

The year 1993 has seen further development of the AAP Group with continued rapid expansion as a major force in telecommunications and the establishment of new alliances in Asia for the development of news and information products.

Thanks to the efforts of all staff these and other developments during the year further enhanced our standing as Australia's leading news, information and communications group of companies.

This growth has been achieved despite another year of difficult economic conditions and I would like to thank all staff for their contribution.

We are looking to an even better year in 1994, the Group's 59th year of operations, expanding our range of information services, introducing new communications services such as Fax on Demand, and through our joint venture AAP Telecommunications bringing more sophisticated long distance telephone services to the business community.

Once again, thank you for your contributions in 1993, and best wishes to you all and your families for a safe and happy Christmas and a prosperous New Year.



Lee Casey
Chief Executive



VODAFONE CONTRACT RECOGNISES AAPCS MICROWAVE NETWORK SKILLS

AAP Communications Services has won a major contract worth more than \$17 million over 10 years to install, maintain and manage a national microwave network for the mobile phone service company, Vodafone Pty Ltd.

Vodafone, which was awarded the third mobile cellular telephone licence in December, 1992, began operations in September this year.

The AAPCS contract is for a minimum of 150 microwave links, with the first installations already completed in Sydney and Melbourne. The microwave links are used to interconnect the radio base stations and switching facilities of the cellular network providing digital transmission capacity for mobile voice and data services.

"The service will be provided under a leasing arrangement whereby we will rent the links to Vodafone on a fully maintained basis including network management," AAPCS General Manager Jeffrey Roll said.

"We will be running the network from a National Operations Centre established at Glebe."

The contract is one of the largest so far written by AAPCS and will help consolidate its position as a leading third party services provider and network management specialist.

With new microwave technology being developed, its usage as a communications medium is expected to grow rapidly including for delivery of Pay TV and radio programs.

The AAPCS contract involves installation of the microwaves and subsequent maintenance and network management for a period of 10 years. The microwave radios are to include electronics manufactured by AWA Limited in Australia under licence from the overseas suppliers, Microwave Radio Corporation (MRC) of Boston, USA.

The British-based Vodafone company, which has now set up regional headquarters in Australia, paid \$140 million for the licence to compete with the two existing operators, Telecom's Mobilenet and Optus Mobile.



The microwave tower at Glebe

Restructure Emphasises Network Integration Role for AAPCS

AAP Communications Services (AAPCS) has been restructured to focus on becoming Australia's leading computer, communications services, networking and integration company, Chief Executive Terence Nickolls said.

He said AAPCS had moved away from hardware distributorships with the sale of the PictureTel videoconferencing franchise back to its US parent company.

"AAPCS will now be a true service and maintenance provider with a clear strategy of consolidating our position in this very fast growing area of our primary expertise," he said.

"Our strategy over the past four-and-a-half years has been to take it from being purely a service arm of the parent company, AAP Information Services, to a position where it could stand alone as a very significant revenue-earning member of the Group.

"We have technical expertise in networks, computer and information technology and a range of communications delivery areas.

"We have brought in selling and marketing skills to complement those existing skills, and we have promoted the company in the key areas of the financial markets, banking and the large corporate sector."

Mr Nickolls said relying on the products and development skills of other companies in rapidly changing markets was of questionable business value and fraught with danger financially.

"My philosophy is that we must build market share on our own skills, drive and focus and not that of others.

"This then increases the value and stability of the company and provides greater profits. We got a fair price from PictureTel and this money will be used to invest in developing our own revenue streams."

Mr Nickolls said that more than half AAPCS's service revenue now came from sources outside the AAP Group, as against only about five per cent four years ago.



AAPCS Chief Executive Terence Nickolls

"We have expanded external revenue at 50 per cent a year for the past three years.

"At the end of this year it will be 58 per cent external and 42 per cent AAP.

"Within three years it will be down to 15 per cent from AAP and 85 per cent external.

"And that is without any decline in revenue from AAP, which is now running at about \$5 million a year.

"We're looking at significant growth in external revenue."

Mr Nickolls said the risk element had also been greatly reduced with long term contracts with major clients such as Westpac, the Commonwealth Bank and Vodafone.

"These are partnerships that provide us with a base to be built on for the future."

General Manager Jeffrey Roll, who will be responsible for the day-to-day running of the company, said that Rob Usenich had been appointed State Business Manager for Queensland and a similar appointment would be made soon in Perth.

A new Service Delivery Manager was also being recruited to look after third party maintenance, network integration and support, plus delivery of cabling services to banks.

It will be providing mobile cellular phone services in all capital cities by March next year.

By 1996 its service coverage will extend over 80 per cent of the population of Australia.

Vodafone will use a combination of microwave technology from AAPCS and fibre optic circuits leased from Telecom to support its mobile phone network service.

AAP was the first licensed user of microwave distribution technology in Australia in 1984 when it was used to deliver news and financial data services.

Logo Designed For Media Conference

A new logo has been designed for the Conference of Asian, Australian and Pacific Media Executives to be held in Sydney on November 23, 24 and 25, 1994.



General Manager Media and Corporate Services David Jensen said he expected a strong representation of editors and newspaper executives from the region, extending from India across to Western Samoa, to attend.

He said David Chipp, a distinguished former Editor of Reuters and Editor in Chief of the Press Association, had agreed to act as a consultant in helping to organise the conference and to chair some of its sessions.

The conference is planned as the first in a series to be held every two years as a forum to bring together the growing media interests in the Asia-Pacific region.

Sales Conference Success

A good – and at times painful – time was had by all at the second AAPT sales conference held at Port Stephens in mid-October.

The pain was caused by some rowdy R&R activities, including horseriding, beach volleyball and 'war games' which left more than a few covered in bruises.

But they say there's no gain without it, and in AAPT's case the proof is in record breaking November sales figures.

"The sales team left the three day conference fired up with a commitment to make November our first million dollar month," said Director Sales and Marketing, Allan Palmer. "It was a real morale booster."

Fifty three delegates attended the conference, 35 of whom had been with the company less than 12 months – a reflection of its rapid expansion.

The theme was 'Be All You Can Be', with organisers keen to focus the sales team on establishing goals and making the most of future opportunities for the company. Chief Executive Barry Wheeler, Chief Operating Officer Larry Williams and other representatives of AAPT management addressed the delegates.

But there was also plenty of time for letting off steam. The war games 'skirmish' saw two teams, led by John Horgan and James Wilson, take part in several different defence/attack scenarios using ("surprisingly painful") paint guns.



On the way to Port Stephens



Roma McMahon

Most involved in the skirmish were sporting bruises and limps for several weeks. Boris Borkic was the major casualty with a broken toe, while National Sales Manager John Stuckey's back resembled a road map, according to Allan. "Some suspect he was shot by his own team."



AAPT National Sales Manager, John Stuckey, congratulates Celeste Woods and Scott Chambers

Roma McMahon also came home a bit battered after her horse, Rambo, lived up to his name and rode into a tree. Those who took part in the more sedate sport of fishing were not left unscathed, with a few apparently losing their lunch overboard.

"Beach volleyball was great fun but we suspect it was fixed," Allan said. "John Stuckey's team was full of six foot tall players while the other teams were peppered with midgets."

For sales executive Scott Chambers, the conference highlight was undoubtedly winning the inaugural 'Salesman of the Year' award.

Scott joined AAPT in September last year and has consistently delivered double his sales targets ever since. He won a trophy and a business class ticket around the world with United Airlines.

Also receiving national achievement awards at the conference were sales executives Celeste Wood and Mark Hanna.

Fore! That's Parkinson's Lore

Michael Parkinson, guest speaker at the 1994 AAP Group Financial Markets Len Evans Annual Charity Golf Day, has been described as an awesome golfer.

Parkinson, in typically tongue in cheek style, describes the epithet bestowed on him by his partner Rodger Davis during a pro-am as one of his finest achievements on the golf course.

