

## NEWS

# Red Agency wins large consultancy of the year at PRIA's Golden Targets

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by **ABIGAIL DAWSON**

Red Agency has taken home the Public Relations Institute of Australia's (PRIA) Golden Target award for the large consultancy of the year, and also managed to score four other Golden Target awards and three in the highly commended category.

Sefiani took home national campaign of the year, bringing the agency to a total of five Golden Targets and four mentions in highly commended.



management campaign of the year, integrated marketing and communication campaign of the year and pro bono campaign of the year.

Robyn Sefiani, managing director at Sefiani, said: “Working closely with the courageous and determined Briana Rose and pro bono legal adviser Fiona McLay to achieve legislative change for image-abuse offences has been both inspirational and a privilege. The positive outcome of our work has been a career highlight.

“I’m immensely proud of our exceptional teams at Sefiani and Kite, who produce such outstanding work and outcomes for our wonderful clients who entrust their business with us.”

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Red Agency won small budget campaign for Australian macadamias ‘Little Mac’, health campaign for [The Riderless Bike](#), and an account manager at the agency, Ayla Fitzgibbon, won the award for future leader of the year.

The agency was highly commended in the content marketing award for its Bottom 100 campaign, small budget campaign and future leaders.

Anne Howard, CEO of the PRIA, said in a statement: “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 twelve 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.”

Full list of winners:

- 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:

- 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 &  
 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

## Communications + 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

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 / 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

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- **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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**Abigail Dawson**

Abigail Dawson is a reporter at Mumbrella mainly covering the creative and PR space. Abigail graduated from RMIT University where she completed a Bachelor of Communications (Journalism) majoring in politics, economics and businesses. She has interned at Mamamia and completed work experience at 3AW and Channel 10.

*topics* [PRIA](#), [RED AGENCY](#), [SEFIANI](#)

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