

# CAPITAL CREDENTIALS

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# Who is Capital?

The Capital Group, established in 1989, is a successful international consultancy with senior staff who provide strategic communications and marketing services for clients around the world, from Europe to Australia, Asia Pacific, China, the Middle East and the USA.

Capital designs and implements media, marketing and communication projects for all occasions - from private company fund raisings and stock exchange listings to public company profiling, advising government funded committees and projects as well as events of national and international significance.

These include media relations and communications for:

- the Opening Ceremony of the Sydney 2000 Olympic Games - regarded by the media and the international major events industry as the best ever Ceremony
- the Sydney 2000 Olympic Torch which took the Olympic spirit to new heights and depths as it traveled to the International Space Station on board the Space Shuttle Atlantis and, in front of the world's media, traveled underwater illuminating Australia's Great Barrier Reef
- the Manchester 2000 Queen's Jubilee Baton Relay which was the world's first global community relay and helped to celebrate the Golden Jubilee of Her Majesty the Queen around the Commonwealth as well as raising awareness of the XVII Commonwealth Games.

Capital represents clients at all levels - from the organisers of some of the world's biggest events, including the Olympic Games and the Commonwealth Games - to listed entities with operations in Russia, South Africa, Egypt, Australia, Uzbekistan, Canada and all parts of central, southern and western Europe.

Capital also caters for clients across cultures - from the indigenous people of Australia and Qatar (Middle East) to the diverse cultures of the Commonwealth group of nations, including India, Canada, New Zealand, Singapore and Scotland.

With a senior team of media, PR, IR and marketing consultants, project managers, graphic artists, video editors, web designers and event managers, Capital has designed and implemented marketing communication programmes for some of the world's leading brands, including Coca-Cola, Samsung, Swatch, Fuji Xerox, Cadbury, Maserati, AMP and the Westpac Banking Corporation.

# Capital Games

The Capital Group is the world's leading provider of strategic communications as well as sponsorship support and media marketing services for organising committees of major international sporting events, including the Olympic Games.

Capital has designed and implemented Olympic marketing programmes for some of the top sport sponsor companies and brands in the world, including Coca-Cola, Samsung, Swatch, Fuji Xerox, Cadbury, AMP and the Westpac Banking Corporation.

Capital was employed by M2002 Ltd to provide strategic communications and media relations across all major programmes at the highly successful Manchester 2002 Commonwealth Games - from the Opening and Closing Ceremonies to the Queen's Jubilee Baton Relay and the national Spirit of Friendship Arts and Culture Festival. Capital also worked with sponsors and managing media relations and services during the Games, including running the daily media conferences on behalf of The Games.

Capital's management, advisers and consultants have occupied important positions working for, or representing, organising and bidding committees of some of the world's biggest sporting events in recent times.

These include:

- Beijing 2008 Olympic Games (Capital Adviser and former CEO of the Sydney Organising Committee for the Olympic Games Sandy Hollway was a Consultant to Beijing Bid & Beijing Organising Committee)
- Doha (Qatar) 2006 Asian Games - overseen by the Asian Olympic Committee on behalf of the International Olympic Committee;
- 2003 World Rugby Cup (True Colors Tour)
- Manchester 2002 Commonwealth Games
- Queen's Jubilee Baton Relay 2002 (national and international Relay routes)
- Ian Thorpe Spirit Of Friendship Dinner and Tour of China 2002
- Salt Lake 2002 Olympic Winter Games
- Sydney 2000 Olympic Games (Capital PR sole PR/Media Relations provider)
- Sydney 2000 Olympic Torch Relay (national and international Relay routes)
- Sydney 2000 Paralympic Games
- Sydney 2000 Pacific School Games

# Capital Services

Capital's specialist divisions provide clients with access to a variety of communications tools as needed. Capital can bring together a team of specialists specifically to meet client needs.

Need a product launch and publicity? Capital's events, public relations and creative specialists will take care of everything from venue booking and catering to invitation and signage design to media releases and attending media.

Services offered include:

## Capital Public Relations

- Strategic marketing plans
- Brand awareness maintenance
- Product launches
- Publicity
- Internal Communications
- Media management
- Sponsorship evaluation, negotiation and leveraging
- Issues management
- Investor relations
- Corporate profiling
- Media promotions
- Media partnerships negotiation and servicing

## Capital Events

- Event concepts and theming
- Staging
- Audio & video
- Lighting
- Technical direction
- Venue arrangements
- Speaker support
- Outdoor events
- Roadshows
- Catering management
- Entertainment sourcing and management
- Small luncheons to gala balls
- Media conferences
- Product launches
- Publicity stunts

## Capital Creative & Multimedia

- Logo design
- Annual reports
- Point of sale material
- Signage and banners
- Flash animation
- CD-Rom design
- Brochures, newsletters, information kits
- Postcards, invitations, direct marketing material
- Website design and maintenance
- Advertising creative and execution
- Powerpoint presentation design

## Capital Promotions

- Street marketing 'striketteams'
- Sampling
- Stunts
- Promotional staff sourced, trained and managed by Capital
- Uniforms and costumes
- Hosts/hostesses

# Capital Games

Capital has substantial experience in working with Games organising committees and Games sponsors. This includes:

- SOCOG - Torch Relay, Ticketing, Volunteers, Test Events, Education Program
  - Manchester 2002 - Queen's Jubilee Baton Relay
  - Pacific School Games 2000 - event publicity
  - Coca-Cola - Sydney 2000 sponsorship leverage
  - Samsung - Sydney 2000 sponsorship leverage
  - AMP - Sydney 2000 sponsorship leverage
  - Fuji Xerox - Sydney 2000 sponsorship leverage
  - Cadbury - Sydney 2000 and Manchester 2002 sponsorship leverage
  - Commonwealth Federation - M2002 Baton Relay international route launch
- .....and more.

Capital recognises that in today's marketing arena, many agencies offer several types of services.

However the Capital difference is our ability to bring dedicated in-house specialists together for a client, nominating a public relations/marketing consultant as the project manager and central contact point. This arrangement allows events specialists to focus on the event, creatives to get the material designed and public relations consultants to dedicate themselves to media, copywriting and other marketing activity.

Capital's other major point of difference is senior consultants only. All our staff have a minimum of 5 years experience and the majority have 10 years or more. Consultants do the work on the accounts they service so the people you talk to are the people implementing the activity.

Working closely with our London operations, we can provide 24 hour service for clients' global needs.

## The Sydney 2000 Olympic Games

Capital PR was the ONLY external media and public relations company appointed by the organizing committee for the Sydney 2000 Olympic games to work on key Olympic communications issues, projects and programmes.

These included the Sydney Olympic Torch relay; the record-breaking Sydney Olympic ticket marketing programme and the inspirational Olympic volunteers programme.

The Sydney Olympic games are universally recognized as the biggest and best ever Olympic Games and set new international standards and benchmarks for planning and hosting of global sporting and cultural events.



## Sydney Organising Committee for the Olympic Games Sydney 2000 Olympic Torch Relay

In 1998 Capital was appointed as Public Relations Campaign Manager for four key programs initiated by the Sydney Organising Committee for the Olympic Games. The programs are The National Olympic Education Program, The Sydney 2000 Olympic Volunteers Program, The Sydney 2000 Olympic Ticketing Program and the Sydney 2000 Olympic Torch Relay.

Capital's role was to develop a clear communications strategy for each program and implement a detailed publicity campaign to encourage awareness and participation in each program.



The Sydney 2000 Torch Relay has been described by the media, the public and leading commentators in industry and government as the single event that changed the country's perception of the Sydney 2000 Olympic Games.

It has been applauded for giving the Games back to the people and by giving communities a piece of the Games that they will always remember.

Media coverage around the world and across Australia has been estimated to be valued at more than \$AUD300 million.

Capital was involved with directing the media relations campaign for the Torch Relay since its first major announcement in 1998.

Capital has developed media strategies, issues management plans and conducted media relations to support Torch Relay activity and worked at the frontline of media management on the road and in media headquarters. This included:

- launch of the first Torch destination
- launch of the Torch Relay Route
- co-ordination of all interstate Torch Relay Route announcements
- the announcement of the Oceania Torch Relay Route



- supporting strategy for call for torchbearer nominations
- drafting speeches for each launch
- drafting and compiling media information for each launch
- liaison with media in advance, during and post each launch
- preparation of questions and answers
- development of positioning papers
- development of media kits for use by Local Community Working Groups across Australia
- 5 Capital staff on the road throughout New Zealand and Australia for 110 days
- Capital staff member managing Torch Relay media headquarters in Sydney from Torch lighting in Greece, throughout Oceania and Australia to Opening Ceremony night
- issues management
- briefing of media - international, national, capital cities and regional
- accreditation processing of media covering relay
- dissemination of information to media during relay and identification of special story and photo opportunities
- management of media in Sydney CBD on September 14 (night prior Opening Ceremony - 1 million people in city to watch)
- Capital staff acted as Torch Relay spokespeople as required on the road and from media headquarters
- close working liaison with sponsors and media partners
- liaison with traffic, transport and security personnel
- management of VIP runners and media coverage during their run
- input of daily updates on Torch Relay to Sydney 2000 website
- distribution of photographs and video footage captions to key media partners



## Sydney 2000 Olympic Volunteers

Capital provided media strategy advice, devised launch media plans and developed ongoing publicity throughout the 1998 Olympic Games Volunteer recruitment launch period.