"I had an eight iron to the green and Mr Davis advised me to hit it to the left of the pin, a high hanging shot, so that it would be carried to the hole by the wind," he said.

"It's all about feel, this shot, Parky," said Rodger.

Parky nodded, seeing the shot in his mind's eye and wanting to please his pro.

"What actually happened was that I thinned the ball, which screamed like an exocet missile towards a group of spectators near the hole," he said.

"They dived for cover, the ball took the top from a grassy mound, smacked into an ancient oak and pinged towards the hole where it settled five feet from the pin.

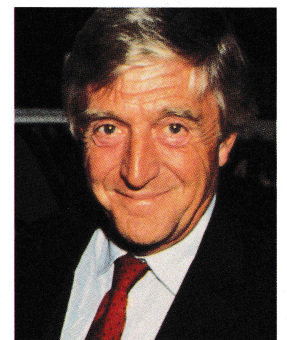
"Rodger surveyed the carnage with amazement and said to me, 'Awesome, Parky, bloody awesome.'

"In that moment a star was born. Awesome Parkinson, the terror of the fairways."

That's just a taste of the humour and anecdotal artistry guests at the golf day's black tie dinner at The Regent Sydney will enjoy on Friday, February 18 next year.

Parkinson, one of Britain's leading talk show hosts on radio and television and a prolific writer of both books and newspaper articles, is a frequent visitor to Australia.

The AAP golf day, now in its eighth year, has raised a total of \$3.7 million for leading Australian charities so far and the target this year is for a further \$1 million.



Michael Parkinson

Search for Whales Creates Alarm Among Perth Minnows

When Frank Thorson, equipped with a scanner as well as a telescope, decided to indulge in a little whale watching from the top deck of his new Perth home, he was astonished to find he could pick up his wife's voice clearly as she moved about the house.

Frank's large, four-level home had previously belonged to the recently-elected Liberal MP for the state seat of Wanneroo, Wayde Smith, a former local councillor and CIB Fraud Squad detective.

And he soon discovered it was bugged.

His discovery triggered a bizarre chain of events, setting off a major political crisis for the State government of Premier Richard Court as several prominent figures were drawn into the controversy. The story rated intense media coverage, especially after Smith was linked with a former city mayor, wanted on bribery charges, who had disappeared overseas several months earlier.

Frank, newly returned home as Account Manager, Western Australia, with AAP Reuters Economic Services after three years in England, bought the house at Ocean Reef, a Perth beach-side suburb, mainly because of its outstanding views up and down the coast and out to Rottnest Island.

"When I bought it, I knew the owner was the local member of parliament. His election signs were still stacked along the side of the house," he said.

Frank found the bug on October 11, three weeks after he moved in and a day after he purchased the \$270 Uniden scanner from Dick Smith Electronics.

"I bought it to monitor traffic among all the passing shipping," he said. "I thought that it would be useful to tip me off when the whales were about.

"But there was not a lot of action on the maritime band and I was scanning across the police frequencies when one started emitting the electronic feedback sound.

"Then I discovered I could hear my wife talking in the kitchen. When she went down to the lounge on the next level, I could still hear her

and even when I went outside and some distance up the road I could still hear her, although more faintly."

The bug, when he located it hidden behind an exhaust fan, was about one and half times the size of a matchbox.

"It was a fairly primitive device but very powerful," he said. "The police claimed their listening post had been about a kilometre away.

"It had its own microphone, aerial and capacitor and was powered off the mains by being wired into the exhaust fan plug. It was apparently designed to be a long-term project.

"I was told it had been there for three years and that it had failed after 12 months. But it was still working when I found it."

Frank called the police and things began to happen very quickly.

Their Communications Intelligence Unit came out and took the bug away, and an Internal Affairs inspector visited him that same night and confirmed his unit had installed the device.

Frank told AAP's Perth Bureau Chief Judy Hughes of his discovery, but it took three days of checking before she was able to write the story.

It was picked up immediately by the West Australian newspaper and Channel 10 and over the next couple of days by other media outlets.

"Then it just went very big," Judy said. "The ABC's 7.30 Report, the West Australian and the Sunday Times have gone for the story in a very big way."

Says Frank, "Since the story appeared, I have been trying to duck and weave the media. It certainly has caused me a lot of headaches but there is not much I can do about it.

"I think it's extraordinary that the house was sold and nothing was done about removing the bug. It may have been intended to be found at some stage."

Smith, a former CIB detective with the Fraud Squad, had lived in the house for about three years. His sometime business partner, Dr Wayne



Frank Thorson

Bradshaw, a plastic surgeon and former Mayor of Wanneroo, lived next door.

Smith won the marginal state seat of Wanneroo for the Liberal Party in February. He had left the police force in October, 1991, some 18 months after being elected to the Wanneroo City Council.

Police Minister Bob Wiese later announced the bug was installed on May 5, 1990, as part of an investigation into corruption on Wanneroo City Council.

Smith then revealed he had held mortgages totalling \$970,000 when he left the police force, which led to questions in parliament about how he was able to afford the repayments on a salary of \$35,000.

One \$200,000 loan was from Bradshaw and he was an alternate director of three Bradshaw companies and held power of attorney for him.

It also emerged that disciplinary charges had been prepared against Smith for improper use of police telephones, but he resigned from the force before they were laid.

Bradshaw, who is wanted on charges of taking \$300,000 in bribes during his term as Mayor, is believed to be living overseas, possibly in Indonesia.

Attorney General Cheryl Edwardes, whose husband Colin also served on Wanneroo City Council at the same time as Bradshaw and Smith, and who met up with Bradshaw on holidays in New Zealand in 1991, has also been drawn into the affair.

Premier Court has strongly backed Smith, although he did insist he apologise publicly for making misleading statements to the media about his associations with Bradshaw.

New Business Unit To Take Up Asia-Pacific Opportunities

Group Chief Executive Lee Casey has established the Overseas Business Development Unit (OBDU) to facilitate AAP's commercial operations in the Asia-Pacific region.

The OBDU will be supervised by General Manager, Group Communications, Barney Blundell and all of the Group's offshore activities will be coordinated by Group Corporate and Public Affairs Manager Greg Holland.

The OBDU will operate from Ross St, Glebe, where Greg, assisted by Joan Neilson, will establish a resource centre containing relevant material concerning prospective markets in Asia and the Pacific.

Greg will be responsible for coordinating visits to Asia and the Pacific for all AAP personnel as well as visits from various organisations in the region. He will also tap into government and non-government funding organisations to attract grants and soft loans for the Group's various activities.

Greg said that during 1994 a number of projects which the Group has been working on in the region during 1993 will come to fruition.

"These are mainly satellite communications opportunities but I think there are several areas



Greg Holland with Zhang Jia, Deputy Editor in Chief of Xinhua, on a recent visit to China.

where AAP will introduce some unique services which will not only benefit and complement AAP's Australian products but will benefit the Australian business community's and federal and state governments' push into Asia."

Greg said the Group was currently investigating projects in China, South Korea, Japan, Vietnam, Malaysia, India, Papua New Guinea and Fiji.

"All of these countries have different cultures and business practices and it is important that the Group has a coordinated and professional approach to the various business opportunities which the region may present to us."

Tony Mixes Business With Politics

The business of politics was on the agenda for Tony Wright, ACT MediaNet Account Executive, when he attended the National Press Club address by Noel Pearson of the Cape York Land Council on November 10.



Tony is pictured (left) sitting next to Rick Farley, Executive Director of the National Farmers Federation (centre) and Minister for Aboriginal Affairs Robert Tickner.

"Both the Cape York Land Council and the National Farmers Federation are MediaNet clients," Tony said, "And the NFF was about to put out a tender for its business, so it was a good opportunity to do some heavy duty hand stroking!"

