

# AAP TODAY

No. 1

MAY 1987

## CHARITY GOLF EVENT

# AAP RAISES \$100,000

The ranks of Sydney's financial community were severely depleted on the third Friday of March; they were all too busy making money on the golf course. But it was all under the AAP banner and all in the cause of charity.

The occasion was the inaugural AAP Financial Markets Charity Golf Tournament at Pennant Hills.

Sponsored by AAP and organised in conjunction with clients of AAP Reuters Economic Services, the event raised more than \$100,000 for the St. Vincent's Hospital Bone Marrow Transplant Unit.

Almost 200 moneymen from a prestigious array of businesses teed up to make a success of what is to become an annual competition.

### Hole Sponsors

Each hole at Pennant Hills was sponsored for \$5,000. The sponsors were:

The AAP Group of Companies, The ANZ Banking Group, Bell Commodities, Citibank, Elders Finance Group, Gilt-Net Ltd, Macquarie Bank, Midland Bank, National Australia Bank, National Mutual Life, Rivkin James Capel, Security Pacific, Sydney Futures Exchange, Tullett Tokyo, M W Marshall & Co and Toyota.

Sporting guests at the tournament included former test cricket captains Tony Greig and Bob Simpson, internationals Greg Matthews and Geoff Lawson, and Sydney Swans footballers Dennis Carroll and Bernard Toohey.

Later the Sheraton Wentworth Hotel was the venue for the tournament dinner, thus making it perhaps Sydney's plushiest 19th hole.

The diners were addressed by Sir Joh Bjelke Petersen, on this occasion thinly disguised as Max Gillies, and Federal Treasurer Paul Keating, as himself.

Some came away with more than just tales of a birdie or two.

The main door prize was a Toyota Twin Cam Hatch donated by York Toyota and the raffle prizes were return tickets for two to Hawaii, Singapore and Fiji, donated respectively by United Airlines, Singapore Airlines and Qantas, an all inclusive week for two at the South Molle Island Resort flying Ansett, and a portable computer donated by NEC Information Systems.

### Raffle Trips

AAP Board Chairman Max Suich and AAP-RES salesman Neil Archer both won trips in the raffle. Both handed them back for auction by MC Len Evans, whose silver tongue helped fetch even more dollars for the charity coffers.

Evans fetched \$1800 and \$1400 respectively for two golf gloves signed "Good Golfing, Greg Norman" by Australia's

premier exponent of the ancient art.

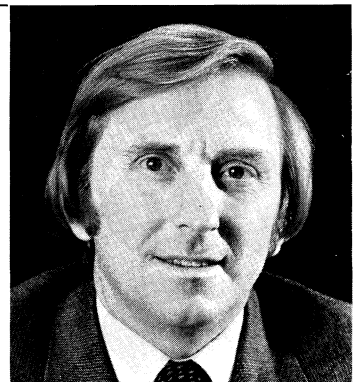
Two original copies of the Sydney Morning Herald, dated 1870 and 1873 went for \$1600 apiece and Evans, who donated a bottle of 1807 port, knocked it down for \$2500.

One of the most popular segments of the evening was an

11-minute video of the tournament, featuring aerial shots of the course and commentary by 2GB's Mike Carlton, sales of which also went to the Bone Marrow Transplant Unit.

British Airways donated airfares to London to enable two researchers from the Unit to study in the UK.

Welcome to  
**AAP**  
**TODAY**



This new staff newsletter replaces the original IMPACT staff newsletter and is designed to provide a more comprehensive overview of developments within the AAP Group of Companies.

This newsletter will now be produced every two months in an attempt to cover staff movements, new products, developments planned by the Company, enhancements to new products and personality stories on staff.

The performance of any company is determined by its staff. AAP is fortunate that its staff is of a very high standard. Without your efforts AAP could not have developed into the group of companies it is now.

It is much changed to the AAP of 10 years ago and with our present growth rate it will continue to change.

Two fundamental principles will remain unchanged — the continuation of our role as the independent national news agency and the enhancement of our reputation as The Reliable Source.

Our aim is to keep you informed of developments within the Group through this publication, which I hope you will enjoy.