This included generating publicity to attract 50,000 specialist and general public volunteers from throughout Sydney and regional NSW. It was also important to create an understanding of the nature of the volunteer work on offer and the qualifications or dedication required in applicants to ensure quality nominations were received.

Capital's role in the launch of Volunteers 2000 was to:

- assist in creating an emotional event to encourage Australians to volunteer for the Olympic Games. This included working up concepts, drafting speeches and briefing SOCOG officials and olympians
- preparing information for the media both in printed and electronic format.
- supporting the partner newspaper (Sun Herald) in providing story ideas, information and visual concepts for its supplement

Capital's offices around the country were used to organise media coverage of the community events in all capital cities to explain the volunteering process and opportunities for volunteering at the Games to the community. In addition Capital drafted media releases, created media opportunities and organised media interviews to support a community information roadshow throughout regional NSW.

The launch and application period resulted in more applications than required by SOCOG, with a very high ratio of experienced volunteers and suitable applicants.



## Olympic Ticketing

Capital's initial involvement with the Sydney 2000 Olympic Games Ticketing program was when the events and ticket prices were launched in 1998.

Capital's role included:

- Drafting the media presentation
- Providing input in to the question and answer document
- Working with News Limited on the content for their supplements
- Creating and producing the electronic media video
- Developing, managing and organising a second day event in regional NSW

From April to July 1999, Capital was an integral part of the biggest public ticket information campaign ever undertaken in Australia - the offer of Sydney 2000 Olympic Games tickets to Australians. Our role was multi-faceted and included strategy development (including management of ticketing activity in light of external Olympic issues), development of key communications materials/messages, media liaison and development of 'story a day' activity during the campaign period. In addition, Capital provided advice and guidance on issues management, developed speeches and presentations and organised events and a national roadshow.

This intensive campaign was conducted to respond to changing market perceptions and to overcome uncontrollable negative influences such as IOC controversy that arose during the ticket marketing period. While a highly strategic plan was adhered to, there were daily changes and developments that required the team to adapt readily and quickly to changes of circumstance.

Media stories and events to encourage Internet applications were developed and implemented in the final week. This resulted in 25,000 Internet applications. Only 800 applications were recorded prior to these activities.

Whilst much as been reported on the Olympic ticketing campaign, the public relations campaign has set new benchmarks for Australia and has helped SOCOG achieve ticket orders beyond expectation.

Capital's work with the SOCOG Ticketing team continued during 2000 with events promotion of tickets through a series of events and public activity in the weeks lead up to and during the Olympic Games.



## Other Activities

In addition to these programs, Capital also undertook the following:

**Sailing Test Event** - Capital managed the pre-event publicity for the Sailing Test Event. This included organising a Sydney 2000 branded sail, liaison with the sailing test event team and athlete for the pre-event publicity shots. Capital also gathered information and drafted background material for the media. Capital also attended the publicity event and liaised with the media.

**Wrestling Test Event** - Capital attended a number of meetings and provided advice to the team. In addition, Capital assisted in the development and drafting of the Wrestling Test Event Strategy as well as recommending a number of creative executions and ideas to gain publicity for the event.

**Test Event Communication Strategy** - Capital prepared a detailed document outlining a proposed strategy for selecting test events for publicity. The document also presented process recommendations to ensure messages and communication flow were coherent and consistent.

**Ignite the Dream** - Capital was asked by Community Relations to assist in developing SOCOG's display for the Ignite the Dream Tour, conducted by Torch Relay presenting partner AMP. Capital re-designed the structure and display elements to provide maximum flexibility for message changes and regionalising information during the tour. Capital also created a theme for the display and put forward content concepts. Capital worked with Community Relations and the AMP Account Managers on the content and wording of the display and attended a number of meetings with the Tour designers and AMP.



## Manchester 2002 Commonwealth Games

Capital PR created and implemented a highly integrated media/marketing strategy that communicated the success of the Manchester 2002 Commonwealth Games to the world's media including the legacies of the Manchester Games for the host city and nation.

***“Manchester triumph spurs London bid for Olympics” - London Daily Telegraph, August 5 2002***

These benefits included accelerated redevelopment of Manchester as a global city of the future providing quality facilities, environments and opportunities for residents, workers, visitors and investment.

Capital PR's communications strategy also highlighted how the Manchester Commonwealth Games had renewed England's sporting spirit, with national and international media describing the Manchester Games as the best sporting event ever staged in the United Kingdom.

Along with the Summer Olympic Games, the Commonwealth Games is the only multi-sport event that truly involves nations from all five continents of the world.

The Commonwealth Games in Manchester (25 July - 4 August 2002) involved approximately 5,000 athletes and officials from 72 nations and was the biggest multi-sport event ever staged in the United Kingdom.

Capital PR advised and managed all key communications and media relations policies, programs and events during the Manchester Games, these included media conferences with sponsors, athletes and International Olympic Committee (IOC) President, Jacques Rogge.

***“The Highs, Manchester's faultless organization and the full arenas” - The Guardian, August 5 2002***



Capital PR devised key messages for international media attending the Manchester Commonwealth Games - from Africa to Asia. These messages - and many subsequent media reports - highlighted the logistical achievements of the Manchester 2002 organising committee and sponsors who gained significant organisational benefits as a result of supporting the Manchester Games.



The widely reported success of the Manchester Commonwealth Games has resulted in strong community and corporate support in Britain for a bid for the 2012 Olympic Games, with several leading British and European companies expected to sponsor the bid.

*“The (Manchester Commonwealth) Games has done a lot for British Sport ... it has been a major success” - International Olympic Games Committee (IOC) President, Jacques Rogge*

*“What turned everything around was the spellbinding success of the Commonwealth games ... Manchester did it brilliantly ... the organization of every aspect of the Games went so well.” - Craig Reddie, British Olympic Association Chairman and IOC member, quoted in The Guardian, 10 March 2003*



**THE**  
**Sunday Telegraph**

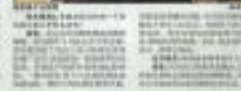
- creation, sponsor securement, staging and management of event
- Ian Thorpe and Sandy Hollway speaking
- sale of corporate tables
- liaison with authorities and trade organisations
- media attendance and publicity
- management of 20 media opportunities for Ian Thorpe including press conferences, photo shoots, interviews, school visits

- extensive publicity in China, Australia and worldwide
- funds raised for China charity
- 300 attendees at event



### 'Thorpedo' like a fish in water in Beijing

to communicate with Zhou Chenghui, 4, in the Beijing-based China Rehabilitation Press, as the "Tianjinite," arrived in the











## The Queen's Jubilee Baton Relay

### WORLD'S FIRST GLOBAL SPORTING RELAY

The Capital Group designed and implemented media relations and communications for the Queen's Jubilee Baton Relay, including the launch of the international route from Buckingham Palace with Her Majesty the Queen to the arrival of the high tech Baton at the Opening Ceremony of the Manchester Commonwealth Games on 25 July 2002.

The Baton became the most widely traveled and highly visible symbol of international sport as it traversed all five continents of the world in the first ever global baton/torch relay linked to a major international sporting event.

*"...the Baton flashes light in time with the runner's heart ...the concept is lovely. Heart is what all sportsmen are urged to give...It is what fans are supposed to have or keep..." - The Guardian, 10 June 2002*

*"President Robinson said yesterday the Relay symbolises the unity of the 54 commonwealth nations. "This is a historic event at an historic moment. All of you athletes who have participated in the event have taken part in something you will remember for the rest of your lives." - Trinidad and Tobago Newsday*

The futuristic Baton attracted millions of spectators as it traveled to Commonwealth nations in all six regions of the world - from Africa to Asia - forming new links between the diverse peoples and cultures of the Commonwealth and creating history as the world's longest ever torch relay.



The eye-catching Baton was the first in the world to capture and reflect the pulse of Baton carriers in blades of bright flashing light, symbolising both the uniqueness of individual Relay Runners and the collective heart beat of humanity.



Her Majesty The Queen - assisted by a host of special guest Baton carriers including Sir Roger Bannister, Seb Coe, Steve Cram, Sir Bobby Charlton, Sir Steve Redgrave, George Best and Claire Sweeney - launched the Baton Relay on its epic international journey from Buckingham Palace on 11 March.

***“More than 90,000 sports-mad Australians gave the Commonwealth Games Baton a rousing welcome as it completed its journey Down Under.” - Manchester Evening News, 30 April 2002***

After returning on 6 June, the Baton was relayed across the United Kingdom by 5000 Baton carriers before its spectacular aerial arrival in a balloon at the Opening Ceremony of the Manchester

Commonwealth Games where the Baton

was handed back to Her Majesty The Queen by Manchester's Hero Girl, Kirsty Howard, assisted by Manchester United football legend and England 2002 World Cup team captain, David Beckham.

Capital developed and managed media relations and communications services that included:

- The launch and journey of the international relay from Buckingham Palace through a total of 27 nations across five continents
- Launch and journey of the Queen's Jubilee baton Relay across the United Kingdom
- Relay runner nomination process
- Media Operations Command Centre in Manchester
- On-the-Road Media Relations and media briefings
- Trained media spokespeople
- Managed all media issues



The Queen's Jubilee Baton Relay generated millions of pounds worth of publicity and attracted millions of spectators and viewers internationally, helping to showcase the cultures and nations of the Commonwealth to the world. It was widely regarded as the most successful Queen's Baton Relay in the history of the Commonwealth Games.