Tony was impressed with Noel Pearson's speech, which he described as "very aggressive and quite colourful." And as for the tender? "We're quietly confident."

QLD Crushers Play for AAPT

AAPT Telecommunications is entering the big league – by sponsoring Brisbane's second rugby league team, the South Queensland Crushers.

The Crushers, who will enter the national league competition in 1995, will be based at Brisbane's Lang Park and AAPT will be a sponsor at all of their home games for three seasons.

The sponsorship is for \$75,000 a year for three years to be paid partly in cash and partly through the provision of long distance telephone call credits.

As the exclusive commercial telecommunications sponsor of the team, AAPT expects the league connection to raise the company's profile among consumers and the media in the important Queensland market.



Marketing Manager Wayne Moloney, who organised the sponsorship, said, "AAPT and the Queensland Crushers are unique in that they are bringing competition to Brisbane and will no doubt be seen as the underdogs."

By 1995, AAPT would be addressing a broader market and he believed that its association with the high profile Crushers would help it to establish a stronger corporate profile in Queensland.

As a major sponsor, AAPT will be able to take advantage of numerous promotional activities, including use of the Crushers' logo and leading team members to help promote its services.

It will also have prime ground signage at Lang Park, electronic scoreboard displays, a corporate box at their 11 home games each season and a table at the Crushers' promotional lunches each year.

Merger of MediaNet and Fax Services Results in New Company Structure

The merger of MediaNet with Facsimile Services has resulted in a change of name, management and board structure for AAP Communications Facilities, which has become AAP Facilities Pty Ltd (AAPFACS).

The new company, headed by a three-man board with Terence Nickolls as Chief Operating Officer, will be responsible for the satellite and MDS business of the former company and the combined facsimile services.

Steven French, General Manager of AAPFACS, said the new business unit would have an expanded staff of 18 and a mission to become Australia's market leader in the electronic delivery of information by providing a full range of value-added facsimile products and services.

Assistant General Manager Rex Mitchell will be responsible for the development of MediaNet services both in Australia and in the region.

The new board consists of Lee Casey as Chairman, Mr Nickolls, Chief Executive of AAP Communications Services, and David Jensen, General Manager Media and Corporate Services, AAPIS, who will oversee the marketing direction of the new unit.

Steven said the decision to expand the fax bureau services was based on the enormous potential of the industry in Australia, as illustrated by the US experience.

"The enhanced fax market in the US is worth around US\$250m per year and that is expected to increase to US\$1billion within the next few years. Australia's market is very small compared with that at the moment, but the potential for growth is even greater."

AAPFACS began operations in May and in six months has developed into a substantial business. The service delivered its millionth page in mid-November.

"Our clients include banks, financial institutions, stockbrokers, friendly societies and so on," Steven said, "but by 1995 our aim is to be successful in all market sectors."

AAPFACS has developed six products which fall into two fundamental delivery categories: broadcasting, or multipoint delivery, and 'fax on demand'.

"With broadcasting we send one piece of information to many people at once. A range of

features can be incorporated, including automated delivery and individual addressing, if the client wishes. Fax on demand is the opposite, in that it's an interactive service where we have a piece of information, we let the marketplace know we have it and they draw on it if they want to, using a touch tone phone.

"The interactive services, I believe, are ones which will become very widely used by a range of industries."



Steven French

Steven, who is a chartered management accountant, worked for 10 years in sales and marketing before joining AAP. He is enthusiastic about the opportunities for expansion in the industry, particularly in what he terms the 'proprietary' side of the business.

"Delivery of value-added 'proprietary' information is, I believe, one of our greatest opportunities for expansion.

"If AAPFACS develops or gathers specialist information for specific industries or markets, we own both that information, which we disseminate, and the lists of subscribers it is sent to.

"As the market leader in news and information, AAP is in a unique position to develop proprietary facsimile services.

"There are probably 12 value-added suppliers in Australia who would be our competitors, but none has the opportunity to be the proprietary information provider that we are," Steven added.

"They can fight for the distribution business – and we'll fight for that too – but we want to

create major products which involve ownership of some sort."

Steven said MediaNet, Australia's leading press release distribution service, will be an important part of AAPFACS.

"Under Rex Mitchell, MediaNet has been a very successful part of the company, and we are now going to apply the skills, experience, knowledge and resources that MediaNet has built, outside MediaNet, to grow the totality of AAPFACS business.

"While MediaNet will continue to expand as a product, we're effectively going to use it as a springboard to create new, value-added products for the market."

Steven said that part of the challenge of expanding Facsimile Services lies in educating the market about the range of facsimile products and services available, and how they can be used.

"Our sales people are not selling a product, but solutions to business problems. Their mission is to identify business opportunities and communications needs and develop a package which incorporates appropriate solutions."

"We aim to develop a range of major product categories that represent the various business opportunities in the market place. We take on board the best ideas from around the world, but we know that some of the concepts in the pipeline are world firsts, and we've already had interest expressed in some of them from overseas.

"I'm not afraid of competition. I'm very happy, for example, for Telecom to help me in the process of educating the marketplace because a reasonable slice of a bigger pie is a bigger slice!"

The company has the advantage of using AAP dedicated news wires for delivery to the major media organisations, as well as what Steven calls "state of the art" facsimile broadcasting equipment, comparable to that used by overseas industry leaders. "We have also ordered a system which is being designed to our own specifications."

Bernie Seth, Business Manager, Satellite and RF Systems Division, AAPCS, will continue to be responsible to Mr Nickolls for the satellite and MDS business of AAP Facilities.

A Tale of Two Conferences

Looking after AAP's traditional core business media clients can be tough going. But Melbourne-based Director Media Marketing Robin Strathdee was prepared to take a tuxedo to Kalgoorlie and his golf shoes to the Gold Coast to attend two conferences – just a continent and a week apart – vital to AAP business interests.

"The Gold Coast convention of the Federation of Australian Radio Broadcasters (FARB) at the Royal Pines resort was the most significant for us since 1990, when AAP saw off a challenge from the ABC for the entire multi-million dollar news contract for commercial radio," Robin said.

"The three year contract expires again at the end of December and hopeful elements among ABC radio have fronted up again.

"This time around, however, things are not as simple. The ABC says it will stay around and continue to offer its news service so that we have competition and not walk away as it did last time.

"So the convention was our chance to see many of the country's 147 station managers and point out all the compelling reasons why their stations should continue to take the AAP service."

AAP issued stylish leather-like satchels to each delegate adorned simply with the FARB logo snuggled cosily alongside the AAP logo and a simple slogan 'AAP – Radio's News Partner'. AAP also combined with the research and market survey firm AGB McNair to host the inaugural FARB Convention golf tournament, largely organised by Ross Whowell from Group Corporate and Public Affairs.

Queensland Manager Ross Gilligan and Brisbane News Editor Paul Reid helped Robin and AAP consultant Des Foster, a commercial radio elder statesman, keep close to the decision makers throughout the three day conference to reinforce our commitment to the commercial radio industry and drive home AAP's advantages over the ABC.



Robin Strathdee (right) with Mark Neely of AGB McNair.

Spot The Odd One Out



A visit to a village just 100km away from the Papua New Guinea capital of Port Moresby can be like a journey back in time, says Belinda Goldsmith, who supplied this photograph to illustrate her point. She writes:

It will be well into next year before the final picture emerges but so far no commercial radio station has cancelled AAP.

Days after the radio summit, Robin was winging west for the annual Regional Dailies of Australia convention at Kalgoorlie.

Hot winds and red dust replaced cool sea breezes as proprietors and managers of Australia's regional daily newspapers gathered to review the industry.

"Kalgoorlie was chosen because 1993 is the gold city's centenary year and it was fitting for AAP to be represented as the Kalgoorlie Miner newspaper is the newest full service regional daily to join our client ranks," Robin said.

