

Sir Charles McGrath **RECIPIENT**

Qantas chief wins top honor

GEOFF Dixon, chief executive of Qantas, was announced at the AMI National Conference gala dinner as the recipient of the 2002 Sir Charles McGrath Award for his outstanding contribution to the marketing field.

Dixon, who was presented with the award by AMI president Bill Elsy, said he was extremely honored to be at the dinner to accept the award. He said that he felt in good company considering the list of previous winners, which includes a former Qantas CEO, James Strong.

He said that marketing was not given the credit it deserved in the development of companies in Australia. The airline industry was the toughest in the world, he said, and that the collapse of Ansett had nothing to do with the quality of the product or its marketing.

Dixon said his success had been achieved with the help of many people around him, and that marketing success depended on a lot of people and teamwork.

Dixon was appointed chief executive officer and managing director of Qantas Airways in March 2001. He was chief executive designate from November 2000 until March 2001 and has served on the board of directors since August 2000.

Dixon joined Qantas in 1994 and has had responsibility for all commercial activities, including worldwide sales and marketing, network development, revenue management, fleet planning, cabin crew, customer service, product development and airline alliances.

Before joining Qantas, Dixon worked at Ansett Australia Airlines as director of marketing and industry sales and at Australian Airlines as general manager marketing and corporate Affairs. In both positions, he was responsible for a wide range of commercial and customer service activities.

Prior to his career in the airline industry, Dixon worked for an arm of the Australian Government Overseas Service (the Australian Information Service) in Australia and on postings for nine years to Australian missions in The Hague, New York and San



AMI president Bill Elsy presents the Sir Charles McGrath Award to Qantas CEO Geoff Dixon.

Francisco. He has also worked in the mining and media industries.

He is a member of the board of Leighton Holdings Pty Ltd, Australia's largest construction company, the board of Air Pacific, and the boards of Mission Australia and the Starlight Foundation.



Gala dinner, great entertainers

The AMI National Conference dinner had it all: great food, great company, excited award winners, and great music provided by two legendary Australian performers, Renee Geyer (left) and Ross Wilson.

[Go to gala dinner story](#)



Marketer OF THE YEAR

Golden Circle campaign acclaimed

THIS award is for the very best campaign across all categories of the 2002 AMI Awards for Marketing Excellence. The chair of the judging panel, 2000 Sir Charles McGrath recipient Kevin Luscombe, said of the awards judging this year:

“The panel noted the impressive quality of all submissions for all categories that produced winners. Correspondingly, however, the judges also noted that some submissions which didn’t make the finals had focused almost exclusively on promotional activity and consequently ignored other key elements of marketing strategy.

“Successful submissions focused on the nature and results of comprehensive and demonstrably integrated marketing strategies and plans formulated to achieve pre-determined and measurable goals and objectives.

“Two entries commanded specific recognition of excellence: in the arts category, the Powerhouse Museum, and in the public sector overall marketing strategy, the Department of Immigration & Multiculture. Both are highly commended and will receive certificates of special recognition.

“By unanimous agreement of the judges, the 2002 AMI Award for Marketing Excellence goes to Golden Circle for its ‘Baby Foods: Giant Results’ campaign.”

A detailed article on Golden Circle’s winning campaign will be published in the December issue of *Marketing Update*.



Holding the grand prize are Kym Vercoe and Andrew Mitchell, from Golden Circle.

National AWARD WINNERS

Australia’s top marketers honored

THE Awards for Marketing Excellence are presented to those organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices. Their 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 marketers to articulate the whole process that leads to measurable results; they require commitment and effort. These are the toughest marketing awards to enter and the toughest to win.

To ensure unbiased judging, each entry was quantified against this seven-point judging criteria and the quality of the application itself. In categories where the judges determined that entries did not meet the criteria, there are no awards.

Given such high standards and such hot competition, even reaching the short-list is a significant achievement; all finalists are to be congratulated — as are the judges, for their dedication and discernment.