*"... Athletes shine in historic Baton Relay,"  
- The Barbados Advocate*

*"Thousands lined the streets to watch the baton journey its final few miles into the host city ...office workers opened their windows to soak up the atmosphere..." - Daily Mail, 25 July 2002.*





## The Spirit of Friendship Festival

Capital PR's London office was appointed in 2002 to provide media relations advice and support for the landmark Spirit of Friendship Festival (SOFF) - the biggest multi-cultural community arts festival ever staged in England.

Similar to the Olympic Arts Festival, the Spirit of Friendship Festival linked artistic achievement with athletic accomplishment in an inspirational celebration of the diversity of the human spirit and the cultures of the Commonwealth that have helped to shape modern Britain.

The Festival was designed to celebrate and spread the spirit of the Commonwealth Games to communities around the United Kingdom through a series of innovative and contemporary exhibitions and performances in art, music, dance, theatre and photography.

As the most ambitious artistic and cultural event ever linked to a sporting event in the UK, the Spirit of Friendship Festival featured hundreds of performances and exhibitions around the home nations involving some of the world's leading sporting figures and creative performers.



These included jazz icon Courtney Pine, cricketing great Ian Botham, Olympic sprinting legend Linford Christie, Dwain Chambers, Opera heroine, Dame Kiri te Kanawa, percussionist Evelyn Glennie, Anoushka Shankar, and world famous writers Germaine Greer and Margaret Atwood.

Capital PR devised and implemented events and opportunities for the media to promote Spirit of Friendship highlights, including the Commonwealth Parade (a cornerstone of the Queen's Golden Jubilee Year weekend festivities, June 2002), in national, regional and international media.

The media attention and publicity surrounding the Spirit of Friendship Festival played a key role in helping to generate a highly positive atmosphere of community support and celebration across England and the UK for the Manchester 2002 Commonwealth Games.

This brought a further sense of occasion to Manchester's sporting showpiece both as an occasion for widespread community involvement and celebration of the cultures of the Commonwealth group of nations which account for more than a quarter of the world's population and land mass.

It also left a legacy that will remain in the minds and imaginations of children for years to come.

"Diversity key to success..."

(London) Financial Times

"Commonwealth grooves"

(London) Financial Times, Arts Week

"Truly a fine showcase for the musical wealth and diversity of the Commonwealth."

Evening Post Bristol



## Jack Morton Worldwide Athens 2004 Olympic Games Manchester 2002 Commonwealth Games (Opening and Closing Ceremonies)

Capital PR was asked by Jack Morton Worldwide (Europe) to implement a media relations strategy based around the company's recent appointment to produce the Opening and Closing Ceremonies for the Athens 2004 Olympic Games.

Capital PR distributed information about the Athens 2004 announcement and briefed key in Europe, the United Kingdom and Asia about Jack Morton's corporate history as one of the world's largest live communications companies.

*"It worked well and one show put on by Jack Morton Worldwide last night at the City of Manchester Stadium made he Queen smile" - Metro (UK's biggest circulating daily newspaper) 26 August 2002.*

Capital PR also contacted key international media contacts to help secure positive media coverage for Jack Morton following its appointment to produce the Olympic Ceremonies.

This led to positive media attention and increased awareness of Jack Morton in key global markets and followed Capital PR's highly successful positioning and promotion of Jack Morton Worldwide as producers of the Opening and Closing Ceremonies for the Manchester 2002 Commonwealth Games – the biggest sporting event in The United Kingdom.

*"A kiss for Kirsty: Beckham's gesture sets the Games alight (at) the spectacular Opening Ceremony ..." - The London Times. 26 August 2002.*

Capital PR designed and implemented a highly strategic media relations strategy that communicated the sweeping scale of the Opening and Closing Ceremonies as a reflection of Manchester's creative and technological capabilities and Jack Morton's position as a leading experiential events company.



## Salt Lake 2002 Winter Olympic Games

Capital Account Director and Olympic Games media consultant, Michael Pirrie, played a key role in helping to set up and operate the News Desk at the Main Media Centre for the Salt Lake 2002 Winter Olympic Games.

The News Desk provided frontline assistance to accredited media who had gathered from around the world to report on the Winter Olympics. This required staff on the Olympic News Desk to be familiar with a wide range of operational and Olympic issues and information in order to respond to media inquiries in a strategic way that reflected the efforts and achievements of the Salt Lake Olympic Games Organising Committee.

As well as assisting international and US media, Michael helped to devise the policies and procedures governing the operation of the News Desk, which was highly praised by journalists for the speed and body of information it was able to provide to Olympic journalists.

Michael, a former media adviser for the Sydney 2000 Olympic Games, was a senior member of the Salt Lake City Olympic News Desk team and in addition to assisting media from all corners of the world, Michael liaised with Games sponsors, the International Olympic Committee, National Olympic Committees and other key Games groups in relation to important media matters, operations and issues.

Michael also helped to devise and implement the all important media strategy for the Opening Ceremony of the Salt Lake 2002 Winter Olympics. This included strategic pre-Ceremony media briefings and organization of the post-Olympic Opening Ceremony news conference that involved key performers and participants from the Ceremony. These included internationally acclaimed US film director, Steven Spielberg; the respected human rights activist and spiritual leader, Bishop Desmond Tutu; and Sydney Olympic Games Gold Medal winner, Cathy Freeman.





## Asian Games - DOHA Asian Games Organising Committee (DAGOC)

Capital PR's London office was recruited to design the all-important early key messages, information points and images for the Doha 2006 Asian Games, expected to be one of the world's most significant sporting and cultural events.

The themes designed by Capital PR for the 2006 Asian Games focussed on Doha's passion for sport, advanced technology and finance systems, investment opportunities and stunning land and sea environments and will be used by the Doha Asian Games Organising Committee (DAGOC) to market the 2006 Asian Games to key stakeholders, media and potential sponsors.

Capital PR also advised and designed key elements of the media and public relations strategy for DAGOC at the 2002 Asian Games in Busan, South Korea.

The Asian Games is held every four years under the auspices of the International Olympic Committee (IOC) and the Olympic Council of Asia (OCA).

It is estimated 11,000 athletes and officials will attend the 2006 Asian Games in Doha, more than Athens 2004.





The key messages conceived by Capital PR for the Doha 2006 Asian Games Organising Committee reflect the international appeal of Doha to potential sponsors, supporters and investors, highlighting the vibrant and diverse contemporary culture of modern Doha.

Capital PR prepared the key note speech for Sheikh Tamim (IOC member) at the special 'Welcome to Doha 2006' event at the Asian Games in Busan. Capital PR also designed and implemented the media relations strategy (in English and in Arabic) for the recent high profile Asian Games Torch Relay in Doha.

In addition, Capital PR designed and drafted key messages for Doha 2006 Asian Games public exhibitions in Busan and prepared key messages for the Handover Segment of the Closing Ceremony for the Busan 2006 Asian Games.

Capital PR also devised the Athletes Ambassador Program for DAGOC and the Qatar National Olympic Committee (QNOC) and advised on contents of the Doha 2006 information kit and CD-Rom presented to potential sponsors, companies and organisations interested in supporting the Doha 2006 Asian Games.

The key media and marketing messages conceived by Capital PR for potential sponsors of the 2006 Asian Games have positioned Doha in the global market place as a leading new millennium destination for major international events, cultural relations, tourism and investment opportunities.



## Commonwealth Games Federation (CGF)

Capital PR advised and managed media relations for the Commonwealth Games Federation (CGF) at the recent Commonwealth Games in Manchester, England - the biggest sporting event ever staged in the United Kingdom.

Located in London, the CGF is the international governing body for the Commonwealth Games which, along with the Olympic Games, is the only multi sport event that involves athletes and delegates from all five continents. The CGF has asked Capital PR to design and implement a long-term marketing strategy to promote the Games showpiece to potential sponsors, investors and international sporting bodies.

The strategy will involve liaising with CGF representatives in 72 member nations, many of whom are also members of various National Olympic Committees.



## Pacific School Games 2000

Capital was appointed to handle media management and promotion of the Pacific School Games 2000 by the NSW Department of Education, the host of the event. The Pacific School Games is the largest international school sports event, attracting 4,000 competitors from 40 countries to Sydney to compete in swimming, athletics, diving and gymnastics.

### Aim:

To raise public awareness of the event, attract attendance to the Opening Ceremony and sporting competition and to achieve media coverage of the event which extended beyond the sporting and education media sectors.

### Activity:

Capital's role included launching the event for media coverage, negotiating and servicing media partners, co-ordinating and producing a special edition newsletter, developing media stories and coverage in the three month lead up to the event. Capital also developed an issues management plan, managed media accreditation to and coverage of the Opening Ceremony and sought media profiling of local and international competitors. In addition, Capital provided information to media and facilitated coverage during the event and worked loosely with venue media centre managers to promote stories each day of the competition.

### Result:

The result was approximately \$1 million in editorial value media coverage for the Pacific School Games, including highlights such as 133 recorded radio interviews of on air mentions, 45 recorded TV stories equating to almost one hour of TV airtime, front page colour Sydney Morning Herald story and Sydney TV news coverage of the Opening Ceremony equivalent to \$84,000 value.