WA Manager Bill Bowen joined Robin at the conference. Regional daily newspapers have done business with AAP since 1935 and now contribute more than \$3 million in revenue a year to the group.

"Delegates toured gold mines, watched gold ingots being poured, drank at faithfully restored pubs from the gold rush days and, in black tie after the formal conference dinner, listened suitably shocked to a full and frank description of night to night operations at Kalgoorlie's infamous tin shack legal brothels from the madam who appeared rough and tough but had a heart of"

Traditional headgear and the odd skimpy item of clothing are the norm in many parts of rural PNG, which remains largely untouched by the modern world, although Coke and Mal Meninga have made their mark.

As an AAP correspondent, I spend a fair amount of time travelling around the country, often visiting remote mining sites. The usual visitors to these areas are male and a white woman is a great novelty. I always find myself surrounded by crowds of children and women, laughing and pointing, who think I am the funniest thing they have ever seen.

The villagers of remote PNG are delightfully honest, never having learnt the subtleties of diplomacy or tact. One rather large Australian on a recent trip was a bit taken aback when a woman of the village came up to him, gave his stomach a good pat and announced he was a "big, fat white man".

The photograph was taken at a gold prospect called Tolukuma, just 100km north of Port Moresby, but accessible only by air. Many of the villagers have never left Tolukuma and never will. They spend their days tending their food gardens, chasing pigs back into enclosures and sitting.

People don't live too long in such an area with 45 considered old. Age is not really an issue in PNG and many people do not have the slightest idea how old they are. AAP's house boy in Port Moresby has varied from 34 to 58 years old in the year I have been here. He hasn't a clue how old he is and can't understand why you need to know anyway.

Barry Kevin Wheeler, 46, a senior member of the AAP Executive Committee, has been Chief Executive of AAP Telecommunications Pty Ltd since 1990 after a distinguished editorial career.

From News To Telecommunications, AAPT Chief Executive Has Watched Over Major Changes But Believes The Best Is Still To Come

The names are Irish, the background English and his role as head of AAP's multi-national telecommunications joint venture has added a distinct American overlay. But his interests, outlook and destiny are essentially Australian.

Barry Wheeler, Chief Executive of AAP Telecommunications Pty Ltd, has had a rapid rise through the ranks since joining the AAP news agency operation as a sub-editor 22 years ago, and few would believe that he has yet reached the pinnacle of an outstanding career.

AAPT is the fastest growing company within the AAP Group and its central hope for the future in which Barry will continue to play a prominent part.

His secondment to the telecommunications arm has been extended by a year to the end of 1994 and he is also a member of the Executive Committee of the parent company, AAP Information Services Pty Ltd.

Barry became AAP's first Editor in Chief in 1982 at the age of 34, and served eight years in that senior position before "the big sidestep."

He describes the opportunity to start up a company from scratch and preside over its rapid rise to national prominence as the chance of a lifetime.

But, he says, it is important to understand that AAPT was Group Chief Executive Lee Casey's creation.

"He put AAP's future on the line to do it. The credit is his alone.

"It was a hell of a gamble at a time of great uncertainty for the company.

"We were gambling on the legislation turning out right, which in turn depended on how well we played the political games. It was a question of whether we could get our shareholders in, whether we could perform, and how successful we would be at breaking into the market."

"When I took over AAPT I had only a handful of people, a couple of revenue lines, some very extensive cost lines and a mandate to put it all together.

"We sat around on cardboard boxes at the start.

"But I was very impressed with the calibre of the people in the company. I soon came to realise we had some very smart engineers. I admired their knowledge, their inventiveness, their flexibility – and their ability to think at a tangent to solve problems.

"They shared the same kind of vision that Lee engendered and the rest of us picked up and the company that's resulted rewards them well."



Barry Wheeler

The great upturn in AAPT's fortunes came when Barry and Lee negotiated the MCI agreement for a 24.5 per cent share in late 1991 and then the same percentage share for the Todd Corporation of New Zealand in early 1992.

AAP Information Services retains a majority 51 per cent interest.

AAP Telecommunications has achieved revenue growth rates of 120 per cent in 1992 over 1991, 140 per cent in 1993 over 1992 and its projected growth next year is for at least the same percentage increase.

By the end of 1994, it is expected to be the largest contributor to AAP Group revenue by a large margin.

On AAPT's future and its potential, widely discussed within the communications industry, to become the third carrier when the industry is further deregulated in 1997, Barry says, "My job is to take the company to the position where it will be a very easy transition to full carrier status."

Barry came to Australia in 1971 after eight years on English provincial newspapers.

He decided it was time to make the move after he had won several journalism awards, including Hampshire Journalist of the Year, "and the Chairman of the Board told me he could see a wonderful future for me – 10 or 12 years ahead.

"I was 24 and I decided not to wait. I went to Australia House in London, applied to emigrate and was accepted. I was one of the last of the Ten Pound Poms."

Working in Southampton on the Southern Evening Echo, it was only a short trip to the boat.

He and his wife of three years, Sandra, sailed on the *Britanis* and some 10 years later at a dinner party discovered that Christine, wife of Production Editor Geoff Want, had also arrived here on the same ship.

Barry's arrival at AAP was almost equally coincidental.

"A friend had fixed us up with an apartment at Neutral Bay. I got the ferry across to the city and decided to work my way uptown. AAP, which was then based at Wynyard House, was the first place I called into and I was hired by Norm MacSwan, the former Associate Editor.

"The zest and freneticism of the AAP of that time was wonderful. It was a completely different and more exciting world than that of an English provincial newspaper, peopled by great characters, and a period that produced many great anecdotes."

The office underwent two drug busts, one female staff member was found to be closely associated with well known criminals, the American R&R from Vietnam was in full swing and males of alternative sexual preferences were literally ursting from their closets.

The AAP offices looked directly into the rooms of the Menzies Hotel, then one of Sydney's finest, and staff on the overnight often had their shifts brightened when US servicemen and their ladies neglected to draw the curtains late at night.

"The overnight shifts came round every third week and the favourite watering hole afterwards was the Port Jackson Hotel for a beer and fried egg sandwich, and we'd often stay on till midday before heading home to sleep," Barry said.

"It wasn't unusual to see a number of businessmen about to start their working day throwing down a couple of quick ones before they got to the office, including a couple of AAP staffers.

"The years at Wynyard House were more free-wheeling, less disciplined and less serious. It was almost a game."

When did it change? "When we became the bosses," he jokes, then more seriously, "with computerisation.

"It began with Vitac, Australia's first editorial news editing system and more seriously with the advanced editorial system known as Baudrunner, installed in 1983 and still in use.

"There was a greater premium on speed. Copy flows were rigidly controlled. There was a greater need for discipline."

Barry says the two people who had the greatest influence on his career, were an old editor in England, "the mentor for my English period", and Lyall Rowe, the former AAP Editor.

"I still believe Lyall knew more about news agencies than anyone I have ever met. It was a pleasure to learn from him and to watch him in action.

"He was a master at managing people, the way he could deflate a person or defuse a situation that had the potential for conflict.

"I don't know anyone who did not like him. His influence is still felt through a lot of the people who worked with him for many years and who are still the senior people in the newsroom, from Editor in Chief Peter Brown to some of the EICs and desk editors.

"He left a long lasting legacy."

One of Barry's great passions away from work is pop music. He wrote a weekly pop music column, which gave him access to many of the great pop stars of the 60s.

"I started collecting way back then, and now whenever I travel, I spend a lot of time in the old music stores, rarely looking for anything in particular, just flipping through the racks for anything that catches my eye," he says.

Most of his records are 45s, original pressings and hard to get tracks. "They're not all in great condition. Many of them are from jukeboxes," he says.

Particular early favourites were the Rolling Stones, the Yardbirds and of course the Beatles, including their first hit record, Love Me Do. One treasured assignment was filming their movie HELP, including the great tank scene on Salisbury Plain.

