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Australian Asbestos Awareness Campaign Receives Prestigious International Award

Australia's national public awareness campaign 'Don't Play Renovation Roulette - Asbestos Awareness Week 2012' has received international recognition in the highly competitive 2014 Global Alliance COMM PRIX Public Relations and Communication Management Awards For Excellence held in Madrid overnight.

In receiving the Public Service Campaign Award of Distinction, Insight Communications became Australia's first and only public relations and communication representatives to win a prestigious international Global Alliance COMM PRIX Award, the only global awards program to honour the most outstanding public relations and communication management programs from around the world.

It's second international award this year, 'Don't Play Renovation Roulette - Asbestos Awareness Week 2012' was conducted on behalf of the Asbestos Education Committee (AEC) working in partnership with the Asbestos Diseases Research Institute (ADRI), and was Australia's first, fully integrated national campaign to educate Australians about the dangers of asbestos in and around homes.

The 2014 COMM PRIX Award recipients were announced as the 'best of the best' in world public relations and communication management from campaigns or programs conducted in 2012, 2013 and 2014. Part of the 8th World Public Relations Forum which will be addressed today by Spain's President of Government, Mariano Rajoy, the forum's focus is on 'Communication With Conscience'.

Award recipients, Insight Directors Clare Collins and Alice Collins will present the campaign to 350 delegates from around the globe to demonstrate excellence and communication best practice in ethical public relations as part of the *Leading With Best Practice* session.

Insight Communications, a boutique public relations and communications agency based in Sydney is managed by mother-daughter Directors Clare and Alice Collins. Retained by the Asbestos Education Committee in 2011 to develop the campaign to 'alert but not alarm' home owners, since launching asbestosawareness.com.au in 2011 Insight has developed the program significantly to become Australia's leading national asbestos education campaign and in 2014 will launch 'Get to kNOw asbestos this NOvember' as part of national Asbestos Awareness Month.

This is the fourth peer-reviewed award the 2012 campaign has received and its second international award following the 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) 2014 International Communication Effectiveness Awards held in June. It has also won Best Government Sponsored Campaign in the Public Relations Institute of Australia's Golden Target Awards and the NSW State Award For Excellence in 2013.

This multi-award winning campaign achieved more than 900 media pieces, engaged multiple stakeholders nationally including governments (at each level) and organisations Australia-wide. It also delivered an innovative new experiential marketing and community engagement tool, 'Betty – The ADRI House,' the worlds fist portable, parkable and practical house to clearly demonstrate the various locations asbestos can be found in and around homes in the fight against exposure to asbestos fibres.

Insight Director Clare Collins said, "Insight is passionate about the organisations we work with delivering campaigns to inform Australians about important health issues. In competing with many outstanding multi-million-dollar public service and health campaigns internationally, we were taken aback by the recognition this relatively low-budget campaign has received. It's overwhelming but we're extremely proud to have received this international recognition and moreover, at having had the opportunity to produce and develop a national campaign aimed at improving the health and wellbeing of all Australians."

Peter Dunphy, Chair of the AEC said, "Since 2011, Clare and Alice Collins from Insight Communications have created and managed an extraordinary annual campaign for Asbestos Awareness Week and other related activities on behalf of the Asbestos Education Committee.

The development of the asbestosawareness.com.au website, the design and construction of 'Betty - The ADRI House' and their interaction with councils, organisations and communities has not only raised asbestos awareness in NSW but has provided valuable health and safety messages right across Australia.

This award is well deserved recognition of their innovative concept, hard work and dedication to the Asbestos Awareness program."

Directors Clare and Alice Collins are a mother-daughter team who head-up the multi-award winning boutique public relations agency based 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 increasing awareness of serious health issues and positioning brands as national leaders in their field.

-ENDS-

MEDIA ENQUIRIES

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Campaign Video: <http://vimeo.com/105549684> **Photos:** <https://app.box.com/s/74f08fv2gy5m4hwzh3u3>

ABOUT INSIGHT COMMUNICATIONS

Insight Communications is a multi-award winning boutique public relations agency based in Sydney specialising in cause, culture, community, health and corporate social responsibility. Clare and Alice Collins are a mother-daughter team who established Insight in 2009 and have a proven track record in creating and managing strategic communications, awareness campaigns and events, providing strategic advice on media relations, issues management and government relations.

In five years, the agency has received eleven peer reviewed awards for government, corporate social responsibility and national charity clients including two international, four national and five state awards. Three Insight campaigns have also received recognition in New South Wales Parliament as outstanding community health awareness initiatives.

ABOUT 'DON'T PLAY RENOVATION ROULETTE - ASBESTOS AWARENESS WEEK 2012'

With one in three Australian homes containing asbestos, the incidence of asbestos-related diseases is on the rise as a direct result of inhaling the deadly fibres during renovations and home maintenance. Renovating without knowing the dangers or where asbestos might be located is likened to playing 'Russian Roulette'. Australia's first national asbestos awareness campaign, 'Don't Play Renovation Roulette' was aimed at addressing this serious issue.

Insight's strategic integrated campaign objectives incorporated advertising, experiential communication, stakeholder and community engagement all underpinned by a strategic media campaign push to drive traffic to Australia's first and leading national asbestos awareness website www.asbestosawareness.com.au.

Extensive national, regional and local media distribution was supported by advertising and multilingual marketing collateral. Stakeholders were engaged nationally incorporating local and state governments, associations, community leaders and celebrity ambassadors. Key to community engagement was the development of the innovative world's-first asbestos experiential marketing and community engagement tool, 'Betty – The ADRI House' a portable, parkable and practical house to demonstrate asbestos in and around the home. Lighting the Sydney Opera House Blue and featuring Australia's first Candlelight Tribute to asbestos victims gained national and international media attention along with 18 other media events.

Media coverage increased by 400% garnering 901 media pieces including 6 cover stories, 14 TV, 147 radio and 6 magazine features plus extensive print and online reaching over 18.5 million Australians multiple times. Website traffic increased by 261% with direct access up by 208%, mobile device access by 2700% and the website organically ranking first or second on Google for primary search terms.