

# AAP TODAY

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## CORPORATE LOGO CHANGE WILL BENEFIT AAP GROUP

**The AAP Group has moved to ensure that all companies and divisions in the Group benefit from a co-ordinated corporate promotions and advertising policy.**

Chief Executive Lee Casey said the aim was to establish the initials AAP as not only synonymous with news but also immediately as the

nation's leading news, information and communications organisation.

"As a group we are, and intend to become more so, Australia's leading disseminator of news and financial information, and we are aiming to be the nation's leading service provider under the new telecommunications legislation," Mr Casey said

"The aim is to become known as the AAP Group,

rather than Australian Associated Press which traditionally has been identified more with our role as a provider of news services for the nation's media. As a result a new company logo "AAP - NEWS INFORMATION AND COMMUNICATIONS" has been introduced.

"This does not mean we wish to suppress or eliminate individual divisional or company promotional names. We will continue to use Australian Associated Press in our media relationships and stress the Reuter association in AAP Reuters Economic Services. Communications Services will be emphasising its associations with OCTEL and PICTURETEL and with AAP Communications with MCI," Mr Casey said

- As part of the new policy, a Group Corporate and Public Affairs department has been established based in the Pitt Street office in Sydney.

The unit will have the responsibility for Government and Corporate relations, promotional activities, advertising, media relations, and sponsorships for the AAP Group of companies.

Mr Casey said the role of the department would be to act on behalf of the Group Corporate Promotions Committee, managing promotional activity according to an overriding Group promotional strategy and priorities.

Mr Casey said the department would be headed by Greg Holland, formerly the

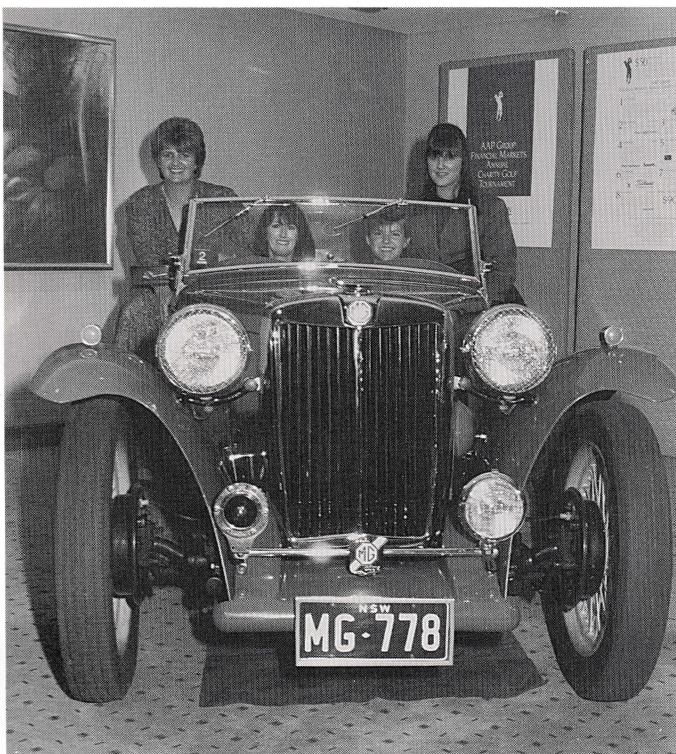
### Stories and photographs are wanted

The Editor of previous issues of AAP TODAY, Doug Conway of the newsroom, has decided to take a well-earned rest from the Editorship and the publication is now produced by the Corporate and Public Affairs Department.

On behalf of all staff we thank Doug for his professional presentation of our company news and information during his time at the helm.

To ensure AAP TODAY can provide a comprehensive coverage about the achievements and the activities of the various companies and departments of the AAP Group across Australia we need you to be part of our "Newshound" team.

So if you have a story to tell or a photograph to show (black and white preferred) please contact AAP TODAY Editor, Denis Crawford (phone: 8112 or fax (02) 231 6929) at Corporate and Public Affairs, 12th Floor, 88 Pitt Street, Sydney.