It was the era of the British pop music invasion of the United States although among seminal tracks he ranks the Beach Boys' Good Vibrations up there with the cuts from Sergeant Pepper's Lonely Hearts Club Band as the most significant influences on pop music.

The dedication of his search is illustrated by one story he tells of a song New Zealand journalist Ron Palenski chanced to sing at a party during the Brisbane Commonwealth Games. It was Ginny Come Lately, recorded by Brian Hyland, much better known for such hits as The Itsy Bitsy Teeny Weeny Yellow Polka Dot Bikini.

"It took me six years of searching to find it," he said.

"The collection grew as I searched out tracks I remembered from the 60s and couldn't afford at the time. It now numbers a few thousand and one of these days I will find the time to catalogue them all.



Editor in Chief, Barry Wheeler, pictured in the newsroom in 1985, with Les Murphy and Peter Brown.

"There is no particular theme to the collection. They are just records I enjoy playing. I was the only kid at primary school who could sing all the Bobby Vee records."

His other great love was playing soccer, "until a crook left knee ended a 40 year career just two years ago."

He was a right winger, centre forward and in later years returned to the midfield.

Barry was born in Didcot, Berkshire, to an English mother and a peripatetic Irish soldier father, who took the family off to Africa when he was two. He lived most of the next seven years in Kenya and spoke Swahili as his native tongue.

"When I returned to school in England I needed special remedial English tuition. I was the kid who sat up the back of the class and spoke this strange language," he said.

His father named him after the Irish hero Kevin Barry who was hanged in Dublin's Mountjoy Jail at the age of 18.

Less than a year after joining AAP, Barry was posted to Perth as Chief Correspondent Western Australia, then in 1974 to Papua New Guinea, ending his assignment there just three months before independence.

He travelled extensively with The Chief, Michael Somare, an ex-journalist who became his country's first Prime Minister and "who used to drag us around on all his pre-independence selling rituals, as evidence that there'd be no flight of Australians from the country afterwards."

He returned to become an Editor in Charge in the Sydney newsroom in 1975 and was Manager for Victoria and Tasmania, based in Melbourne, from 1978 to 1980.

When he returned to Sydney he was appointed Assistant Editor, Production with Peter Brown as Assistant Editor, News under Lyall Rowe, and a year later became Editor in Chief.

Editorial operations underwent a rapid expansion during his term. Staff numbers increased by almost 60 per cent and the number of offices went to 13 with the posting of correspondents to Jakarta, Suva and Hobart.

It was during this time that the editorial department launched the first staff magazine and organised the first of three highly successful EDCONs, editorial conferences for industry leaders attended by key newsmakers and politicians.

AAP journalists featured in award lists for editorial excellence, culminating in the print media Walkley Award for Sydney Bureau Chief Tony White in 1985.

Barry headed the project and design team for the conversion of AAP's editorial operations to full computerisation, and worked on the design and development in Sacramento, California, of the first SII system to be sold outside the US and the first to be sold to a newsagency.

It was good background experience for his future career in telecommunications.

Six senior Americans have been seconded to AAPT from the MCI Corporation and their current contracts extend to the end of 1994. The company's senior executive committee is made up of three Americans and three Australians.

"MCI's contribution to AAPT has been through access to the technology that has made them so successful in the United States and ongoing support, while Todd's role is that of a venture capitalist," Barry said.

"The MCI people have brought with them the maverick spirit that characterised their rise in the

US, the sort of attitude that says, 'We know the rules, but we'll do it anyway and figure out a rationale later.'

"They are essentially a long distance telephone company, and that is what we are too, and they have taught us a lot about the industry.

"They've come from virtually nothing to a \$15 billion annual revenue company in a decade and are the sixth largest communications company in the world."



Barry Wheeler with daughter, Helen, on her 18th birthday.

The company is growing rapidly, and Barry says, "It is possible that AAPT could swamp the parent company in terms of revenue in the years ahead, but there are high costs associated with that

revenue and there will be a lot of hard work needed if we are to succeed.

"It is not going to be easy. It is a rough business. There are 14 companies battling for telecommunications market share and it is very competitive.

"We are going to have to be very smart to stay No. 3.

"To an extent we have become establishment, no longer the feisty maverick. Our customers are becoming more demanding. As people bed down, the imperative to perform becomes even greater. You can't miss a beat.

"We are a long way behind the big two, but a long way ahead of No.4."

Barry reports to a four-man board – made up of two directors from AAPIS, one from MCI and one from Todd.

The success of the company has been in the melding of the two cultures.

"We spend a lot of time together socially. It has been a painless assimilation of ideologies.

"Joint ventures are notoriously difficult. What we have is one that actually works."

One unusual feature of the company which also helps foster the spirit of working together is that all staff members have the ability to earn bonus and incentive payments.

Golf Day Funds Help Disabled

The Sunnyfield Association has been caring for the intellectually disabled since 1952 and recently established a new accommodation wing with the help of funds raised through the AAP Group Financial Markets Len Evans Annual Charity Golf Event.

The rebuilt and refurbished Carinya building was officially opened by AAP Group Chief Executive Lee Casey, who unveiled a plaque recognising the golf event's support of Sunnyfield.

Mr Casey said he had been pleased earlier this year to present the association with a cheque for \$95,000, which followed last year's donation of \$77,000.

"This building I understand will provide residential accommodation for 18 frail and aged people, who need care appropriate to their situation," Mr Casey said at the opening.

"We are very pleased to support such a worthy cause." Mr Casey is pictured below with The Sunnyfield Association Chairman Mr Bob Joice.



Canberra Siege A Test For NewsTrack Service

Canberra staff were able to provide a news service to radio stations 2CA and FM 104.7 an hour after they were forced to relocate to temporary studios after a gunman smashed his truck into their building, setting it alight.

Radio staff on the first floor of the Jolimont Centre in central Canberra, which housed the two stations, were trapped in thick smoke and



Tony Kay and Vivienne Doyle

escaped by smashing a window and climbing down a fire brigade ladder under police cover.

Peter Monaghan, AAP Group Manager, ACT, said both stations then set up temporary studios – 2CA in a bus and FM 104.7 at the ABC – but needed news facilities in a hurry.

Within an hour of hearing of their dilemma, Customer Liaison Executive Vivienne Doyle and Technician Tony Kay had installed a NewsTrack pc and printer in the temporary

studios, enabling the stations to resume their normal news services.

“Six of us were in the studio when we heard a massive explosion, followed by four or five blasts under our feet, which we later found out were shotgun blasts,” Andrew Messenger, News Director for both stations, recalled.

“Before long the entire office was pitch black with smoke – you couldn’t see your hand in front of your face. Our eyes

and throats started to get sore, so we decided to break through the double plate glass window with a fire extinguisher.

“Within two hours of getting out of the building, we were set up in new studios, with 104.7 moving into the ABC and 2CA into a bus that sports station 2SSS allowed us to use.”

Incredibly, the stations were off the air for just 35 seconds during the drama.

“Once we’d relocated, our news service consisted of getting AAP stories faxed through, but we needed regular feeds,” Andrew said. “Within an hour we had AAP offering assistance in setting a system up. They weren’t even asked, they just turned up and set up the service. It was mind-blowing.”

“Though the circumstances were most unusual, that’s typical of our service here,” Peter said. “Actually, I’m surprised we took so long!”

The dramatic incident, on November 29, ended with the gunman killing himself with his own shotgun. Station staff hope to return to the building, which has suffered smoke and some structural damage, by mid-December.

Donna Reeves Wins Walkley Award

Journalist Donna Reeves, who recently joined AAP, has won a Walkley Award for excellence in journalism.

Donna, 24, won the award for Best Rural Report for her series of articles in Adelaide’s News Review Messenger earlier this year, which revealed discrepancies in the accounts of Mayor Pat St Clair-Dixon, who headed Adelaide’s largest local council.

