchette, Davies Bros Ltd, Tasmania
- The Relaunch of CitySearch, CitySearch Australia Pty Ltd, Victoria
- Gaming Digest — Dealing with Online Standards, Media Link Communication Group, Queensland
- Bryce Courtenay Online, Pasquale Design & Communications Pty Ltd, SA

The winner

CitySearch Australia Pty Ltd

CitySearch has successfully positioned itself as a bonafide challenger brand against an all-powerful monolithic competitor, Yellow Pages.

CitySearch found a new way of doing things in a traditional market, while embracing technology without being seen as just another dot.com.

It launched as both a standard directory and a website offering locals and tourists a comprehensive listing of businesses, events and information spanning 14 cities and regions across Australia.

CitySearch has received a flood of positive feedback and brand and advertising tracking has already reported a 28% awareness of CitySearch as a small business site and 31% as an entertainment site.

Consumer Goods

The finalists were:

- Wicked Wines, BRL Hardy Wine Company, SA
- Fighting from the Trenches, Betta Milk Co-op Society Ltd, Tasmania
- Coles Baby Club, Adair Marketing & Coles Supermarkets, Victoria
- Tableheads, BCM Partnership, Queensland
- Snack Brands Australia Dragon Ball Z Dizks, Snack Brands Australia, NSW

The winner

BRL Hardy Wine Company

The task was to demystify “their parent’s drink”, gain their interest and empower them to feel comfortable choosing Wicked Wines as their more sophisticated alcoholic beverage.

Wicked packaging, colorful tattoos and chocolate body paint stirred up interest in consumers in the exciting new range: Lust, Greed, Envy and Flirt.

With no above-the-line advertising budget, promotional activity was aimed at both the trade and consumer and broad distribution was gained in more than 1500 retail outlets.

To December 2000, 36,000 cases were sold, surpassing the objective by 20%. Strong demand from overseas has resulted in the brand being launched in New Zealand and Canada, with plans to launch in the UK and North America this year.



AMI president Tony Hart presents the communications section prize to Michelle Sherwood, marketing director, CitySearch Australia.



AMI president Tony Hart presents the consumer goods section prize to Denys Hornabrook, brand manager, BRL Hardy Wine Co.

Education

The finalists were:

- Canberra Raiders, ‘Good Food, Good Fun’, Canberra Raiders Rugby League Football Club
- QUT ‘Where are you going?’, BCM Partnership, Queensland
- Science — A Marketing Challenge, University of Tasmania
- Business Futures: Marketing the new Mt Eliza MBA, Mt Eliza Business School, Victoria

The winner

Mt Eliza Business School

In August 2000, the Mt Eliza Business School announced plans to launch a new MBA degree program in Melbourne following its separation from Monash University. Mt Eliza is Australia’s foremost and only fully independent business school and the task was to ensure its positioning, based on its

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46-year reputation for applied management development, was enhanced and the MBA program was not lost.

Offered jointly with the University of Queensland, Mt Eliza's MBA degree program was launched with an integrated and intensive marketing and communications campaign with very specific goals.

Within a 10-month window, Mt Eliza has achieved more than 1500 local and international inquiries, leading to student enrolment numbers exceeding the 180 target by 32%. A total of 91% of students rated the customer service as either a 6 or 7 of a possible total score of 7.

Financial Services

The finalists were:

- The Torch Relay, AMP, NSW
- Elders Rural Bank Launch Campaign, Elders Rural Bank, SA
- Quadrant Superannuation 2000 Rollover Campaign, Quadrant Superannuation, Tasmania
- Financial Planning for Pharmacists, Guild Insurance and Financial Services, Victoria

The winner AMP

The challenge was to elevate AMP's sponsorship of the Sydney 2000 Torch Relay. The campaign objectives were:

1. To raise marketplace awareness of AMP being a major sponsor of the Sydney 2000 Games.
2. To focus on AMP's commitment to bringing the Games to all Australians.
3. To raise the profile of AMP financial planners, who became AMP Ambassadors as an integral part of the community celebrations.
4. To create a permanent legacy of AMP's contribution in showcasing 187 communities to the world.