Lee Barry

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# NEW SERVICE

## FLAK FURY GIVES NEW DIMENSIONS TO AAP'S RANGE OF PRODUCTS

AAP's latest product, Flak Fury, is airborne. Less than a year after its conception by News Technology Corporation (NTC) of Mountain View, California, the idea became a product in January.

AAP's Product Development played a key role in developing Flak Fury, testing the software and providing feedback to NTC and won exclusive Australian rights to it.

Flak Fury is a floppy diskette that can be used on a personal computer.

It automatically monitors AAP's news wires, day and night.

That means it scans more than two million words in 40,000 news items daily embracing international, national, sporting and financial news.

There is a but: it searches only for information determined by the user.

By means of key words, phrases and categories, the user tells it what to look for and store away.

As the promotional material says: "Your PC becomes a desktop newsroom and you become the Editor. Flak Fury finds the needles you want in the haystack of daily news."

### AAP Network

It is delivered by AAP's microwave and satellite communications network, code-named ADN (Australian Data Network).

The Company sees Flak Fury as a must for anyone with a need for timely, quality information, such as Chief Executives and their assistants, public relations or information officers, researchers, politicians, planners, libraries, marketing and sales departments, hotels, trade unions, professional bodies and embassies.

"For the first time it enables us to deliver individually tailored news services to a wide variety of special interest groups", said Commercial Services Manager, Paul Reid.

"The key to it is that they do the tailoring, not us. We provide the raw material and they make of it what they wish.

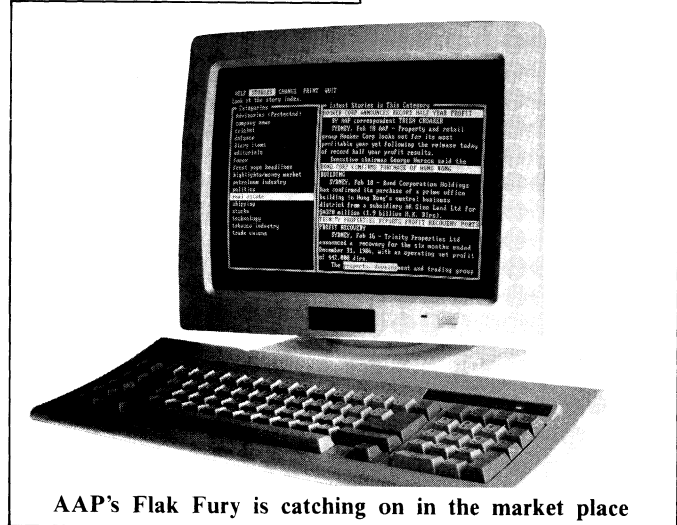
"It represents a new dimension for the Company, making us more of a retailer, rather than a wholesaler, of news."

In-house demonstrations of Flak Fury are underway and a number of test installations have been made in Sydney.

It was displayed at the Pacific Area Newspaper Publishers' Association meeting in Adelaide earlier this month.

How did Flak Fury get its name? Its originators thought it would have a large application among public relations consultants, known in the US as Flaks. One of the partners in the Californian firm has the surname Feury. Take out an E, and you have Flak Fury. Simple really.

# THE NEWS YOU CHOOSE



AAP's Flak Fury is catching on in the market place

## AAP and Reuters Sign New Agreement

AAP and Reuters' long standing relationship was further consolidated last year with the signing of new ten year agreements covering exclusive distribution rights in Australia for Reuters' financial information services and the Reuter World News Service.

The new agreements came about as a result of the restructure of the AAP and Reuter companies — AAP in September 1983 from a non-profit making co-operative to a group of profit and loss companies and Reuters in June 1984 from a privately owned

organisation to a public company.

The new agreements are an extension of arrangements which go back 40 years and cover all Reuter services and products with the exception of interface products which will be marketed by a separate Reuter Client Systems Group, operated by Reuters Australia Pty Ltd (RAPL).

Also signed for 10 years was AAP's exclusive rights to sell and distribute the Reuter General News Service.

All other financial services in Australia are combined with

AAP owned financial services and marketed under the trading name of AAP Reuters Economic Services (AAP RES).

AAP RES is a department within AAP's Sales and Market Management Group.

The rights for the financial and general news services not only cover Australia, but extend to AAP's traditional areas in the Pacific.

These are Fiji, Papua New Guinea, Nauru, New Caledonia, Solomon Islands, Tahiti and Vanuatu.