If you had a chance to get behind the wheel of this restored 1947 MG convertible roadster, you would be smiling too! Pictured from left is: Belinda Blackman (Executive Assistant to General Manager Sales and Marketing), Dawn Willis, (Executive Assistant to the Chief Executive), Tamara Saunders (Secretary to Group Corporate and Public Affairs), and Brooke Downing, receptionist at Sussex Street. (See Pages 4 & 5)

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AAP Group Manager in Canberra.

Greg, who has returned to Sydney, has been with AAP for four years.

He will be responsible for all Government and Corporate relations activities as well as having the overall responsibility for the department's role in developing the AAP Group public profile.

Reporting to Greg will be the newly-appointed Denis Crawford as Manager, Public Affairs and Ross Whowell as Manager, Corporate Projects.



DENIS CRAWFORD

Denis, who was once an AAP journalist in London, joins the department from Qantas where he held positions in Public Affairs and Marketing including that of Corporate Sponsorships Manager.

His responsibilities will include media relations, advertising, sponsorships and product newsletters.

Ross has served AAP in several Corporate and Public Relations positions.

His duties will embrace the AAP Group's presence in promotional activities, exhibitions, conferences and seminars.

Fiona McDonald will be the department's Administrative Assistant and recently-appointed Tamara Saunders is the department Secretary.



TAMARA SAUNDERS

# \$1 MILLION IN A DAY IS THE CHARITY TARGET

**Raising a million dollars for charity in one day is the awesome target for the organisers of next year's AAP Group Financial Markets Annual Charity Golf day to be played at the Pennant Hills Golf Course, Sydney, on Friday, February 21.**

The day, now in its sixth year, is the most successful charity one day golf event in Australia and plans are well underway to achieve the record-breaking target.

AAP General Manager, Sales and Marketing, David Jensen, is confident the seven figure amount can be reached.

He bases this on the fact that since the tournament started in 1987, the amount raised has progressed to a total of \$1.8 million.

"It takes nearly 12 months to put together and the support from the financial markets in particular is nothing short of amazing, even in these difficult times," he said.

"The big difficulty is the selection of the charities each year. There are so many very worthy causes and it's not

possible to assist all those who approach us for support," he said.

The wife of the Premier of New South Wales, Mrs Kathryn Greiner, officially launched "the million dollar bid", saying that one of the things that made the AAP group charity unique was that it is a "two-way street that involves all of us (the charities) as participants in the actual fund raising".

"A founding feature of what this fund raising is all about is that the charities themselves are an integral part of making the fund raising work.

"The charities just don't put their hands out and get the money in.

"It's a matter of working together and that working together highlights the strength of the AAP Charity day," she said.

Part of the fund raising is that each of the 10 charities must raise \$30,000 through an art union which is drawn at a dinner held on the evening of the tournament.

The dinner and the auction that night has a target of \$420,000.

The charities being supported in February are the Arthritis Foundation of Australia, Australian Paralympic Federation, The Childrens' Leukaemia and Cancer Foundation, The Childrens' Medical Research Foundation, Financial Markets Foundation for Children, The NSW Society for Crippled Children, St Vincent's Hospital Bone Marrow Transplant Unit, The Smith Family and the Sunnyfield Association.

The tournament is a stableford and limited to 250, with each player paying \$300 for the pleasure. The dinner is an extra cost.

Each of the 18 holes on the course has been sponsored for \$10,000.

Next year English comedian Ronnie Corbett, who will be travelling to Australia courtesy of Qantas, will be guest speaker and player. The balance of the money is raised from cash sponsorship.

Australia's Mr Wine, Len Evans, who has supported the

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## Smoke disappears in Company ban

**Smoking by all staff and visitors to all AAP Group offices throughout Australia was banned on October 1.**

Smoking has been totally prohibited in all buildings, offices, public areas, lifts, rest rooms, etc occupied by AAP Group staff. This also applies to company vehicles.

