

# aap today

Issue no. 37

## NEW BUILDING NAME TO BE AAP CENTRE

AAP has purchased the naming rights to its new corporate headquarters building, which is to be known as the AAP Centre.

"This will allow us to replace the World Trade Centre signage on the building with our own," Group Company Secretary Mick Connolly said.

"It means that in addition to roof signage rights, which allow us to erect a large new sign featuring our logo on the rooftop above the 42nd floor, we will be able to put the new name - AAP Centre - at eight locations at ground and second floor level, including the three main entrances.

"We will be talking to designers to determine the most appropriate way to do this.

"The name change down below should take place at about the same time as the new logo goes on the roof, which will be in mid-April."

## 1994 Was An Outstanding Year - Chief Executive

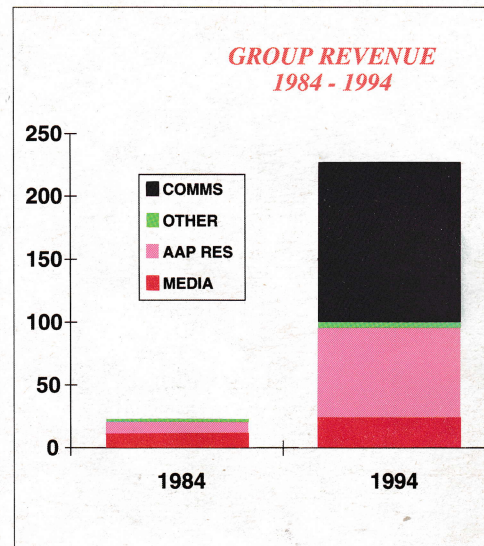
I believe 1994 was a watershed year for the AAP Group, culminating in the move of our Sydney headquarters into what is to be known as the AAP CENTRE.

It was a good year for the Group and I would like to thank all staff for their contribution. Our strategy of securing a better future for the Group by concentrating resources on specific areas of activity paid off during the year. But the advances we have made could not have been achieved without the efforts of all staff to keep our core businesses going while we developed new ones.

Overall turnover for the Group jumped to \$220 million. We returned an after tax profit of \$2 million and we have a sound base to improve on this in 1995.

During the year, AAP Information Services, the parent company of the Group, forged a number of alliances in Asia as we sought to expand our services to and from the region.

- We established news exchange and development cooperation agreements with China's Xinhua News Agency, Yonhap in South Korea, Antara in Indonesia and the Press Trust of India.



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## Parky Hands Over Lloyd Rees to AAP to Honour Artist's Wish

**B**ritish media personality Michael Parkinson has loaned a major painting by Lloyd Rees to hang in the AAP boardroom, honouring a promise to the artist not to take it out of Australia.



Pictured above at the presentation (from left) are Executive Director of Corporate Affairs David Jensen, Chris Casey, Lindsie Jensen, Michael Parkinson, Mary Parkinson and Chief Executive Lee Casey.

The painting is of the Opera House in 1980 titled 'Utzon's Dream.'

"I got to know him in 1978 when I first came to Australia," he said. "He was a lovely, extraordinary old man. I interviewed him on the ABC and he later asked me to open an exhibition he was holding at the Sydney Observatory in 1982.

"When I walked in the front door, this painting was hanging right there in front of me. There was no sticker on it and I asked him if it was for sale.

"No," he said. "It's mine. It's my favourite."

"When I finally persuaded him to sell it to me he would only do so on condition that I would not sell it overseas, in other words, that it remained in Australia permanently."

Parkinson said that the painting hung in his house in Rushcutters Bay for six years and was then on loan to the New South Wales Art Gallery for a similar period, but because they had so many paintings it was only periodically displayed. "I think it is a great Australian painting that should hang permanently somewhere.

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## Ten things to do with your new 1800X Prefix.



In September 1995, Telecom will be phasing out all 098 prefixes and replacing them with the number 1800. Currently, one can dial either 098 or 1800, followed by the six subscriber suffix and the call is double trunked.

Please note that 098 suffixes will not be affected by the changeover and that Telecom will provide recordings over the following months informing users of the planned change.



**7** With a target of 40,000 customers by the end of the year, AAP Telecommunications has launched a major advertising campaign to heighten awareness of the company and increase business.

**8** Australian law enforcement agencies are avid users of AAP's NewsTrack service.

**10** Elle Macpherson, Pamela Anderson and Jean Claude van Damme are just a few of the famous faces photographed by AAPT staffer Brigitte Riffis, who works as a freelance paparazzi in her free time.



**12** The AAP Group Financial Markets Len Evans Charity Golf Event was held on February 24. The golfing was hot out at Pennant Hills Golf Course and the event raised over \$900,000 for 14 Australian charities.

**23** The first of AAP Today's regular Staff Moves appears this issue, featuring some of the Group's new appointments.

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## Brekkie With BKW

Deputy Chief Executive Barry Wheeler will hold regular breakfast meetings with AAP Information Services staff in the 17th floor dining room at the World Trade Centre.

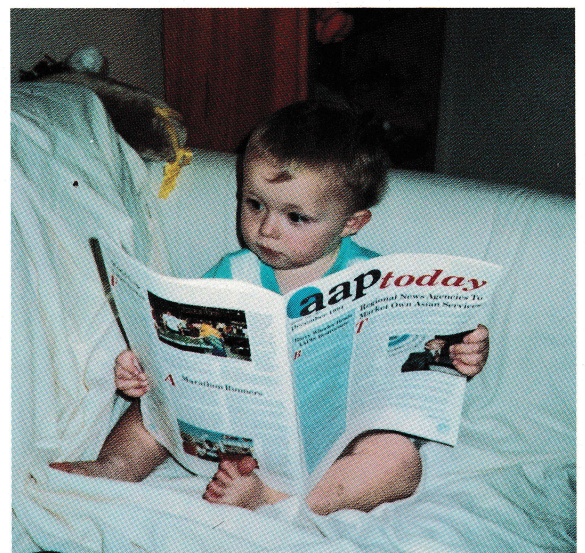
There will be 12 attendees at the quarterly breakfasts - four from each of the three functional areas within AAPIS - Production (including editorial and the technical departments), Sales and Marketing and Administration, which includes Finance, Human Resources and Corporate and Public Affairs.

The first breakfast was held on February 27 and Human Resources Director Neil Hope said the next would be held on Monday, May 8, between 8 and 9.30 am.

He said the breakfast meetings would give Barry an opportunity to explain company policy matters and its new direction and provide members of the staff with a chance to question him on any matters of particular interest or concern to them.

Attendees would be nominated by their section heads on a rotational basis so that a wide cross-section of people across the company had an opportunity to attend over the course of a year. Selection could also be on a merit basis to recognise outstanding contributions.

Neil, who will co-host the breakfasts with at least one other AAPIS Director, said the meetings would be informal with a free exchange of views being encouraged.



*Discerning readership: Kevin Darling, Project Manager, Channels Department at AAPT snapped this picture of his son Aaron, 16 months, engrossed in the December issue of AAP Today.*

# Big News on the Jobs Front; Watch for JE followed by PA

*JE, or Job Evaluation, and PA, for Performance Assessment, are likely to be the new buzz words around AAP Information Services over the next few months.*

The company is conducting a comprehensive review of all employment positions from top to bottom that will result in greater equity throughout the salary structure.

JE Manager, a computer-based program devised by PA Consulting and customised to suit AAP's requirements, will be used to establish a structure for determining remuneration policies and practices across the company.

"There are a number of payment anomalies within the present structure and there is a clear desire to avoid this in the future," Human Resources Director Neil Hope said.



Human Resources Director Neil Hope and Finance Director Neil Aveling

"The company is going through a period of significant change, brought about by changes in the nature of its market and in its relationships with other trading partners.

"One of the changes will be a radical review of the organisational structure of the business and of the jobs within it.

"There is a need for a clear understanding of the relative size and worth these positions will have to it, reflecting the culture, styles and values which the company holds dear."

Neil said that PA Consulting had been helping clients determine appropriate remuneration structures using job evaluation techniques for the past 30 years.

Their PC package allowed evaluation of jobs on screen by the simple pointing and clicking of a mouse on multiple choice answers to a list of screen-posed questions.

The system contains more than 200 questions, though only some 40/50 would be used in any one interview.

"It requires only the job holder, line manager and a personal computer to produce evaluations, with the whole process taking about 30 minutes," Neil said.

"It is very cost effective and produces consistent evaluations free from rater bias."

Neil stressed that JE measured the job itself, and not the people doing the jobs.

"Where an individual sits within that job will be determined by a quite separate performance appraisal system that will be carried out later in the year," he said.

Job evaluations will begin in early April and take approximately two months.

Training of the executive staff who will carry out the performance assessments, and of those who are to be appraised, will start in mid-year, with the whole process to be completed by October.

"If the review does identify that someone is being overpaid for the job they are doing, that will be taken up in future salary reviews," Neil said.

He also said that JE would have no impact on staff whose pay rates are determined by awards, such as journalists, but it will affect clerks and technicians who are subject only to minimum payment awards.

"A grading structure will be developed in the non-awards sector," he said.

"All grades and salary ranges will have relativities, one to another.

"We will also be reviewing our use of job titles to make sure they are more representative of the job being performed."

Neil said that the JE and PA reviews would be jointly administered by himself and Finance Director Neil Aveling.

Deputy Chief Executive Barry Wheeler and his six Directors will form a steering committee to oversee the process.



# Champions of the Move

A handful of dedicated men and women moved mountains - literally and figuratively - to move AAP into its Lang Street headquarters.

Group Company Secretary Mick Connolly and Building Supervisor Graeme Mercer were deeply involved in the planning from day one.

Bill Glance, hired as assistant to Graeme, was the only outside staffer introduced for the project. He and his team did much of the heavy work and Glenn Smith, Kerrie Bray and their technical staff made sure all the electronics worked.

Finance Director Neil Aveling arranged funding of the \$7.5 million required for the fitout budget, including the new rooftop sign due to be illuminated in mid-April.

Barney Blundell, Director Business Development, and Marketing Manager Robin Strathdee were the other key members of the Building Committee set up to plan the move.

Leightons Contractors Ltd was appointed Project Manager, with their team headed by General Manager, National Business, Evatt Furney, with whom AAP has had a long association going back to its purchase and redevelopment of the Glebe Technical Centre in 1984.

The design was put out to competition and the architectural firm of Davenport Campbell won the contract.