The winners

2002 AMI Public Sector Awards Social marketing campaign

The finalists were:

- National Illicit Drugs Campaign, Department of Health & Ageing, NSW
- Harmony Day, Department of Immigration and Multicultural and Indigenous Affairs, ACT
- Cornerstone of the Community, Dandenong Market, VIC
- Let’s Stop it ... Now, Office of Women’s Policy, NT
- Every K Over is a Killer, Queensland Transport/BCM Partnership, QLD
- Gambling Exclusion Program, Tasmanian Gambling Exclusion Program, TAS

The winner

Queensland Transport & BCM Partnership

Queensland Transport launched a campaign to address a diverse range of behaviors and attitudes towards speeding. The key was to demonstrate that there is no such thing as ‘safe speeding’. The underlying strategy was to gain public support to reposition speeding, no matter how little over the limit, as being socially unacceptable.

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The campaign resulted in 12% fewer speeding-related deaths from October 2001 to May 2002 compared with the previous corresponding period. Queensland Transport estimates the social cost saving to be \$6,611,976.

Commercialised/Corporatised Business Unit

The only finalist was:

- The Road to Success, Department of Main Roads, QLD

The winner

Department of Main Roads, Queensland

The Road to Success involved an internal campaign with the catchcry 'Get behind it and drive it forward', focusing on the Main Roads values of integrity, collaboration, innovation, excellence, responsiveness and diversity.

Staff participated in group activities including designing a car and creating a road sign to capture a value, and choosing famous people to travel with to the 'value' as if it were a destination. The 'Get Behind It' communication campaign will continue to enthuse and energise the road system and engineering group with rewards and recognition of staff who consistently drive the values that underpin it.

Overall marketing strategy

The finalists were:

- Tourism Tasmania's Access Challenge, Tourism Tasmania
- Be What you Want to Be, Hunter Institute TAFE, NSW
- Promoting Citizenship in the year of Federation, Department of Immigration and Multicultural and Indigenous Affairs, ACT
- Your Style, City of Stonnington, VIC
- Melville Aquatic Fitness Centre, City of Melville, WA
- Quality Teacher Program, Education Queensland, QLD

The winner

Department of Immigration and Multicultural and Indigenous Affairs

In 2001, the then Department of Immigration and Multicultural Affairs designed and implemented a highly successful communication campaign to promote Australian citizenship, principally to encourage eligible permanent residents to acquire Australian citizenship but also to encourage all Australians to value their citizenship.

Launched during the Centenary of Federation Year and with a limited budget, the campaign's outcomes have exceeded its objectives. There was an overall 56% increase in applications for citizenship, a massive 454% increase in requests for application kits and a 268% increase in visits to the department's citizenship Web pages.

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RIGHT: Gary Hardgrave, federal Minister for Citizenship and Multicultural Affairs, presents the Public Sector Overall Marketing Strategy award to Peter Vardos, Department of Immigration and Multicultural and Indigenous Affairs.



Guest presenter Gary Hardgrave, federal Minister for Citizenship and Multicultural Affairs, presents the public sector social marketing award to Paul Cronwell, of BCM Partnership.



Gary Hardgrave, federal Minister for Citizenship and Multicultural Affairs, presents the public sector Commercialised/Corporatised Business Unit award to Carrick Stokoe, Department of Main Roads, Queensland.



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Business sector awards

Arts

The only finalist was:

- Spinning Around: 50 Years of Festival Records, The Powerhouse Museum, NSW

The winner

The Powerhouse Museum

The Powerhouse Museum launched a major pop culture exhibition, 'Spinning Around: 50 Years of Festival Records', in December 2001 to run for six months. It became the museum's most successful exhibition for 2001-2002, appealing to a broad cross section of the community captivated by the integration of social history, pop culture, technology and design.

Total visitation figures exceeded 135,000. In all, 'Spinning Around' ranks as the eighth most popular exhibition of the past decade, with 58% of all museum visitors seeing it and of those visitors, 95% coming specifically to see it.

Charities & cause related

The finalists were:

- The Life of the Beach, Surf Life Saving Queensland, QLD
- First Aid Kits Campaign, Australian Red Cross, VIC
- Home Loan Campaign, Catholic Development Fund, TAS
- Austereo and Kids Help Line, Austereo Pty Ltd, NSW

The winner

Australian Red Cross

The Australian Red Cross continues to seek alternative revenue streams, heightened efficiency and associated cost savings to secure funds for the provision of a high-quality service delivery to assist those in need. As its first-aid kit was well established via strong, long-term brand support and rapport, it took the opportunity to streamline its production and enhance and extend an already successful product range.

