

 OAK RIDGE  
COMMUNICATION GROUP

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# THE OAK RIDGE APPROACH

Oak Ridge Communication Group creates bold and innovative communication programmes that capture the imagination, gain understanding and generate support for clients wanting to develop ideas, philosophies and business opportunities.

Oak Ridge grew from a recognition of the need for communication and public relations to be handled in new and different ways.

Contemporary life demands innovative thinking and clear communication. Oak Ridge responds to this demand by achieving effective media, industry and community understanding of business, corporate and social issues.

Operating from a West Australian base, Oak Ridge Communication Group maintains a network of professional contacts throughout Australia, the United States of America and South East Asia.



# OAK RIDGE SERVICES

## **Public Relations**

- Communication strategies for internal and external markets
- Media releases, feature articles and supplements
- Media interviews, briefings and conferences
- Conference and seminar organisation
- Exhibition support and promotion
- Launches, promotions and events
- Communication project management
- Special events

## **Corporate Affairs**

- Communication strategies
- Corporate identity and positioning
- Issues management
- Image creation, promotion and management
- Corporate advertising
- Presentation and media training

## **Community Relations**

- Communication strategies and implementation
- Community, workplace and environmental issues management
- Sponsorship marketing
- Employee relations

## **Design and Editorial**

- Annual reports and corporate brochures
- Branding and corporate identity development
- Magazines and newsletters
- Photography and displays
- Websites



# OAK RIDGE SERVICES

## **Marketing Services**

- Consumer and trade promotions
- Direct response marketing
- Product launches
- Product demonstrations
- Sales promotion
- Sports promotion

## **Research**

- Qualitative research
- Market analysis and intelligence
- Internal and external communication audits
- Public opinion surveys
- Focus group studies

## **Multi Media Services**

- Web site design and development
- Domain name registration and web hosting
- Video, film and audio visual productions
- Corporate profiles
- Documentaries
- Skill, induction, occupational health and safety motivation programs
- Live and pre-recorded broadcast television production
- Corporate television commercials

## **Publishing**

- Books and catalogues
- Magazines
- Annual reports
- Prospectus and IPOs



OAK RIDGE

SERVICES

**Events and Exhibitions:**

- Development of creative concepts
- Management of logistics
- Sponsorship negotiations
- Promotion

**Media Relations**

- Preparation of media plans
- Writing of media releases and features
- Preparation of advertorials
- Media liaison
- Media training
- Issues management





## **Marina Valmadre Principal**



Marina Valmadre has extensive experience in international public relations and corporate communications. Prior to founding Oak Ridge in 1991, she developed and operated a public relations consulting group in the USA, providing services to major corporations and decision-makers.

Her skills in marketing, promotions and public relations have been honed by her work on major projects where she has managed activities ranging from complex strategic planning and issues management to corporate image development, and national campaigns.

Marina's background includes management of national public relations and advocacy and issues management for business, commerce, not-for-profit organisations and the public sector. She has extensive skills in the planning and implementation of long term repositioning and image enhancement programmes. She is a member of the Public Relations Institute of Australia (PRIA) and Chair of the Registered Consulancies Group (RCG) of the PRIA.


Raised and educated in Western Australia, Marina began her career with Channel 9 in Perth, before working with Richard Attenborough at Capital Radio, London's first commercial radio station. While in the United States, Marina produced and hosted a one-hour daily talk show on an American ABC Network affiliate. She subsequently became Communications Director for a national US organisation.

Among Marina's strengths is her ability to encourage significant shifts in the perception of client organisations, providing crucial decision support which allows established companies to tap into new markets and new companies to tap into established markets. By encouraging her clients to think in new ways, Marina has gained a reputation for her dynamic, innovative and consultative approach to public relations and her many client successes.





## **Brannon Valmadre Consultant & Events Manager**

 Brannon is an experienced event manager with skills and experience in marketing, public relations and event management both in Australia and the United States. Brannon works with Oak Ridge clients to develop marketing plans and strategies which are underpinned by research, to guide the development of winning strategies and outcomes.

As the campaign manager for the Channel Nine City to Surf presented by New Balance - Western Australia's largest community sporting event - he is regularly in touch with media state-wide. These outstandingly successful media campaigns managed by Brannon capture the spirit of the community events and enrol the involvement of a diverse range of stakeholders and all levels of media.