It is a condition of employment that staff observe this prohibition, the Chief Executive Lee Casey said.

Smoking areas will not be established nor will "smokos" outside the building during working hours be allowed as

this would be contrary to the intent of the policy.

Mr Casey said that over the last 12 months group companies had received numerous requests from employees at all sites to introduce a definite policy on smoking in the workplace.

Last year, a policy was adopted giving individual work groups the right to determine if smoking would be allowed in their immediate work area.

This proved effective in a number of areas and, for example, the newsroom in Sydney became a smoke free

zone.

However, this policy was considered "inadequate in the light of the current scientific debate over the inherent dangers in environmental tobacco smoke" thus the introduction of a total ban.

While the new policy only requires people to stop smoking at work, the ban does offer the opportunity to stop smoking outside the office.

Employees anticipating difficulty complying with the policy should contact the Human Resources Division for assistance with organised QUIT programmes.

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event since it began six years ago, will again mastermind the evening and, as a former professional golfer, will also play on the day.

This year the charities are selling art union tickets (\$50 each) and the eight prizes are most attractive, including a professionally restored 1947 MG TC convertible roadster, a diamond set bracelet circa 1880, a Yamaha waverunner, a 14 day South Pacific Cruise, carpet to the value of \$4000,

a set of Titleist golf clubs, a week at a health centre and a Sony video camcorder, the world's smallest and lightest which weighs 700 grams.

The MG, in British racing red colours is valued at \$45,000.

Only 6000 tickets will be sold and AAP Group staff can purchase them by approaching their group or divisional manager or Corporate and Public Affairs, to obtain a form to nominate their selected charity and method of payment.

## WE SAIL WITH THE "SPIRIT"

**The AAP Group has become a sponsor of the "Spirit of Australia" America's Cup Challenge, in their bid to be the challenger for the Cup in San Diego next May.**

By assisting the Challenge organisation which is based in Sydney's Darling Harbour and led by Iain Murray, with their news release distribution via our Medianet services, the AAP Group is recognised as a club sponsor.

Benefits include acknowledgement in the syndicate's promotional and publicity activities as well as a special

discount for AAP staff wishing to purchase "Spirit of Australia" America's Cup supporter apparel.

Details regarding the discounts available can be obtained from Corporate and Public Affairs.

The "Spirit of Australia", which was launched earlier this month, will be shipped to San Diego in November and will take part in the Challenger fleet trials and elimination races from December to March, when the final challenger will be known.