Supported by product placement in major television dramas, corporate awareness, competition giveaways and a comprehensive Web site, the intensive marketing campaign has exceeded expectations and created a critical increase in revenue and profitability.

Communications

The finalists were:

- We Connect Anyone to Everyone, Advertising Depot, QLD
- White Pages Perth Split Format Trial, White Pages Directory/Pacific Access, VIC
- The Tiger Club, Davies Brothers Limited, TAS
- The Virtual Relaunch of the Orange Network, Hutchison Telecommunications Australia — Orange Network, NSW

The winner

Hutchison Telecommunications Australia — Orange Network

Hutchison Telecoms took a bold decision in 1999 to build a mobile network in Australia, when Telstra, Optus, and

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AMl deputy president Dr Susan Dann presents the arts category award to Emma Williams, from Powerhouse Museum.



AMl deputy president Dr Susan Dann presents the charities and cause-related category award to Judith King and Kylie Dizane, from Australian Red Cross.



AMl deputy president Susan Dann with communications award winners Kevin Russell, Hutchison Telecommunications, and Phillip Wise, Orange sales and marketing.

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Vodafone were dominant. Unfortunately, after eight months the strategy was proven to be flawed through limited coverage and profitability.

The real challenge was to establish the Orange JustGo proposition as the best-value/low-cost mobile calls. The Orange JustGo program has been a great success!

- Total Orange subscribers have increased 81%.
- Subscriber acquisition costs have dropped 37%.
- Average dealer sales have increased 140%.
- Average monthly direct sales have increased 70%.
- JustGo represents 94% of all new subscribers.

Consumer Goods (FMCG)

The finalists were:

- ShopFast on-line, ShopFast, NSW
- Baby Foods: Giant Results, Golden Circle & BCM Partnership, QLD
- Cascade First Harvest Ale, Cascade Brewery, TAS
- How Slim Fast ate up the Competition, Slim Fast/Unilever, VIC

The winner Golden Circle & BCM Partnership

As the largest grower-owned fruit and vegetable manufacturer in the Southern Hemisphere, the extension into baby food was a natural progression for Golden Circle.

Through a strategically planned marketing program, targets were smashed within a week of launch. Current market shares are 29.6% of the canned baby food market, 16.6% of the total wet baby food market, with Golden Circle the number two player after only 15 weeks!

Golden Circle has been able to secure an exceptionally strong position in this market in a short period of time and appears to be in a strong position to continue this success.

Consumer Goods (Durables)

The finalists were:

- Extreme Rare Deal, Advertising Depot, QLD
- Promoting Energy Sales with a Community Focus, Aurora Energy, TAS
- The Virtual Relaunch of the Orange Network, Hutchison Telecommunications — Orange Network, VIC

The winner Advertising Depot

Rare|wear clothing had little success building a brand name — a marketing challenge with a \$10,000 budget.

The product was marketed to students as a memento of their high school years — the year 12 senior jersey. Advertising Depot launched the Extreme Rare Deal campaign, linking rare|wear with brands associated with its target group.

The results were staggering. Sales increased by more than 100% and Web site hits averaged 3000 per week. The market leader, a multinational sporting label, dropped its price to match rare|wear. The campaign's return on investment was 2760%. Most importantly, rare|wear now has the stores contacting them.



AMI deputy president Dr Susan Dann presents the consumer FMCG category award to Kym Vercoe and Andrew Mitchell, from Golden Circle.



AMI deputy president Dr Susan Dann presents the consumer durables category award to Nigel Berghan and Murray Berghan, from Advertising Depot.

Education

The finalists were:

- Where Successful People go to go Further, Macquarie Graduate School of Management, NSW
- Quality Teacher Program, Education Queensland, QLD
- Marketing Distinctive Science Globally, Faculty of Science & Engineering, University of Tasmania, TAS
- New Directions, Edith Cowan University, WA

The winner Edith Cowan University

Edith Cowan University was perceived as tertiary education only marginally better than TAFE; school leavers' university of last choice; perceived as 'low prestige' and an

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'easy option' — it did not have a readily recognised brand. It was time for a serious rethink of ECU's marketing strategy.

In one year, by developing an integrated marketing campaign, ECU has achieved a remarkable turnaround including increases in student market share, first preferences, non-school leaver enrolments and a changed perception of ECU. Through thorough research, market knowledge, an integrated, comprehensive approach to marketing and belief in your product, results — sometimes spectacular ones — can be achieved.

