

## PRIA ANNOUNCES WINNERS OF 41ST NATIONAL GOLDEN TARGET AWARDS



By  
B&T MAGAZINE

THE PUBLIC RELATIONS INSTITUTE OF AUSTRALIA (PRIA) LAST NIGHT ANNOUNCED THE WINNERS OF THE 41ST NATIONAL GOLDEN TARGET AWARDS AT A GLITTERING CEREMONY HOSTED BY AUSSIE ACTOR AND TV HOST SHANE JACOBSON AT THE SYDNEY OPERA HOUSE.

A sold-out crowd of more than 160 PR and communication professionals from around the country came together to celebrate the best-of-the-best campaigns, individuals and organisations judged across 29 categories.

Sefiani Communications Group won five categories including National Campaign of the Year, while Red Agency was another big winner on the night, also taking out five categories including Large Consultancy of the Year.

PRIA chief executive Anne Howard said: "There is no higher honour in Australia for public relations and communication professionals than winning a National Golden Target Award, and this year the awards attracted a record number of entries from all sectors of the industry, and from every state and territory in the country.

"During the past 12 months, PRIA drew on the expertise, knowledge and experience of senior industry professionals to completely overhaul the Golden Target Awards to ensure they reflect contemporary practice in today's fast-changing industry, and remain the most prestigious and hard to

win accolade in the PR and communication calendar.”.

PRIA also opened the awards up to the entire industry for the first time in their long history.

See the full list of winners below.

## CAMPAIGN AWARDS

### Advocacy and Public Affairs Campaign

HIGHLY COMMENDED: Reverse the cuts; Community Legal Centres Queensland

HIGHLY COMMENDED: Addressing Privacy Breach: the taking and sharing of intimate images without consent; Sefiani

WINNER: Justice for Kids campaign; Essential

### Business-to-Business Campaign

HIGHLY COMMENDED: REST Industry Super employer engagement campaign: Future of Work and Bridge the Gap; Sefiani

WINNER: Launch of International Convention Centre Sydney (ICC Sydney); ICC Sydney and History Will Be Kind

### Community Relations Campaign

HIGHLY COMMENDED: Darling Downs Hospital & Health Service Toowoomba Hospital Redevelopment Project; Helen Hutchings (Phillips Group)

HIGHLY COMMENDED: Aubin Grove Station: Built in the community, for the community; Public Transport Authority

HIGHLY COMMENDED: How communities shaped the West Gate Tunnel Project; Transurban, West Gate Tunnel Communications team

WINNER: 2016/17 Yellow Pages and White Pages covers program launch; Haystac

### Consumer Campaign

HIGHLY COMMENDED: Buderim Ginger Rally; Agent99 Public Relations

HIGHLY COMMENDED: The YES Test; Herd MSL

HIGHLY COMMENDED: Ostelin National Vitamin D Awareness Day 2016; Haystac Brisbane

HIGHLY COMMENDED: Bridge to Brisbane 2016; P4 Group

WINNER: Australian macadamias announces ‘Macadamia’; Red Agency

### Content Marketing

HIGHLY COMMENDED: Jurien Bay Time; JLCA

HIGHLY COMMENDED: 3M #FUTUROHERO; Magnum & Co

HIGHLY COMMENDED: The Bottom 100 – Red Agency, Havas, Havas Media and Finch for Fund for Peace; Red Agency and Havas Sydney with Fund for Peace

WINNER: Albert Street Precinct Marketing; Helen Hutchings (Phillips Group)

### Corporate Public Relations Campaign

HIGHLY COMMENDED: Perth Busport: A new level of public transport education; Transperth and Public Transport Authority

WINNER: Characters of Kings Cross; N2N Communications and Coca-Cola

### Crisis Management Campaign

HIGHLY COMMENDED: NSW DPI North Coast Shark Net Trial; NSW DPI Performance and Engagement

WINNER: Addressing Privacy Breach: the taking and sharing of intimate images without consent; Sefiani

## Digital and Social Campaign

HIGHLY COMMENDED: *X-Men: Apocalypse* Home Release; History Will Be Kind

WINNER: Radiance of the Seas Digital Campaign; LBPR

## Experiential Campaign

HIGHLY COMMENDED: Golden Gaytime Crumb Shed; Mango Communications

HIGHLY COMMENDED: Synergy Schools Solar Challenge; JLCA

WINNER: Australia's first poo-powered car; Queensland Urban Utilities

## Government Sponsored Campaign

HIGHLY COMMENDED: Stop it at the Start – National campaign to reduce violence against women and their children; Department of Social Services