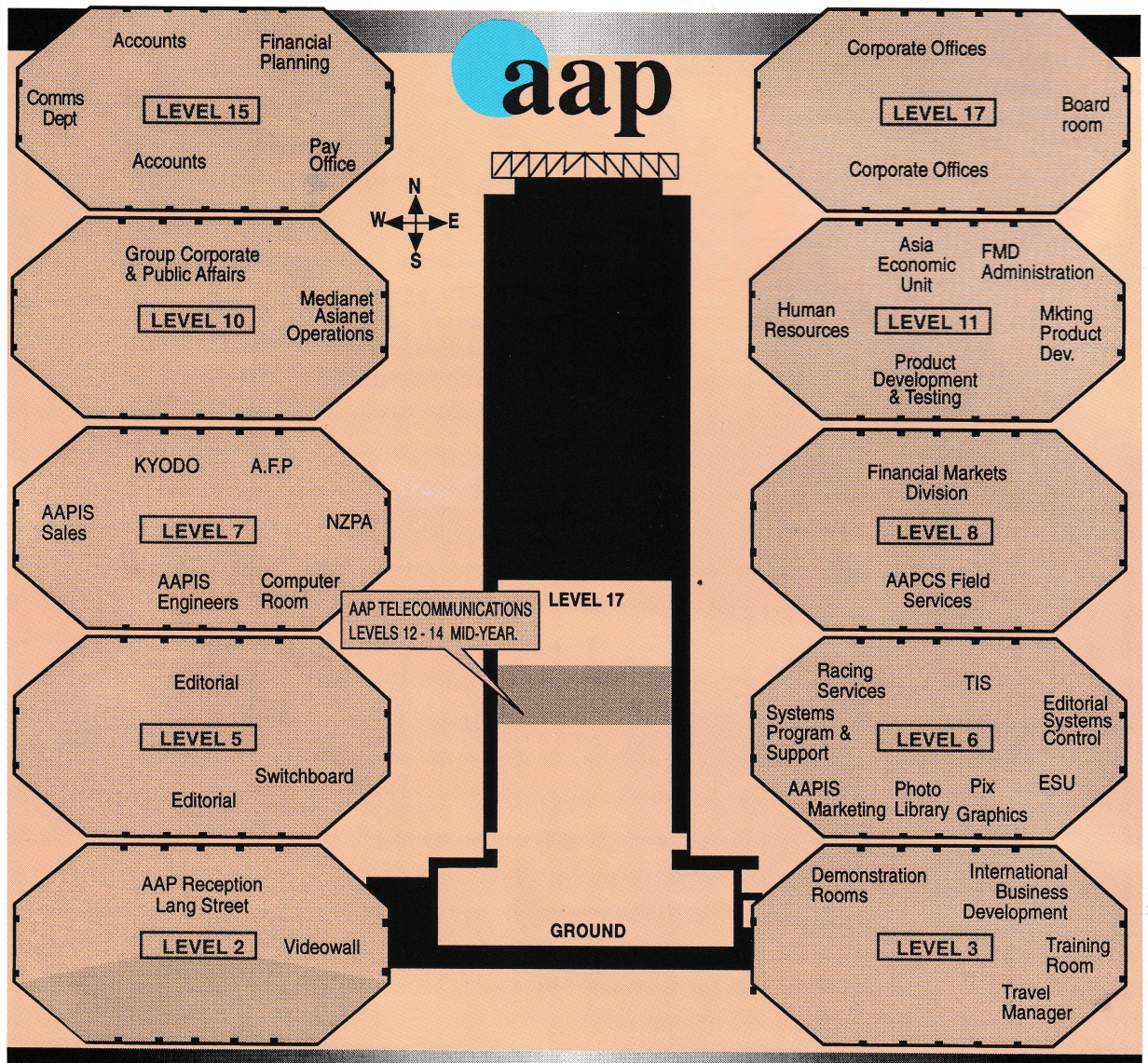
Leighton's set up their site office on the 14th floor with Tuck Lee in charge of operations, alongside an AAP project office manned by Graeme Mercer and Glenn Smith.



Group Company Secretary Mick Connolly and Director Business Development Barney Blundell

Atlantis were chosen as the movers from 10 companies asked to quote.

Space Age designed the video wall and much of the other electronic wizardry in the new building and Australian Business Theatre provided the corporate video and the interactive screen programs for the foyer.



# Move to Lang Street 3 Years In The Planning

**P**lanning for the move to a new AAP corporate headquarters started in August, 1991. Mick Connolly and Graeme Mercer surveyed the Group's Sydney offices in Sussex Street, Pitt Street and Glebe, identifying every person and the space they occupied and laid it all out on a giant spreadsheet.

They carried out a demographic study of where staff lived, which quickly ruled out a proposed site at North Ryde and established that we needed to be in the CBD.

The Building Committee had completed a design and layout of our own building on a site in York Street, but when a long lease on the former Qantas space in the World Trade Centre became available at favourable rates at the bottom on the commercial property shakeout in 1993, the die was cast.

**"The move consumed Mick, Barney and I for a year, while we still had to cope with routine work," Graeme said.**

Things moved very fast from there. Contracts for design and construction, with a total budget of \$7.5 million, were signed. Floor plans were drawn up and discussed with department heads, signed off in July, 1994, and the first staff were in the new building by mid-November.

The move was spurred by the impending expiry of leases on Sussex and Pitt Streets, the unsuitability of those buildings and a desire to house as much of the company as possible under one roof.

AAP's lease on its 14 floors runs up to April, 2006, with the cost of the move being amortised into the rent AAP is charging itself and its tenants.

Plans for total space requirements changed constantly as the company evolved, Mick says. AAP Telecommunications began operations and grew rapidly in staff numbers. AAPT will occupy its three-and-a-half floors in mid-year.

"When we began the study, AAP had a total staff of 650 in Sydney. Now it is 950," said Mick.

"One of the early decisions was to take space beyond our requirements on Levels 2 and 3, which gave us our own entrance off Lang Street with its plaza, extensive space for demonstration and training rooms and an atrium-style reception area," Mick said.

"Another logical move was to convert the 17th floor, where the former Qantas executive offices were located, to our executive level. Very few changes to layout were required except for renovations and the addition of some state of the art equipment in the boardroom including a document camera, back projection screen and video-conferencing facilities."

Other touches include the collection of Aboriginal paintings and other Australian works of art which are displayed throughout the building.

"There will be security on all floors, which will only be accessible by card keys once we get final approval from



*Bill Glance, Tuck Lee and Graeme Mercer with plans of the new building prior to the move. "Bill and I worked seven days a week once the move was underway," Graeme said*

council," Mick said. "Visitors will have to announce themselves by phones outside the lifts on each floor."

"The move consumed Mick, Barney and I for a year, while we still had to cope with other routine work," Graeme said.

"Bill Glance and I worked seven days a week once the move was underway because all the moving was done between Friday evening and Monday morning. We stayed weekends at the Travelodge Motel across the road from the office.

"The system we had with the movers worked well. They divided themselves into three groups - shelvies, packers and movers. On our side, Bill was the sender and I was the receiver.

"We had coloured stickers to indicate which floor boxes had to go and generally that worked very well. We took the best part of a week to locate one box and then discovered the sticker was on the bottom of the box," Graeme said.

"It was an enormous job done by Graeme, Bill, Glenn, Kerrie and their

*continued next page*

# The More Things Change...

**Twenty years before the move to Lang St, AAP moved from Wynyard to 364 Sussex Street. Editor-In-Charge Noel Masters, one of the last out of the old building, remembers both moves.**

The move to Lang St was a homecoming to me.

A block away and 10 floors up at Wynyard House I'd just settled in after my first few months with AAP when we moved to Sussex St.

Twenty years on - has it been that long? - the move out of the newsroom at Sussex St deserved something better than just walking out as we did. There should have been farewell bursts of champagne corks and a platter of fine cheese and biscuits. But there was no time for sentimentality.

Even though it was a Saturday evening/overnight, it was BUSY. Things were happening. The newsroom became spartan as desks, bookcases and chairs were snatched up by removalists and taken away. The dust rose and swirled like an erupting Vesuvius. The news had to get out and you had to



*Editor-In-Charge Noel Masters turns out the lights in Sussex St.*

*continued from previous page*

technical teams," said Barney Blundell. "All of the basic building wiring was carried out by AAPCS under contract, but our own engineers' group deserves particular praise for the work it did, with literally thousands of telephone and data lines to be connected with minimal breaks in service.

"They made the move a smooth and competent operation that had very few problems. Editorial Systems Manager Mark

keep moving. Anything standing still with a sticker attached was taken away.

Bill Glance and I spent a little time pondering how best to scrape away a notebook, a ruler, pen and rubber mat which had bonded to a desk top through successive coffee spills. He's still coming to terms with it all.

There are staff remaining from the smallish band of management, journalists and technicians who remember the move from Wynyard to Sussex in 1974, when new surroundings didn't seem to change the way things were done. Banks of teleprinters and telexes along walls still gave off a deafening clatter and we still waded through tides of teleprinter tape, paper and carbon. To be heard we yelled above the noise.

But there was VITAC - the first computer video-editing system - and transmission to line which was the first and last word in computer technology. Over time we increased the 'bauds' or speed at which customers received services. With a combination of the terms 'coyote' and 'baud' it was the nimble mind of Queensland's news editor Paul Reid who renamed the computer system 'Baudrunner' - a pun on the cartoon 'roadrunner'.

And the stories of triumphs, tragedies, heartbreaks, wars, famines, floods, fires which Baudrunner moved in those dozen years running non-stop 24 hours a day hung like phantoms in the empty newsroom. It served the newsroom well and has been given a new lease of life at Lang St.

The growth of the AAP Group in those two decades has been dizzying. For the new generation of staff the variety of career options is almost unlimited. It's that growth and the excitement of journalism that has kept me at AAP these many years.

We are observers and handlers of history as it happens and there's no greater buzz than knowing you're the first to hear about it and watch it unfold.

But the overriding satisfaction is the association with wonderful people past and present from which I've formed a number of firm friendships. There's an underlying 'something' about AAP that raises what we do above the level of 'just a job' to that of belonging.

Many people who've resigned have returned because of it. It was there 20 years ago and is still here today. I hope it never goes away.

Ferrett planned the transfer of the vast editorial system over to the new building and that went without a hitch when we cutover in the early hours one Sunday morning.

"One of the blessings of the new building of course is that it has raised flooring two feet high throughout, which makes it that much easier to initially cable and change the layout in the inevitable situation where it does not prove workable in practice."

# AAPT Leads Off New Group Advertising Campaign

**W**ith a target of 40,000 customers by the end of this year, AAP Telecommunications has launched its biggest media advertising campaign to run for three months.

The campaign kicked off with television ads running on Channel 9 in Sydney on February 19. They will be followed by a roll-out campaign into Melbourne and Brisbane in April and May.

Programs on which the 30 second and 15 second ads feature on a rotational basis include Business Sunday, Sunday and Sports Sunday, ITN World News, Today, Nightline, Burke's Backyard and Wide World of Sports.

Press advertising has been concentrated on spot colour placements in the Sydney Morning Herald and Financial Review, Business Review Weekly, Time and Panorama, using the light blue orb of the new AAP logo to capture attention.

"We also intend to make a very large splash at ATUG (the Australian Telecommunications Users Group Conference at Darling Harbour in May) with our advertising being carried on the monorail," Sales and Marketing Manager John Stuckey said.

"The message will be that we are Australia's third long-distance telephone company," he said.



2000," Deputy Chief Executive Barry Wheeler said.

"The campaign is intended to use the strengths of the three companies in the group, and to create an image that our clients, and ultimately the general public, will readily identify with AAP.

"Essentially what we're working on is a five-year-plan to enhance AAP's image.

"The large new sign which is to go on top of the Lang Street building in mid-April will be our most public identifier and will be at the core of all our advertising.

"The intention is that all advertising done by any of the AAP companies will have a common theme, using the blue ball or orb.

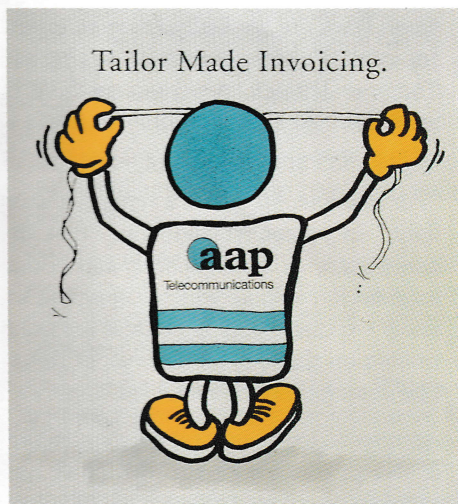
"The general theme will be that AAP is an organisation which is better equipped than any other to meet the individual news, information, communications and telecommunications needs of every customer - that we can provide a faster, more comprehensive service of greater quality than any of our competitors."