## AAP Communications Scholarship

AAP is sponsoring a \$7,500 scholarship in Public Communication at the Canberra College of Advanced Education.

Dr Graeme Osborne, Head of the College's Centre for Communication Studies, has written to the Company to advise that the scholarship this year will go to Ms Tong Buhong from the Shanghai Studies International University.

She has arrived to study for the Master of Arts in Public Communication.



AAP Chief Executive, Lee Casey and Reuters' Peter Job after signing the new 10 year agreement between the two companies in AAP's Sydney Boardroom.

## *A Rare Appointment*

# FIRST NEW COMPANY SECRETARY IN 31 YEARS

AAP has rarely had to worry about appointing a Company Secretary.

In fact, when Graeme "Mick" Connolly took over the position in January, in addition to his role as Administration Manager, he became the first new Company Secretary for 31 years.

His predecessor, of course, was Brian Carr who retired at the end of last year after four decades with AAP, give or take a few months.

When Brian took up the post in May of the year of the Melbourne Olympics it was a rare appointment in more ways than one, as anyone who had the pleasure to work with him will testify.

When colleagues talk of Brian Carr, good old-fashioned words like decency, honesty, loyalty, modesty, concern and sense of humour tumble out one after the other. He was and is a gentleman.

He is also one of the few who can claim to pre-date both former General Manager Duncan Hooper and former Editor and Assistant General Manager Lyall Rowe at AAP.

We think of him today as eminently sensible but some say that at 18 he certainly wasn't.

### **Copy Boy to Commando**

After a year as a copy boy with the Melbourne Herald he joined the 2nd/3rd Independent Company virtually a commando group, and served in New Guinea.

Its members operated in small groups to reconnoitre and harass the enemy, to strike and run.

After a year of injury-free skirmishes, Brian's group was at the bottom of a hill attacking Japanese who were busy at the top of the hill rolling hand grenades down.

One exploded, badly injuring his leg and ending his active service.

He was carried out of the jungle, then transported by landing barge and plane to Port Moresby Hospital.

He spent his 20th birthday there and, still convalescing, his 21st in Melbourne's Heidelberg Hospital.

He was discharged in 1944 and went to the peace and quiet of the Lands Department.

In 1947 an advertisement for a Sub Accountant caught his eye and he joined AAP on seven pounds a week.

At about the same time he embarked on his other great project, his family.

An old staff record shows he listed his dependents as his wife Joy and four children. The four has been crossed out and replaced by five, the five by six, the six by seven and the seven by eight. There he stopped.

Brian joined AAP in the days of copperplate handwriting, years before electronic calculators and personal computers.

He and his successor have both witnessed first hand the developments that have made AAP what it is today.

Mick Connolly was a late starter — compared with Brian Carr that is — leaving the Parliamentary Press Gallery in Wellington to join AAP in 1961.

But he was in time for the move from Melbourne to Sydney in 1964 for the COMPAC Cable (which now, incidentally, is gone).

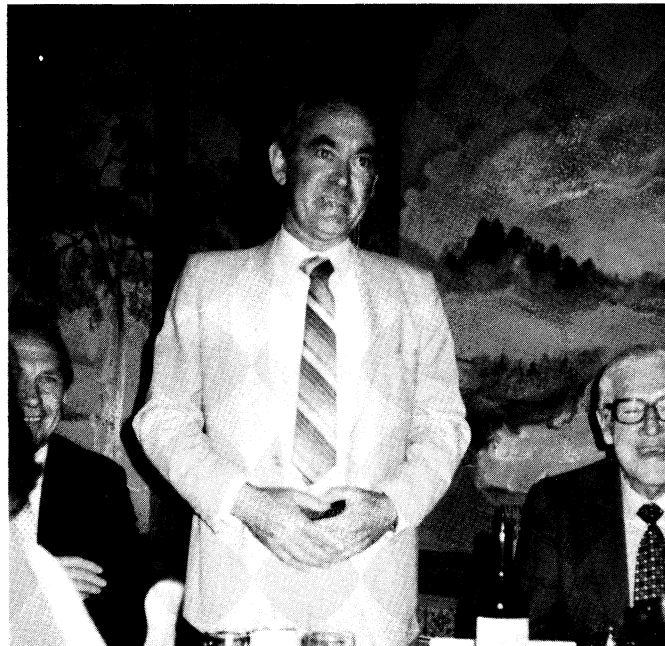
Then came the launch of AAP Reuters Economic Services in 1969, coinciding with the minerals boom, the move from Wynard House to Sussex Street in 1973 and the development of VITAC, AAP's first video-editing system.