He is also responsible for managing EPRA's event management programme in East Perth, the launch of the Australian of the Year event in WA and a wide variety of media launches and programmes. Brannon holds a BA Degree in marketing and strategic management from the University of Western Australia and has worked in the public relations industry for more than five years. He draws upon his diverse range of contacts of all ages to broaden the scope of communication and events programmes and maintains excellent contacts with media. Brannon has a strong interest in community activation, recreation, food and lifestyle issues.





## **Leslie Valmadre Brand and Production Manager**



Leslie Valmadre trained as an architect and is an experienced project manager who has overseen the implementation of many large scale projects from concept to completion.

He is responsible for the coordination of Oak Ridge's publication, brand, signage, exhibition and web projects and draws on a network of creative professionals, suppliers and manufacturers to develop and achieve creative solutions and quality outcomes to budget.

Leslie has worked on a wide range of image and publication programs including the publication of a centenary commemorative book for the Metropolitan Cemeteries Board; the web presence for the Australia Day Council and the launch of the new brands for Brightwater Care Group and National 1.

He is an experienced project administrator whose design background and attention to detail enables Oak Ridge to maintain schedules, budgets and quality standards for its clients.

Leslie's particular skill is the management of creative teams and the formulation and maintenance of schedules. His ability to source and coordinate the diverse range of elements involved in any project - from book publications and signage programs to web development and computer systems - ensures that clients receive their projects on time and on budget and to the highest standards.

International experience in the United States and the UK includes CEO positions with large manufacturing organisations and large scale architectural project management. Leslie's skills give Oak Ridge Communication Group additional depth in publication and project management for large scale projects.



## PROJECT

## PROFILES

Following is a sample from the range of public relations and corporate communication work Oak Ridge has undertaken on behalf of clients:

**National 1 Ltd:** Management of an integrated marketing, public relations and branding program for National 1 Limited as it consolidated its identity as Australia's premier single source supplier to government, private industry and business. The new logo and corporate branding elements have been applied to stationery, printed material and signage. Their ongoing program includes national media and investor relations to support the company's development following its successful listing on the Australian Stock Exchange (ASX) in September 2000.

**Miss Maud Hospitality Group:** National public relations including strategies to facilitate the company's entry into new markets and activities to support the positioning of WA's most successfully branded hospitality group. The group consistently gains strong media coverage through targeted media relations which includes national coverage of the innovative Miss Maud Coffee Bean Poll. Maud Edmiston, the group's Managing Director, has received many honours including the Bulletin/Qantas Australian Business Woman of the Year, WA Citizen of the Year 2001 and the Sir David Brand Medal for Individual Contribution to Tourism.

**Healing Hearts Foundation:** International public relations, strategies and branding for this not-for-profit organisation born from the 1999 Interlaken Swiss canyoning tragedy. Oak Ridge managed the group's official launch in July 2001 and continues to provide strategic advice on directions, fundraising and other positioning initiatives.

**Australia Day Council of Western Australia:** Community consultation and strategy development to extend Australia Day celebrations throughout Western Australia. The integrated communication program includes strategies for stakeholder relations, media relations, events management and community relations.



## PROJECT

## PROFILES

Indiana Tea House: National public relations program to support this popular restaurant's successful transition to become a seafood leader in less than 12 months and a finalist in the 2001 Gold Plate Awards. Targeted media relations include food, lifestyle and hospitality with evocative imagery provided as part of the campaign.

2002 and 2003 Channel Nine City to Surf by New Balance: Public relations for Western Australia's largest community sporting event, which saw record numbers of participation generated by a highly successful media and community relations campaign. in 2002.

Clean Up Australia Day: Launch and ongoing public relations for the extensive annual national Clean Up Australia Day, Australia's largest community participation campaign, involving media relations, event management, sponsorship and community relations. Oak Ridge launched Clean Up Australia Day into WA and continually enhanced participation and sponsorship for the annual initiative through creative partnerships.

Metropolitan Cemeteries Board: Development of communications and issues management strategies, events management and media relations for the cemetery's centenary celebrations, environmental protection and launch of the Infants' Butterfly Garden. Oak Ridge provides ongoing advice, management and creation of new communication elements including electronic communications, annual reports, newsletters and brochures. The Public Relations Institute of Australia (PRIA) commended Oak Ridge's work for the MCB at its 2001 State Awards for Excellence.

Recruitment Solutions: Perth-based media relations to build profile for national recruitment organisation and its Chief Executive Officer (WA).