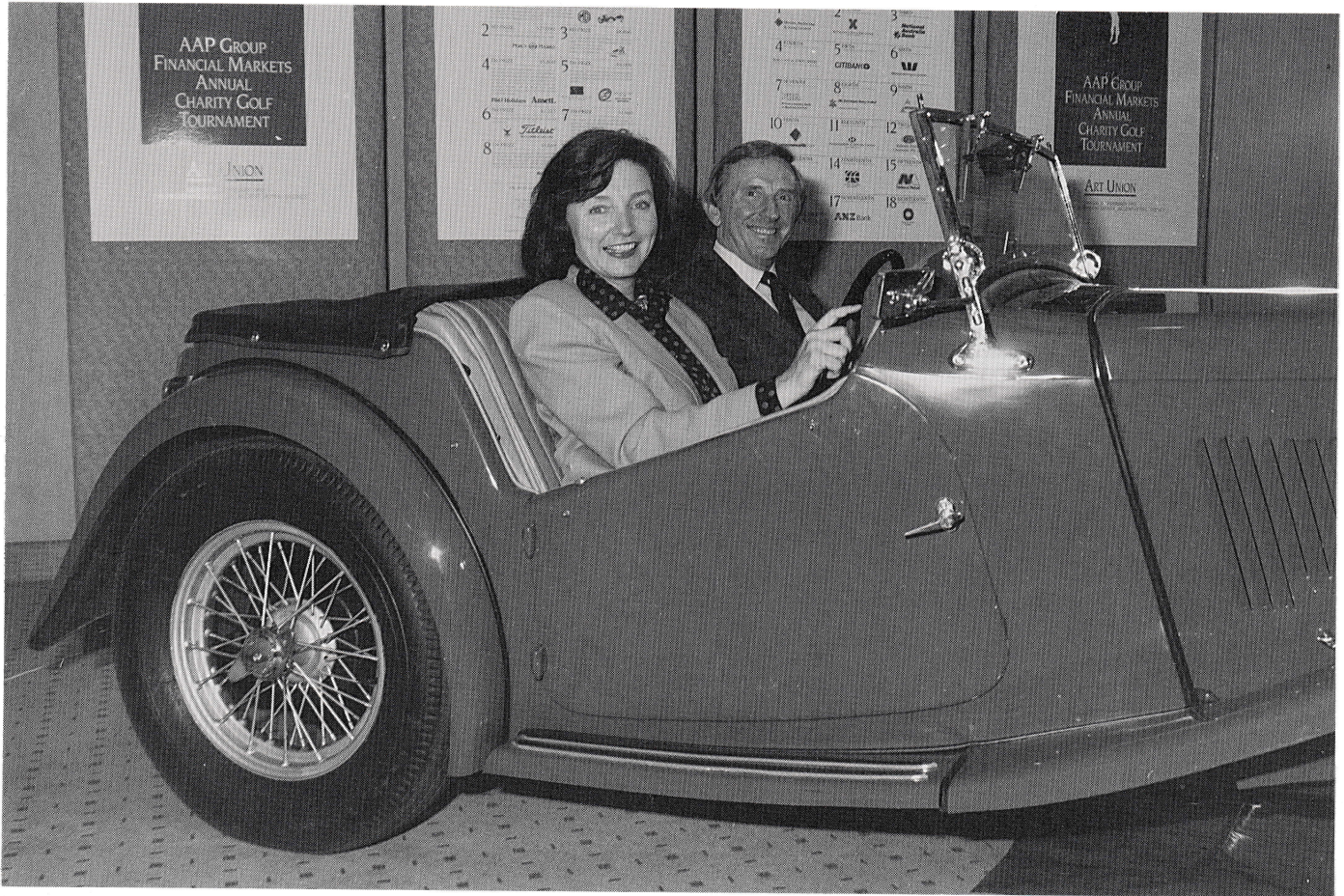
The America's Cup Challenge will begin on May 9.



# AAP Group Financial Markets Charity Golf Day launched



Mrs Kathryn Greiner officially launching the drive for the \$1 million.



Mrs Kathryn Greiner, the wife of the Premier of NSW, and Chief Executive, Lee Casey, are set to drive off in the much-inspected 1947 convertible MG roadster at the AAP Financial Markets Charity Day golf launch at the Regent Hotel in Sydney.



Len Evans, a long-time energetic and effective supporter of the charity golf day, is helping the AAP Group once again and he spoke at the launch with Chief Executive Lee Casey (at right).

# PETA IS A PRINCESS



Pictured above with Peta Cole are actors, Penny Cook (left) and Tony Martin after she had been crowned Princess of Sydney for 1991.

**The desire to help autism has given Peta Cole, of customer liason in AAP-RES Sydney, one of her most rewarding times during this year.**

Late last year Peta won the Princess of Sydney title after deciding to help with the raising of funds for charity because she thought it "might be interesting".

Her role began as a "casual commitment" and snowballed into a round of fund-raising fashion parades, balls, functions and raffles as Peta became the key presenter and spokesperson for the fund-raising activities.

Her general involvement and considerable support of the many events contributed to her being awarded the title.