AAPT's design studio, Markov Design, has also created for it a versatile cartoon character named Bill Smart to highlight the fact that it offers the best billing system in Australia.

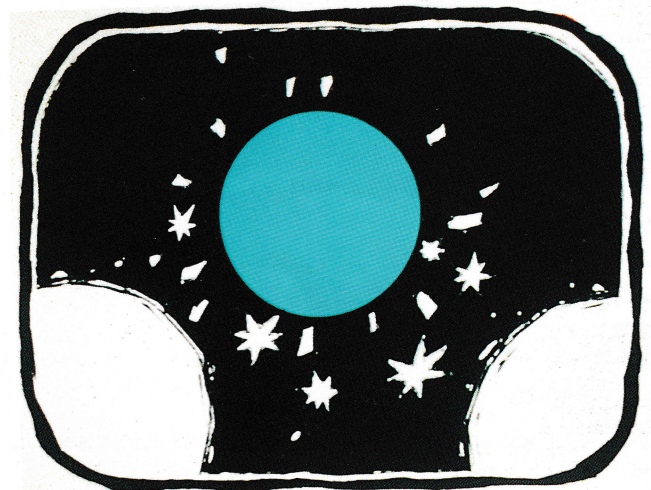
Bill, who appears in a number of guises, including Tailor-made Bill and AAPT Flexi-Bill, with the light blue orb as his head, will also star at AAPT's stand at ATUG.

Advertising Agency Neo One has also been asked to develop a group advertising image common to all AAP's operations.

"Their brief is to design a new strategy and campaign directed to positioning AAP where we want to be in the year



AAPT's television campaign (right) features the AAP blue 'ball', positioning the company as a fresh and competitive alternative to Telecom and Optus, represented by the two white balls. Left is Tailor Made Bill from the print campaign



# Police Recognise the Value of AAP's World and National News Resources

**A**ustralia's premier law enforcement agencies are among the most avid readers of AAP's news services, with NewsTrack, the desktop PC news monitoring system, an essential part of their information gathering resources.

The service, which packages all the news wires produced by AAP for radio, television and newspapers, is widely praised by police for its immediacy and comprehensiveness.

Detective Inspector Neville Ireland of the New South Wales Special Branch and Detective Chief Inspector Bill Hanington of the State Police Operations Centre were the first to spot NewsTrack's usefulness in police work.

"We saw its potential right away," Inspector Ireland said. "It's such an obvious advantage to be able to get the information hot off the wire in its original form."

"I prefer to do my own editing. Something that may be of no interest to a newspaper editor might very well be of real value to me."

Inspector Ireland says, "You become immersed in the news and monitor everything you can. My day starts at 5 am. when I tune into the World Service on radio."



Owen Corcoran, Allan Small and George Pardon with a NewsTrack monitor

Chief Inspector Bill Hanington said, "We are very much a need-to-know-now operation. We want the information today. It's of very little use to us tomorrow."

Their interest has led to an extensive networking of the NewsTrack service throughout New South Wales Police Headquarters in College Street, where there are eight installations ranging from the Police Media Unit, to Special Branch, and the offices of the Police Minister, Police Commissioner and the Royal Commission into the NSW Police Service.

Over at the Sydney Police Centre in Goulburn Street, the service is used by the State Police Operations Centre and the State Emergency Operations Centre.

Canberra boasts a similar number of NewsTrack installations shared among the Australian Federal Police, the Australian Bureau of Criminal Intelligence and the Australian Protective Services.

The state police forces of Victoria, South Australia, and Western Australia also use NewsTrack and Queensland is expected to follow suit shortly.

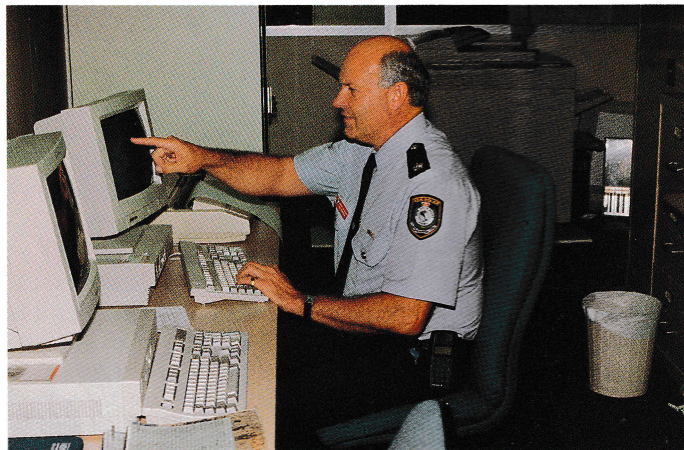
In the Police Media Unit, staffed 24 hours a day by journalists and police officers, Senior Projects Officer Allan Small says, "You don't realise how

useful it is until you have it and then you ask how you ever did without it.

"We send out a press release and can see in a few minutes how it is being handled by AAP and how quickly it is on line to all other media. We can also watch how the major stories are updated and if any angle has been missed or misunderstood, we can react to that very quickly."

Owen Corcoran, Information Systems Administrator, said the Police Media Unit also monitors news and current affairs programs on television and on four Sydney radio stations and any mention of police matters in the daily newspapers.

"Our three radar services are AAP's NewsTrack, Rehome for the electronic



Detective Chief Inspector Bill Hanington

media and Marketrak for the press clippings," he said.

Special Branch is responsible for monitoring overseas events which have the potential to impact in some way in NSW and their interests range from major visits, such as that by Pope John Paul in January, to the Balkans conflict and acts of terrorism anywhere in the world.

Two of their most valued items on NewsTrack are the Daily Diary of events for capital cities around Australia and Today in History, which alerts them in advance to events of historical significance.

"For example, April 20 is a very significant date," Inspector Ireland said. "It is the anniversary of Hitler's birth and if that happens to coincide with a full moon, we know we can expect more than the usual trouble on that day in the way of things like desecration of cemeteries."

Another major catalyst for the introduction of NewsTrack was the Police Royal





Chief Inspector Angus Graham. "There are critical areas of information for us"

Commission, launched last November, and which is expected to continue until the end of 1996.

Police and counsel attached to the commission have separate services and its deliberations are naturally of immediate interest throughout the force.

"We have the system set up so that it beeps to alert us and automatically prints out any

story on the Royal Commission," Owen said.

"We pick up a lot of stuff on NewsTrack that is not covered in the press or on radio and television and we archive everything that is of interest to us. We also fax out material to 400 patrol stations around the state on any issues that may concern them," Allan Small said.

Chief Inspector Hanington said NewsTrack was useful both as an early warning and a damage control system. "It's another important monitoring device and that's what it's all about," he said.

"With its regular news updates, the Operations Centre is sometimes able to monitor what is happening at the scene of an incident before the police involved there have had time to report in.

"It's also useful in alerting us to incidents or issues that arise in the course of a busy day, for which there is usually a simple

explanation, but which have the potential to blow up if left unanswered until the next day," he said.

Chief Inspector Hanington said it was also important for his area to receive information in real time on terrorist incidents or activities overseas, which AAP's world news wires provided. Within Australia, there was often useful background on protest movements, demonstrations or campaigns.

Sales Operations Manager for AAPIS George Pardon says he began negotiating with the police services for NewsTrack contracts in July, 1992, and revenue now exceeds \$100,000 per year.

"I'm very confident revenue will continue to grow from applications in other states as well as expansion of the Sydney installations," he said.

"It has been a fascinating area to work in and of course a very rewarding one.

"I've certainly become a very familiar figure around police headquarters with my sales activities and the in-depth training I provide."

## Journos and Police Share Similar Skills

Journalists and police have a lot more in common than either might care to admit, Chief Inspector Angus Graham, Commander, Criminal Research Bureau, State Intelligence Group, says.

"If you looked at some personality profiles of the two groups, I think you might be surprised by the similarities," he said.

"The techniques both use in their work are so similar. We may have different names for what we do but essentially we're using the same skills.

"We're both looking for sources that are reliable and which provide a range of opposing views, and we bring into play similar analytical and investigative skills."

Chief Inspector Graham, one of the strongest advocates for the use of NewsTrack throughout the police service, said, "We also use the AAP stories as role models to help officers explain complex issues clearly and concisely.

"You have to be clear and completely confident about what you know, not only to be able to analyse it but to report on it concisely.

"The greatest demand is for information that is presented clearly and concisely, without losing any of the value of that information, so that decisions can be made by the senior people who receive it."

Chief Inspector Graham said, "There are critical areas of information for us as an organisation. From the intelligence perspective, we are always looking for indicators - early

warning of any activities which may impact in some way on the communities we police.

"In reality, because of our multicultural society, anything which happens overseas, from Papua New Guinea to Europe or South America, can have implications on some part of the community here, and we need to be able to make local police units aware of it.

"We've set up a special category on the Olympics, for example. What they are doing in Atlanta provides very useful guidelines for our own planning and thinking for Sydney 2000.

"NewsTrack gives us the advantage too of being able to identify prominent people - internationally or around Australia - who have expertise in various fields that we may need to draw on at some time in the future. We have the facts on file.

"We keep an eye on criminal trends and methodology overseas ranging from bank robberies to homicide, acts of terrorism and even serial murders.

"We do various studies and modelling to see if some of the same types of things may be likely to occur in Australia. Keeping our staff highly informed is an incredibly important aspect of policing.

"We have a whole group of specialists. If they are well informed globally, they will be much better equipped to operate effectively locally. Knowledge of what is happening overseas helps bring balance to their judgments."



**B**rigitte Riffis may be a mild mannered Telco Analyst for AAP by day, but outside office hours, camera in hand, she transforms into one of Sydney's paparazzi.

Photographing celebrities like Elle Macpherson, Pamela Anderson, Joan Collins, Kylie Minogue and Jean Claude van Damme has become a regular part of Brigitte's life as she works hard to transform her hobby into a paying profession.

"I'm starting at the bottom and I still have a lot to learn, but people at AAP like Editor in Chief Peter Brown, Barrie Ward, Susie Carr in the Photo Library and the people at MediaNet have been very supportive," Brigitte said. "Peter has given me accreditation so I can get into press conferences and photograph visitors like Prince Charles."

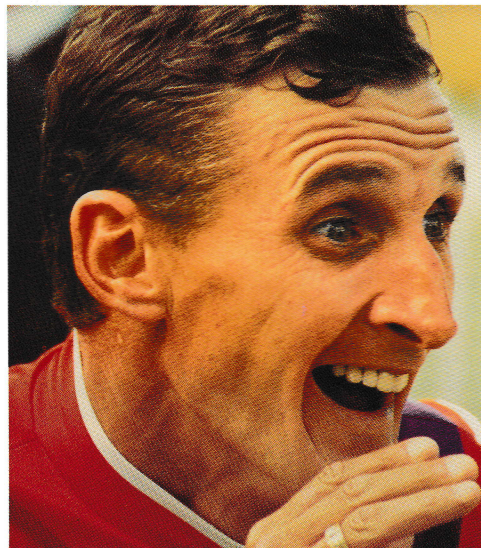
## *freelance paparazzi*

Brigitte, 28, was born in France and came to Australia 14 years ago. She joined AAP in 1989 and worked in the Finance and Financial Markets divisions before joining AAPT in February. She discovered the art of photography just two years ago when a friend gave her a camera, and said she is learning by trial and error.