Biomedical R&D Alliance: Development and management of printed and electronic materials to support the branding and launch of the partnership between Government, industry and education. Program included management of overall concept, branding, design and layout.



## PROJECT

## PROFILES

Health Department of Western Australia: 2002 Veg 'n' Fruit Week : Public relations for the annual, high profile state-wide health promotion campaign, Veg 'n' Fruit Week. Activities include sponsorship identification and negotiation, state-wide media relations, events management and the development of strategies to extend the campaign into new markets. Oak Ridge's involvement saw the initiative gain the highest levels of publicity ever achieved in its 8 year history.

Ravenswood Sanctuary: Development of a multi-faceted communication program highlighting the qualities of a \$10m resort development. Services include image and product development, creation and styling of events, media relations and communication strategies. Oak Ridge also managed the media relations strategy and signage program for Bellawood Parrots at Ravenswood Sanctuary, a \$1m parrot park housing the largest collection of native parrots in Western Australia.

European Foods Wholesalers: Public relations, events and product launches to showcase the corporate values and quality of the group's coffee brands (including the popular Braziliano and Silvana), as well as Baci chocolates; San Pellegrino, Barilla pasta and wines distributed by this Western Australian, family-owned business whose philosophy, commitment and food knowledge is rooted in the traditions of Italy. A recent program included the development of energetic promotional material Braziliano Coffee and media relations to support its positioning.

Western Australian Local Government Association: Rebranding of the Western Australian Municipal Association (WAMA), successfully drawing together the identities of three previously independent local government groups into one new image and brand, launched in 1901.

Office of Multicultural Interests: Speechwriting services for the Premier and Premier's representatives at events and functions; and preparation of newsletter articles for *Harmony* newsletter.



## PROJECT

## PROFILES

Bassett Consulting Engineers: Public and media relations to support the five year marketing strategy of this nationally focused organisation.

Brightwater Care Group: Development of an image enhancement program, name change, new corporate identity and community relations program to increase understanding and support for Western Australia's leader in care for the aged and young disabled. The program targeted corporate re-positioning and branding, media relations, internal communications and development of all visual communication, including signage, brochures and annual reports.

Perth Royal Show: A highly successful statewide public relations campaign for The Royal Agricultural Society's Perth Royal Show. The campaign reaffirmed the traditions of the Royal Show, encouraged new audiences and gained increased awareness and support for the rural links and community values of the Show. Activities included statewide media relations, the staging of a high profile media launch, organisation and management of a media tour of the South West and the set up and management of the Media Room at the Show. The campaign resulted in more than 1200 media stories and increased goodwill for the RAS values.

Mincor Resources: Development of a new corporate logo, credentials documents and promotional support material for this new mining company.

TCFOZ (Textiles, Clothing, Fashion - Australia): Local event management to support a national roadshow launching of the Australian Federal Government Department's new interactive website.

Department of Industry, Science & Resources: Media relations to support a national awareness campaign - Country of Origin Labelling - to increase understanding of the labelling on Australian made goods.



## PROJECT

## PROFILES

Cleland Cold Stores: Media and public relations to highlight the investment and corporate growth of this national company with endorsement by the Premier of Western Australia achieved.

Peters and Brownes Group: A marketing and publicity programme to support Peters & Brownes' sponsorship of the Australian Culinary Olympic Team competing in Berlin Culinary Olympics and the Perth Royal Show.

Fremantle Markets: Development and staging of an authentic Freo style celebration and public relations programme to highlight the 100th birthday of Western Australia's best known, oldest and most celebrated market. The centenary event and media coverage were designed to reflect the city's good humour, laid back personality and cosmopolitan heritage by drawing on the energy and characters of the Fremantle Markets.

Transport: Development and implementation of a communication strategy and programme to facilitate the efficient move of more than 400 employees from five locations to one new address. Activities included the development of a handbook to communicate the move, preparation of editorial for newsletter and media relations to highlight the move's benefits.

Sumich Group: National media campaign to launch a new range of food products produced under the 'Sumich Fresh' label.

Australian Society of Certified Practising Accountants: Strategic planning and media relations to promote the role of the Society in Western Australia and position its national professional think-tank, the Centre of Excellence in Insolvency and Reconstruction.

Western Australian Academy of Performing Arts: Development of a communications programme to create a broader appreciation and understanding of the Academy nationally and internationally, particularly in relation to the Academy's West Australian Conservatorium of Music.