Industrial & Manufacturing

The finalists were:

- Art on Steel, Colorbond Steel by BHP Steel, NSW
- Better Farms start with Cyclone, Cyclone Rural Fencing/Smorgon Rural, VIC

The winner Cyclone Rural Fencing/Smorgon Rural

Cyclone's manufacturing focus and a lack of strategic marketing saw the brand lose its way. Early in 2001, new owners Smorgon Rural issued a challenge to rebuild the brand.

Exhaustive analysis and market research with resellers and end-users determined that farmers took a lot of pride in the quality of their fencing and customers said 'If you brand it better we will buy it'.

So 'Better Farms Start with Cyclone' was born. Last year, with a co-ordinated marketing campaign, sales have grown by more than \$11 million to \$46 million. Cyclone has grown faster than its competitors in a growing market.

Property

The finalists were:

- Pacific Harbour Campaign, Pacific Harbour, QLD
- Cairnlea Estate, Urban and Regional Land Corporation, VIC
- The Manurah Turnaround, Mirvac Fini, WA

The winner Pacific Harbour

Applying real marketing principles to property development has achieved a successful, totally focused and skilful repositioning of the Pacific Harbour development as a high-quality, natural lifestyle. Marketing consisted of total commitment and attention to detail and a comprehensive media mix as well as promotion of an excellent Web site, supported by a strong publicity and public relations campaign.

Results include bringing forward the sales objectives targets from three years to one year. Sales achieved totalled \$38.5 million, which represents a staggering increase of 432% from 2000.

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RIGHT: AMI deputy president Dr Susan Dann presents the property category award to Annette Mengel, QM Properties.



AMI deputy president Dr Susan Dann presents the education category award to Lianne Cretney-Barnes, from Edith Cowan University.



AMI deputy president Dr Susan Dann presents the industrial & manufacturing category award to Hunter Leonard, from Bluefrog Marketing.



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Services (business)

There was one finalist:

- E-Business Infrastructure 2001, IBM Australia Ltd, NSW

The winner IBM Australia Ltd

As a global company divided into key business units including PCs, software, servers and services, IBM's marketing was silo-driven and fragmented, with customers receiving a multitude of messages with inconsistent value propositions and imagery.

IBM in Australia launched the e-business infrastructure campaign, a completely integrated campaign aimed at positioning all of IBM's products and services under the one banner. A total of 1557 customers responded to the campaign, of which 658 strong leads were generated resulting in numerous sales. In 2002, every business unit marketing manager listed e-business infrastructure as the key strategy in their plans.

Services (health)

There was one finalist:

- Puff the Magic Dragon, Seretide/GlaxoSmithKline, VIC

The winner Seretide/GlaxoSmithKline

Seretide is a unique prescription-only asthma treatment, combining both preventer and controller medication. Branded marketing activities are restricted to medical professionals.

Launched in 2000, marketing during 2001 to 2002 included advertising, direct mail, sales representative detailing and educational programs using consistent, creative executions and messages, reflecting a natural evolution of the launch campaign.

At May 2002, targets have been blown out of the water.

- Brand recognition up by 16% to 70%.
- More than 80% of alternative scripts have been converted to Seretide.
- Market share targets have been exceeded by 20%.
- Sales are at 110% of forecast.

Services (financial)

The finalists were:

- Premium Deposit Campaign, Citibank, NSW
- CONNECT Compare, CONNECT Credit Union, TAS

The winner Citibank

Citibank's Premium Deposit campaign presented the challenge of generating a multi-million dollar inflow of investments aligned to a competitive rate of return.

A wholly integrated approach was designed to reach and influence a highly discerning audience with a single-minded

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RIGHT: AMI Victorian president John Dingeldei presents the services (financial) category award to Eugene Rae, from Kennedy Rae, and Tony Zuilli, from Citibank.



AMI deputy president Dr Susan Dann presents the services (business) category award to Iggy Pintado, IBM Australia & NZ.



AMI deputy president Dr Susan Dann presents the services (health) category award to Rebecca Brownell, of Grey Healthcare.



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creative idea, executed simply and clearly, providing the cut-through that was required to generate interest and response.

The campaign:

- Exceeded targets by \$11 million.
- Resulted in average investments per account of more than double the target levels.
- Attracted a fresh influx of new customers.
- Highlighted Citibank's strong credentials in foreign currency investments.

