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Leading Australian NFP Specialist Agency Receives International Recognition At AMEC Global Communication Effectiveness Awards for Asbestos Awareness Campaign

Specialist agency Insight Communications' campaign *'Don't Play Renovation Roulette! - Asbestos Awareness Week 2012'*, was internationally recognised receiving a highly sought after industry award *'Best Use of Communication Management: Not-for-Profit (Bronze)'* at the International Association for Measurement and Evaluation of Communication (AMEC) Awards held in Amsterdam overnight, their tenth industry award in five years.

Amid a highly competitive field from across the globe and competing with a record number of entries, Insight Communications was the only Australian public relations agency to be shortlisted in the prestigious AMEC Awards 2014.

Directors Clare and Alice Collins are a mother-daughter team who run the small, multi-award winning boutique public relations agency in Sydney specialising in cause, culture, community and health. This award comes off the back of their previous multi-award winning campaigns recognised for successfully positioning brands as national leaders in their field.

Director Alice Collins said, "Competing against two outstanding campaigns by two multi-million-dollar media intelligence agencies Gorkana for the UK Stroke Association's *'Action on Stroke Month'* and US company Saliency Insight - the media measurement division of News Group International, for the National Wildlife Federation's *'National Wildlife Federation Benchmark Study'*, we were shocked but couldn't be more delighted at receiving this award.

"We felt a bit like the Jamaican Bobsled Team going to the Winter Olympics. We didn't expect to come home with an award and feel extremely honoured to have our work on Australia's Asbestos Awareness Campaign, specifically its effectiveness, recognised on the international stage," Miss Collins said.

Winner of the Public Relations Institute of Australia's 2013 Golden Target Award: Best Government Sponsored Campaign, *'Don't Play Renovation Roulette! - Asbestos Awareness Week 2012'* was a national campaign conducted on behalf of the Asbestos Education Committee (AEC) working in partnership with the Asbestos Diseases Research Institute (ADRI). The community education campaign achieved more than 900 media pieces, engaged multiple stakeholders including governments, at all levels and organisations Australia wide and delivered an innovative new experiential marketing and community engagement tool, *'Betty - The ADRI House'* in the fight against exposure to asbestos fibres.

Media coverage included print circulation reaching 14+ million Australians with 14 television and 147 radio interviews collectively reaching over 4.5 million Australians to

effectively drive traffic to asbestosawareness.com.au and increase traffic by 261% with access via mobile devices increased by 2700%.

Peter Dunphy, Chair of the AEC said, “Since 2011, Insight Communications has created and managed the annual campaign for the Asbestos Awareness Week and other related activities on behalf of the Asbestos Education Committee. Insight has not only raised awareness of asbestos across NSW, but shared these safety and health messages nationwide through an innovative campaign including diverse community engagement and effective awareness activities, the development of a valuable community resource, the asbestosawareness.com.au website, and the design and construction of 'Betty - The ADRI House'. This award is well deserved recognition of their hard work and commitment to the Asbestos Awareness program.”

Insight’s Managing Director, Clare Collins said, “Insight is passionate about the organisations we work with and our campaigns to inform Australians about important health issues.”

“We are truly humbled by this international recognition by our peers and are extremely proud to have delivered a national campaign about the dangers of asbestos that has great ongoing significance to the health and wellbeing of all Australians.”

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