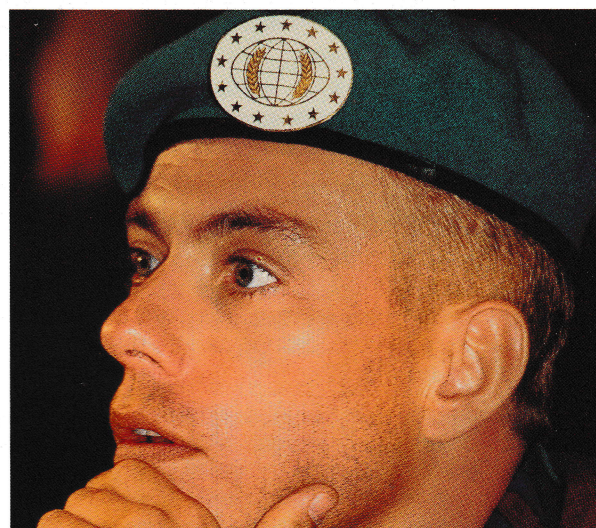
"I was lucky enough to have a three month work experience assignment with Reuters on weekends, and I've also had assignments at the Sun Herald and News Limited. That gave me great feedback and advice, I learnt a lot from that, but I'm still learning and still making lots of mistakes.

"It's a very competitive industry and it's expensive trying to establish yourself. I covered the indoor tennis and had to hire a bigger lens - that costs \$40 to \$60 a day, then there's the cost of developing and film. If I go interstate - I'd like to cover the Grand Prix in Melbourne - then I have to pay my own way."

Sports photography is an area Brigitte says she would like to cover more of. "Everyone says it's the hardest - if you can shoot sport you can shoot anything with available light. You have to be precise and know the sport so you can predict the action. It's very important to shoot the right moment."



Brigitte's photograph of the Sydney Opera House, above left, will be made into a postcard. Amongst the famous she's captured are Kate Fischer and Pamela Anderson, above, triumphant Golden Slipper jockey Greg Hall, left, and Jean Claude van Damme, below.



# AAP Sets Up Its Own Travel Service

W

illiam Packman, 44, has been appointed AAP's first full time Travel Officer responsible for all corporate travel reservations.

He brings with him 22 years experience in the travel industry, including long familiarity with our corporate travel requirements during his 17 years with National Bank Travel and two years with Wilshire James - companies which previously handled AAP's travel arrangements.

The Galileo airline reservation system has been installed in his office on level three, Lang Street.



*Travel Officer William Packman and Administration Manager Dawn Willis*

"The Galileo system allows me to check availability on airlines and make reservations which are instantly confirmed," William said.

"The same facilities are available for reservations with over 30,000 hotels around the world and also with major car hire companies."

Administration Manager Dawn Willis said William's appointment reflected the continuing growth of the AAP Group.

"Having our own travel desk will give us much greater flexibility in planning staff travel, and with William monitoring changing air fares, having our own travel officer will save us money," Dawn said.

A new travel policy has also been implemented specifying Qantas as the preferred carrier on domestic and international routes. All employees are expected to travel in economy class except on overseas flights of more than six hours duration where they may travel business class if sanctioned by their department head.

Accommodation will be in hotels where special rates have been negotiated.

All travellers will be issued with Qantas Frequent Flyer memberships and air tickets debited to American Express credit cards to maximise frequent flyer points and consequently free air travel for as many staff as possible.

## Joint Venture to Distribute Asian Financial News

**AAP Information Services will have a 25 per cent shareholding in the new Asian financial services venture - AFX Asia - which is due to begin operations by the middle of this year.**

The other shareholders are Agence France-Press, FT-Extel (owned by the London Financial Times publishers, Pearsons) and Nihon Keizai Shimbun (Nikkei) of Japan.

Financial Markets Division Executive Director John Lowing, who is a director of the new company, said it was the result of 18 months of intensive negotiations. "It will add considerably to our position and image as an Asian regional player in a venture with players of considerable prestige.

"AFP is one of the big three global news agencies with arguably the best coverage of Asia and in Pearsons and Nikkei we have the Wall Street Journal equivalents of Europe and Japan."

AFX-Asia will collect, edit and distribute a real-time Asian financial news service that will be sold throughout the region and into Europe and North America.

Operating out of Hong Kong, it will have bureaus in 13 regional centres as well as London and New York with an initial staff of 35 journalists and editors. It will also be able to call upon the resources of the shareholders, creating one of the largest international financial news gathering networks.

Its Managing Director will be Ian Pedley, a former Queensland regional newspaper editor and AFP marketing manager for Asia, and Peter Jones, formerly AAP-RES marketing manager, will be Sales and Marketing Director reporting directly to the board.

"The AFX-Asia service will be marketed in Australia by AAP, where it will be available on AMQ," John said. "It is a very important part of our strategy to replace the Reuter service, on which we previously relied, with a long-term, independent service of our own."

The service will be distributed directly to clients in the region and throughout the rest of the world via leased line and satellite, and also via a number of other real-time financial information vendors.

By operating a highly focused service addressing the needs of the Asian financial markets, AFX-Asia aims to establish itself quickly as required reading for anyone following the Asian markets. The service will also provide in-depth coverage of international companies trading in Asia.

John said the service would begin in English but would be quickly followed by Japanese and Chinese language versions.

"AAP is pleased to be able to bring its resources to this exciting new venture, which we believe will provide a new dimension to coverage of the Asian-Pacific markets," said Chief Executive Lee Casey, who will share Chairmanship of AFX-Asia on a rotational basis.

Lionel Fleury, Chairman and Chief Executive of AFP, said his agency was pleased to be associated with such prestigious partners in expanding into the specialised economic news fields in Asia.

AFX-Asia will provide in-depth coverage of the region's equity markets and broader coverage of other Asian markets as well as general economic, political and regional news, plus reports on major markets throughout the world.

Its detailed report will be aimed at analysts, traders and other market professionals with an equities news service to be sold separately regional news agencies as a source for their local economic services



The media scrum surrounding former Liberal backbencher John Hewson at the Pennant Hills course. The following Monday, Dr Hewson announced his retirement from politics



Michael Parkinson has his caricature drawn at the sponsors' lunch, held at Catalina Rose Bay restaurant



Ronnie Corbett demonstrates his famous backswing as he hits off at the first tee



Michael Parkinson, Ronnie Corbett, and John Hewson watch as Len Evans prepares to tee off



Sponsors, AAP staff and special guests gathered for the annual sponsors' lunch



Geoff Armbruster, Chief Operating Officer of the Bank of New Zealand and Marilynne Paspaley of Paspaley Pearls at the sponsors' lunch

## Charity Golf Da

**T**he AAP Group's annual charity golf day raised \$910,000 this year for distribution among 14 major Australian charity organisations.

This takes the total raised by the event over the past four years to **\$3.7 million**, and to more than **\$5.6 million** since its inception nine years ago.

Highlight of the day was the \$415,000 contribution from an auction of collectors' items and luxury travel packages at a black tie dinner at The Regent Sydney.

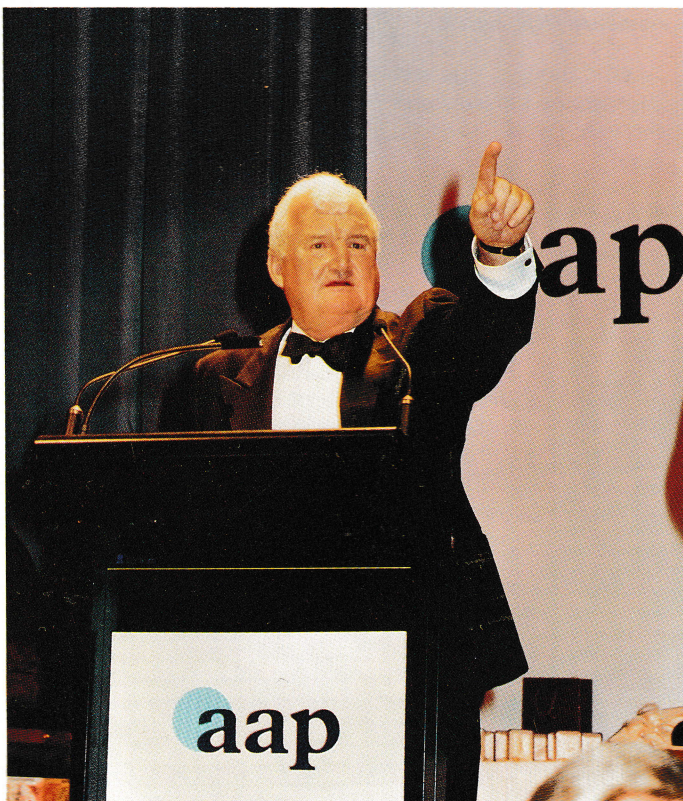
The remainder of the money came from an art union, sponsorships from more than 200 companies and the golf and dinner fees.

Some 260 golfers, drawn mainly from the Sydney financial markets, played golf at the Pennant Hills course in northwestern Sydney, with the field hitting off at first light at 6.35 pm. and the last rounds not completed until more than 12 hours later.

Chairman of the organising committee of the event, David Jensen, Executive Director of Corporate Affairs, is not disappointed at not hitting the million dollar mark for the third time in four years.

"It's by far the most successful one day amateur golf day charity event in the Asia-Pacific region and possibly the world and the \$900,000 to be distributed is a reflection of all the hard work put in by a large AAP staff, particularly Executive Assistant Fiona McDonald and Administration Manager Dawn Willis.

"What is so pleasing is that sponsors, dinner guests and players regard the organisation of the event as very professional and this is due solely to the AAP staff who willingly give their time to assist. They should be very proud of what they have achieved," said David.



Len Evans conducts the auction bidding. Top bid was \$45,000 for a Western Australian package which included a \$20,000 pearl necklace

## Raises \$900,000

"This event is important not only in terms of fund raising for needy charities but plays an important role in assisting to develop the AAP Group's corporate profile as well as providing a great opportunity to liaise with existing and potential clients."

Guest players this year were Scottish comedian Ronnie Corbett and English media personality Michael Parkinson, with the latter planning to return to support the day next year.

"It'll be the 10th anniversary. We would welcome any ideas staff may have to make it a memorable event," said David.

Top price this year of \$45,000 was paid for a Western Australian package which included a superb South Sea pearl necklace, an Argyle diamond and a gold nugget.

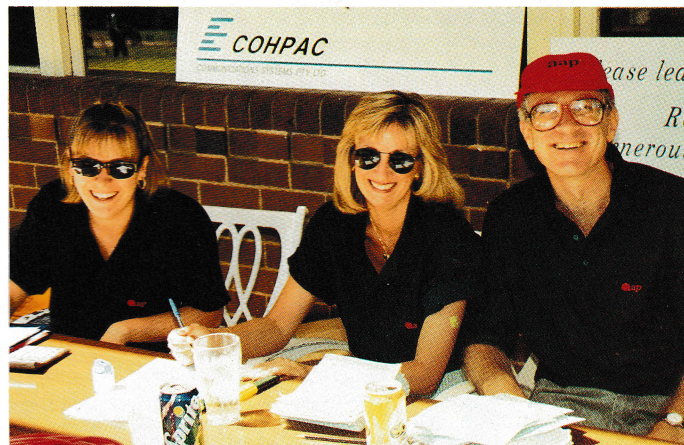
A trip to witness the Wimbledon tennis finals and British Open golf combined with European travel sold for \$40,000 and a specially numbered production sheet of \$20 notes from the Reserve Bank brought \$36,000.