## Coca-Cola Redfest & Pin Trading Centre

### Aim:

To raise awareness of and drive participation in Coca Cola's Olympic sponsorship leverage activities and therefore associate the brand with the games in consumers' minds during the Sydney 2000 Olympic Games.

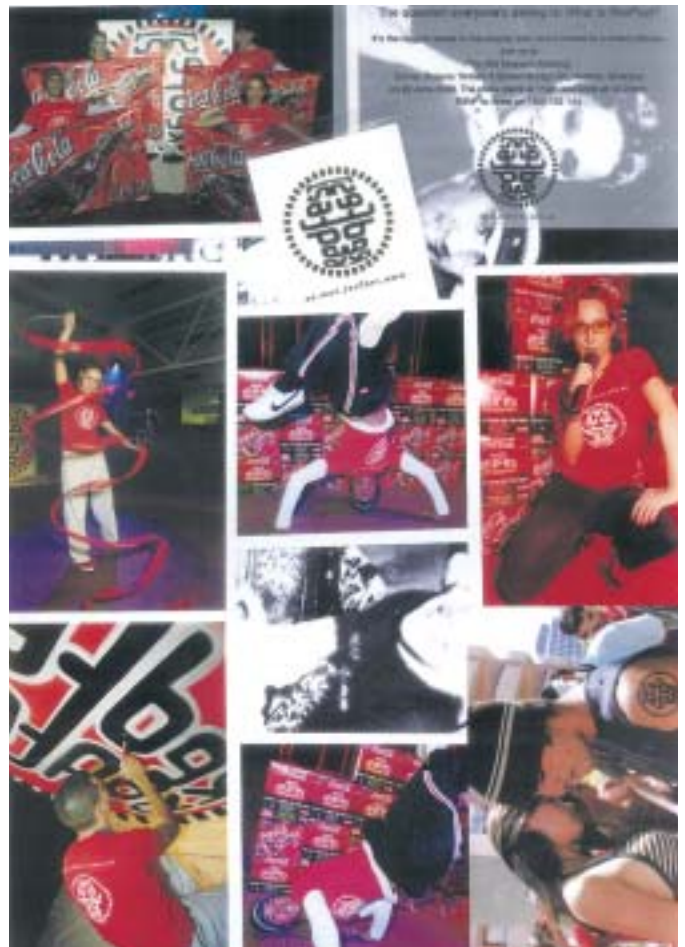
### Activity:

Capital co-ordinated launches and pre-event publicity in Sydney, Melbourne, Adelaide, Brisbane and Perth for Redfest, a public party/concert held in each of these cities for the Olympic Opening Ceremony day. This included taking a launch concept to each state and providing staff to manage media coverage at the events.

Our consumer communications division worked closely with Capital Events to create the Pin Trading Professor events at Coca Cola's Pin Trading Centre at Darling Harbour during games time. This included promoting the centre and sessions with the Professor to teach pin collectors more about the interest.

### Results:

Results included news coverage in all states, lifestyle media coverage, street and youth press features which not only promoted the centre but linked Coca Cola to the Olympic Games.



## Samsung Digital @ The Rocks

### Aim:

Samsung, one of the World Wide Olympic Partners, needed a 'down town' program that would increase public awareness of their brand, promote their Olympic sponsorship and showcase their wireless communication products.

### Activity:

Create a state-of-the-art concept store called 'Samsung Digital @ The Rocks' (SD@R) in The Rocks, a popular tourist area located on the shores of Sydney Harbour open to the public from 15 August - 1 October 2000.

Capital researched suitable sites around the CBD area and negotiated a short-term lease for the location at The Rocks. Capital worked with a design team and local government to create a futuristic, interactive display while adhering to heritage restrictions placed on the building. A 150-seat cinema on the ground floor of the three-storey building initiated the production of a Samsung/ Olympic film. Each film ran for a total of 17 minutes and highlighted the Samsung Olympic Programs while showcasing some golden moments from previous Olympic Games.

Staff were employed and trained by Capital in the latest Samsung wireless communication such as the TV Phone, Watch Phone, Camera Phone and Internet Phone.

### Result:

- 18,932 'Share the Moment' telephone calls were made to 108 countries
- 42,618 people visited 'Samsung Digital @ The Rocks'
- 4,770 free digital photographs were taken of visitors to SD@R
- 11,000 free Samsung t-shirts were given away during Games Time
- 5,000 SD@R pins were given away





## Samsung Olympic Fun Run

### Aim:

To increase awareness of the Samsung brand through creating a 'running festival' in Sydney to co-ordinate with similar events around the world in an effort to raise funds for charity.

### Activity:

- An Olympic Fun Run held at Homebush Bay to promote Samsung as one of the top ten world wide Olympic Partners.
- Identify the Australian Olympic Team as a suitable charity for fund raising.
- Liaise with relevant organisations and establish a suitable 5km accredited course.
- Organise pre and post event entertainment.
- Market and promote the inaugural event to attract participants.

### Result:

- Media reported over 8,000 participants.
- The Samsung Olympic Fun Run reported as one of the top three fun runs in Australia in its first year.
- High level of support and satisfaction expressed by event sponsors.
- Over \$30,000 raised for the Australian Olympic Team
- Positive response from the public including many letters of support and appreciation.





## Cadbury Commonwealth Games Leverage

**The Challenge:** To make enjoying Cadbury synonymous with the Manchester 2002 Commonwealth Games and the Queen's Jubilee Baton Relay (QJBR) in the UK

**The Program:** An aggressive consumer media program driven by Cadbury community and Baton runner stories, celebrities, events and competitions. Including an exciting array of Cadbury Games merchandise, event ticket and chocolate giveaways through printed media, radio competitions; interviews/audio features with Cadbury sponsored athletes; and local television presence whenever the Baton passed through significant Cadbury site en route to launch the games. Plus a dedicated consumer Cadbury showcase at the Manchester Sport City site, including chocolate sculpting, which was designed to maximise the Cadbury experience for all visitors.

### Results: Cadbury and the Queen's Jubilee Baton Relay

Cadbury were the sole sponsor of the 50-day UK leg of the QJBR, and as such had the enviable position of being the only brand associated with the amazing logistical community feat that would launch the Manchester 2002 Commonwealth Games.

Capital designed a 50 Days of Cadbury public relations program, with the aim to produce one Cadbury story/piece of coverage for every day of the QJBR until the Baton arrived in Manchester. The reality was that coverage was far greater, because Capital had implemented an advance radio program with an audio feature interview starring Andy Cosslett, CTB Managing Director, and Denise Lewis, the Cadbury-sponsored gold medal winning heptathlete, plus a radio competition in every region that the baton passed through to give away a giant 5kg block of Cadbury Dairy Milk that had been signed by both Denise Lewis and Dean Macey (Cadbury sponsored decathlete). In addition to this radio cover a press release was issued to the print and broadcast media every day of the relay, highlighting a Cadbury story/runner of the day. Capital sold these stories into the local and regional press, and often national also, and the stories were





written by local and regional newspapers, and picked up by radio stations throughout the regions. A number of celebrities and sport-stars carried the Baton on various legs of the tour, and press attention at these points was exceptional. Capital ensured that these stars included Cadbury and Commonwealth messages in their interviews, and coverage was optimal.

## **Results : Cadbury and the Manchester 2002 Commonwealth Games**

Cadbury's sponsorship of the Games was a further foray into Cadbury's support for British athletes. Already sponsoring several of Britain's top athletes, including Denise Lewis, Dean Macey, Jason Robinson, and Lee Childs, this was the chance for Capital to showcase Cadbury's support for family enjoyment at major sporting events.

The PR program surrounding the Games centred on the eye-catching Cadbury showcase dome, and including interactive exhibitions such as professional chocolate sculpting and giant plasma screens showing footage of great QJBR moments around the UK. The chocolate sculptor, Anna Blackmore, sourced and retained by Capital, rose to the challenge of carving a replica of the new Manchester City stadium out of quarter-tonne of Cadbury Dairy Milk chocolate in eight days, and it was unveiled by Coronation Street stars and a Manchester City FC football player to much applause. The sculpture was donated to the Francis House Children's Hospice to be used for their fundraising efforts.

Throughout the Games, Capital held Cadbury events and autograph signings in the showcase dome, with stars such as Shobna Gulati from Coronation Street who appeared with members of her Peshkar theatre group; Macolm Hebden of Coronation Street who played the famed 'Norris Cole' the Games volunteer on the series; former Manchester City FC goal keeper Alex Williams MBE who appeared because the stadium will become home to his alma mater; Cadbury sponsored gold-medal winning heptathlete Denise Lewis; Cadbury sponsored top-rated British decathlete Dean 'The Machine' Macey; Cadbury sponsored English rugby team star Jason Robinson; former world-champion Canadian sprinter Bruny Surin; UK public favourite Sally Gunnel; and others.

Capital also managed the press enquiries as they came in from the Media Centre, and worked in conjunction with Cadbury's press manager to ensure all Cadbury coverage and quotes were positive and on message.

Cadbury hailed the Games as a success in terms of sponsorship and coverage, and were exceptionally pleased with the Capital program and results.

## Cadbury Olympic Leverage

### Aim:

To generate awareness of Cadbury's involvement as an Olympic sponsor for Sydney 2000 Olympic Games.