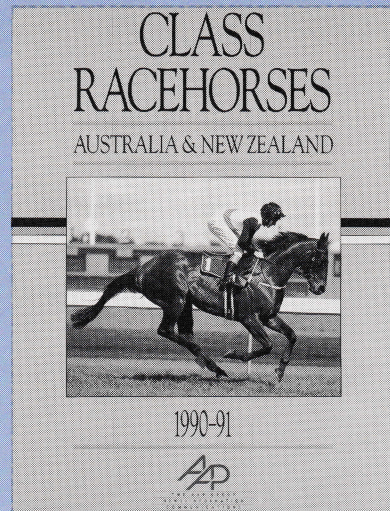
Peta said that the "glamorous portrayal" of Autism such as in the film, Rain Man, is a rarity.

"Most of us are lucky enough to have the ability and opportunities to persevere and succeed," she said.

"An autistic person will never know what is to persevere nor understand the concept of success.

"The majority of autistics are below average intelligence, their ability to communicate and socially impaired and they often recede into an isolated world of their own," she said.

Peta, who finishes her term as Princess of Sydney in December, said she wished to thank all her colleagues who had encouraged her and helped her efforts.



The eighth volume of the prestigious AAP Racing Services publication "Class Racehorses, Australia and New Zealand 1990-91" is now available.

The book, the cover of which is shown above, includes for the first time a complete record of stakes races for the 1990-91 season.

One of Australia's most enthusiastic punters, The Prime Minister, Mr Bob Hawke, regards the book very highly and has said "I am sure it will continue to be an indispensable part of racing literature."

The book retails for \$85.00 but is available to AAP staff for the special price of \$50.00.

Michelle Cullen of racing services (phone:8843) can provide further details.

## The jig's not up yet for Leanne

**Leanne Ney, Secretary to Production Manager, Information Services, Garry Anderson, may not be of Irish extraction but she has got her Irish up!**

Leanne, seven times winner of the NSW State Irish Dancing championship, defended her Australian title in Brisbane this month but, alas, not successfully.

She was third but still qualifies to represent Australia in the world championships next year if she chooses to.

Leanne, has an impressive competition record which includes second in the USA championships.

She has been dancing Irish jigs and hornpipes for 18 years, and harbours a desire to one day become a full time teacher of the traditional skills of Gaelic dancing.

Leanne competes in a traditional Gaelic style dress.

She said the result in Brisbane was very close and this has fired her to try to win back the title next year. She is also contemplating the possibility of competing again in the United States.

"Dancing is my major hobby and I have plans to one day make it my total interest," she said.



Leanne Ney in her traditional Irish dancing dress, plus the odd trophy.

