

# Sir Charles McGrath **RECIPIENT**



Woolworths CEO Roger Corbett.



AMI president Bill Elsy presented the award to Roger Corbett's representative on the evening, Rowan Jeffs.

## Woolworths CEO wins top marketing honor

THE chief executive officer of Woolworths, Roger Corbett, was announced at the conference gala dinner as the winner of the 2003 AMI Sir Charles McGrath Award for his outstanding contribution to the field of marketing through sound business practice and industry achievements.

AMI president Bill Elsy announced Corbett's win in the presence of David McGrath, son of the late Sir Charles McGrath, and more than 340 gala dinner attendees. Roger Corbett was unable to attend the dinner, but a video presentation of his acceptance speech was played. Rowan Jeffs, general manager corporate services at Woolworths, accepted the award trophy and an exquisite, personalised boxed pen from Inoxcrom on Corbett's behalf.

Roger Corbett was educated in Sydney, completed a Bachelor of Commerce at the University of New South Wales and subsequently completed the Stanford University California Management Course.

In the early 1960s, he started work on the dock of Grace Bros' newly completed Chatswood store. Over some 20 years he rose through the various ranks of management to become the company's youngest full director and subsequently held the positions of merchandise director and stores director.

In late 1984, he accepted an invitation to join the board of David Jones Australia as director of operations. In 1990, he was appointed to the board of Woolworths and to the position of managing director of Big W.

In 1993, he was appointed deputy group managing director of Woolworths, overseeing Rockmans and Dick Smith in addition to his role as managing director of Big W. On 1 July 1997, Corbett was appointed managing director retail, taking on responsibility for all the trading divisions of Woolworths including the supermarkets. On 13 July 1998, he was appointed chief operating officer for Woolworths and CEO elect. On 1 January 1999, he became CEO.

In June 2003, he was awarded a Member in the Order of

Australia (AM) in the Queen's Birthday Honors List for "service to the retail industry, particularly as a contributor to the development of industry policy and standards, and to the community".

At present, Roger Corbett holds these responsibilities:

- Member of the board of directors of Woolworths.
- CEO and group managing director, Woolworths.
- Member of the board of directors of Fairfax Holdings.
- Member of the board of directors of the International Mass Retail Association.
- Member of the board of directors of the CIES Food Business Forum, France.
- Chairman of the Macquarie Graduate School of Management Advisory Council.
- Chairman of the council and member of the executive of Shore School.
- Member of the board of advice of the Macquarie Christian Studies Institute.
- Member of the Business Council of Australia.

### Sir Charles McGrath Award

**Sir Charles McGrath had a most distinguished career as a leading Melbourne and Australian industrialist, most notably as chairman of Repco, which was one of the catalysts for Pacific Dunlop. He was knighted for his services to industry and export. Since 1976, the Sir Charles McGrath Award has been presented to those who have made the most significant contribution to the field of marketing through sound business practice, development of the marketing profession or wider industry achievements. Past winners have included Sir Albert Jennings, Bib Stillwell, Peter Bartels, James Strong, Bob Miller, Steven Couche, Neville Fielke, Bob Copp, Michael Gudinski, Kevin Luscombe, Maureen Plavsic and Geoff Dixon. ●**

# Marketing Campaign OF THE YEAR

Sponsored by TMP Hudson Global Resources

## Spirit of Tasmania campaign honored

THE healthy contingent of Tasmanians at the AMI 2003 National Awards for Marketing Excellence gala dinner had good reason for loud vocal celebrations as a home-grown champion, Spirit of Tasmania, scooped three prizes, including the coveted Marketing Campaign of the Year Award.

Spirit of Tasmania's national manager, passenger sales and marketing, Melindy Green, was called on to stage three times by master of ceremonies Peter Berner to accept the award in the new product/service launch category, the best campaign in the public sector, and finally the top prize, the Marketing Campaign of the Year Award.

The award, which was sponsored by TMP Hudson Global Resources, was presented by Chris Mead, sales, marketing and communications practice manager with TMP Hudson Global Resources.