The articles exposed how Mrs St Clair-Dixon had misspent \$1,100 of council money by taking her husband to dinner 22 times. As a result of Donna’s stories, an auditor was called in and found the allegations to be true.

Mrs St Clair-Dixon, who had been mayor of Salisbury Local Council for six years, stood again in local government elections in June and lost in a landslide.

Donna, now working at AAP’s Sydney bureau, said she was surprised by her win.

“I had absolutely no idea my articles had even been submitted until my editor Des Ryan told me he’d sent them in to be considered,” Donna said.

She revealed that the start to her career, as a reporter on the Northern Argus newspaper in Clare, north of Adelaide, was less than illustrious.

“I was fired from my first job after just six days for asking too many questions. They said I was too inquisitive.”

Donna took her case to the industrial relations commission for unfair dismissal and won.

“But I resigned anyway as I thought there wasn’t much point in staying.”



Donna Reeves

After being unemployed for six months she joined the Messenger in July last year.

The Walkley Awards, presented each year by the journalists’ union, Media Entertainment and Arts Alliance (MEAA), were presented this year on December 1 by federal Treasurer John Dawkins.

Telf Tales and True

The forest of fag ends standing erect amongst the white coffee cups told the story.

William Ian Telford was in session... time for another masterpiece from AAP's crack sporting scribe.

It was a moment to savour if you don't mind battling a cardiac crisis.

Telf had been there some 40 minutes. He'd been up and down to the coffee machine half a dozen times and each new draught demanded a new cigarette.

Intros had to be wrung out in blood by young Telf and this occasion was no exception.

He tried several but each had been ripped out of the typewriter with mounting violence.

But at last things seemed to be moving. The keys were being battered into submission as yet another Telford gem was set to hit the streets.

Mark you, the stress-ravaged desk editor was almost a stretcher case by now. He'd ridden every coffee break, every new smoke signal, every pause for breath waiting for the story to be finished.

"There, I think that's got it," says a red-eyed Telford.

A quick check for literals and the story is on the wire. A beaming Telford surveyed his ashen colleagues quite oblivious to the shattered bodies around him...

The scene, according to Sports Editor Bill Allan, who worked closely with Ian for 19 years and who wrote this appreciation of him, could have been any evening in the late 70s or early 80s.

Ian joined AAP in January, 1975, and left at the end of October to return to his native Britain, where he plans to live and work, and to devote as much time as money will allow to travelling extensively throughout Europe.

Earlier, he had worked for the BBC in London from 1966-70 and again from 1973 to 1974.

For AAP, he covered the Moscow Olympics in 1980, the Los Angeles Games in 1984 and the Commonwealth Games in Edinburgh in 1986.

His many sporting tours included a world trip with the Socceroos in 1976, the 1981 UK tour with the Wallabies and the 1985-86 rebel cricket tour of South Africa. But to let Bill continue ...

Telf is a legend in his own time. Ask his legion of friends who have known him in the AAP newsroom.

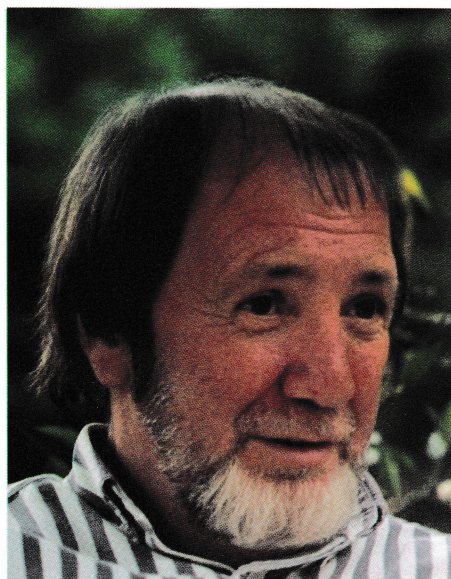
He's a brilliant wordsmith but perhaps he missed his calling. Science or university life may have been his forte, such is their need for an absent-minded professor. He even looks the part... curly locks, spectacles and that famous beard.

Many's the time he'd be burrowing through his bag at the end of a shift.

"What's up son?" queries his colleague.

"Can't find my keys. I'm sure I had them," says Curly.

Ian eventually devised a plan to cover for this frequent contingency – he kept a spare set in the office until those eventually went missing.



Ian Telford

Telf tales abound, especially those linked to his years of covering overseas sporting tours and Olympic and Commonwealth Games.

Like two from Socceroo jaunts. One-time World Cup coach Jimmy Shoulder tells how he almost fell over Ian in a hotel corridor attacking a briefcase with a massive screwdriver. The key had been left back in Sydney.

Sports desk doyen Ted Simmons recalls how Ian had been in deep discussion with broken-leg victim Richie Bell at a Dutch airport. Ian departed with the team for another match, leaving his typewriter standing next to Bell. The eagle-eyed Bell, his tour cut short, picked up the machine and presented it to Ted at Sydney Airport on his return. Like the true pro he was, Ian still managed to churn out his copy.

His own favourite story, told against himself, concerns Australian's victorious World Cup cricket campaign in India-Pakistan in 1987.

Against all expectations, Australia defeated hosts Pakistan in the semi-final in Lahore. An hour later the team was on a special charter flight to Calcutta 1,800 km away, to play in the final against India. But no one thought to advise the six-man Aussie press party.

They were left stranded in Lahore until the next available flight 48 hours later. To add to his woes, Ian realised his visa for India had expired.

That meant an agonising five hour journey by taxi to Islamabad some 500 km away. The return journey Ian describes as the worst trip of his life. So terrified was he by the kamikaze driving of his cabbie and the speed they were travelling that he climbed into the back seat and lay stretched out full length holding on for dear life.

Then on the outskirts of Lahore, his driver got lost. Ian made it to the airport with 20 minutes to spare.

Sporting matriarch Moya Webb loaned Ian a pair of glasses the day before he was due to go on yet another overseas tour. His own had met a mysterious fate. Unfortunately the replacement specs were found on the toilet floor as Ian was winging his way to distant shores.

Colleague Margaret McDonald recalls a 1987 skiing trip with several AAPers.

"On the first morning I went to make a cuppa and couldn't find either the milk or the tea pot," says Margaret.

"And then I remembered Telf was the last person to use both items. So I had to think like Telf thinks, and there they were – the milk in a nearby cupboard and the tea pot on the top shelf of the fridge."

We recount these stories to show the affection and esteem with which Ian was held at AAP. His ability to bring a smile to any company is matched only by his prowess with the written word.

His gift to spot the offbeat angle, his original turn of phrase, his ability to bring humour, poignancy and punch to a story or feature will be sorely missed.

As Ted said at Ian's farewell presentation, here is a model for any young journalist to emulate.

TELFNOTE: *The News Room was able to breathe freely after several anxious days. Telf did return to retrieve his gift of luggage which had been deposited in a corner of the sports desk after his final public appearance.*

Master Trainer Launches New Class Racehorses

The 10th edition of AAP's Class Racehorses of Australia and New Zealand was launched by master trainer Lee Freedman at a gathering of 150 prominent racing, business and media people at the W.S. Cox Plate meeting at Moonee Valley.

The racing annual has covered the racing passion of Australians and New Zealanders for a decade, Mr Freedman said at the launch.

"With Australia's increasingly significant role in racing and breeding on a world stage, it has become essential to have a book showcasing our wonderful industry," he said.