# Here's the deal: Work at home, it's easier!

**Perth's Rahoul Ray is AAP-RES' first international dealing network customer in WA to operate from his home.**

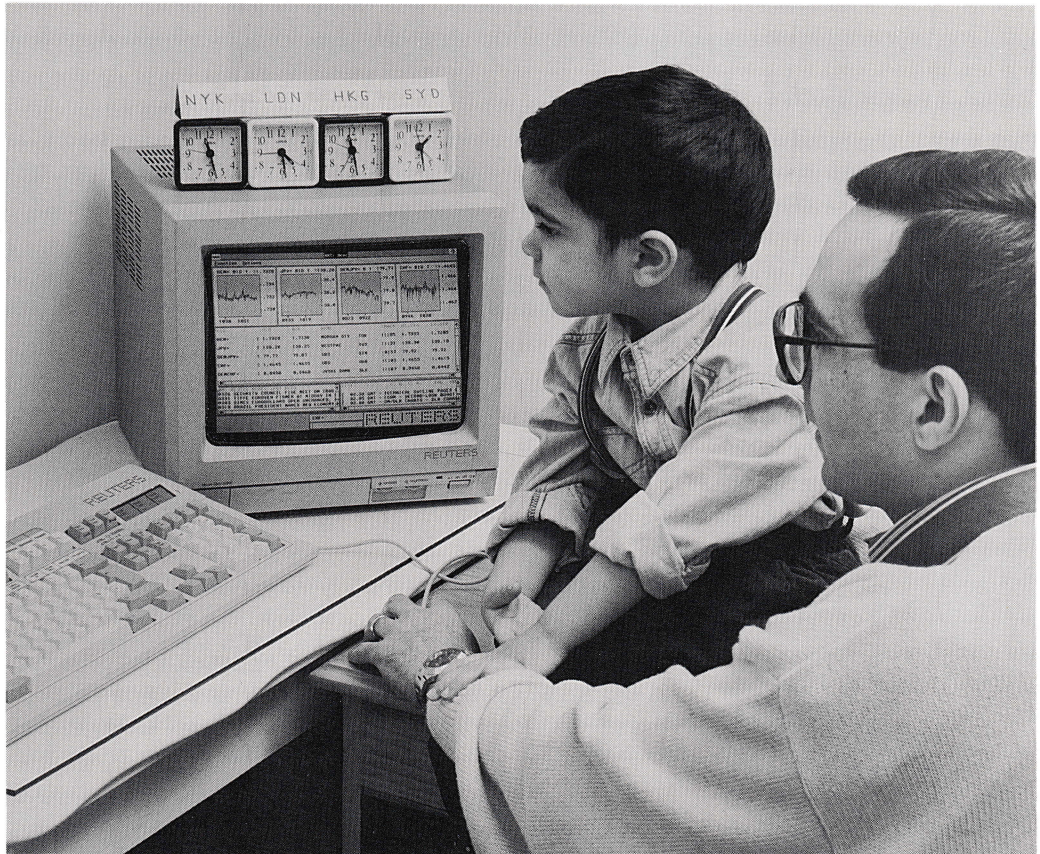
Mr Ray said he conducts an accounting and fledging funds management business dealing primarily in foreign currencies from his home in the Perth suburb of Peppermint Grove.

To do this he chose an AAP-RES PC base service which he describes as "very impressive".

Mr Ray trades mostly in European currencies and works from after lunch until about 2am each day.

"It much easier to concentrate at home during those hours than in an office environment", he said.

Mr Ray said he wished to thank AAP Staff, WA Manager Bill Bowen, AAP-Reuters Sales Executive Tony Africano and Michele Sarich of client liaison, for their assistance in establishing his home business.



**FUTURE DEALER? Mr Rahoul Ray shows his son Reuben, how to use the AAP-RES Screen.**

## EXCLUSIVE VIDEOCONFERENCING CONTRACT WON IN NEW ZEALAND

**AAP Communications Services has signed an exclusive four-year agreement with Telecom New Zealand starting with an initial order for five PictureTel System 4000 videoconferencing systems.**

The sale is significant for it means yet another major carrier in the Pacific rim has chosen PictureTel as the standard videoconferencing product, the Company's Business Development Manager, Colin McDonald said.

"This ensures Telecom New Zealand will be able to link

with the rest of the region, an important factor as the use of videoconferencing for business and management requirements expands," he said

The sale of the five systems brings to eight the total number of digital systems in the Telecom New Zealand videoconferencing network.

An impressive hatr trick of videoconferencing links was notched on 21 August when the Prime Minister, Mr Bob Hawke and The Leader of The Opposition, Dr John Hewson, appeared in a post-budget video conference at the Hilton Hotel in Sydney.

Their appearance for a live interview by journalists in

front of an audience of more than 500 Sydney business and financial people - the first public comment on the budget by the political leaders - was the third time this year AAP Communications Services have linked from Parliament House, Canberra.

"AAP Communications Services is the only organisation to have demonstrated use of the Integrated Service Digital line from Parliament House to Sydney and Melbourne," Colin McDonald said.

"We are very proud to have scored a 'hatr trick' of successful links and the conference with Australia's two senior

political party leaders showed the Sydney business world we are at the vanguard of this technology which will be a key business tool in the near future," he said.

Another breakthrough in the Australian higher education market was the purchase by the TAFE External Studies College, Perth, of PictureTel System 4000.

The College is currently developing courses and experimenting with the concept of videoconferencing with a long-term plan of linking with all its outside locations in the country towns of Bunbury, Albany, Geraldton and suburban Midland.