In March 2002, the Tasmanian Labor Government advised of the purchase of two new ships that would offer a daily service sailing across Bass Strait and would supersede the single ship services that crossed the strait every second day. This was the first step in the successful launch of the Spirit of Tasmania I & II service connecting Devonport and Melbourne.

Extensive customer research led to a sophisticated integrated marketing communication strategy using print, television, direct mail, online advertising, outdoor supersites, promotions, publicity, collateral and internal communication – all at a time when there was no ship, images or footage. The success of the launch exceeded all expectations. More than 500,000 passengers have traveled on Spirit of Tasmania this financial year. This represents a growth of 44%.



*Chris Mead, the sales, marketing and communications practice manager with TMP Hudson Global Resources, presents the big prize to Melindy Green, national manager, passenger sales and marketing, Spirit of Tasmania.*

AMI general manager Mark Crowe praised the high standard of this year's winning entries. "Spirit of Tasmania is an outstanding example of what great marketing can achieve for a business," he said. "All the award winners achieved measurable, successful outcomes for their organisations using a combination of marketing strategies and a very high return on investment."

## National AWARD WINNERS

### Australia's top marketers acclaimed

THE AMI National Awards for Marketing Excellence are presented to those organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices. Our aim is to acknowledge exceptional examples of marketing practice and to raise the standards of marketing professionalism.

The AMI in each state of Australia has presented marketing awards to recognise outstanding marketing achievements. These awards have built to the national presentation. This year the public sector has been blended into the mainstream awards and there was an additional award for the national winner in the four industry sectors: private sectors small and large, public sector, and not-for-profit.

The awards seek to recognise both the successful execution of marketing activities and the strategic rigor from which marketing campaigns are developed. The 2003 awards

have introduced new categories that reflect marketing functions rather than industries, as in the past.

In judging the awards, emphasis was given to:

- The business issue.
- The solution.
- The business result.
- The single most important piece of learning from the campaign.

To assist with the judging, the judges followed these criteria: superior value; differentiation; innovation; effective use of resources; and measurement.

The AMI awards are distinguished by a criteria that forces marketers to articulate the whole process that leads to measurable results; they require commitment and effort. These are the toughest marketing awards to enter and the toughest to

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win. Judges reserve the right to withhold awards in any category at their discretion. To ensure unbiased judging, each entry was quantified against a judging criteria and the quality of the application itself.

Given such high standards and such hot competition, even reaching the shortlist is a significant achievement; all finalists are to be congratulated, as are the judges for their dedication and discernment. The AMI congratulates all the winners and the runners-up.

The distinctive awards trophies were provided by Kirra Corporate Gifts & Promotion.

## The winners (by category)

### Branding

The finalists were:

- 'Live a Little', QIC – Canberra Centre, ACT
- 'Marketing you can see', Arnott's Shapes-Arnott's Biscuits, NSW
- 'IPAA – Remastered', IPAA Queensland, QLD
- 'Launch of TCW in Hobart and Southern Tasmania', Telstra Country Wide, TAS
- 'The rejuvenation of a retail icon brand: Target', Target Australia Pty Ltd, VIC

### The winner: Target Australia Pty Ltd (VIC)

Accepted by Murray Chenery, general manager marketing, Target Australia

In 2001, Target made losses for the first time since incorporation in Australia. It needed to relaunch its brand by repositioning itself in the marketplace. The '100% happy' strapline was used in conjunction with the Target logo and it became a mantra of the entire organisation. The campaign launched with press inserts, television advertising, outdoor, press and magazine advertising. The brand values have been re-energised with the new style reflected in catalogues and the web site. At the time of this submission Target sales had increased by 13.4% over the past year. However, on 19 September Target announced a 77.9% increase in profit during the year that Target's '100% happy' marketing campaign began.

