



PUBLIC RELATIONS & MEDIA ADVISERS

Recognition of the need to communicate effectively is prompting more and more organisations to employ public relations. Even more heartening is the growing recognition that PR should be part of strategic planning at the start of projects.

Remember when?

Today, August 1 is Durning PR's 22nd birthday – a 1985 baby. Can you remember that far back? Just to remind those getting a little long in the tooth about what life was like - a full set of acrylic dentures cost \$461.26, a filling \$18.13, petrol was 90c a litre, a flagon (2.25 litres) of sherry \$14.69, packet of 20 cigarettes \$1.75, TV licence - \$27.50 b/w \$45 colour (how many avoided that payment) and the dollar ranged from 44c to 57c that year against the Greenback. Just goes to show, some things change, and some don't. And our hourly rates have stayed the same – yeah right!

Hitting the right note

Newly-formed Southern Opera, under the leadership of Chris Doig, has sought the services of our cultural consultant, Jocelyn Johnstone, who has many years involvement with the arts. We wish them the very best with their first production, Bizet's Carmen, which will have a six-performance season in the Isaac Theatre Royal on October 4, 6, 9, 11, 14 and 16.

– Jocelyn Johnstone, jocelyn@durningpr.co.nz

Fore!

The Michael Hill New Zealand Open Championship at The Hills in Arrowtown is only four months away and we are delighted to have been appointed as the media managers for the event. We already work with tournament organisers Tuohy Associates at the HSBC NZPGA Championship at Clearwater, and are looking forward to this prestigious event in such a wonderful setting.

– John Durning, john@durningpr.co.nz

On target

We're pleased to welcome Arrow International to our client list. The property project delivery company has a current annual turnover of \$200 million plus – not just a reflection of the burgeoning commercial property market but also the substantial niche AIL has carved for itself at the expense of other players.

– John Durning & Claire Bennett; john@durningpr.co.nz & claire@durningpr.co.nz

Property expertise

We deal extensively in the commercial property arena, both with individual developers and major companies. This expertise has prompted H.G. Livingstone to contract us for assistance with their communication requirements. Livingstones oversees 806,000sq m of property throughout New Zealand in a \$2 billion portfolio. It is the largest specialist shopping centre manager in New Zealand, both in the number of centres and on a square metre basis.

– Claire Bennett & Maree Mahony; claire@durningpr.co.nz & maree@durningpr.co.nz

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