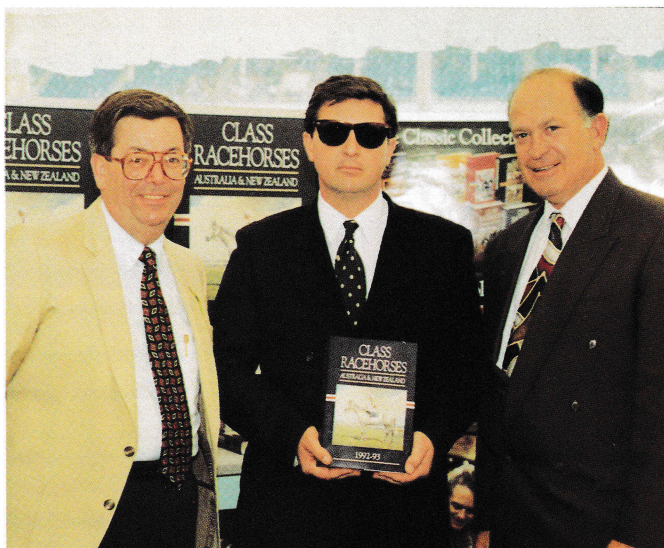
"Attempts have been made previously to deal with this but none as successfully as Class Racehorses of Australia and New Zealand.

"I congratulate AAP and those who took part in the production of the book and I recommend it as a valuable addition to any racing library."

Racing Services Director Geoff Want said it was appropriate that the region's premier racing book

should be launched by the most successful trainer of Group One winners on the day of the best weight for age race in Australasia.

The winners of each of the eight races on the Cox Plate program received a copy of the new edition of Class Racehorses, the first 10 volumes of which are being marketed as The Classic Collection.



Racing Services Manager Ken Boman, Lee Freedman and Geoff Want.

The 10 books can be purchased as a special offer for \$500, while Volume 10 retails for \$95 (available to AAP Group staff for \$50).

Tanami Achievement Recognised

The achievement of AAP Communications Services Chief Executive Terence Nickolls in setting up the Tanami ConferNet videoconferencing network has been recognised by Computerworld magazine.



Terence Nickolls receives his award from Computerworld Editor, Steve Ireland.

Mr Nickolls was one of six Australians whose use of information technology to "advance Australia and benefit society" saw them become 1993 Computerworld Fellows.

Computerworld hailed the system as "an innovative network with a distinctly Aussie flavour."

The Computerworld Fellows is an annual celebration of innovation and enterprise among Australia's information technology community.

Others recognised this year include former Minister for Industry, Trade and Commerce John Button.

1994 Big Bike Ride

It's not too late to register as part of the AAP team in the 1994 Big Bike Ride, which takes place from March 5-13 next year.

So far, four hardy souls have signed on - previous Big Bike Ride veterans Dennis Riepon, Max Gerlach and Martin Finnis and first-timer Chris Colla.

The eight day ride, which raises funds for the Multiple Sclerosis Society, will take place in northern NSW, starting in Uralla and winding through Ebor, Dorrigo, Bellingen, Macksville and Kempsey before finishing at Trial Bay Gaol.

AAP will cover the cost of entry, insurance, Bicycle Institute membership and transportation for each team member, and will also provide T-shirts and riding kits.

Those interested in joining the AAP team should contact Dennis Riepon on 1947 or Ross Whowell on 8122.

Royal Making A Recovery

Melbourne chief sub-editor Royal Abbott is recovering in hospital after being involved in a serious car accident on November 25.

Royal, 41, suffered fractured ribs when he was thrown from his car in a collision with another vehicle.

According to police Royal was very lucky to survive the accident. His companion, who was driving, was unfortunately killed.

Royal spent five days in intensive care and, although in extreme pain and heavily sedated, thankfully suffered no brain, spinal or internal injuries.

One of two chief sub-editors in the Melbourne news room, Royal plays a key role in handling the flow of news copy.

Despite his injuries, he is reportedly making good progress and his colleagues are hopeful he will return to work within a month.

Boys In The Back Of The Bus Have Far Sighted View Of History

Sometimes as a journalist, you get a front row seat at history. But more often than not you find yourself way down the back talking to the bit-part players.

Not Hunter S. Thompson, but AAP Canberra bureau chief Tony Vermeer after perhaps the most hectic, historic series of international visits ever by an Australian Prime Minister in such a short space of time.

The visits included those to Balmoral Castle in Scotland to tell the Queen, essentially, that Australia would like to sack her, to Paul Keating's ancestral village in Ireland, The Commonwealth Heads of Government Meeting (CHOGM) in Cyprus (covered by Terry O'Connor), the Asia Pacific Economic Cooperation (APEC) summit in Seattle (covered by Andrew Stokes), where the PM uttered his now famous criticism of Malaysian leader Dr Mohammed Mahathir as "recalcitrant", and several other stops along the way, including the signing of the Arab-Israeli accord in Washington and the year 2000 Olympic Games decision in Monaco.

In Tony's own words:

At Balmoral, Australian journalists failed to get within two miles of the castle itself, and at the Boeing plant at Seattle, were left to stand in the snow while Boeing security and public relations staff, the Secret Service and Australian officials argued over whether they could in fact get to talk to their own PM.

Our view of history was a little better in Washington where the Australian media were allowed into the White House to witness the signing of the Israel-PLO peace treaty.

Mr Keating decided to give it a miss in order to catch up with some Clinton administration officials.

Perhaps if he'd gone, we would not have been stuck way down at the back of the White House lawn, between the Norwegian contingent and former President George Bush's practice putting green.

Security in the US is the tightest in the world. For example, it took close to four hours to get



Tony Vermeer at the River Dee near Balmoral Castle

through the exhaustive searches and checks that preceded the signing ceremony.

In Monaco, the world was watching another piece of history when Sydney was announced as the host city for the 2000 Olympic Games.

The bid committees from all five contenders were crammed inside a basketball stadium with the dignitaries, including Mr Keating and Prince Rainier, in the reserved seats.

Journalists were up the back. The betting among them was that Sydney would lose out to the geo-

political weight behind Beijing's bid.

So the surprise was even greater when IOC boss Juan Antonio Samaranch opened the envelope and read out "Syd-e-ney."

After the announcement, which caused more than a couple of Australian journalists to discard the veneer of objectivity, momentarily, it was a mad scramble to get to the main players.

Microphones were thrust into the packs to grab quotes from the often unseen speakers - then came the race to get back to the press centre and file.

Windmill's Hot Streak Continues

Racing tipster extraordinaire, Robert Windmill, has won his fourth consecutive Victorian tipping contest, picking up \$1,000 from Cadbury Schweppes for the Spring Carnival section of their annual awards.

Windmill scored 259 points to beat Dr Turf (John Rothfield) of Winning Post, on 255.5 points and AAP's Melbourne Racing Editor Mark Ryan on 255 points, who collected \$500 and \$250 respectively.

The competition was held over the 18 Melbourne metropolitan race meetings from September 1

through to the last day of the Melbourne Cup carnival on November 6.

His bounty from the four awards now totals \$3,200.

Robert also leads in the overall 1993-94 Racing Season award, which has never been won by the same tipster in consecutive seasons.

"I never really thought I would win the Spring award again and it got very close in the last month," Robert said. "It is very easy to be over cautious with your tips and I was relieved when it was all over."

Perth's Three Hour Time Zone Blues

After flying five hours from Sydney to Perth and arriving only two hours later – local time – you begin to appreciate the problems of working against a three-hour time difference.

So if you're occasionally frustrated by trying to reach someone in Perth, consider the adjustments people working there have to make to cope with daylight saving in the eastern states.

These include starting work at 7 a.m. and taking early lunch breaks.

AAP RES Account Manager Frank Thorson, says, "If you start at 8.30 a.m., the people you need to reach in Sydney are on the way to lunch by the time you've read the morning mail.

"By the time they return from lunch, you are at lunch. And if you take a late lunch, the chances are that everyone in Sydney has gone home by the time you get back to the office.

"It can take two or three days to actually make contact with the person you want to speak with.

"So Customer Liaison Executive Kerrie Mews and I alternate 7 a.m. starts to facilitate contact with the eastern states, and to offer a premier service to our clients, many of whom start at 5.30 a.m."