### Consumer insight

The finalists were:

- 'How consumer insight made short work of 'Short Breaks' tracking', Tourism New South Wales, NSW
- 'Graduate Success', Queensland University of Technology, QLD
- 'Retention of Members', Quadrant Superannuation, TAS
- 'Listening to the source', City of Stonnington, VIC

### The winner: Tourism New South Wales

Accepted by Julie Webster, director marketing services and brand management, Tourism NSW

Increased general pressure in modern life has created a need for people to get away more frequently and to inject an element of freedom into their lives. Tourism NSW found that Sydney-based couples aged 29-44 found themselves



Bill Elsy (right) presents the trophy for the branding category to Murray Chenery, general manager marketing, Target Australia.



Accepting the trophy from Bill Elsy for her organisation's win in the consumer insight category is Julie Webster, director marketing services and brand management, Tourism NSW.

overworked, stressed, commanding higher disposable incomes – they are time-poor and cash-rich. They sought indulgent holiday opportunities in a short amount of time – with minimal planning and hassle. With its 'Short Breaks' campaign, Tourism NSW began the process of deep investigation into the target mindset to enhance its campaign development and effectiveness. Anecdotal feedback from operators was highly positive. Tracking and measurement issues were solved with the introduction of an interactive voice response application that allowed consumers to make bookings without interruptions by data capture. The campaign is an enormous success for Tourism NSW and its partners.

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## Innovation

### The finalists were:

- 'Crop Reward\$', Sygenta Crop Protection, NSW
- 'We com2 you', Com2 Communications, QLD
- 'E Business on demand', IBM Australia, VIC
- 'Breaking the Mould of Uni Marketing', Edith Cowan University, WA

### Highly commended: Edith Cowan University, WA

Accepted by Lianne Cretney-Barnes, director marketing and development, Edith Cowan University

### The winner: Sygenta Crop Protection, NSW

Accepted by Steve Manoel, marketing manager, Thailand, Sygenta Crop Protection

Sygenta Crop Protection had distributed its rural products through traditional distribution channels of main dealers, who then wholesaled on to subdealers, who then sold to farmers, delivering a situation where the manufacturer did not have contact, information, influence or sales pull in the market. An innovative solution was to design and launch a new integrated service CRM incentive marketing program, which was branded Crop Reward\$. All stakeholders were informed of the benefits and attractiveness of the program. It has been an outstanding success, increasing customer participation by 162% and delivering business sales results of over 100% of target each month for 12 consecutive months.

## Internal marketing

### The finalists were:

- 'IBM Employee Purchase Program', IBM Australia, NSW
- 'Fresh Food – Dollar Days', Albany Shopping Village, QLD
- 'Occupational Health & Safety in the Public Sector – A marketing and research case study', Office for the Commissioner for Public Employment and Market Equity, SA
- 'Shine', Sensis and Solterbeck Jackson, VIC
- 'A Commitment to Great Careers', Edith Cowan University, WA

### The winner: Edith Cowan University, WA

Accepted by Lianne Cretney-Barnes, director marketing and development, Edith Cowan University

In an environment of dramatically decreasing government funding, the imperative for ECU to become a viable, dynamic university had to be met quickly and effectively. Following extensive consultation with all stakeholders, a marketing and communications plan was produced that formed an ongoing education program to all ECU faculties, schools and divisions. Its intent was to inform them of the services provided and to gain commitment to the concepts of consistent marketing over time, consistent marketing across media and consistent marketing across messages. In January 2003, ECU's first preference applications were 31.7% higher than at the same time in 2002. ECU is convinced that bringing people with it for a result is the most effective way of gaining commitment to a philosophy and a consequent path of action.



Bill Elsy presents the trophy in the innovation category to Steve Manoel, marketing manager, Thailand, Sygenta Crop Protection.



Accepting the trophy from Bill Elsy is (right) Lianne Cretney-Barnes, director marketing and development, and (left) Cassie Todd, advertising and promotions manager, Edith Cowan University.