### Activity:

A chocolate sculptor was commissioned to create chocolate statues of athletes and mascots, including the unofficial games mascot Fatso the Wombat. These statues were unveiled with Olympic athletes and also offered for public auction via website.

### Results:

Results included TV appearances, newspaper coverage and radio mentions of Cadbury and its Olympic products. Channel 7's Roy & HG ran several segments on Cadbury and the chocolate statue of Fatso, giving many mentions to Cadbury as an Olympic sponsor. These segments and mentions provided \$1 million in coverage from a total games-time coverage of \$2,210,000.



## Fuji Xerox

### Aim:

To create an event that would entice customers into the new Fuji Xerox Digital Showroom, introduce them to new product, incorporate the Fuji Xerox Olympic Sponsorship and utilise the three areas of the venue.

### Activity:

An event was developed that showcased the three areas of consumer interest: Speed, Colour and Digital; theming them with the new Olympic Sport of triathlon, which also features three disciplines: Swimming, Cycling and Running. The entire showroom was presented to the customer by staging the event across the three venues: Atrium (Speed), Showroom (Digital) and Marque (Colour).



The Sales Staff supported the concept by becoming “coaches” who train customers to be the best they can be in their business. This concept made the customers feel like they were part of the Olympic journey, and the Fuji Xerox Olympic Team. An “interactive” experience such as this has been proven to leave a more lasting impression on customers.

It presented the perfect opportunity for Fuji Xerox to give away double passes to the Olympics including the Opening and Closing Ceremonies.

### Result:

An unprecedented response in terms of attendance to any previous Fuji Xerox event or Showroom. A positive endorsement was also made by the Olympic Organising Committee who were delighted to see an Olympic Team Millenium Partner staging such an event.

## Swatch

### Aim:

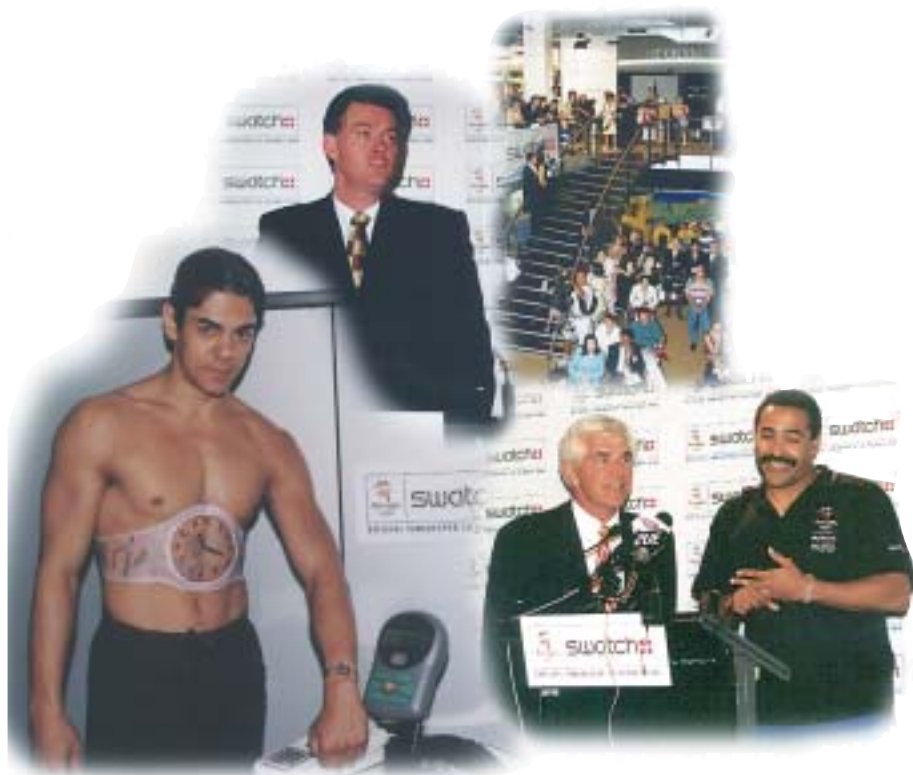
To launch the first official Sydney 2000 Olympic watch, Swatch Access 'Glorious Runner'; maximise media publicity for the first Australian Swatch Access watch; promote Swatch as the official timekeeper for Sydney 2000 and a Team Millennium partner.

### Activity:

A media launch at the Olympic Store in Sydney's Centrepoint shopping centre was followed by a three-pronged approach to media liaison. This included select interviews with sports media for Swatch Pro Team member and Dual Olympic Gold Medalist Daley Thompson, briefings with technology journalists to demonstrate the capabilities of Swatch Access technology and liaison with Olympic media.

### Result:

The launch was successful in generating over \$500,000 worth of publicity, which communicated each of the key messages for Swatch.



## AMP Tower Statues

### Aim:

To raise public awareness and excitement of AMP's plans to create a focal point of celebration for Australia's Olympic city, by placing three 12 metre high steel sculptures on top of the AMP Tower, and to promote awareness of AMP's Olympic Sponsorship.

### Activity:

A proactive media, business and community relations program. This included a multi-level strategy involving recruiting media supporters of the project; positioning stories to maximise control over the tone of the story, and leveraging existing media partnerships and fronting the sculptor Dominique Sutton to the media.

### Result:

\$2.8m worth of positive publicity and the successful launch of the AMP Tower as a monument to the Sydney 2000 Olympic Games.





## AMP Ignite the Dream Tour

AMP's Olympic Torch Relay leverage program really began in 1999 with the AMP Ignite the Dream Tour.

Housed inside two custom-built semi-trailers, Ignite the Dream was a national, interactive Torch Expo that visited the majority of Torch Celebration Sites between March and December 1999. The Tour comprised four main display areas (two in each of the trailers) including:

- The Sydney 2000 Olympic and Paralympic Games
- The History of the Olympic Torch Relay, featuring every Torch from 1936 - 1996
- The Sydney 2000 Olympic Torch Relay, featuring a replica of the Sydney 2000 Olympic Torch and an AMP Community Cauldron
- 150 years of AMP and the Australian community

The Tour also featured daily performances by profile Olympic and Paralympic athletes and the Sydney 2000 Olympic Mascots, Syd, Millie and Olly.

### Aim:

Ignite the Dream was designed to prepare Torch communities for the arrival of the Olympic Flame, raise awareness of AMP's sponsorship of the Relay, and to build community excitement and support for the forthcoming Olympic Torch Relay and the Sydney 2000 Olympic Games.

### Activity:

Capital was responsible for the national communication strategy for the Ignite the Dream Tour and acted as the 'Tour Communications Manager', taking on AMP's project management and communication responsibilities until the Tour was on the road.

In this capacity, Capital project managed the content for the Tour, developed the content for the AMP display and oversaw all regional media activity. Capital also scripted video presentations for the Tour, media launch videos and stakeholder video news releases. We were also responsible for writing scripts for AMP Tour hosts (Ambassadors), briefing kits for AMP Ambassadors and briefing kits for the performing Olympians.

Following the first leg of the Tour, Capital undertook a comprehensive communications audit to perfect the event-marketing program and was responsible for the issues and crisis management plans and strategic counsel.

### Result:

The Tour was a great success and generated more than \$1.5 million of positive, branded media publicity for AMP and attracted more than half a million visitors nationally. The Tour was rated highly or very highly by visitors and 100% of those said they would recommend the Tour to others.



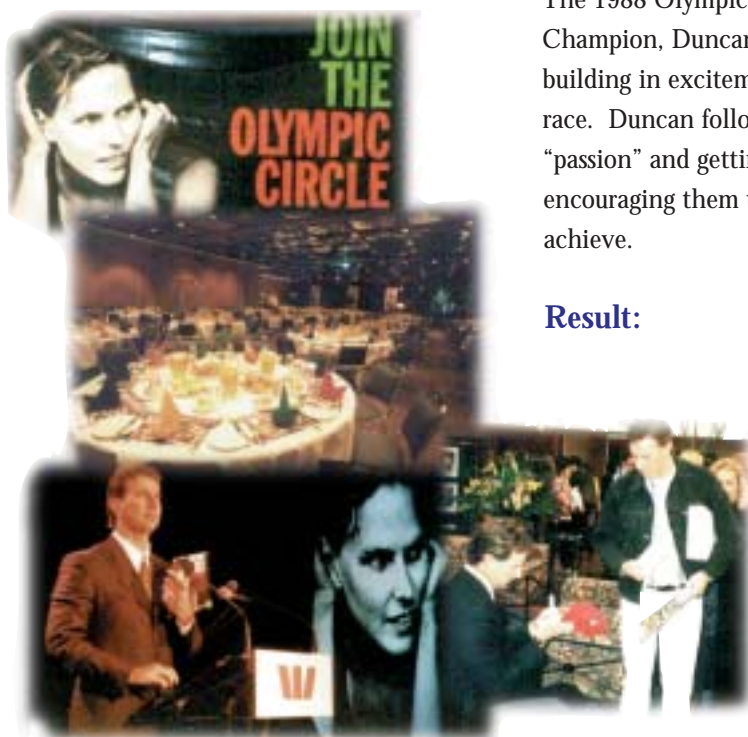
## Westpac Banking Corporation

### Aim:

Breakfast function to launch an internal Olympic reward program for Westpac staff. Presenting to 300 key branch staff, in such a way as to inspire them to motivate their team and educate them on the Olympic opportunities available to them, as Westpac employees.  
(1 week lead time)

### Activity:

Guests were taken to “another world” for the morning, leaving their everyday lives behind, led by two flag-bearing children through a black, fairy lit tunnel, to an Olympic environment with the Australian National Anthem ringing in their ears (as Olympic Athletes experience entering the Stadium for the Opening Ceremony). As guests enjoyed their hot, healthy breakfast, boxes containing their “Olympic Circle” information were discreetly placed under their seats. The images from their kits were brought to life on the large screen by the Powerpoint Presentation that “coached” them through their unique Olympic opportunities.