## PROJECT

## PROFILES

Medibank Private: Marketing and media relations to gain interest and support from schools, educators, and the public for the annual secondary school dance contest, the Medibank Private Rock 'n' Roll Eisteddfod.

Grounds Kent Architects: Creation of a promotional brochure and credentials document to support the marketing of this renowned West Australian and Bali based architectural firm, designers of the internationally recognised *Four Seasons Resort, Bali*.

Canon Australia: Design and implementation of an event and communication programme to commemorate the opening of Canon's WA headquarters. This included negotiating the first corporate sponsorship in WA for a wildlife reserve, with associated branding.

Pharmacy Guild of WA: Communication Strategies and media relations to launch and gain support for *Pharmacy Self Care*, a community outreach marketing initiative for Australian pharmacists.

Ngala Family Resource Centre: Repositioning of Ngala as a parenting and family support facility and activities to celebrate its 100th Anniversary. Activities included logo re-development, employee and media relations and lobbying to achieve enhanced awareness and increased government, professional and community support.



## PROJECT

## PROFILES

**International Celebrities:** Projects involving high profile celebrities as advocates for a range of commercial and non-profit clients have included Australian wine and yachting celebrity, Sir James Hardy; World Marathon Swimming Champion, Shelley Taylor-Smith; round-the-world solo yachtsman, Ian Kiernan and US based authors and artists. Oak Ridge has also provided personal management, sponsorship negotiation and promotion for Shelley Taylor-Smith.

**Events:** Oak Ridge has managed and promoted a range of high profile community, sporting and business events including the City to Surf, Australian of the Year, East Perth Twilight Picnic, Miss Maud Coffee Bean Poll, Clean Up Australia Day, The Perth Royal Show launch and media tour, Carers Week, Medibank Private Rock & Roll Eisteddfod and the Congress for the International Union of Local Authorities (Local Government). Oak Ridge has strong experience in managing complex event logistics, as well as international media and community relations programmes for large scale projects.

**Issues Management - Sensitivity not Sensationalism:** Issues management including lobbying and media relations to counter “whisper campaigns” and damaging allegations against national clients, as well as sensitive negotiations with government, organisation and community stakeholders to further the aims of clients.

**Product Launches:** Oak Ridge regularly develops events and media relations programmes to launch and promote a wide range of retail products and services. Where required we draw on the advertising and copywriting support of award-winning team members to extend client opportunities.



## PROJECT PROFILES

**BYAC Contractors :** Development of media and communication strategies and branded support material, including a website and a company newsletter, targeting the mining and contracting industry and government for this Indigenous labour hire and permanent recruitment company operating out of Laverton, Western Australia. In November 2000, BYAC was named the 2000 Indigenous Business of the Year following a submission managed by Oak Ridge. The award, and subsequent media coverage, has boosted BYAC's profile and credibility in Western Australia.

**Koya Indigenous Research Group:** Launch, media relations and development of support material to highlight the services of Koya Indigenous Research Group and its Principal, Cheryl Kickett-Tucker, Edith Cowan University's first indigenous PhD who is working in the areas of self esteem and education for indigenous people.

**Dooja Aboriginal Arts:** Oak Ridge has worked with the principals of Dooja over the past six months to develop its product range and create new markets and opportunities for its artists. We have also prepared a comprehensive marketing and business development program including cash flow projections and review and refinement of the client's Business Plan for presentation to ATSIC and their representatives. Dooja operates from its Swan Valley homeland.

**Kurrawang Contractors:** Print management and branding program to successfully position Kurrawang as reliable labour hire and equipment contractors servicing the state's north west based mining companies.



## CLIENT

## HISTORY

### Past and Present Clients

Oak Ridge Communication Group's clients, both current and past, represent a diverse range of business and industry. These include corporate, commerce, retail, hospitality and government departments, as well as non-profit and community based organisations and membership organisations.