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## Marketing communications

### The finalists:

- 'Retirement Planning', Commonwealth Bank of Australia, NSW
- 'The Great Barrier Reef – Let's keep it great', Great Barrier Reef Marine Park Authority, QLD
- 'Eclipse in the Outback 2002', Cinch Marketing and Aspac Marketing Group, SA
- 'Tasmania, love this place', Tasmania Committee Inc, TAS
- 'The sweet sound of success', Starburst – Masterfoods Australia NZ, VIC
- 'Go for 2 & 5', Department of Health, WA

### Highly commended: Starburst – Masterfoods Australia NZ (VIC)

Accepted by **John Tripodi**, senior brand manager,  
Masterfoods Australia/New Zealand

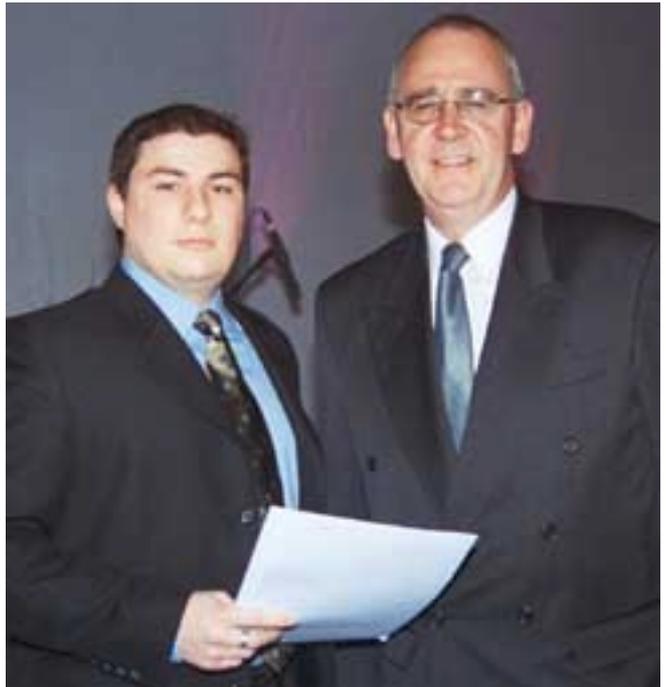
The sugar confectionery market is highly fragmented with multiple brands and manufacturers. Starburst has managed to cut through the clutter by tapping into music as its key platform to communicate the brand's witty, captivating and extroverted personality and as a device with which to connect with its target 16-24 year-old consumer. This, supported by a fully integrated marketing communication plan including establishing music industry alliances, PR, street marketing, TV, outdoor and radio creative, online editorial and sponsorship, promotional activity, instore activation and more. The results were extraordinary, including PR worth \$1 million, hit number 5 on the ARIA music charts, as well as 56% sales growth.

### The winner: Commonwealth Bank of Australia, NSW

Accepted by **Steven Mitchell**, marketing,  
Commonwealth Bank

The established perception that retirement is the last stop on the journey of life no longer exists and any company that does not respond to this change will be left behind. A big overhaul by the Commonwealth Bank into the forefront of retirement planning started in March 2002 with a campaign to address the lack of consumer awareness and to establish the Commonwealth Bank as a leader in retirement planning, to ensure the baby boomers trusted the bank to deliver retirement security. The campaign generated 186% increase in leads for financial planners, translating into a one-year campaign return on investment of 166%, with the projected five-year return on investment sitting at 384%. This campaign was the most cost effective in the investment category.

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*John Tripodi, senior brand manager, Masterfoods Australia/New Zealand, accepts the highly commended award in the marketing communications category from Bill Elsy.*



*Steven Mitchell, marketing, Commonwealth Bank, accepts the trophy in the marketing communications category from Bill Elsy.*

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## New product/service launch

### The finalists:

- 'A sensational new product launch, Kettle Sensations', Arnott's launch, NSW
- 'Free parking when you dine – a South Bank initiative', South Bank, FPDSavills Qld Pty Limited, QLD
- 'Spirit of Success', Spirit of Tasmania, TAS
- 'Smiles gift catalogue', World Vision, VIC
- 'BankWest Lite MasterCard', Bank West and Market Equity, WA

### The winner: Spirit of Tasmania

Accepted by Melindy Green, national manager, passenger sales and marketing, Spirit of Tasmania