The 1988 Olympic Gold winning swim by Australian Champion, Duncan Armstrong was played to guests building in excitement and volume towards the end of the race. Duncan followed with his inspiring pep talk on “passion” and getting involved. His great enthusiasm encouraging them to go back to their team and strive to achieve.

### Result:

300 motivated staff re-entered the world, primed for their role in the Westpac Olympic Circle. Outfitted in Westpac caps, Olympic pins and a detailed race plan, they were focused on how they, and their team of staff, can be part of the 2000 Olympics.



## Westpac Banking Corporation

### Aim:

Help meet business objectives by using the Olympic Games sponsorship and related themes to build stronger existing relationships with customers and develop new customer relationships.

### Activity:

A series of informative seminars were developed to provide a forum for leadership demonstration and networking opportunities. A blue print of the seminar format was created to enable reproduction across a variety of different locations and catering to a range of audience sizes. Banners, display material, signage and staging props have been produced and packaged in road cases for delivery around the country.

### Result:

Seminars were held in throughout Australia with tangible results showing increases in bank business directly attributable to the seminars.



## Coca-Cola Olympians Reunion Centre Launch

Capital was appointed by Coca-Cola to manage the publicity and media attendance for the Coca-Cola Olympians Reunion Centre in Sydney during the Olympic Games.

The centre operated throughout the games as a venue for Olympians to meet and rekindle old friendships. The opening night was of great interest to all media as Olympic greats such as Nadia Comaneci and IOC members, including IOC President Juan Antonio Samaranch, would be attending. Other celebrities were also invited to the launch.

Capital invited relevant media, processed accreditation and managed the unaccredited media on the 'red carpet' at the entrance to the function in the Sydney CBD.

The resulting media interest was excellent and coverage was obtained nationally and worldwide.

Capital worked with both Coca-Cola South Pacific and the Coca-Cola games leverage team from Atlanta on this event and other games time activities.



## NSW Centenary of Federation Committee

### Aim:

To raise awareness of the various programs conducted across NSW to commemorate and celebrate 100 years since Federation and encourage public participation in these programs.

### Activity:

Publicity for regional seminars, writing and designing a regular newsletter, writing and developing a souvenir program for Federation Day, negotiating media partnerships, managing media for Federation Day celebrations in Sydney on January 1, driving mass publicity campaign for Federation Day celebrations., publicising the Barton Lecture Series, launching the floral emblem Flannel Flowers, etc.

### Results:

On Federation Day, 500,000 people lined the parade route and 80,000 people attended the Centennial Ceremony in Centennial Park.

Between October 2000 and early January 2001 alone, approximately \$15 million editorial value media coverage was gained across NSW and interstate metropolitan media.

The Barton Lecture Series attracted more than \$800,000 in editorial value coverage and all lectures were well attended.



Wednesday 29<sup>th</sup> August 2001

John Quinn  
Managing Director  
Capital Public Relations  
Level 5, 88 George St  
The Rocks  
Sydney 2000  
NSW

**The Sydney 2000 Olympic Torch Relay**

Dear John,

I am very happy to attest to the excellent performance of Capital PR as Public Relations Campaign Manager for key components of the Sydney 2000 Olympic Games, including the Torch Relay.

I have no doubt that Capital would perform equally outstandingly in meeting the important communication requirements for the Queen's Jubilee Baton Relay for the Manchester 2002 Commonwealth Games.

The Sydney 2000 Olympic Torch Relay was one of the defining moments of the Sydney Olympic Games.

After 7 years of preparing and planning the world's largest peace time event, it was magnificent to see the Olympic Torch weave its magic around the country as it lifted the spirit of a nation in the lead up to the 'best ever' Olympic Games.

The communications task to implement the Torch Relay, from the initial announcement through the 11,000 everyday heroes who ran with the Torch, to its final journey into the Olympic Stadium, has to be at best a daunting and at worst an almost impossible task.

Capital was appointed in 1998 to handle the public relations management of a number of the Sydney 2000 Olympic Games programs - one of which was the Torch Relay.

Capital's ability to create newsworthy stories every day of the Relay and the team's ability to handle and contain issues in equal measure, with total dedication and professionalism, played an integral part in the success of the Relay.

Capital's strategic management of communications and public relations covered all aspects of the Torch Relay - from the announcement of the first destination and national and international route to the unveiling of the Torch design and the torchbearer nomination process through to media management of the complex logistics involved on and off the road during the 120 day Relay through Oceania and Australia. This was a considerable achievement given the Sydney 2000 Olympic Torch Relay was the longest and largest in Olympic history.

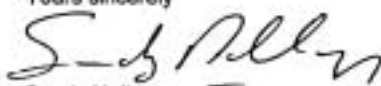
Thanks largely to the efforts and communication skills of Capital's media team millions of people around the world have been able to see, hear or read about parts of Australia they may never have had the opportunity of knowing about.

My colleagues at SOCOG and I have nothing but praise for the work that Capital did for the organisation and in particular the Torch Relay.

Capital's unique and unrivalled knowledge of the Sydney 2000 Olympic Torch Relay will be a rewarding asset to any organisation running a similar multi-faceted event.

I highly recommend their strategic, communication and media skills.

Yours sincerely

  
Sandy Hollway

(Former CEO, Sydney Organising  
Committee for the Olympic Games)



GAMES OF THE NEW MILLENNIUM

12 August 1999

Ms Jennifer Gordon  
CEO  
Capital Public Relations  
Level 5, 88 George Street  
The Rocks NSW 2000

Sydney 2000 Olympic Headquarters  
225 Jones Street Sydney NSW 2000 Australia  
Mail Address: postale GPO Box 2000 Sydney NSW 2001 Australia  
Telephone: Telephone 61 2 9247 2000 Facsimile: Facsimile 61 2 9247 2020  
Sydney 2000 Games Information Service-Phone 13 63 63  
Internet: www.sydneyolympic.org



Dear Jennifer,

A personal thank you from the Ticket Marketing team and I for your invaluable contribution to the success of the recent Sydney 2000 Olympic Games ticketing campaign.

Australians have now made clear and unambiguous their support for the Games.

The public demonstrated how proud and excited they are through an unprecedented demand for tickets. Australians submitted more than 318,000 ticket orders - more orders outright for the Sydney 2000 Olympic Games than Americans lodged during the same stage of sales for the 1996 Atlanta Games.

Per head of population, we lodged 14 times the number of orders lodged by the American public. This set a new, all-time Olympic Games ticketing record.

As we move ahead, we look forward to continuing our strong working relationship with you to keep the public informed about how they can obtain tickets, and about Games preparations more generally.

In September, we will be writing to Australians to confirm which tickets they have secured, and we will be offering them first option on remaining tickets. After that, we will make further tickets available to other Australians.

Without your support, assistance and hard work throughout our campaign, we could have not achieved this outstanding result.

Once again, thank you for your support.

Yours sincerely,

**Sandy Hollway**  
Chief Executive Officer

SYDNEY ORGANISING COMMITTEE FOR THE OLYMPIC GAMES  
COMITE D'ORGANISATION DES JEUX OLYMPIQUES DE SYDNEY

GAMES OF THE NEW MILLENNIUM



29 July 1999

Sydney 2000 Olympic Headquarters  
225 Jones Street Uffens NSW 2007 Australia  
Mail Adresse postale GPO Box 2000 Sydney NSW 2001 Australia  
Telephone Téléphone (61 2) 9597 2000 Facsimile Télécopie 61 2 9287 2000  
Sydney 2000 Games Information Service Phone 13 63 63  
Internet [www.sydneyolympic.org](http://www.sydneyolympic.org)

#### TO WHOM IT MIGHT CONCERN

Over the past year I have worked with Capital Public Relations on both the Torch Relay and Ticketing accounts.

I was on the Tender Review Committee in 1998 which awarded Capital the contract to act as the public relations company for SOCOG's Torch Relay, Ticketing and Volunteer programmes.

Capital won the contract because of their highly professional presentation, the research they had done on the programmes and the strength of their previous and current accounts.

At all times I have found Capital to be proactive, inventive, accommodating, enthusiastic and untiring in the work they carried out for SOCOG.

Their involvement in the Torch Relay programme played a major part in the successful launch of the event in October 1998 as well as in the continuing media strategy and coverage throughout Australia.

The work that Capital did during the 48 day Ticket Marketing Campaign for SOCOG in June and July 1999 was outstanding.

In an intensive campaign Capital handled many issues, often at short notice, and worked tirelessly in managing media issues and responses, arranging functions and media events.

I have no hesitation in recommending to any prospective account both Capital as a company and the individual members of their team that I have worked with over the past year.