The most outstanding contribution however came from the auction of 10 imperials of Mount Mary's 1991 Cabernets Quintet which sold for \$7,000 each.

The benefiting charities this year are: the Financial Markets Foundation for Children, which receives \$220,000, St Vincent's Hospital Bone Marrow Transplant Unit, the Sunnyfield Association and the Australian Stockman's Hall of Fame and Outback Heritage, which receive \$88,000 each; the National MS Society with \$66,000; Odyssey House McGrath Foundation, the Joseph Varga School, the Cancer Patients Foundation Limited, the International Diabetes Institute, the Australian Brain Foundation, the Children's Leukaemia and Cancer Foundation and the Muscular Dystrophy Association of NSW, which each received \$44,000; and St George Foundation and Technical Aid to the Disabled which each received \$22,000.



Action at the bookie board on the 18th hole staffed by (in centre) Tony Wright, Simon Poulden (standing) and Davy Kazan



Part of the AAP team who kept things running smoothly at the golf course: Cara Chiddy, Judith Cumming and Jay Hannon



Financial Markets Division's Sue Breen out at the course



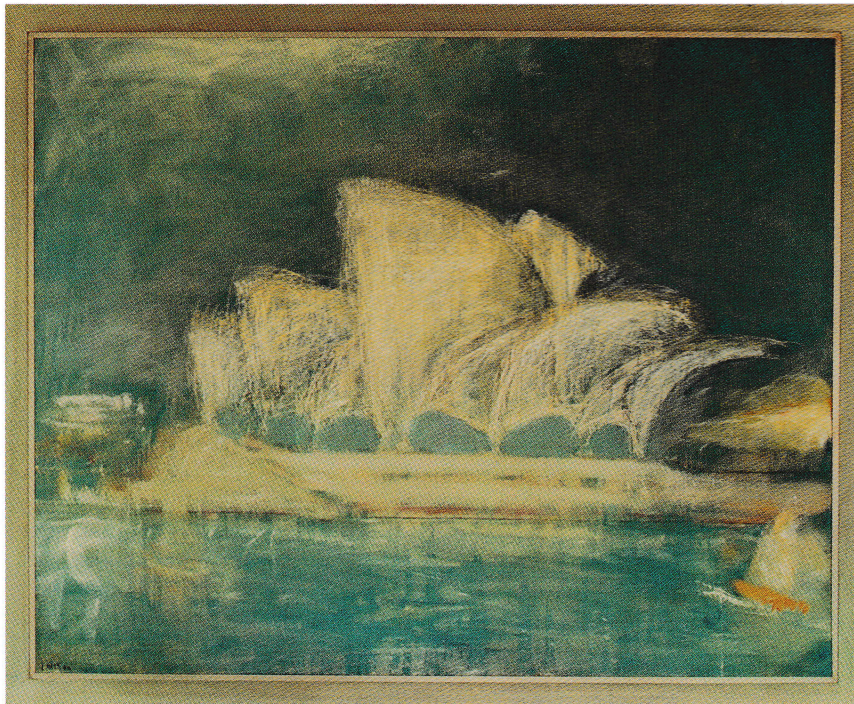
Pictured at the Regent dinner (from left): Chris Evry, Alexis Scott, Erica Hann, Fiona McDonald, Lynley Dewhurst, Alison Kidman and Karen Fornito

# Parkinson Loans AAP

## Utzon's Dream

continued from page 1

"And I thought this would be a very suitable place where captains of industry and other persons of importance pass through. The old man would be chuffed to know it was hanging here."



'Utzon's Dream' by Lloyd Rees now hangs in the AAP boardroom

Parkinson said that Rees loved the Opera House as a piece of sculpture but hated its innards. "The painting and others like it done around the same time gave rise to comments about Lloyd's new impressionistic or abstract style. But the fact is, he was going blind and painted what he could see."

Parkinson, who has a collection of Australian art at home in Bray, Berkshire, including three other paintings by Rees, said, "I think he is a very significant painter and this is a great painting that Australians will look at in future years and say how beautiful it is. It is a magical painting that changes whatever room you hang it in."

Parkinson, who has had a close association with AAP over several years through his support of the annual charity golf day, said he had no idea what the painting was now worth, though it is insured for \$150,000.

Lloyd Rees, CMG, AC (1895-1988) was one of Australia's leading landscape artists. Known originally for his meticulous pen and pencil drawings and watercolours, he later turned to oils and won the Wynne Prize for landscape in 1950 and 1982.

## AsiaNet Takes Press Release Function Off Shore

**AAPIS is to train news agencies in the Asia Pacific region to develop their own MediaNet operations, the \$3 million per annum press release dissemination service launched by AAP eight years ago.**

The agencies, members of the AAP-initiated AsiaNet cooperative, which held its inaugural board meeting in Sydney last month, will second their staff to AAP during the next few months to develop MediaNet-type operations in their own countries.

AsiaNet members AAP, Antara (Indonesia), Bernama (Malaysia), JBN (Kyodo - Japan), Xinhua (China), and Yonhap (Republic of Korea), voted to accept Vietnam news agency VNA as a member which sent a representative to the meeting which will rapidly expand its membership during the next few months.

Joint Chairman of AsiaNet, David Jensen, Executive Director of Corporate Affairs, said AsiaNet not only played an important role in developing relationships with news agencies in the region, but also had the potential to generate substantial revenue for all members.

"The number of press releases being delivered to the media in the Asia-Pacific region is growing rapidly and AsiaNet is the ideal vehicle to handle this growing business. For AAP, AsiaNet will be a valuable overseas extension of MediaNet and for all other members it will generate income needed to help develop their core business of expanding their news gathering activities," said David, who shares the chairmanship of AsiaNet with Yuji Ito, the Managing Director of JBN, the commercial services arm of Kyodo, Japan's largest news agency.

AsiaNet, which began moving news releases in January around the Asia Pacific region, will also handle traffic from North America and Europe into and out of the region.



Pictured at the recent AsiaNet board meeting: (from left) S.N. Rajan, Bernama, Li Jinqi, Xinhua, Wang Li Kuang, Xinhua, Clive Gulliver, AAP, David Jensen, AAP, Yuji Ito, JBN-Kyodo, Rex Mitchell, AAP, S.D. Chairil, Antara, Nguyen Thi Trang, Vietnam News Agency, Lee Jonggoo, Yonhap.

# Merger of AAPIS Business Units Promises New Growth

*Sales Director Michael Harker says his top priority is bringing together the five AAPIS business units - Media, Electronic Products, MediaNet, AsiaNet and Racing Services.*

"It is a major challenge but will offer significant benefits in the longer term," he said.

"We will have a single, customer-focused sales team and an integrated suite of products which will form our electronic platform for the future. I have come up with a concept I have called AAP InfoCentre, which will be an ideal vehicle for branding this new development."

Michael, 37, joined the company in January after a number of senior sales and marketing positions in the computer industry, and is responsible for the complete range of AAPIS products.

## Watershed Year for AAP Group

*continued from page 1*

- The inaugural Conference of Asian, Australian and Pacific Media Executives held in Sydney in November was an outstanding success
- We opened a news bureau in Beijing.
- We joined the Organisation of Asian News Agencies.
- Established AsiaNet in cooperation with Japan's Kyodo, Malaysia's Bernama, Yonhap, Antara and Xinhua to distribute press releases throughout the Asia Pacific with AAP taking a leading operational and marketing role in the new organisation.
- We signed a financial markets agreement with Antara to help develop real time domestic financial markets services in Indonesia.
- We signed an agreement to take up a 25 per cent shareholding in AFX ASIA, joining Agence France Press, the London Financial Times Group and Japan's Nihon Keizai Shimbun in launching this new financial information service in Asia.
- We launched our new Asia Pulse service in June providing a unique new service for Australian corporations looking to do business in Asia.

*At the same time:*

- We continued to provide the nations's leading news service for media, government and business, with three AAP journalists winning major media prizes;
- Our financial and equity news service cemented its place as the most watched news service in the Australian financial markets;
- AMQ sold particularly well displacing rival services at a number of key sites. Archival news and company profiles were added to AMQ;

- Media Net continued to build on its position as Australia's leading press release service with a substantial increase in the client base;
- AAP's racing form sold in the US and several countries in Asia to support live Australian racing shown in casinos;
- Fastform client numbers more than doubled. Fastform service expanded to cover all New Zealand TAB meetings.
- Our communications subsidiaries were equally active.

### AAP Communications Services:

- More than doubled its Network Services revenues
- Established network management centres in Sydney and Melbourne
- Was awarded internationally recognised Quality Endorsed Company certification AS 3902/ISO 9002
- Was awarded Novell Gold Reseller Status
- Signed a new agreement with Octel appointing AAPCS as its major distributor in Australia
- Expanded its agreement with Vodafone to install microwave links for its mobile network
- Sold microwave links to Clear Communications in New Zealand.

### AAP Telecommunications:

- Recorded 140 per cent growth ending the year with an annualised revenue of \$140 million and moved into profit in only its third year of operation
- Grew its customer base from 4,000 to 15,000
- Opened new branches in Newcastle, Wollongong and Geelong
- Installed its own mainframe billing system ending its reliance on the US based system
- Bought back the 24.5 per cent shareholding in the company previously held by MCI.

Thanks to you all for your contribution.

**Lee Casey**  
Chief Executive

"AAP is a very exciting place to be. We are widely recognised as the reliable source of news and information in Australia and, even more exciting, we can now provide the telecommunications and computing infrastructure to pull everything together. Exploiting these synergies across the Group will differentiate us from the myriad of competitors who are emerging.

"One indication we are on a winner is the strong interest that is now being shown by some of the most respected companies in the world in working with us and a number of major new business relationships are being formed."

He said AAPIS had been selected as an Early Partner in the development of OnAustralia, a joint venture between Microsoft and Telecom to provide an Internet-style service offering a vast range of information and entertainment products.

"E-World, the new service from Apple, is one of the others we are actively working on."



*Sales Director Michael Harker*

Michael said AAPIS needed a new culture where action speaks louder than words to respond to the challenges and opportunities ahead where staff could focus on customers and the areas where they could add the most value.

"I have created an entirely new management structure with each of the five businesses now headed by a Sales Manager. The Sales Managers are in turn supported by two groups - Sales Operations and Customer Service - who can share resources in a way that wasn't previously possible."

A third group - Business Development - would integrate current products and ensure there was a continual flow of product enhancements to match rapidly changing customer needs.

"What is exciting is that we are introducing a broad range of new products," he said. "NewsTrack for Lotus Notes and NewsTrack for Macintosh, new offerings from Racing Services, the recently-announced AsiaNet service, a new MediaNet Features service, as well as new developments in the Pay TV marketplace are just the start."

# A Fax First for Amex

**AAP Communications Services (AAPCS) has come through with an Australian first in the automated delivery of financial statements by facsimile nationally for American Express.**

The sophisticated Enhanced Facsimile Services (EFS) distribution system enables American Express to send out thousands of statements to merchants across the country by simply downloading its information to AAPCS.

"American Express was looking for a quicker, cheaper, and more efficient alternative to mailing out statements to their merchants, who required the information on a Monday but often weren't receiving the statements until Tuesday or Wednesday," said Ian Smith, Director, Strategic Development for AAPCS.

To tailor EFS, an automated broadcast facsimile service, to American Express's requirements, AAPCS employed Syrinx Speech Systems to write the necessary software to allow the hardware, manufactured by Canadian Marconi (CMC), to operate as required.