AAPT Perth Branch Manager, Miriam Sutherland, pictured with guests at the recent opening of the new branch.

Group State Manager for Western Australia Bill Bowen says he sends out a memo to some 40 people in Sydney each year, setting out Perth office hours with the change to daylight saving.

But technicians still get called out at 3 a.m. to a minor fault by someone in Sydney forgetting the time difference.

There is only a narrow window of contact time available, he says.

"We have to staff the switchboard from 7 a.m. and we have techs on duty from 6 a.m.

"But at the other end of the day, local clients still expect to find people in the office here at 5.30 or 6 p.m."

Bill starts work from 6 a.m. on the phone at home to Sydney and often makes more calls on the car phone on the drive to work.

His experience is shared by AAPT Perth Branch Manager Miriam Sutherland, who says she is on

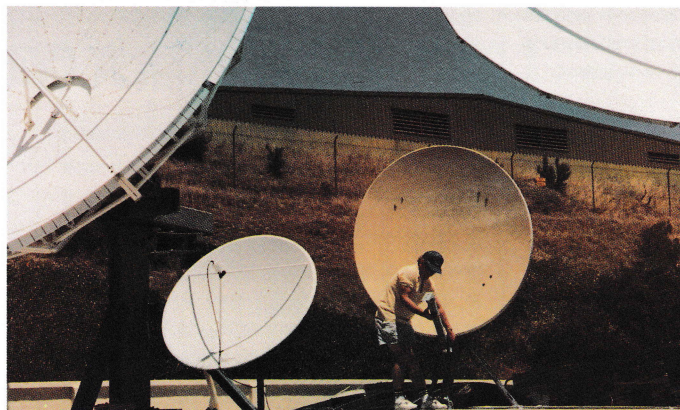
the mobile phone at home from 7 a.m., and during the day, has to rely mainly on voice messaging to keep in contact with head office.

"It's not ideal," she said, "but I don't know what we would do without it. It can sometimes take several days to achieve a direct conversation with someone."

In the newsroom, the main problem is early nightleads.

"The three hour time difference was a shock when I first arrived and was plunged straight into a state election campaign," Bureau Chief Judy Hughes said.

"It meant we had to file election nightleads by 3 or 4 p.m., which was no easy task with the story still evolving at that time of day."



Perth Technical Manager Neil Weller (pictured) and Technical Supervisor Graham Deans installed Media Marketing's first satellite dish in Western Australia at the headquarters of the Golden West Television Network in Bunbury.

The network, which covers all of regional Western Australia and parts of South Australia

and the Northern Territory under its remote areas licence, previously received only the Nine Network news services.

Media Services Manager Leigh Mackay said Golden West wanted direct delivery of the AAP news wires to expand its news services, particularly its political coverage.

Neil said installation of the dish took about eight hours with the three-hour drive each way between Perth and Bunbury making it a long, hard day.

The other larger satellite dishes in the picture are used by the independently-owned network to transmit its services for broadcast by its other stations at Geraldton, Kalgoorlie and Karratha.

Bull & Bear

The fifth annual Bull & Bear Gala Ball was held in Perth on September 18 and raised over \$21,000 for beneficiary The Spina Bifida Association of WA (Inc).

AAP Reuters Economic Services are co-sponsors of the event and donated a solid silver bull and bear sculpture as second prize in the charity raffle. The sculpture was won by Martin Duff, who is pictured (right) with Bill Bowen, Group Manager WA.



Touch Footie

The AAP touch football team kicked off the season on November 1 and has recorded two wins, one draw and two losses in its first five games.

The team has been put into 12th grade, lower than in previous years but according to team organiser Jerianne Verhille a welcome relief.

"In previous years they've placed us a grade too high, so we think this year's result is more likely to reflect our capabilities!" Jerianne said.

The mixed competition continues until March, with games played every Monday evening at Queens Park.

While insurance requirements make it too late for any new players to join the team, Jerianne said cheer squad members are always welcome.



The Touch Footie Team

Woods Delivers The Goods

Peter Woods proved that long markers can triumph when he won the 1993 AAP Social Golf Club Championship at the testing Mona Vale course off a handicap of 36.

In a round that he described as possibly his best ever – "I can't believe I played so well" – Peter had 20 points on the front nine and a regulation 18 on the back for a total of 38.

Big Result For Canberra Golf Day

The 1993 National Press Club/AAP Group Annual Charity Golf Day was held in brilliant spring sunshine at the Royal Canberra Golf Club on November 12.

A field of 140 golfers took part in the event, from Opposition Leader Dr John Hewson (pictured right) and Foreign Affairs Minister Senator Gareth Evans, to diplomats, senior bureaucrats, lobbyists, AAP clients and journalists, including Canberra bureau chief Tony Vermeer.



John Hewson besieged by camera crews after teeing off on the 1st hole.

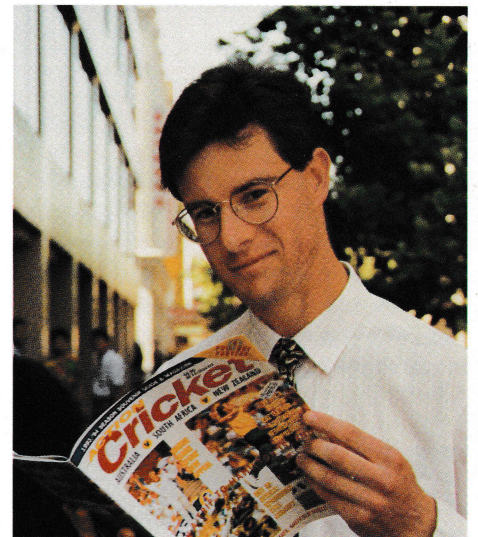
"The day was a fantastic success. We raised \$55,000 for worthy ACT charities, which is more than double last year's result," said ACT Group Manager Peter Monaghan.

Rohan A Cricketing Demon

Rohan Clarke may be a mild-mannered cadet journalist during working hours, but on the field he's proving to be something of a demon fast bowler, as the AAP cricket team discovered to its delight in the first game of the season.

Rohan took 6-9 off eight overs and opponents Phantom Jamaicans took some convincing that he wasn't a ring-in. He also opened the batting, top scoring on a difficult wicket with 42 in an AAP total of 129.

And just in case there was any doubt about who would be man of the match, Rohan also took a superb running catch in the outfield. Of course, Rohan isn't a total novice at the game – he has been known to bat at number three for Waverly seconds in the Sydney grade competition.

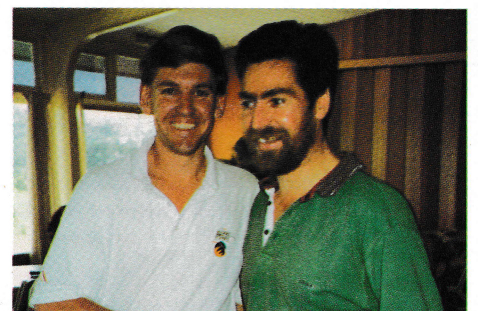


Rohan Clarke

His first half included two wipers, two four-pointers, two threes and three two-pointers. The second nine, with the wind making playing conditions more difficult on the seaside holes, was just good steady golf.

The joint runners-up John Radovan (23) and Ian Jessup (3) finished with 37 points each and won the John Johnston Shield for Editorial in the inter-divisional competition.

Peter and his wife, Margaret, who had won the previous competition at Fairfield, are two of the most frequent players on the AAP circuit and have recently joined Bayview Golf Club on the northern beaches.



Ian Jessup presents 1st Prize to Peter Woods (right)

The 1994 calendar of golfing events is still being compiled, but three dates to note are: North Ryde at 6 a.m. on Sunday, December 19 - Wentworth Falls at 7.20 a.m. on Sunday, January 16 and Chatswood at 6.30 a.m. on Sunday, March 6.