Yours sincerely,

**JOHN FLOWER**  
MEDIA RELATIONS MANAGER  
SYDNEY 2000 OLYMPIC TORCH RELAY

SYDNEY ORGANISING COMMITTEE FOR THE OLYMPIC GAMES  
COMITE D'ORGANISATION DES JEUX OLYMPIQUES DE SYDNEY



21 October 1998

Mr John Quinn  
Director  
CAPITAL Public Relations  
Level 5, 88 George Street  
THE ROCKS NSW 2000

Dear John

**Volunteers 2000 Launch**

I am writing to express my appreciation for the very good work done by the Capital team on the recent Volunteers 2000 launch and rollout.

Jackie Brock-Doyle and Tim Parks were an integral part of our team and they certainly put in considerable time and intellectual effort to make this program a success.

We were also grateful for the very professional support we received from Capital in each of the State capital visits.

Please pass on my thanks to the team.

Yours sincerely

**Hugh Watson**  
Group General Manager, Games Support



SYDNEY ORGANISING COMMITTEE FOR THE OLYMPIC GAMES  
SYDNEY 2000 OLYMPIC HEADQUARTERS  
136 JONES STREET ULTIMO NSW 2007 AUSTRALIA  
ALL WRITTEN CORRESPONDENCE TO GPO BOX 2000 SYDNEY NSW 2001 AUSTRALIA  
TELEPHONE 61 2 9217 2000 FACSIMILE 61 2 9217 2020 INTERNET <http://www.sydney2000.org>

Ref: Letter - Capital PR

Page 1

## NEW SOUTH WALES OLYMPIC COUNCIL

(INCORPORATED)

President  
Helen M Brownlee O.A.M.  
Vice Presidents  
Robert J Lawton  
J. Doug Donoghue A.M.  
Secretary General  
Alan Grover



Level 18  
The Maritime Centre  
207 Kent Street  
Sydney NSW 2000  
Australia  
Telephone: (02) 9245 2064  
Facsimile: (02) 9245 2097

17 September 2001

Ms Jennifer Gordon  
Executive Director  
Capital Events  
Level 5, 88 George Street  
THE ROCKS NSW 2000

**FAX: 9252 4999**

Dear Jennifer

### Re: Bud Greenspan's Movie Premier

I would like to thank you most sincerely and your Team on behalf of the Australian Olympic Committee and NSW Olympic Council for your input to the planning and implementation of the successful movie premiere, "Sydney 2000 - Stories of Olympic Glory" held at the State Theatre, 14 September 2001.

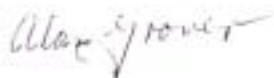
The premiere would not have been a success without the involvement of Beth, Anneika, Elena and the other Capital staff who played a role on the night.

We have received some excellent feed back from those who attended and who found all components of the night most enjoyable.

We appreciate the professional approach by you and your team, which contributed, to the smooth running to the function.

If I can be of assistance at any time to everyone please do not hesitate to ask. Once again thank you.

Yours sincerely



**ALAN GROVER**  
Secretary General

File Ref: ALAN GROVER / NDOC\_COM / NSW Olympic Council / 2001 Movie Premier / Correspondence / 17 - Bud Greenspan's Capital Thankyou 17 Sept 01.doc

AFFILIATED WITH  
THE AUSTRALIAN OLYMPIC COMMITTEE



New South Wales  
Centenary of Federation



12 February 2001

Jennifer Gordon and John Quinn  
Directors  
Capital Public Relations  
Level 5, 88 George Street  
THE ROCKS NSW 2000

Dear Jennifer and John

#### FEDERATION DAY

On behalf of the New South Wales Centenary of Federation Committee I would like to warmly thank Capital Public Relations for its contribution to Federation Day.

Federation Day clearly captured the imagination of Australians with a combined audience of over 700,000 people attending Journey of a Nation – the Federation Parade™ and the Centennial Ceremony™. In addition over one million people viewed the events on Channels 7 and 2.

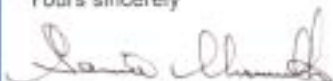
Your invaluable support helped to ensure 1 January 2001 was a wonderful national event and a fitting start to Australia's Centenary of Federation year.

The Capital team was extremely hard working, professional and enthusiastic through the long months leading into Federation Day. The large numbers of accredited media, huge crowds in Sydney on the day and hundreds of media clippings are testament to the successful public relations campaign developed and implemented by Capital. In particular we would like to acknowledge and thank Nicole Browne, Anna MacIntosh and Vida Campbell-Mackenzie.

In addition, the team at Capital Creative did an absolutely fantastic job on the souvenir program – we have received many compliments on the beautiful design.

Once again, thank you for your involvement - without your assistance Federation Day would not have been possible.

Yours sincerely



The Hon Barrie Unsworth  
Chairman  
New South Wales Centenary of Federation Committee

New South Wales  
Centenary of  
Federation Committee  
Level 4  
121 Macquarie Street  
Sydney NSW 2000

PO Box 81193  
Royal Exchange  
Sydney NSW 1225

Phone (02) 8274 3044

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ACB 004 382 818  
ANU 01 804 382 818



25 July - 4 August 2002

**Manchester 2002 Limited**

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E-mail [info@manchester2002.co.uk](mailto:info@manchester2002.co.uk)

[www.commonwealthgames.com](http://www.commonwealthgames.com)

Company limited by shares and registered  
in England and Wales No 275254

Registered Office: 19 The SSE Tower Building  
Manchester M2 2LA

15 August 2002

Ms Jackie Brock-Doyle  
Communications Director  
Manchester 2002 Ltd  
Heron House  
Albert Square  
Manchester  
M2 5HD

Dear Jackie

The enormous success of the Games has exceeded all of our expectations and I am writing to thank you for your hard work and commitment. I really appreciate all you have done and have enjoyed working with you on this spectacular event.

I know that this has not always been the easiest of jobs, but I hope you share my view that the outcome was worthwhile! I also hope you will take away as many happy memories of the Games as I have.

Kind regards.

Yours sincerely

  
CHARLES ALLEN



25 July - 4 August 2002

**Manchester 2002 Limited**

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[www.commonwealthgames.com](http://www.commonwealthgames.com)

Ms. Jackie Brock-Doyle  
Capital PR  
78 Cannon Street  
London  
EC4N 6NQ

8<sup>th</sup> April 2002

Dear Jackie,

Thank you so much for your contribution to the launch of The Queen's Jubilee Baton Relay launch on Monday 11<sup>th</sup> March 2002.

The launch was a resounding success and succeeded in acting as a fitting curtain raiser for The Relay.

The media exposure on the day was excellent and I was particularly pleased with the live BBC coverage and the link to Albert Square in Manchester.

I am positive that this signals the start of a very exciting time and that The Queen's Jubilee Baton Relay will prove to be a fitting showcase for the Commonwealth Games.

Best wishes,



**Di Henry**  
Event Director

Company limited by shares and registered  
in England and Wales No. 294254

Registered Office: PO Box 522, Town Hall,  
Manchester M60 2LA



**Manchester 2002 Limited**  
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E-mail [info@manchester2002.co.uk](mailto:info@manchester2002.co.uk)  
[www.commonwealthgames.com](http://www.commonwealthgames.com)

Company limited by shares and registered  
in England and Wales No. 110056

Registered Office: 195-197, 197, 199, 201  
Manchester M2 2JA

Mr. Michael Pierie  
Capital PR  
78 Cannon Street  
London  
EC4N 6NQ

8<sup>th</sup> April 2002

Dear Michael,

Many thanks for your help with the launch at Buckingham  
Palace of The Queen's Jubilee Baton Relay.

The launch was a resounding success and succeeded in acting as  
a fitting curtain raiser for The Relay and, I hope, The Queen's  
Golden Jubilee celebrations.

I am positive that the profile of both The Queen's Jubilee Baton  
Relay and the Commonwealth Games has been significantly  
raised by the event and the media exposure on the day was  
excellent.

Thank you again for your continued support.

Best wishes,



**Di Henry**  
Event Director





January 17, 2003

TO WHOM IT MAY CONCERN

I am the Managing Director of Grand Slam International and am delighted to offer this reference in support of The Capital Group.

Grand Slam International has a long and successful relationship with Capital. The working relationship has covered many aspects and we have always found Capital to be very professional in their dealings and their strategies and counsel superb.

Our most recent project with Capital has been the recent trip to China. Capital were solely responsible for the creation, securing of sponsors, event management and media / publicity management.

As manager of Ian Thorpe, the event was a very memorable occasion culminating with Ian being presented with an award from the China Sports Daily newspaper, whose readers had voted him the most popular sports personality in China.

Capital also managed more than twenty media opportunities for Ian, from press conferences, interviews to photographic shoots in both Shanghai and Beijing.

The Capital team has a magnificent work ethic including precise attention to detail.

Grand Slam International and their clients thoroughly enjoy the projects we undertake with Capital and look forward to many more opportunities to work together.

I fully recommend them for major project work that incorporates all elements of their Group. I am also more than happy to expand on the above if required on any of the contact details shown.

Yours sincerely,



David Flakke  
Managing Director  
Grand Slam International

GRAND SLAM INTERNATIONAL Pty Ltd. ABN: 55 054 999 978  
19 Central Avenue, Manly, NSW 2095, Australia. - PO Box 402 Manly, NSW 1655, Australia.  
Phone: 61-2-9976 0844 - Fax: 61-2-9976 0767 - Email: [gsi@grandslamint.com](mailto:gsi@grandslamint.com)

*Coca-Cola South Pacific*

Jennifer Gordon  
Capital  
Level 5  
88 George Street  
The Rocks  
NSW 2000

12<sup>th</sup> October 2000

Dear Jennifer

I wanted to write a short note to thank you and your team for the excellent support Capital have provided to Coca-Cola South Pacific this year in our Olympic marketing programs.