AMP was limited in the branding it could use as other Olympic sponsors meant the AMP needed to differentiate itself and elevate its profile. It commissioned 187 Community Cauldrons to house the Olympic Flame and invited communities to participate. All targets set for sponsorship of the Sydney 2000 Torch Relay were exceeded.

Healthcare Services

The finalists were:

- Relaunch Mater Hospital Maternity Care, Mater Hospital, NSW
- Tableheads, BCM Partnership, Queensland
- davey.oleschenko — we'll keep you smiling, The Lintor Group, SA

The winner BCM Partnership

A promotional campaign was designed to increase Herron's market share in supermarkets over its major competitor, the manufacturer of Panadol. Together they represented 80% of all paracetamol sales at grocery level, Herron's share being 31.5%.

Panadol had become a generic term for paracetamol, and although identical products, Panadol cost 60 cents more than



AMI president Tony Hart presents the education section prize to Robert Burke, program director, Mt Eliza Business School.



AMI president Tony Hart presents the financial services section prize to Murray Mills, from AMP.

the Herron product. The premise of the campaign was the need to educate consumers that there was no quality or efficacy difference between Herron and Panadol, also Herron was Australian owned and Panadol was not.

The integrated campaign consisting of consumer research, an innovative cut-through advertising strategy, coupled with public relations, delivered a market share increase of over seven points while differentiating Herron from Panadol among its key target audience, challenging the dominance of Panadol in supermarkets.

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Professional Services

The finalists were:

- Design Services: No Restrictions, No Limitations, Design Graphics Warehouse, NSW
- Partnered Solutions — Envisioning Australian CRM, Media Link Communication Group, Queensland
- Wise Lord & Ferguson: From Advice to Advantage, Wise Lord & Ferguson, Tasmania
- Buxton Real Estate, Dare Concepts, Victoria

The winners

There are two winners in this category because the judges could not separate the entries.

Wise Lord & Ferguson and Dare Concepts

Wise Lord & Ferguson is Tasmania's largest independent accounting and business services firm. With the local market shrinking and number of competitors increasing, the firm was increasingly vulnerable to erosion of its revenue base.

Repositioning from a traditional accounting firm to 'The leading Tasmanian-owned provider of professional services' as well as the launch of more communications channels, such as a newsletter and website, have resulted in a net revenue increase of 10% over the previous year.

Dare Concepts helped Buxton, a large Melbourne real estate network, to implement a significant and revolutionary repositioning and branding campaign. Through the development of a truly measurable, honest and open policy, integrated with operation and service procedures and tenets that were written in stone, they have achieved a wide variety of marketing objectives, significantly to create customer loyalty in a market where loyalty is almost non-existent.

A mass media campaign was launched this year with an array of material across various mediums including press, magazine and direct mail, resulting in over 87% conversion from 35% in the first three months.



AMl president Tony Hart presents the healthcare section prize to Kevin Moreland, partner, BCM Partnership.



ABOVE: AMl president Tony Hart presents the professional services section prize to joint winner Richard Emery, general manager, Dare Concepts.

LEFT: AMl president Tony Hart presents the professional services section prize to joint winner Anne Kerr, marketing manager, Wise Lord & Ferguson.

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Property

The finalists were:

- North Lakes: What a Wonderful World, North Lakes, Queensland
- The Wonga Park Time Machine, Philip Webb Real Estate, Victoria

The winner North Lakes

An innovative marketing campaign aimed to elevate North Lakes and position it as a new benchmark in urban community development in Queensland. Internal and external analysis identified key elements, now interpreted as the 'pillars' of project management, including urban design principles, product positioning and marketing.