Services (professional)

The finalists were:

- Clear Thinking, Allens Arthur Robinson, NSW
- Garvan Revitalisation, Garvan Financial Planning, TAS
- Out of the Comfort Zone, Philip Webb Real Estate, VIC

The winner

Allens Arthur Robinson

In March 2001, two of Australia's oldest and most reputable law firms announced they were to merge to become Allens Arthur Robinson. The new firm had to differentiate itself in the Asia-Pacific professional services market. It needed to present a new face while not damaging 180 years of hard-won market reputation.

The new firm has not lost a major client and won a dozen new ones; it has forced major competitors to rebrand; it has exceeded the combined revenue of its previous two entities; it has won major international awards; and it become the Australia's number one law firm Web site, according to Internet traffic analyst Hitwise.

Shopping centre

The finalists were:

- The Freshpoint Campaign, Birkenhead Point Outlet Centre, NSW
- Litres for Less, Brookside Shopping Centre, QLD
- Game Day Sale, West Lakes Mall, SA
- Passport of Savings, Croydon Market Shopping Centre, VIC
- You'd Look Fabulous in a New Mini, Whitford City Shopping Centre, WA

The winner

Brookside Shopping Centre

In 2001, Brookside's competition had dramatically increased with the newly developed Westfield Chermside and the Great Western Super Centre at Keperra. 'Litres for Less' attained an excellent customer response, an investment ratio of 16:1. Sales rose \$1.4 million, 54.2% of customers came from beyond the primary trade area, and customer traffic levels increased by 3.5%, in comparison to the previous year.

Brookside continued to clawback market share with positive sales figures. 'Litres for Less' was successful in achieving outstanding immediate results and in changing customer habits, resulting in a stronger customer base for Brookside Shopping Centre.



AMI Victorian president John Dingeldei presents the services (financial) category award to David McClune, of Allens Arthur Robinson.



AMI Victorian president John Dingeldei presents the shopping centre category award to Rebecca Gascoigne and Kerri Jones, of Brookside Shopping Centre.

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Sports

The finalists were:

- Take Your Sport Seriously, Fox Sports, NSW
- 2001 Brisbane Golf Show, Major League Corporate Marketing, QLD
- Australian Swimming Championship Promotion, Swimming Tasmania, TAS

The winner

Major League Corporate Marketing

Golf is Australia's highest participation organised sport and over an 11-month period Major League Corporate Marketing developed the Brisbane Golf Show. A powerful vision and high energy levels ensured that the inaugural event was entertaining, educational and of the highest quality.

The Brisbane Golf Show in November 2001 attracted more than 6500 enthusiastic golfers, 50 exhibitors and high-profile sponsors. Deemed a runaway success, it reached all objectives and planning is now under way to develop and extend the Golf Show into an annual and interstate event.

Tourism & Leisure

The finalists were:

- Visit the Neighbours, Cruise Ship Pacific Sky, NSW
- Lucky 'T' Turtle Goes on Holidays, Great Barrier Reef Marine Park Authority, QLD
- The Great Australian Outback Cattle Drive, South Australian Tourism Commission, SA
- Tourism Tasmania's Access Challenge, Tourism Tasmania, TAS
- Aboriginal Cultural Experiences, AAT Kings Tours, VIC

The winner

AAT Kings Tours

AAT Kings identified the demand from overseas visitors and from the Australian market to experience Aboriginal culture. But the product was hard to find and there was a belief that Aboriginal tourism wasn't a reliable product.

AAT Kings has opened the door for Aboriginal people to become involved in mainstream tourism, enabling participation at a real and meaningful level while maintaining and valuing their cultural heritage.

'Aboriginal Cultural Experiences' is now AAT Kings



AMI Victorian president John Dingeldei presents the sports category award to David Slattery, who accepted on behalf of Jason Greenhalgh, of Major League Corporate Marketing.



AMI Victorian president John Dingeldei presents the tourism and leisure category award to Jeff Sharp, of AAT Kings.

most powerful point of difference in a very competitive market. It has been hailed as a major breakthrough in Aboriginal tourism and the most innovative product initiative in luxury long-haul touring for a long time.

The awards presentation gala dinner was sponsored by Staging Connections, News Limited, Inoxcrom, B&T, Professional Marketing and Kirra Australia.