From public relations to event management – both planning and execution – we have received professional service and creative input to the highest standards. I know that many members of the team have worked long into the night on some of our projects to get work done and this deserves special acknowledgment and praise.

Capital has proved to be an agency of exceptional standards; staffed by diligent, hard-working and enthusiastic people. The projects that we worked on in partnership with Capital were at both ends of the scale in terms of size and your versatility was ably demonstrated through the high quality of execution and dedication whatever the size of the project.

I would not hesitate in recommending Capital for any future public relations or event management projects.

Let me know when you plan to open an office in Hong Kong!

Kind regards



**David Cox**  
External Affairs Manager



COCA-COLA SOUTH PACIFIC PTY LIMITED  
INCORPORATED IN NSW A.C.N. 009 029 794

GPO Box 4201, Sydney, N.S.W. 2001 Australia Phone (612) 9254 6400 Fax (612) 9251 2680 71 Circular Quay East, Sydney, N.S.W. 2000 Australia



26 July, 1999

Ms Jennifer Gordon  
Director  
Capital  
88 George Street  
The Rocks  
Sydney 2000

Dear Jennifer

I would like to pass on my sincere thanks to you and the team at Capital for all your hard work, dedication and enthusiasm during the diet Coke Guy Search promotion. I'd particularly like to thank Nicole Browne, Beth Pitman-Dennahey, Matthew Wingrave and Elena Assini - all have been an absolute pleasure to work with.

As you are aware, the Search is the only marketing activity being conducted for diet Coke this year and the aim was to increase the profile of the brand in line with its values and target market and also to drive sales. It is the largest campaign conducted by the diet Coke brand in the Australian market in recent times.

Capital's involvement has been integral to the campaign's success. Nicole's dedication, persistence and imagination has resulted in excellent publicity throughout the *diet Coke* Guy Search, and I've been particularly impressed with the coverage from the winner announcement event. Beth and Matthew did an outstanding job with the event itself, which perfectly conveyed the *diet Coke* look and brand - it was certainly a sexy, cheeky and fun experience and generated some very positive feedback.

Please pass on my thanks to all others involved in the Search over the past eight months. It has been a very enjoyable journey for me and I look forward to working with Capital again.

Best regards to all

  
Rebecca Jackson  
Media Relations Manager



DIET COKE® IS A REGISTERED TRADE MARK OF THE COCA-COLA COMPANY

22 May 2001

Ms Jennifer Gordon  
Director  
Capital Events  
Level 5  
88 George Street  
THE ROCKS NSW 2000



Virgin Mobile  
Locked Bag 17  
Royal Exchange NSW 1225  
Telephone: 61 2 9338 6000  
Facsimile: 61 2 9338 6010  
Internet: [www.virginmobile.com.au](http://www.virginmobile.com.au)

Dear Jennifer,

Now that the in-tray and emails are cleared, I wanted to offer you some more formal feedback on Capital Events' involvement in Virgin Mobile's most recent on the street marketing campaign.

As you will remember back in February this year, Virgin Mobile put a pitch out to tender to conduct a sales driven guerilla activity, in line with the distinct Virgin Mobile brand, to communicate "Cheap Calls and Free Voicemail". From the moment that your office staff entered our meeting room dressed as a Cheap Call Girl and Free V-Male - complete with porn-like backing music, it was obvious that this was a job for Capital Events!

Apart from your cheeky interpretation of our brief, it was also obvious that your team clearly understood the strong sales objectives of the campaign and the importance of tracking our results.

I would like to extend our thanks to your team for their dedication to the job and their easygoing, yet highly professional approach. As is the nature of our competitive industry, your team quickly amended their concepts to make way for last minute tweaks to Virgin Mobile's proposition and consumer offer. In particular, I would like to highlight the involvement of Kate who located the most incredible Pimp we could have hoped for to tie the entire activity together; Beth for her detail to fitting our talent in fabulous costumes and Elissa for her efforts in the background to secure the best locations for us to strike.

In particular, I must mention Paul Dennahey, our dedicated project manager from Capital Events. Paul has an amazing instinct to assess how far we could push the boundaries out on the street to achieve the best possible exposure, whether it be spontaneously asking our team to strike a busy pedestrian crossing or to 'attack' a competitor's store. Paul's judgment and street credibility made him the ideal person to work with. Paul was highly capable in managing our talent and getting the most out of them through his honesty and ability to keep Virgin Mobile's desired outcomes top of mind. We consider ourselves very fortunate to have worked with Paul.

Jennifer, the success of our Cheap Call Girls and Free V-Male activity gives us more reason to return to Capital Events when our future campaigns require inspiration and a perfectly executed result.

Cheers,



**Peter Belkmanis**  
Party Prince  
Virgin Mobile Marketing

Virgin Mobile (Australia) Pty Limited  
ABN 67 092 726 442





Corporate Brand & Sponsorship  
33 Alfred Street  
Sydney NSW 2000 Australia  
GPO Box 4134  
Sydney NSW 2001 Australia  
Telephone 02 9257 5000  
Facsimile 02 9257 9838

October 16, 2000

Ms S Bowen  
Group Account Director  
Hallmark Communications & Event Management  
Level 5, 88 George Street  
SYDNEY NSW 2000

Dear Siân,

Your outstanding contribution to AMP's Torch Relay Marketing

I am writing on behalf of AMP to congratulate you, and pass on our sincere appreciation, for your outstanding contribution to AMP's Torch Relay Marketing campaign over the last two and a half years.

Your personal contribution, along with that of your team at Hallmark, has been instrumental in ensuring that AMP's Olympic communication was an unprecedented success.

The advice and strategic services you provided us with covered a number of specialist communication management disciplines including communication strategy, campaign, project, issues and crisis management. Wide ranging tactical support provided by your team made it possible for us to achieve a great deal more than we would have been able to if we had been dealing with several suppliers. Areas that come to mind include event management, media relations, writing (media materials, internal communications, scripts, speeches, presentations, letters, invitations and a range of other materials), issues papers, and risk management documentation.

On a personal note Siân, I have the highest regard for your professional judgement and abilities. I enjoyed working with you immensely, and will miss having you as part of our team.

You demonstrated exceptional integrity, professionalism, worth ethic, humour and team work in extraordinarily difficult working situations. These situations included the pressure of the IOC scandal news breaking, long term on call crisis communication support for the AMP Ignite the Dream Tour and the Torch Relay, several management changes and regularly conflicting priorities.

You handled these situations with aplomb, providing quality advice and wide ranging campaign support.

Please accept our congratulations on a job very well done.

AMP Limited  
ACN 079 354 519

It was an extraordinary project, and I am pleased to say that you responded with an extraordinarily high degree of personal commitment and professional dedication.

Thank you. We could not have done it without you and your great team.

Yours sincerely



Carden Calder  
Olympic Communication Manager

cc: Karl Sergeant  
Brand Executive, AMP Financial Services  
Jennifer Gordon & John Quinn ✓  
Directors of Capital Public Relations, Hallmark Communications & Event  
Management

NATIONAL AUSTRALIA DAY COUNCIL



4 March 2002

Ms N Browne  
Group Account Director  
Capital  
Level 5, 88 George Street  
The Rocks NSW 2000

Dear Nicole

I am writing to congratulate you and the Capital team for your great results in managing the public relations for the announcements of the Senior Australian of the Year, Young Australian of the Year and Australian of the Year.

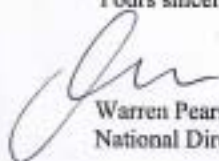
In each of these projects you delivered above the brief and beyond my expectations.

Your advice in the planning phase was brilliant as you were focused on driving our messages through the award winners. As the activities unfolded your ability to swing the full capital team into the operation was most impressive. I was astounded with the manner you fielded the hundreds of calls and managed to set up so many interviews. Your focus on key messages and managing the sensitive issues was most impressive.

I believe that the Capital success is a combination of strong experience, professional skills, outstanding media contracts and detailed planning. Above all however, your enthusiasm and energy is the glue that holds it all together.

I hope our professional paths will continue to cross in the future.

Yours sincerely



Warren Pearson  
National Director



October 18<sup>th</sup>, 2000

Ms. Nicole Moore  
Senior Project Manager  
HALLMARK  
Level 5, 88 George Street  
Sydney, Australia 2000

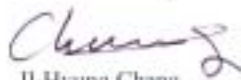
Dear Nicole,

Thank you very much for all your efforts for Samsung's Sydney 2000 Olympic Projects.

Samsung's Olympic Program has been a great success and this was only possible with your support and dedication. We were very impressed with your high level of commitment, hard work and the attention to detail for the Samsung Digital@the Rocks and Share the Moment Mobile Squad.

Please pass my special thanks onto all the team members involved in this project. We had a great time working with Hallmark and look forward to working with you again in the future.

Yours sincerely,



Il-Hyung Chang  
Vice President and Head of Olympic Projects  
Samsung Electronics Co., Ltd.

WORLDWIDE WIRELESS COMMUNICATIONS PARTNER