# Cricket reporting is a rum business in the Caribbean!

by **PATRICK KEANE**  
AAP'S Cricket Writer.

**Most would agree that technology is a wonderful thing.**

**But when technology is confronted by your typical Caribbean island, it has a rather distressing habit of throwing its hands in the air and running away to hide.**

The Australian cricket team toured the West Indies for three months earlier this year and that tour, after visits to India and New Zealand with Allan Border's side, proved to be an adventure in rum, cricket, rum and communications.

The 2-1 series loss is now history but communications in the West Indies are still caught between the past and the future.

In the course of 14 weeks, the cricket took us through St Lucia, St Kitts, Jamaica, Barbados, Trinidad, Guyana, Antigua, St Vincent and

Bermuda - all independent nations with their own currency, passport checks, flight delays and, unfortunately, ideas on what constitutes a telephone system.

Those nations closest to the influence of the United States - all but Jamaica, Guyana, and Trinidad - can get a phone call to Australia in anywhere from 10 seconds to 10 minutes, but the further south you head, the more the adventure increases.

Guyana, on the north-eastern coast of South America, is Editorial Systems Manager Mark Ferrett's worst nightmare.

Guyana's economy unravelled with the collapse of the world sugar market and the country has been left in the 19th century.

The Toshiba lap-top computer packed up in the first 20 minutes when confronted by the power supply, that is switched off for several hours during the day, while the phone system, which cannot cope with a modem, boasts only six international lines out

of the country.

For four Australian journalists on tour, plus the rest of Guyana, a successful call after an hour's trying is considered a very good strike rate.

The second Test match at Georgetown was the first occasion Guyana had ever used automatic dialling and dictating copy to a very stressed Tony Harper in the Sydney newsroom, for seven hours of play, tended to lose its appeal by the second week.

Every press-box is open-air, as they are in India, but the MCG and the SCG certainly don't boast the wasp's nest that is a feature of the St Vincent Cricket Ground press facilities.

Wasps on St Vincent don't take kindly to white t-shirts and Australian spinner Peter Taylor can blame his dismissal on one terrified "journo" charging across the signboard behind the bowler as the ball was delivered.

This story had to be based on the communications side of things, rather than recollec-

tions of a rum-drinking tour, and the first law of a travelling journalist is never to tell them at home how good, or easy, it really is.

Always whinge.

The Caribbean is actually the exotic playground the residents like to think it is.

While Rollo, Trinidad's most highly-decorated telephone installer, could never guarantee me a IDD phone line, he was the only person able to convince Pizza Hut to deliver to the Press Box at the Queen's Park Oval.

Carol Dais, a cable and wireless technician could not locate a phone in the whole of Antigua that had a repeat dial facility but he (that's right, he) certainly knew where to find a great reggae bar that would stay open until 5am and would happily serve late-night meals to journalists who didn't finish filing until after midnight.

As for the traditional drink of the Caribbean, 11 Jamaican white rums on an empty stomach do not a healthy man make!

## Indoor soccer team makes a revival



**Pictured above: From left: Ogur Ozmen, Buddy Kapkin (AAP), Tony Scaife (AAP), Tony Sanic (AAP) and Bill Aylmer (AAP). Front row: Cliff Bowles (formerly AAP), Conal Barry, Alan Selcuk, and Roger Manu (AAP).**

**The AAP sponsored indoor soccer team with players from Pitt and Sussex Streets and Glebe enjoyed a revival during the recently concluded SBS Indoor and Cappe Cup concurrent indoor soccer competitions in the Petersham area of Sydney.**

Last year, in their debut season, the AAP team found the going tough and finished last but this year, under the coaching (and coercing) of Ron Scaife they, for a few heady weeks, led the competition. However, a combination of leave, injuries and the odd suspension, saw the side finish third in the 12 team competition.

Like all good coaches Ron is confident of "a big year" this summer.