"We've always gone out and done our own thing," said Mick, who headed AAP's New York Bureau in the early sixties, was an AAP Correspondent in Vietnam and later head of the London Bureau for 3 years.

"We were developing our second video-editing system while the papers were still arguing about their first ones."

That second system, Baudrunner, is still at the forefront of news agency technology.

One of the most significant developments was the restructuring of AAP in 1983 into a group of companies.



Brian Carr addresses well-wishers at one of the more official of many farewell luncheons in Sydney. At left is Assistant General Manager David Jensen. Old timers will recognise the other figure as former General Manager Duncan Hooper.

"That's when we became a profit and loss concern," said Mick, "and it has been excellent for us."

### **Vibrant**

"It got us out of our traditional dependency on our owners and out into the market place, along with COMCO, developing into a vibrant and profitable organisation."

Having seen the Company workforce grow from about 30 to approaching 600 in a quarter of a century, he now sees AAP as a career company for an increasing number of staff.

"I see staff staying and making careers in all areas of AAP. There are so many opportunities now, no matter what department you're in."

On his new role he says: "There have been some instances of journos going into management ranks and ending up as Company Secretary, but not many."

"I've learned a lot from Brian and have often worked in this sort of area in any case."

"Brian was with the company for 39½ years. 31 of them as Company Secretary."

"So I take it as a compliment to follow him, but at the same time that makes it a bloody hard task."

## **STOP PRESS**

Jim Shrimpton, the man who broke the news of the Fiji coup to the world, is a veteran AAP Correspondent who has been based in Suva for the past year. Shrimpton, 55, has been with AAP for 25 years this month. His first report on the coup hit the wires at 9.17AM (AEST) and within the next hour he had hundreds of words on file detailing the drama of the army grab for power. Radio stations around the country broke into their regular programs and his reports were also picked up and sent around the world by Reuters, Associated Press of America, Agence France Presse and other foreign correspondents here. Shrimpton is the only foreign correspondent based in Fiji and for several hours his reports from Suva provided the only information coming out of the Fiji capital.

# INVISIBLE SIGNAL GOES NATIONAL

## Birds Eye View

The invisible signal that carries AAP's Corporate Report bulletins is now going "live" in capital cities.

Corporate Report, the desk-top video service aimed at top executives and businessmen, has 50 subscribers in Sydney and Melbourne.

But now that the signal has been extended to Brisbane, Perth and Adelaide, in-house demonstrations are underway with a view to expanding the clientele in these three new centres.

How it gets there is a lesson in space age communications. For most centres it is a six-step operation: from Sydney newsroom to Comco headquarters, to satellite, to earth station, to transmitting tower, to subscriber.

Barney Blundell, General Manager of AAP Reuters Communications Pty Ltd (COMCO), explains that when a journalist in the Sydney newsroom transmits a story for Corporate Report, the signal travels initially via the microwave tie-line, the so-called "Mini-link", to Comco 3km away at Glebe.

It travels at 10 gigahertz, that is, ten thousand million cycles per second.

### 4m Words Per Minute

At Glebe, the story enters a computer data base, where it is re-transmitted to a microwave system at the rate of four million words per minute.

Signals carrying the story now go to two destinations.

One split goes at 8 gigahertz to the top of Sydney's Centrepoint Tower.

From there it is relayed at 2.1 gigahertz by two 15 watt transmitters, one covering the North and one the South, direct to Sydney subscribers.

The other split is beamed from Glebe at 14 gigahertz to earth stations in the other capitals.

From the earth stations the story is sent to a high altitude transmission point in each city then transmitted by 2.1 giga-

hertz multi-directional microwave service (MDS) direct to subscribers.

In Melbourne, the earth station is at Fishermens Bend and the high point on top of the Commonwealth Bank Building.

In Brisbane, the two sites are Queensland Newspapers and the MLC Building and in Perth the earth station is at Bayswater and the high point atop the St. Martins Building.