In March 2002, the Tasmanian Labor Government advised of the purchase of two new ships that would offer a daily service sailing across Bass Strait and would supersede the single ship services that crossed the strait every second day. This was the first step in the successful launch of the Spirit of Tasmania I & II service connecting Devonport and Melbourne. Extensive customer research led to a sophisticated integrated marketing communication strategy using print, television, direct mail, online advertising, outdoor supersites, promotions, publicity, collateral and internal communication – all at a time when there was no ship, images or footage. The success of the launch exceeded all expectations. More than 500,000 passengers have traveled on Spirit of Tasmania this financial year. This represents a growth of 44%.

## Relationship marketing

### The finalists:

- 'Harmony Day 2003', Department of Immigration & Multicultural & Indigenous Affairs, ACT
- 'Know your IBM', IBM Australia, NSW
- 'Relationship Marketing on a Shoestring Budget', Footlocker Australia, QLD
- 'Community Chat', Housing Tasmania, Department of Health & Human Services, TAS
- 'A Friend in Real Estate', Philip Webb Real Estate, VIC

### The winner: Philip Webb Real Estate, VIC

Accepted by Philip Webb, director, Philip Webb Real Estate

In real estate, once a transaction is complete cognitive dissonance generally sets in. Philip Webb sought to provide clients with personalised service, informative feedback and tangible elements prior to, during and after the service encounter to reassure them that their decision to use Philip Webb Real Estate was the right one. The company's extensive 'client for life' policy aimed at turning every client into an advocate. Regular analysis of client relationship performance and results confirms that 94% of clients would recommend the company. Philip Webb Real Estate has grown at a rate of 20% each year, was listed in *BRW's* 'Top 100' fastest-growing companies in 2002 and now enjoys 47% market share in its core target market.



Melindy Green, national manager, passenger sales and marketing, Spirit of Tasmania, accepts the trophy for her organisation's win in the new product/service launch category from Bill Elsy.



Bill Elsy presents the winner's trophy in the relationship marketing category to Philip Webb, director, Philip Webb Real Estate.

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## Sponsorship

### The finalists:

- 'Western Union Sponsorship of Sydney Roosters', Western Union, NSW
- 'Living in Toowoomba', Grand Central, QLD
- 'Wozza Wombat's Walkabout', City Heart Business Association, TAS
- 'IBM's Sponsorship of the Australian Open', IBM Australia, VIC
- 'Mirvac Fini Sponsors the Mandurah International Opera Festival', Mirvac Fini, WA

### The winner: Western Union, NSW

#### Accepted by Edward Thian, marketing manager, Western Union

Western Union Money Transfer is an international global money transfer service with agent locations in over 190 countries and a history dating back more than 150 years. Their global marketing objectives are to increase global brand awareness, increase distribution channels, and increase sales. Sport sponsorship is a sought-after marketing option with sophisticated measurement tools. Rugby league has an extensive TV viewing audience in Australia and is the number two sport watched by ethnic Australians, second only to soccer. The Sydney Roosters has high exposure levels through television and print media because of its strong ethnic base in its traditional fan catchment. This partnership has contributed to a brand awareness rise from 4% to 22% in October 2002. Australia's outbound transaction volumes increased by 73% with revenues growing by approximately 70% year-on-year during the same period.

## Private sector – large enterprise

### The winner: Commonwealth Bank of Australia (NSW) for 'Retirement planning'

#### Accepted by Steven Mitchell, marketing, Commonwealth Bank

See citation under marketing communications category.

## Private sector – small enterprise

### The winner: Com2 Communications (QLD) for 'We com2 you'

#### Accepted by Murray Bergham, managing director, Advertising Depot

Com2Communications' 'We com 2 you's unique selling point was to become the first mobile phone company to promote the concept of travelling directly to customers. The successful campaign saw sales increase by 400% on any previous year and Com2's business customer base increased from 70% to 82% of their clientele.