"The service was initially intended to be an automated broadcast facsimile service where we download a client's database, information that is transparent to us, and send it out to their clients. The one-on-one requirements of American Express were harder to address than a normal broadcast system," Mr Smith said. "With this, we've developed a very sophisticated facsimile service.

"The software has been written from the ground up. When you're talking about taking in information which is a file, whether it be the 11,000 clients that we're running now or whether it be up to 60,000 clients which it potentially could be, you're talking about all specific separate pages of information.

"We had to set the statement up - the logo had to be the right size, in the right place, it had to be laid out so it looked like an original fax that was coming from American Express. In other words it had to be transparent to the customer.

"Another factor was that American Express was very concerned about security, because the information contained in the statements is obviously something only they and the

customer should know. Because the statements run through our system we had to put a lot of safeguards in to protect both American Express, their merchants, and ourselves."

According to American Express, the feedback from merchants was very positive and the company is hoping to eventually offer their 'Statement-by-fax' service throughout the South Pacific.

"It's a great step for us, in that it is setting standards which American Express can possibly adopt globally," said Jean Jones, American Express's Director, Business Support.

"We have been on the lookout for some time for the technology that can handle vast volumes of cross-referenced material at a competitive price," added Kahren Rogers, Business Support and leader of the American Express team which helped develop the service.

Mr Smith said the EFS system is typically capable of sending out up to 45,000 pages per day. "Potentially if every American Express merchant had a fax machine we could be sending out upwards of 60,000 pages. Should the volumes rise above this



*EFS Technical Manager Terry Law with Ian Smith, AAPCS Director, Strategic Development*

figure, the system can be easily expanded to accommodate the extra demand," he said.

The American Express data base, which includes the list of clients, facsimile numbers and the information on the statement, is downloaded every Saturday morning at around 2am. EFS transmits the information to clients and has its report back to American Express within six hours.

## AAPCS Quality Endorsement

AAPCS has had its status as a Quality Endorsed Company confirmed in a recent conformance audit by Quality Assurance Services (QAS) of Australia.

The audit, performed every six months to ensure that companies certified to AS 3902 are maintaining their quality systems, was carried out on February 16 and 17. QAS said AAPCS was one of the few companies to close out all minor non-conformances in a follow up audit.

"It was a tremendous effort by all the staff," said Quality and Systems Manager Owen Keogh. "They had put a great deal of work into ensuring that everything was in order for the audit. Taking into account the fact that in the weeks leading up to the audit we moved our Field Services Department from Pitt Street to their new offices in Lang Street, it was a terrific achievement."

CEO Terence Nickolls sent out a personal note of thanks to all staff involved, congratulating them on their effort.

Jeff Roll, Director of Sales and Operations, said, "The audit result was a fantastic achievement for our staff, a wonderful morale booster that I believe will spur them on to reach the goals that we have set for them in the year ahead."

AAPCS continues its drive to introduce AS 3902 into their interstate offices with Melbourne targeted for April 1995.



*The AAPCS Quality team: (from left) Ron Scaife, Justin Sparrow, Errol Tredoux, Owen Keogh, Andrew Meagher and John Phillips*





*Rafting on the Murrumbidgee was just one of the activities at the AAPT annual Sales Conference in January*

## Things Are Getting Even Better at AAPT

**B**uoyed by the theme 'Things Can Only Get Better', 110 AAPT Telecommunications staff from around Australia descended on Canberra's Hyatt Hotel from January 8 for the company's annual sales conference.

The three day conference saw delegates participate in a range of activities designed to both reward them for a successful year and to motivate them for the challenges of 1995.

The conference began on Sunday with a sports night, where teams competed in weird and wonderful 'sports' such as bar-fly and sumo wrestling. Chief Executive Larry Williams created quite a stir when he appeared in his sumo padding.

The next morning, staff were greeted by a convoy of Harley Davidson motorbikes waiting to take them on a tour of the capital. The 110-strong convoy - complete with escorts - was an amazing sight as it took in Canberra's landmarks, including Parliament House and Mt Ainslie.

And despite the drought, conference organisers had persuaded the local dam authority to release water from Burrunjuck Dam so that AAPT staff could enjoy white water rafting on the Murrumbidgee.

Other highlights of the conference included a 'show night' and a gambling and auction evening.

Overall, the event was hailed by organisers and staff as a huge success. Sydney-based Sales Representative Michael Cohen summed up the general feeling when he said, "Not only did I have a sensational time but I learnt a lot as well.

"For me, it portrayed the direction the company is going. I can't wait to see how they will top it in 1996."



*AAPT Chief Executive Larry Williams with a photograph of himself on a Harley Davidson. The photograph was presented at AAPT's kick-off earlier this year*

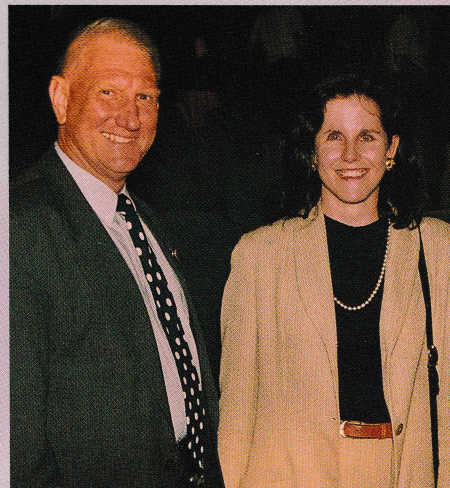
## Christina Hardy: A Lawyer In-House

AAPT has become the first Group company to employ an in-house Corporate Counsel. Christina Hardy joined AAPT on February 13 to assist with all legal issues related to the company's business.

"I'll also be assisting Brian Perkins with government liaison, and anything else that comes up, including opening up lines of communication with the Trade Practices Commission," Christina said.

"It's refreshing to be working in a company where everyone is so enthusiastic about what they do, and telecommunications is such a hot industry. It's been a very easy transition"

Christina came to AAPT after three years in a large national law firm where she advised AAPT on commercial and regulatory affairs. She has had a long interest in both journalism and communications issues.



*Brian Perkins with Christina Hardy*

"I specialised in communications electives at University and I also did a stint seconded to the Communications Law Centre.

"Then I met Brian Perkins and my life has never been the same!"

**Brian, AAPT's Director, Regulatory & Legal, said the**

**company's rapid expansion had necessitated the appointment of a corporate counsel.**

"Due to the growth of AAPT the amount of regulatory, commercial and legal work had increased, as had the number of contracts we were preparing. It became essential to obtain some assistance with that work and it made sense to employ someone in-house.

"I had worked with Christina for the past year and a half on a range of telecommunications related matters. I was impressed by her knowledge of the Telecommunications Act and the industry in general," Brian said.

"Christina also has other skills which are valuable to the company. Her experience in journalism and marketing make her more than just a lawyer."

Born in PNG, Christina finished her schooling in Queensland and received a degree in communications from the Queensland Institute of Technology. She worked in public relations and for three and a half years in Canberra with a Queensland Senator before studying law at the University of New South Wales.

# Postcards from the Ed.

**He's been wrapped in seaweed in Bali, ridden elephants in Botswana, bicycled through Burgundy and experienced the hardships of Tahitian hospitality, yet Features and Travel Editor Jim Shrimpton just keeps coming back for more.**

Jim, formerly Chief of AAP's London and Suva bureaus, decided a few years ago to develop AAP's travel coverage, which at the time was pretty much nonexistent. It has now reached the point where he is putting eight or nine full-length travel

for AAP," Jim said. "The regionals in particular use a lot of our travel stories."

Journalists from the other bureaus get their share of the travel assignments, sometimes combining their holidays with travel features. "Invariably they enjoy bylines on the travel pages," Jim said.

While travelling around the world might sound like fun - and Jim is the first to admit it is - it's not all first class travel and accommodation. Sometimes, it's merely business class. But seriously, writing entertaining copy and making familiar destinations sound appealing and new requires a certain skill.

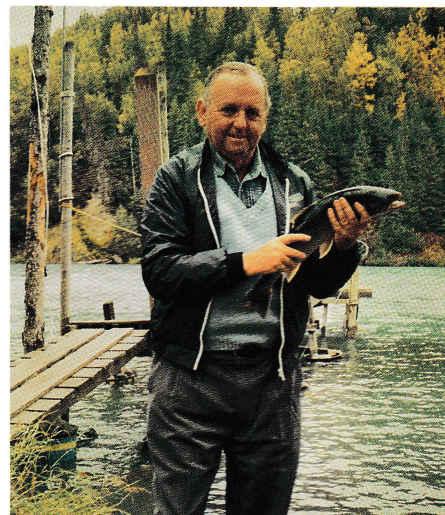
"I always look for something unusual, so that things sound a little bit different," Jim said, citing a recent piece on a Fijian resort in which he wrote about frisbee golf, the aim of which is to hit the flag with your frisbee. "It was a different angle on what could have been a familiar story," he said.

And while Jim travels the world in comfort

and is well looked after by his hosts, who are obviously hoping he'll write positive things about them, he says his objectivity is not compromised.

"They're not going to tell you what to write. If things go wrong you say so. On the other hand, they treat you well so you can say how good things are. The aim is obviously to encourage readers to travel to these places too."

Over the years, Jim, who was well



*Salmon fishing in North America is all in the name of a good story*

travelled before taking on the Travel editorship, has visited China, Taiwan, Hong Kong, Malaysia, the US, Argentina, South Africa, Zimbabwe, Botswana, Britain, Ireland, France, Germany and several countries in the South Pacific.

"I've cruised from New York to Alaska, been to California several times, done an 'off the beaten track' tour of the UK, even interviewed Mickey Mouse about his sex life. But I think the most envied trip, and the best, was cycling through the vineyards of Burgundy.

"Most of us on that trip hadn't ridden bikes for 40 years! I took the Dencorub and didn't have any problems. We stayed in beautiful hotels, ate in magnificent restaurants and on the last day we raced over the last five kilometres and I'm pleased to say I won."



*Jim on the back of an elephant in Botswana*

features on the wire every Monday - one or two of which are AAP-generated - as well as numerous travel briefs.

"It all started with cow dung," Jim said. "My wife Val and I were up at Coolum on holiday and I saw a piece in the local paper about the World Cow Pat Championships. It turned out to be a fundraiser for a local charity event and involved betting on which square this particular cow would deign to drop on.

"Thousands of people turned out for it. I thought it was funny so I wrote the story and everyone ran it. It just grew from there - the papers wanted more and I started watching out for other stories. I was offered a few trips and then I joined the Australian Society of Travel Writers.

"I suppose on average I'm offered about 15 to 20 trips a year, both international and domestic. I've had some wonderful trips but it has paid off with increased coverage

## Glad-handled in Bali

**"The things a conscientious journalist will do for a story..."**

**There I lay, naked but covered from head-to-toe in grey-green slime, wrapped in 'glad wrap' and an electric blanket: a patient, or victim, of Thalassotherapy.**

**The treatment would, according to the health-centre attendant at the Grand Mirage Hotel in Nusa Dua, do wonders for the skin. The slime comprises seaweed and seawater, reputedly full of all sorts of minerals to combat the wrinkles.**

**Be that as it may, the hot shower to wash the goo off after a 20-minute sweat seemed rather more enjoyable.**

**For the rest of the day, the suspicion remained that my travelling companions were steering clear of me because of the lingering odour..."**

# Never a Dull Moment For AAP's Southeast Asia Correspondent

**S**hot at in Bangkok and Cambodia, arrested in Indonesia and Malaysia, driven off a bridge, knocked off a motorbike (performing a perfect somersault, I'm told), a couple of malaria scares and more cases of food poisoning and parasite infections than I can count - since taking up AAP's Jakarta posting in 1991, I've been everything but bored.