HIGHLY COMMENDED: BOM Weather App; Bureau of Meteorology

WINNER: Horizon Communication Group – Hey Tosser! Campaign; Horizon Communication Group

## Health Campaign

HIGHLY COMMENDED: Gallipoli Medical Research Foundation (GMRF) PTSD Campaign; P4 Group

HIGHLY COMMENDED: Do You See What I See? eye health initiative; Bayer Australia and SenateSHJ

WINNER: The Riderless Bike; Red Agency, Havas and Finch

## Integrated Marketing and Communication Campaign

HIGHLY COMMENDED: Vote to protect the Great Barrier Reef; QUT and Great Barrier Reef Foundation

HIGHLY COMMENDED: 2016/17 Yellow Pages and White Pages Covers Program Launch; Haystac

HIGHLY COMMENDED: Nowhere to go – protecting Queensland koalas from excessive tree-clearing (Integrated Campaign); WWF-Australia

WINNER: Shutdowns: Two major Perth rail disruptions; Transperth and Public Transport Authority

WINNER: Million Dollar Fish S2 – Better Luck in The NT; Kite Communications

## Internal or Change Management Communications Campaign

HIGHLY COMMENDED: Westpac 200 Years; Westpac Corporate Communications

HIGHLY COMMENDED: Australia's first government department on Workplace by Facebook; DPI Performance & Engagement

WINNER: OneShop; Coles Supermarkets

## Issues Management Campaign

WINNER: Addressing Privacy Breach: the taking and sharing of intimate images without consent; Sefiani

## Major Campaign

HIGHLY COMMENDED: nbn™ Sky Muster™ II; nbn and One Green Bean

HIGHLY COMMENDED: Synergy Schools Solar Challenge; JLCA

HIGHLY COMMENDED: Two Queensland greats bringing mutual strength and trust to banking; Phillips Group

WINNER: Brisbane Festival 2016; P4 Group

## Pro Bono Campaign

HIGHLY COMMENDED: ANZGOG's Save the Box; IMPACT Communications

WINNER: Addressing Privacy Breach: the taking and sharing of intimate images without consent; Sefiani

## Small Budget Campaign

HIGHLY COMMENDED: ME Bank – Super Smashaday; Keep Left

HIGHLY COMMENDED: Camp Quality: Crackers for a Cause; Camp Quality and Red Agency

WINNER: Australian macadamias announces 'Little Mac' to the world; Red Agency

## Thought Leadership Campaign

HIGHLY COMMENDED: Meet Graham; Transport Accident Commission

WINNER: Map and Page: Westpac's Businesses of Tomorrow Campaign; Map and Page/ Westpac

# INDIVIDUAL AWARDS

### Future Leaders

HIGHLY COMMENDED: Cassie Dellit, Red Agency

HIGHLY COMMENDED: Shane Allison, Sefiani

WINNER: Ayla Fitzgibbon, Red Agency

### Public Relations Educator of the Year

WINNER: Robert Gill, Swinburne University of Technology

### Student of the Year

HIGHLY COMMENDED: Norma Morgan-Shelley, Queensland University of Technology

HIGHLY COMMENDED: Matthew Jensen, Queensland University of Technology

WINNER: Holly Lister, Queensland University of Technology

# TEAM/ORGANISATION AWARDS

### Corporate In-House PR Team of the Year

HIGHLY COMMENDED: Energy Queensland Cyclone Debbie Communications Response

WINNER: The Finder.com.au PR team

### Government In-House PR Team of the Year

WINNER: Public Transport Authority Corporate Communications

### Not-for-Profit In-House PR Team of the Year

HIGHLY COMMENDED: Cancer Council Victoria

### Small Consultancy of the Year

HIGHLY COMMENDED: Hunter Communications

WINNER: VIVA! Communications

WINNER: Elevate Communication

### Medium Consultancy of the Year

HIGHLY COMMENDED: Think HQ

HIGHLY COMMENDED: Sefiani Communications Group

WINNER: Sauce Communications

WINNER: FULLER Brand + Communication

### Large Consultancy of the Year

HIGHLY COMMENDED: Herd MSL

HIGHLY COMMENDED: Weber Shandwick Australia

WINNER: Red Agency

## PRE-EMINENT AWARDS

### The President's Award

WINNER: Annabelle Warren

### Excellence in Measurement and Evaluation

WINNER: Brisbane Festival 2016; P4 Group

### National Campaign of the Year

WINNER: Addressing Privacy Breach: the taking and sharing of intimate images without consent; Sefiani

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