The ADS 7 tower at Mt Lofty near Adelaide serves as both earth station and high point.



AAP's MDS Transmitters in Sydney are installed on the top of Centrepoint Tower, providing maintenance technicians with one of the best views of the NSW capital.

## GOLD COAST CASINO TO HOST EDCON '87

A guest list of who's who stature is being assembled for the AAP Editorial Conference to be held at the Conrad International Hotel and Jupiter's Casino on the Gold Coast on June 11-12.

The Company has received acceptances for the two main speaking engagements from Prime Minister Bob Hawke and two of the men who want his job, Liberal opposition leader John Howard and erstwhile leader Andrew Peacock.



Barry Wheeler — "As the single unifying force in the Australian Media today it's natural that AAP should be the catalyst for this unique event."

It is expected Mr Hawke will deliver the opening address and John Howard will be the principal dinner speaker.

An estimated 130 delegates from around the country and overseas will attend Edcon '87, the second major Editorial Conference organised by AAP.

"It remains the only forum in Australia for all daily newspaper editors, and radio and television news directors, to come together and discuss industry issues," said AAP Editor in Chief Barry Wheeler.

Two major conference topics are planned: The National Interest and The Public Interest.

Confirmed speakers include award-winning journalist John Pilger, Jakarta Post Editor Sabum Siagian, Lord McGregor, Chairman of the British Advertising Standards Authority and formerly Chairman of the Harold Wilson-appointed Royal Commission on the Press in Britain, author Phillip Knightley, lawyer Malcolm Turnbull and Bond Media Chief Warren Jones.

All leading Australian media organisations will be represented, as well as the major international news agencies.

## AAP Signs Knight Ridder Service

AAP has signed a contract for exclusive rights to the Knight Ridder International News Service in Australia, New Zealand, Papua New Guinea and Fiji.

Knight Ridder draws on the resources of more than 3,000 journalists worldwide, with contributions from major US newspapers such as the Chicago Tribune, Boston Globe, New York Daily News, Miami Herald, Philadelphia Inquirer and Dallas Morning News.

American newspapers which contribute to the service won nine Pulitzer Awards in 1986.

Knight Ridder also has correspondents in Moscow, Peking, Jerusalem, Hong Kong, San Salvador, Mexico City, Nairobi, Rio de Janeiro, Vienna and Tel Aviv.

The Knight Ridder service complements AAP's existing sources of foreign news: Reuters, The Associated Press, Agence France Press, Britain's Press Association, The New Zealand Press Association and AAP's own foreign correspondents in Wellington, Port Moresby, Manila, Suva and London.

# Wheel Turns for Woolford

In 1973, Don Woolford was one of three journalists on the Canberra staff of a small national news agency whose initials were something of a mystery even to some in the profession.

Now he is back as Canberra Bureau Chief for the same organisation which, in his own words, has become "an unrecognisably bigger company that is one of the major Australian news gatherers with a vastly expanded market for its services".

Don's youthful zest for his work belies the fact that he began his career with AAP nigh on a quarter of a century ago.

He was hired in Melbourne in 1964 by then General Manager Duncan Hooper, but sent to Sydney to start work at Wynyard House.

## Interesting Rooms

He, not alone, remembers this building not only as AAP's first home in Sydney but also one which afforded evening staffers splendid views of many of the Menzies Hotel's most interesting rooms.

In 1968, he began a five-year posting in Port Moresby, which he is sure must be a Company record. Did he go troppo? "I'll leave that for others to judge."

He recalls the last few years there as the most interesting. "The movement toward independence was really gathering momentum, there were riots in the islands, Whitlam and Gorton were running around and we were all watching the emergence of Somare and the Pangu Pati.

## Breach

"I pleaded to be allowed to stay on until independence but was told five years on the assignment was already in breach of every known Company convention."

Don was replaced by Peter Brown, now AAP Editor.

It was then that he first went to AAP Canberra, as second in charge to David Barnett, who later became Prime Minister Malcolm Fraser's Press Secretary.

The AAP office in Parliament House hasn't changed a bit, says Don. "Nowadays we must try fitting theoretically as many as 14 people at one time into the same space that accommodated three in the old days".

However, that will all change with the move to the new Parliament House, in which

AAP has one of the largest allocations for media space.