From the sophistication and efficiency of modern Singapore to the frontier atmosphere of Cambodia to the poverty and misery of East Timor, living and working in Asia is fascinating, exciting, frustrating, depressing and tough.

My job as AAP's southeast Asia correspondent, based in Jakarta, has taken me to Cambodia, Laos, Malaysia, the Philippines, Thailand, Singapore, Vietnam and many places in Indonesia, including, of course, East Timor.

It's been an exciting time to be in southeast Asia, with some great stories over the past few years. I've covered the 1991 Dili massacre (arriving in Dili the day after the killings and being promptly followed by a rather clumsy spook with a revolver down his shirt front that kept threatening to fall out), the Bangkok riots in 1992, the United Nations peacekeeping operations in Cambodia and the 1993 elections there, and the APEC summit in Bogor in November.

Then there was the 'recalcitrant' row with Malaysia in late 1993 and the 'Embassy' spat in 1991, various rows between Australia and Indonesia, and even, once, a golf tournament.

As well as taking me to some terrific places - Angkor Wat in Cambodia stands out - and making some great friends around the region, this posting has also given me a new perspective on Australia - certainly nothing can make you appreciate all the good things about Australia more than living here for a few years.

Working in southeast Asia is definitely a little different to working back in Australia, you have to pick up a few extra skills.

For example, on assignment in Cambodia, you learn never to stop at armed checkpoints along the roads, even those set up by government soldiers. And driving from Phnom Penh to Sihanoukville with an Australian soldier during the UN days, I had to have a quick run through with his Steyr rifle in case of trouble. (That was the same road from which Queensland model Kellie Wilkinson was later kidnapped).

When I'm not at work, life on the home front in Asia can be just as exciting. Our house has been flooded by monsoon rains - which also once brought in a small snake - we've had



*Terry Friel tasting a mixture of cobra blood, bile and rice wine, a treat in Indonesia. "The blood and bile tasted better than the rice wine."*

electrical shocks when the rain seeps into the walls, we've found leeches on the pillows and there's a thing called a musang - a sort of civet that gives off a skunk-like smell - living in the ceiling, along with the wild cats.

And then there's the rats.

**"I once noticed my soap was looking strangely ragged - then noticed the neat tooth and paw marks"**

Bigger than the average cat back in Australia, they're everywhere here, even in the best restaurants and especially around the home. In our first house here, I once noticed my soap was looking strangely ragged - and then saw the neat tooth marks in the centre and the paw marks on either side! So out came the rat trap, which in Indonesia is a sticky fly-paper kind of thing that means the rat's still alive, floundering around, when you check the trap in the morning.

Electricity is something you can't take for granted here. The power is likely to go off at any time, and has sometimes stayed off for a day or two; since the water pump is electric this poses a nasty problem - we can't flush the toilets.

But Sandra and our nine-month-old son, Jordan, and I have really enjoyed living here. We've made good friends and had some great experiences over the years, including being in friends' wedding parties at traditional Javanese weddings - Sandra once had to squeeze into kain and kebaya (sarong and traditional

Javanese blouse) when she was seven-and-a-half months pregnant.

The Indonesian people are terrifically friendly, the diversity of cultures fascinating and the food exotic. Those with a taste for snake can try the King Cobra chain of restaurants, where you can personally choose your own snake and daily specials include fried cobra, python sate, snake blood mixed wit rice wine, bats and fresh monkey brains.

People on a two or three-day stopover, especially in Singapore or Bali, often get an impression of this part of the world as cheap, charming, exciting and interesting. It sure is, but then there's the corruption, the inefficiency, the racism and the sheer difficulty of getting anything done. Renewing a driver's licence, which has to be done every year,

can take six hours of waiting around in a score of queues at a hot, crowded and smoky police station, unless you pay a bribe to go through quicker. Being stopped by the police on the roads here is no fun, either. It doesn't matter whether you have or haven't done anything, it always costs money in bribes, and the police see expatriates as a particularly lucrative source of extra money.

Aside from the inefficiency, corruption and health problems, one of the hardest things about living in Asia is coming to grips with the poverty and the human face of the lack of development.

Behind the statistics and the bargain holidays is a life of daily drudgery in which people can't earn enough to ward off starvation. In Indonesia, the government set minimum wage will only, in April, reach the amount needed each day to provide enough calories for one person - that doesn't account for other family members, health care, shelter or clothes. And there's no welfare.

The economic boom in many southeast Asian countries has created a tremendous gap between rich and poor. While some people in Jakarta drive expensive luxury cars and think nothing of ducking over to Singapore for some shopping or a concert, or to Europe to go skiing, others here wash in water that looks, smells and feels more like black sludge, and that also serves as their toilet; beggars fill the streets, lepers with their bandaged stumps, the old, the deformed. One man I used to see regularly was literally bent double, forming a sort of triangle with the ground such that he had to wear thongs on his hands as well as his feet. He's gone now; I don't know what happened to him.

**- Sandra, Terry and Jordan are due to return to Australia later this year.**

# Victoria's a Chip off the Old Block

**W**hen it comes to dedication to duty, AAPCS Network Services Manager Hoa Lieu has more than most.

On April 6 last year, the morning when Hoa had an 8.30 am appointment with David Backley for his AAPCS job interview, Hoa's wife Hong went into labour. Their daughter, Victoria, was born at Liverpool Hospital at 3.15 am - three months premature. She was transferred immediately to King George V in Camperdown and Hoa, after a traumatic and exhausting night, managed to get home at 7 am, shower and change, and make it to Glebe on time for his interview.

"I was feeling exhausted, worried, and had no concentration, but I told David what had happened and he was sympathetic," Hoa said. "Victoria weighed just 750 grams and at 24 and a half weeks old had only a 20 per cent chance of surviving.

"There were nine specialists looking after her. They were constantly warning us to expect the worst, especially as her lungs were so young, the biggest worry was that they might collapse or not take in enough oxygen, which could cause brain damage. She had drips all over her and couldn't eat or drink anything for the first two months."

Victoria spent seven months in hospital and underwent laser treatment to repair nerves at the backs of her eyes, which were damaged from the consistently high levels of oxygen her tiny lungs required. Hoa said those months were particularly stressful for Hong, who was travelling to King George from Liverpool every day, while also caring for their other three children - Lisa, 10, Kim, 9 and Kathy, 4.

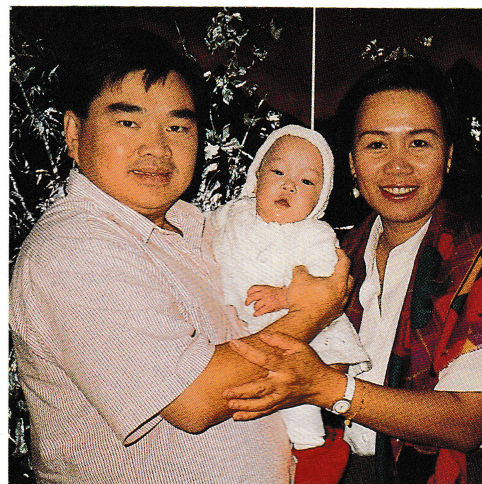
Victoria was finally sent home in November and is now doing so well she has also been discharged from the support program. "The doctors and nurses loved her so much they threw her a farewell party," Hoa said. The only legacy she has from her difficult first year is short-sightedness, and she has specially-made glasses which she wears for short periods throughout the day.

Victoria clearly gets her fighting spirit from her parents. Hoa and Hong were on the

same refugee boat that left Vietnam in 1978, although they didn't know each other at the time.

The 240 people on board were captured by Vietnamese authorities on their first attempt to get away and their boat was later sunk on a reef off the coast of Malaysia. Hoa and Hong were in adjoining United Nations refugee camps there before coming to Australia, but did not meet until 1979, at the home of a mutual friend in Potts Point.

"We swapped stories about our trip and I found out that my wife was the last person



*Hoa Lieu with wife Hong and baby Victoria*

off the boat when it sank," Hoa said. "We had spent three days without food and were all feeling weak. Getting ashore took every bit of energy we had. Amazingly, we all made it."

## Terence, Tolerance and the Trip from Hell

Picture, if you can, Terence Nickolls calmly reading a book as condensation from the plane's roof drips on his face and on the pages, and the aircraft sits on the tarmac for yet another hour.

"In hindsight it was very funny," he says. "At the time it was a debacle - the trip from hell."

Terence, Chief Executive of AAPCS, and 10 of his senior executives were attempting to return to Sydney on Sunday afternoon after a three-day strategy planning session at the Capricornia Resort on the coast near Rockhampton.

They set out on the one-hour journey to the airport at 2 pm. Five hours later they were still on the tarmac as the crew struggled to shut the plane's door.

"The door simply refused to close. The pilot told us they would have to phone Sydney for instructions. Sydney said the mechanism had to be left for an hour to cool down. So we got off the plane.

"An hour later the captain said the problem was fixed and we got back aboard. But the door still wouldn't close. So we sat there for another hour while they got more instructions from Sydney.

"The crew did their best. But somehow the service trolley was upset and food

went all over Jeffrey (Roll, AAPCS Director, Sales & Operations.)"

The fact that it was mid-summer didn't help tempers. "I was ropeable and getting angrier and angrier. The others were taking bets on when I would finally blow my stack," said Terence, who is not known for suffering silently.

"But I'd resolved to stay calm no matter what," Terence said. "Shouting wasn't going to solve anything. So I read my book and got soaking wet. It was a lesson in tolerance.

"Someone finally gave me a hat to keep my head dry."

By the time the door was finally secured, and they flew to Brisbane, they'd missed their connecting flight and had a two hour wait for the next one.

"On the way up we'd been offloaded in Brisbane because of plane trouble and arrived four hours late. Two breakdowns on one trip. I've vowed never to fly Ansett again, unless it's free.

"When we finally arrived in Sydney at 11 pm. it was pouring rain and there was about an hour long queue for taxis. It is a very rare occurrence, but I put the Monday morning traffic meeting back from 8.30 to 10 am.," Terence said.

# Ben's Promotional Vehicle

**T**he AAPT sales force contains some pretty fast movers, but none more so than Melbourne-based sales representative Ben Savage.

Ben is racing in the 1995 Aascar-Sportsman racing season and AAPT has taken on the role of his major sponsor.

"From my first day at AAPT the management has been very supportive," Ben said. "The sponsorship has proved to me and everyone else that the company is serious about its support."

Ben started with AAPT in June last year and with his manager John Matic's help, he put together a sponsorship proposal for Director of Sales, Marketing and Customer Operations, John Stuckey, to consider.

"These days you have to be smart with your promotional dollar. It's great to be able to encourage our employees' participation in activities outside work and satisfy our promotional requirements at the same time," said John.

Ben began racing go-carts at the age of 14 and is still the current Australian champion with two national titles and nine state titles under his belt. He has switched to the

higher-profile Aascar-Sportsman class to further his racing career.

The Aascar-Sportsman class was formed to utilise the older model Commodores and Fords when the newer models made them obsolete. All cars have the same motor and road tyres with very little modification allowed, so results are reflective of drivers' skills.

Ben drives a Commodore VL with a 253 V8 engine. It reaches speeds of up to 230 km per hour and has an average speed of 200 km/h. He has competed in three races since December, each time improving his results.

"Ben's progression to Sportsman class is a credit to his skill and determination. He showed through his success in go-cart



Pictured from left are John Stuckey, John Matic and Ben Savage, with Ben's AAPT-sponsored racing car

racing that he is clearly a fantastic driver," John observed. "I fully predict a win at the next race."