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*Edward Thian, marketing manager, Western Union, accepts the trophy for his company's win in the sponsorship category from Bill Elsy.*



*Bill Elsy presents the trophy for the private sector small enterprise category to Murray Bergham, managing director, Advertising Depot.*

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## Public sector

**The winner: Spirit of Tasmania, for 'Spirit of Success'**

Accepted by Melindy Green, national manager passenger sales and marketing, Spirit of Tasmania  
See citation under the new product/service launch category.

## Not for profit

**Highly commended: IPAA – Remastered, IPAA Queensland**

Accepted by David Brennan, director development and marketing, Institute of Public Administration Australia – Queensland

The not-for-profit sector has produced magnificent campaigns and the judges want to give special mention to IPAA. It receives a highly commended award for its retention of members strategy. Marketing strategies implemented have produced membership growth of 35.3%, increased revenue and increased overall turnover by 22%.

**The winner: World Vision, Victoria, for its 'World Vision 10,000 Appeal'**

Accepted by Heidi Reid, World Vision

World Vision entered in a highly competitive category and was marginally beaten in the Victorian state awards. Targeting 10,000 new sponsors in just six weeks, a highly successful integrated campaign across many media resulted in 11,500 new sponsors – equalling life-time value of around \$46 million. The great news is that 52,000 children became sponsored in 2002.

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*RIGHT: Heidi Reid, from World Vision, accepts the trophy for her organisation's win in the not-for-profit category.*



*Bill Elsy presents a highly commended in the not-for-profit category to David Brennan, director development and marketing, Institute of Public Administration Australia – Queensland.*



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# National AWARD WINNERS

## AMI Student Marketer of the Year (new award)

The inaugural (joint) winners  
Stuart Middleton and Stuart Crispin,  
from University of Tasmania

These young men have been honored for their outstanding work in establishing a comprehensive program for AMI marketing student members in Tasmania. Their groundbreaking work has established a blueprint for the membership offer to AMI student members around Australia.

*RIGHT: President Bill Elsy presents the new award to Stuart Crispin (left) and Stuart Middleton (right).*



## The judges' comments

**Comments on this year's judging of the AMI Awards for Marketing Excellence from the chair of the awards judging panel, Kevin Luscombe, were read to the gala dinner audience by AMI national chairman Roger James (pictured right):**



Across the category winners there was well-presented evidence of appropriate targeting with identified goals and effectively executed marketing communications.

But in too few cases were these two critical components found in a measurably argued total package.

Again this year, the words 'advertising' or 'promotion' could have been more correctly substituted for 'marketing' excellence in many presentations. Although recognising the special categories influence (e.g. 'marketing communications', 'branding', 'sponsorship'), it is fair to say that depth and breadth of marketing's commercial role in product development, distribution, pricing, value creation, etc, continues to fall short of recognition under the shadow of the more visible components of advertising and promotion.

Measurement indicators were more prevalent but they remain a little too subjective in their assessment language and light on for relevant numbers.

Also, the level of distinctive differentiation and innovative thinking was a little disappointing, with the execution of campaigns more often being the focus of impact.

The winning campaign for the Spirit of Tasmania covered most of the determinants of marketing success, creating a new product (service) based on a thorough market assessment, well-researched argument for a large capital commitment, clear performance goals, effective communications and appropriate measurement and analysis (which showed a significant financial result well in excess of targeted goals).

Among the smaller company finalists, the judges noted that the entry from Phillip Webb Real Estate was worthy of recognition for its comprehensive mix of marketing initiatives and commitment to demanding measurements of its performance as a core culture development.

The judges were also impressed with the implementation and carefully co-ordinated planning behind the (very effective) World Vision presentation. In many ways it sits in a separate category and by evidence of the material presented, it sets a very high standard for organisations in its field.

Two other entries worth noting for special reasons were the Tourism New South Wales 'consumer insights' presentation in its focus on a behavioral insight that led to an effective contact-enabling initiative, and the very professional and comprehensive presentation from the Institute of Public Administration Australia in Queensland. The integration of research findings into the exploration of the prevailing brand environment led to a well-planned set of business development initiatives.