After a brief spell in Canberra, Don left to become Foundation Head of the Department of Journalism at what is now the South Australian College of Advanced Education.

He was there for a decade but the lure of daily journalism proved too much.

"I was spending most of my life doing administrative things, which didn't particularly thrill me. I thought if I didn't get back

into daily journalism then, I'd become a bit too ancient."

"And one of the things I've always liked about AAP is its mobility."

So he returned as Adelaide Bureau Chief in 1984, moving on the following year to become Sydney Bureau Editor and now to Canberra in what may end up being an election year.

He replaces another long-serving AAP journalist Bruce Jones, who has joined the Sun-Herald after 18 years.



A well-placed reporter gets the story from a high contact, while the rest pontificate. As Sydney Bureau Editor, Don Woolford covered the Papal Tour to Australia in November last year. He also covered the trials of the late High Court Judge Lionel Murphy, a case which he estimates took up a quarter of his working year in 1985.

## AAP NEWS BECOMES PRIDE OF THE FLEET

AAP has been given an insight into what the navy thinks of the company's news service in an unsolicited letter from the senior service's Senior Public Relations Officer, Reg McDonald.

He was passing on a signal from Australia's Naval Representative in Washington, Commodore David Holthouse.

The good Commodore signalled: "The level, scope and style of material contained in the Navy Bulletin throughout the year has been much appreciated by all who gain access through this

office and continues to attract complimentary remarks from other services represented in this Embassy." McDonald added in his letter that when occasional complaints had been made to AAP "invariably the necessary appropriate remedial action has been taken to the satisfaction of all concerned."

AAP's news service to the fleet is in its 20th year. The bulletin is telexed daily to the Navy Office in Canberra and then relayed to all Australian Naval Bases and ships at sea.

## FLANNELLED FINESSE OR EDITORIAL ELEGANCE?

The AAP Editorial Cricket Team has emerged undefeated from the glorious summer on the greensward.

Four matches reaped four victories: over the Foreign Correspondents' Association, Comco, The Daily Telegraph and The Australian.

Leading lights with the ball include Greg "Freddie" Truman and Stuart Parker, who in one mesmerising spell of spin took 4-13 while simultaneously imitating Roger Harper.

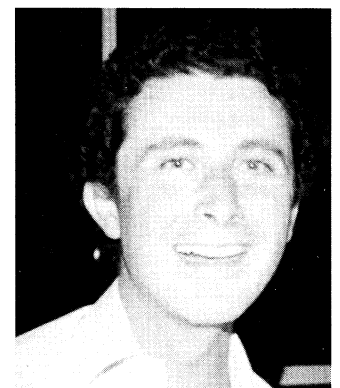
## Pure Aggression

Topping the batting lists were a modest EIC, Truman again, Bill Borbasi and Patrick "Stonewall" Miles, who on one heady afternoon hit up a whirlwind 45 rated by observers as out of character only in that it included more than two strokes of pure aggression.

New South Wales State Political Reporter Bruce Millar also distinguished himself in the Press Gallery versus Parliamentarians match at North Sydney oval.

In three successive deliveries he dismissed Opposition Education Spokesman Terry Methevell, Liberal Member for Wakehurst John Booth, and former Labour Public Works Minister Paul Whelan.

## Wanted by this man:



Contributions to AAP Today — Doug Conway, Editor of the staff magazine and an Editor-in-Charge in Sydney, welcomes all contributions and story ideas from staff in all bureaus and departments of the AAP Group of Companies. Send them care of the Newsroom at 364 Sussex Street, Sydney or phone extension 716.



# SOUTH-WEST REGION SEES RECORD GROWTH FOR COMMERCIAL SERVICES

Spectacular growth has taken place in the AAP Group of Companies southern region — Victoria, South Australia and Tasmania — in the past few years.

Total permanent staff in Melbourne alone now numbers 80, a threefold increase in three years. The company maintains 14 staff in Adelaide and a sole representative in Hobart.

Major areas of expansion have been AAP Reuters Economic Services, AAP Commercial sales and AAP Reuters Communications Pty Ltd.

In all the three states generate about one third of the company's total revenues.

## All Divisions

State Manager, Robin Strathdee, is responsible for overseeing the activities of all divisions of the company in the three states.