The launch of the unique and charismatic 'Mallard Duck' branding campaign was a departure from traditional testimonial advertising and it has set North Lakes apart from its competitors. The use of the duck and the tag line 'what a wonderful world' provides continuity to all marketing and advertising promotions and can be easily adapted. Running parallel is an integrated product development, retailing and sales strategy aimed at delivering a consistent marketing message highlighting the North Lakes point of difference.

It has gained a position of dominance within the northern sector of Brisbane through increased sales rates, strong market awareness and a redefinition of its catchment profile.

Shopping Centre

The finalists were:

- Science in the City, Canberra Centre, ACT
- Labels, Leisure & Lifestyle at Birkenhead Point, Byvan (NSW) Pty Ltd
- I Love Your Style — Fashion Launch, AMP Shopping Centres Garden City Mt Gravatt, Queensland
- Hollywood Plaza One Day Sale, Hollywood Plaza, Byvan (SA) Pty Ltd
- Warm up your Winter Downtown with \$10,000 Cold Hard Cash, City Heart Business Association, Tasmania
- Spring Racing Carnival Night of Fashion, Waverley Gardens Shopping Centre (Byvan Pty Ltd), Victoria

The winner AMP Shopping Centres Garden City Mt Gravatt

Garden City fashion sales had declined by 4.7% and could have resulted in a decrease from 51 to 46 stores by the end of 2001.

To counteract the decline, a new approach to fashion sales saw the launch of a multilayered strategy that included the use of discount vouchers, dynamic visual merchandising and temporary outposts.

A staggering \$100,000 worth of fashion vouchers was sold in two days along with fashion sales that soared by an additional \$231,983. The strategy, which combined a collection of consumer behavior models and theories on sales inertia, have spurred a revolutionary approach that will drive



AMl president Tony Hart presents the property section prize to Warren Thomson and Arthur Ilias, both marketing managers with Lend Lease Development who worked on the North Lakes project.



AMl president Tony Hart presents the shopping centre section prize to Christopher Gibbons, retail marketing manager, AMP Shopping Centres Garden City Mt Gravatt.

sales well into the 21st century.

Sports

The finalists were:

- State of Origin Two — Reigniting the Passion, Saatchi & Saatchi, NSW
- Burnie 10 Sponsorship Program, Southern Cross Television, Tasmania

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The winner Southern Cross Television

A perception that the Burnie 10 was only open to elite athletes, a declining population and the perceived remoteness of Burnie had indicated that the Burnie 10 footrace was in danger of losing critical mass and becoming obsolete.

Southern Cross TV provided a sponsorship package containing an extensive television promotional campaign during the leadup, with the overriding objective to provide pre-event marketing and conveying a broad community message in relation to regular exercise.

While providing goodwill, reinforcement of the station's brand image and nurturing local ties through networking with local business, the imaginative campaign generated widespread exposure, resulting in an increase of more than 400 runners participants in the 10-kilometre race over the previous year.

Tourism & Leisure

The finalists were:

- 22nd Asia-Pacific 19th Australian Jamboree, Scouts Australia (New South Wales)
- Wilderness Interhash 2000 Tasmania

The winner Wilderness Interhash 2000 Tasmania (inc)

Interhash is a biennial running event designed as an international gathering for members of Hash House Harriers, founded in Kuala Lumpur in 1938 and now boasting 1700 clubs in 184 countries, 270 of them in Australia.

Tasmania competed against South Africa and NSW for the 2000 Interhash and was successful because of its island mystique, arrival options and diversity of attractions.

Wilderness Interhash 2000 was marketed to the international, national and state hashing communities and attracted 3847 hashers — the second-largest attendance so far.

Attendees stayed in Tasmania an average of 9.5 days and expenditure by harriers was estimated at more than \$9 million. The event was widely acknowledged as the best hashing experience, a maximisation of the full scope of tourism benefits and a complete and sensational success.



AMl president Tony Hart presents the sports section prize to Peter Milne, promotions and marketing manager, Southern Cross Television.



AMl president Tony Hart presents the tourism & leisure section prize to Alan Rider, general manager, Wilderness Interhash 2000 Tasmania (inc).