In his last race at Calder Park Thunderdome in Melbourne, Ben's engine failed during the trials and he had to resort to borrowing another from a friend.

Despite this setback he came from 18th place to finish fourth.

## Melbourne Golf Day

The Melbourne AAP Group Financial Markets Golf Day was held in cool, blustery conditions at the Peninsula Country Club in Frankston on February 3.

Around 90 AAP clients joined John Lowing, Robin Strathdee, Craig McIvor, James Cuming and Robert Mead on the course and more than a few were heard to blame the weather for their form!

With three players ending up with a score of 38, the winner of the best Stableford score was decided on a countback, and went to Richard Homburger of SBC Australia. Richard won a trip to Sydney to play in the AAP Group Financial Markets Len Evans Annual Charity Golf Event in Sydney, held on February 24. Runner-up



was Mitchell Hurley of Bain & Co, who won a golf package donated by Astley & Pearce.

Melbourne Client Liaison Executive Edwin Allan did best out of the staff who played, winning runner-up of the best random 9 non-handicapper. Lucky Edwin won a pack of goodies generously donated by AAP!

Pictured above are (from left) Roger Sutton, Anita Fulton, Robert Mead, Peter Chapman and Robert Teal. Left - golfers gather for the event.

## AAP Sponsors Australasian Veterans Tennis

**A**lmost 1,000 veterans (those aged a mere 40 and over) from all over Australia gathered in Canberra for the 1995 AAP Australasian Veterans Tennis Championships in January.

The event, which organisers said was a great success despite a few games being played amid drought-breaking rains, was held over two weeks from January 15.

Matches were played at several courts around the city, including the National Sports Club and Duntroon.

As major sponsor of the event, AAP donated a perpetual trophy for the team event - an antique English silver rose bowl mounted on a rosewood base - which was won by New South Wales.

Veteran tennis player and Chief Executive Lee Casey is pictured below presenting the AAP trophy to Barry Plucknett, President of the Veterans Tennis Association of New South Wales.



## Gold and Bronze in Corporate Games

**Two AAP staff won gold and bronze medals in the 3rd Australian Corporate Games, held earlier this month.**

Debbie Laybutt, Racing Services Division, won gold in the women's tennis competition, while Rosemary Bridge of AAPT won bronze in her age category of the women's 5 km road running event, completing the course in a commendable 37 minutes.

Debbie also teamed up with Kathy Waugh of FMD marketing to get through to the quarter finals of the women's tennis doubles.

According to Special Events Coordinator Robin Williams, various divisions tended

# Ted Wins Sports Award

**Sports desk veteran Ted Simmons, who has dished out plenty over the last couple of decades, has found himself on the receiving end for a change.**

But it was a pleasant change when Ted fronted up to a special awards night during the NSW Amateur Soccer Federation annual state dinner at Sydney's Macquarie University.

He was introduced as one of 11 people to be honoured by the Federation in front of a distinguished gathering of soccer people from around the state.

Australian Soccer Federation chairman John Constantine presented a framed plaque which read: "This certificate is awarded to Ted Simmons in appreciation of outstanding service rendered to the promotion and development of soccer football in the State of New South Wales."

In the program, it revealed the service went back to high school representation in the early 1940s, moving on to club player-secretary and then becoming president of three football organisations, the referees, life member of three of them, and State and Australian press association president.

Despite the hectic sporting side, the active role never interfered with work with the Simmons touch on soccer starting in 1950 and extending around the world through AAP.

"It's called the world game and I found you had to have a worldly knowledge to



*Ted Simmons receives his award from Australian Soccer Federation chairman John Constantine*

become a member off the playing field," he said.

"In travelling for AAP and at home, I've had to adapt quickly to some most unusual situations, decipher words in languages other than English, study body language and still manage to get the story and then get it back to Sydney.

"I suppose after nearly half a century of writing and reporting the sport, some suggestions must have paid dividends in trying to change and better the sport. And there's been a lot of changes over the years, particularly in conditions and recognition of the media.

"Still, it's nice to be acknowledged by the people within the sport. I know how the players feel whom I've met over the years and it was great to discover most of the officials have had a kind word to say."

to favour particular sports, with Editorial on the golf course, Financial Markets division playing tennis, AAPT favouring soccer and volleyball and the hardy souls at Communications Services lining up for the road running and triathlon events.

Unfortunately, atrocious weather conditions during the event deterred some staff from participating and the volleyball was cancelled twice and rescheduled for mid-March.

Of those who did participate, another good result was achieved by Michael Watts who ran the triathlon in 53.41 minutes.



*Winners are grinners. Debbie Laybutt and Rosemary Bridge with their Corporate Games medals with Special Events Coordinator Robin Williams*

# Staff Moves

## AAPIS



Michael Harker

**Michael Harker** has been appointed Sales Director AAPIS, with responsibility for all AAPIS revenue streams with the exception of Financial Markets.

the investigation of new products, services and markets.

**Les Murphy** has been appointed Manager, Group Corporate & Public Affairs.



Robin Strathdee

**Robin Strathdee** has been appointed Marketing Director AAPIS, responsible for creating an AAPIS marketing strategy across all existing business areas and

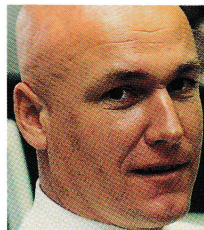


Les Murphy



William Packman

**William Packman** has been appointed Travel Officer, responsible for developing and managing corporate travel procedures.



Giles Parkinson

**Giles Parkinson** has been appointed Editor-In-Charge with responsibility for financial news services, retaining the title of Finance Editor.



Dawn Willis

**Dawn Willis** has been appointed Administration Manager with wide ranging responsibilities in the control of support functions.

The following appointments have been made as part of the newly created **AAPIS Sales Division:**

**Ken Boman** has been appointed Sales Manager, Racing Services.

**Graeme Finley** has been appointed Customer Service Manager.

**Jay Hannon** has been appointed Business Development Manager.

**Leigh Mackay** has been appointed Sales Manager, Media.

**Rex Mitchell** has been appointed Sales Manager, AsiaNet.

**George Pardon** has been appointed Sales Operations Manager.

**Tony Wright** has been appointed Sales Manager, MediaNet.

### AAP Financial Markets Division



Gregory Holland

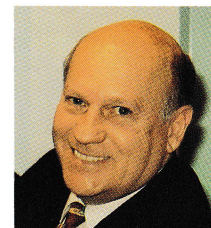
**Gregory Holland** has been appointed International Business Development Group Director, responsible for

coordinating the development and implementation of an international business development strategy.



Nick Hughes

**Nick Hughes** has been appointed Technical Director, Financial Markets Division.



Bill Bowen

**Bill Bowen** has been appointed Director, East Asia.



Iain Atkins

**Iain Atkins** is seconded to the International Business Development Unit as Business Analyst.



Maureen Murphy

**Maureen Murphy** has joined the International

Business Development Group as Director, Strategic Development.



Ross Gilligan

**Ross Gilligan** has been appointed Director Operations, International Development Group.



James Cuming

**James Cuming** has been appointed FMD Marketing Manager.



Ian Pemberton

**Ian Pemberton** has been appointed News Product Manager, Asia Pulse.



Chris Pash

**Chris Pash** has been appointed Business Manager, Asia Pulse.

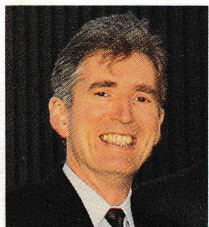
The following have been appointed State Office Managers, reporting to Administration Manager Dawn Willis: **Jessica Flottman** in Perth; **Vivian Doyle** in Canberra; **Terry Kennedy** in Melbourne and **Alison Cridland** in Brisbane.

# AAPCS



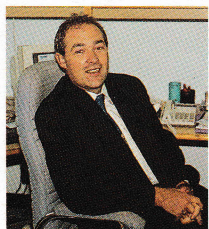
*Jeffrey Roll*

**Jeffrey Roll** has been appointed Director, Sales & Operations.



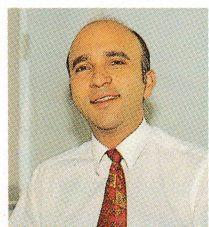
*Owen Keogh*

**Owen Keogh** has been appointed Manager, Quality & Systems.



*David Backley*

**David Backley** has been appointed National Operations Manager.



*Bernie Seth*

**Bernie Seth** has been appointed Manager, Radio Systems.



*Brendan Linnane*

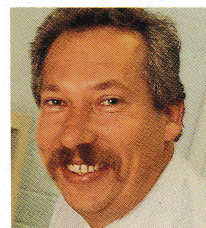
**Brendan Linnane** has been appointed National Product Marketing Manager.



*Chris Evans*

**Chris Evans** has been appointed Queensland State Manager.

**Greg Tocknell** has been appointed Director, Finance & Administration.



*Jim Haasnoot*

**Jim Haasnoot** has been appointed Group Purchasing & Supply Manager.



*Chris Clarke*

**Chris Clarke** has been appointed Credit Manager.



*Laurie Willis*

**Laurie Willis** has been appointed Operations Manager, Radio Systems.

*The following AAPCS Account Managers have recently been appointed:*

**Milton O'Dell** has been appointed Account Manager - Network Services.

**Graeme Baxter** has been appointed Account Manager - Network Services.

**Terry Insley** has been appointed Account Manager - Microwave.



## The Right Stuff

The offspring of AAP staffers are showing they have what it takes in a variety of areas.

Kimberley Ostle, 11, has just been made School Captain of Our Lady of Perpetual Succour primary school at West Pymble.

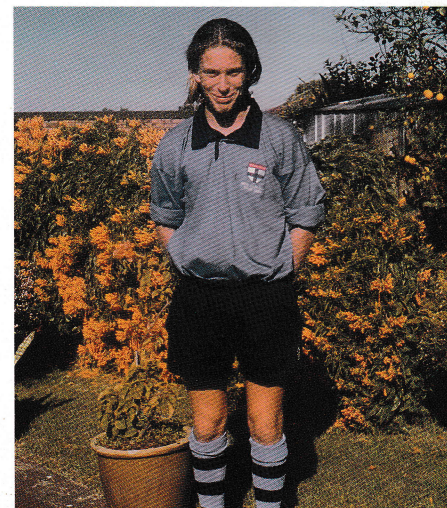
Kimberley, pictured above, is the daughter of MediaNet Account Manager Phillip Ostle, who said she was chosen in a ballot of teachers and students.

"It's a bit like being voted best and fairest," Phillip said.

Also doing well is Matthew Want, 16, son of Director, Racing Services and Production Editor Geoff Want.

Matthew, pictured below, has been made vice-captain of the Petersham Rugby Football Touring Club team which will play six matches in England, Wales and Ireland during a three-week tour in April before taking part in the International Under 17 tournament at Twickenham in London.

Matthew plays halfback in the team founded to provide talented young footballers with the opportunity to gain overseas experience. He captains Wests U17s in club football and has toured New Zealand and Queensland with schoolboy representative sides in the past 18 months.



## Pat Byrne Leaves AAP After 20 Years

After 20 years of working for AAP in Melbourne, administration supervisor Pat Byrne left the company last month.

Pat, 52, said she'd decided it was time to move on to new things and she has embarked on a full time Bachelor of Arts degree at LaTrobe University, where she'll major in English Literature, American History and French.

Pat joined the company as a casual in January 1975 and became permanent staff in 1979. She is pictured above at her farewell lunch, which was attended by almost 50 AAP staff.