"When I transferred from the Queensland manager's job in January 1984 the Melbourne office carried only two technical staff and two sales people.

"Now, we expect total technical staff to reach around 40 by the end of the year and we now have 10 sales people handling various services from our different divisions.

"This demonstrates the enormous growth in the business and communications side of our operations in what used to be the financial centre of Australia, what still is a close second in the financial stakes and the leading corporate centre," Robin said.

With 24 journalists, the Melbourne newsroom is the biggest outside Sydney and is responsible for major rounds such as the ACTU as well as a heavy emphasis on finance.

As with the company generally most revenue now comes from AAP RES subscribers with more than 1,000 screens in the Melbourne market and nearly 200 in Adelaide.

"A measure of the expansion rate in AAP RES generally is our Tasmanian experience," Robin said.

"Only two years ago there were no subscribers and we now boast 13 in Hobart and

Launceston with the prospect of several more in the next few months.

"Commercial sales have taken off from nothing in early 1984 to steadily expanding clientele for Medianet, NewsScan (the first NewsScan service in Tasmania was installed in the Wrest Point Casino earlier this year), Corporate Report and Flak Fury.

## Voice Messaging

"We're very proud too that AAP Reuters Communications Pty Ltd Melbourne office has been responsible for the first four sales of our computerised voice messaging system."

Another illustration of the growth in the southern states is the way the company structure has been changed in Melbourne.

"When I first arrived all staff members more or less reported direct to me.

"Now we have appointed departmental managers who take responsibility for individual sections."

"I think one of the major advantages we have in working out of a combined office as we do in Melbourne is that staff of all divisions find it easier to gain an overall impression of what the company is trying to achieve as a whole," Robin said.

"I thought that we should all be able to claim membership of a memorable institution and so dubbed the Melbourne executive the MCG (Melbourne Company Group)."

Members of the group are News Editor for Victoria and Tasmania Jane Eyre, AAP Reuters Communications Southern Region Manager David Blanks, AAP RES Manager for Victoria and Tasmania Harm Dillema, AAP Reuters Communications Technical Services Manager Garry Keable, AAP Commercial Sales senior sales executive Monika Barbour.

"The company is also very fortunate in having first class people running Adelaide in Liz Cornelissen on the AAP RES side and editorial bureau chief Chris Pash.

## AAP JOINS THE RANKS OF TOP 50

AAP's corporate performance in 1986 has made it something of a shooting star, according to Business Review Weekly.

In its March 13 edition, BRW rates Australia's top 50 information technology companies by volume of sales and notes: "The award for the brightest newcomer goes to AAP, which entered the survey at number 24 with sales of \$65 million."

AAP also showed up well in BRW's employee-to-revenue figures.

Of the top 25 companies listed, only two had fewer employees than AAP.

The "Big Three" in BRW's survey remained IBM with sales listed at \$1,025 million, Telecom (\$836 million) and STC (\$354 million).

But rated lower than AAP on the BRW list are companies such as NEC Information Systems, Remington, Tandy, Imagineering, Texas Instruments and Nixdorf.

## NEW COMPANY APPOINTMENTS



**ROSS HOWELL** (above) has been appointed National Business Manager for AAP. Reporting to Assistant General Manager David Jensen, Ross will be responsible for the direction and co-ordination of sales and marketing policies for all company non-media services, including AAP RES. He is joining AAP with some 20 years sales, marketing and management experience with Australian companies.



**GILL ASHE** has joined the Company as Financial Services Product Development Manager. Reporting to Assistant General Manager, John Loring, Gill will be responsible for the planning, development and introduction of new and enhanced financial products and services for AAP RES. She comes to AAP with a great deal of experience in the Financial markets arena.

**DAVID STEWART** has begun a three year term on secondment from Reuters as National Sales Manager for AAP Reuters Economic Services, based in AAP's Pitt Street office in Sydney.

David, who replaces Roger Field, has spent the past 10 years in sales in London — with Barclays Bank, International Computers Limited and for the past six years with Reuters.

**REX MITCHELL** has been appointed Manager of the Media-Net service, based in Sydney.

Rex is a former Editor of the Albury Border Morning Mail, a subscriber to AAP's RNS Wire.

He also has an extensive background in public relations and marketing consultancies.