- Activ Foundation Channel Nine City to Surf by New Balance
- Australia Day Council of Western Australia
- Australian String Quartet
- A & K Knapp Optometrists
- Agriculture WA
- AGWA New Industries Group
- Alinta Gas
- Alzheimer's Association WA
- Australian Kidney Foundation (CPAs)
- Bassett Consulting Engineers
- Bennu Consulting
- Bethesda Hospital
- Biomedical R&D Alliance
- Brightwater Care Group (formerly The Homes of Peace)
- Burswood Park Board and Public Golf Course
- BYAC Contractors
- CAPS Wongutha
- Carers Association
- Churchman Brook Estate
- Clean Up Australia Day
- Cleland Cold Stores
- Communicare



## CLIENT

## HISTORY

- Department for Planning and Infrastructure
- Department of Commerce and Trade
- East Perth Redevelopment Authority
- Eastland Medical Systems
- European Food Wholesalers
- Fremantle Dockers
- Fremantle Markets
- Go Smart
- Grounds Kent Architects
- Gymbreak Software
- Hall Chadwick Accountants
- Healing Hearts Foundation
- Health Department of Western Australia
- HiTec Energy
- Homestead Hardware
- Huntington's Disease Association
- Indiana Tea House
- Kings Park & Botanic Gardens
- Kwinana Town Council
- McKinnon Sales Centre
- Medibank Private
- Metropolitan Cemeteries Board
- Miss Maud Hospitality Group
- Mitre 10
- National 1 Limited
- Ngala Family Resource Centre
- Office of Multicultural Interests
- People in Harmony (Wesley Central Mission)



CLIENT

HISTORY

- Peters and Brownes Group
- Pharmacy Self Care
- Ravenswood Sanctuary Residential and Resort Development
- Recruitment Solutions
- Royal Agricultural Society
- Shelley Taylor-Smith, World Swimming Champion
- St. Charles Seminary
- SCLand
- Shelley Taylor-Smith, World Swimming Champion
- Star Cruises
- Shelley Taylor-Smith, World Swimming Champion
- Sumich Group Limited
- West Australian Council of Social Services (WACOSS)
- Western Australian Academy of Performing Arts
- Western Australian Local Government Association
- Xanadu Wines



# TERMS OF BUSINESS

## Payment

### Projects

Usual arrangements with respect to short term project fees are based on a fixed quote, plus disbursements, with 50% in advance and 50% on completion.

### Retainer Activities

Fees paid as a retainer are payable within 14 days of invoice which is issued on the first day of the month to which it refers.

### Disbursements

Invoices for disbursements and expenses are issued each month with a request for settlement within 14 days.

### Approval, Authority and Indemnity

The consultancy will submit all media releases, articles, captions, copy, scripts, design and artwork to the client for approval, unless the client states otherwise.

Approval by the client will be sufficient authority to publish, and approval of estimates will be considered authority to enter into contracts with suppliers.

The consultancy will take all responsible steps to comply with requests to change, reject or cancel plans, goods or services hired, bought or engaged on behalf of the client, provided this can be done within the contractual obligations to suppliers.

Approval, Authority and Indemnity (continued)



# TERMS OF BUSINESS

The client will be responsible for the accuracy, completeness and propriety of information concerning organisations, products, industry and services which it furnishes to the consultancy.

## Consultancy Fees

Public relations fees cover management, executive and administrative time and basic secretarial services consistent with the operation of the account.

## Expenses

Disbursements and expenses, such as the following, are not covered by the fee and are identified and charged separately with a 10% administration fee added.

- Travel, accommodation and agreed entertainment
- STD telephone and fax charges
- Postage and courier services
- Newspaper and magazine purchases and subscriptions relevant to the client's project
- Media monitoring - press cutting services and radio/television transcripts
- Photography and photographic reproductions
- Graphic design, layout and typesetting
- Printing and prepress work
- Distribution of media releases and direct mail literature including any charges from specialist mailing companies contracted for the purpose
- Special secretarial requirements for the preparation of detailed reports, media releases and similar items.



# TERMS OF BUSINESS

## Copyright

The copyright, where available, of all artwork, copy, proposals and other work created by the consultancy or its appointees rests initially in the consultancy. On payment by the client of the relevant fees and charges in full, the client becomes entitled to the said copyright and the assignment of it in each case becomes effective on payment.

## Confidentiality

The consultancy acknowledges its duty not to disclose any confidential information relating particularly to the client's business, during or after the term of appointment, without permission from the client.

*Please note: This sample of our activities is a blend of corporate communication and social issues marketing. It is intended to give an idea, not only of what we do, but also of what can be achieved through effective communication.*

*Some of our work is client confidential and does not feature here. This work usually involves communication with government organisations, employee groups or other sectors of the public and private business arenas where sensitivity and confidentiality are required. We would be happy to further discuss with you our capabilities and resources in these areas.*

