

Peers vote CALM tops in PR

CALM is one of two major winners in the inaugural Public Relations Institute of Australia (WA) Awards for Excellence.

The Department won Program of the Year for its varied Statewide communications activities that dealt with increasing community awareness, understanding and support for its nature conservation and land management programs and services.

The R & I Bank was successful in the Project of the Year category for its efforts to maintain public confidence in the face of a property value collapse which led to a major asset writedown that swamped a good trading profit.

Highlights of CALM's program included effective communications planning and the *Desert Dreaming* and *Fight Dieback* communications campaigns, the Department's commitment to integrated public information and community education activities, CALM's media liaison activities during the Australia Day weekend, fires and the sinking of the Sanko Harvest, the Department's innovative direct-marketing projects, publications and programs, and its preparations for the launch of the draft forest management and nature conservation strategies.

Making the presentations, WA President of the PRIA Ron Berryman said that the awards recognised outstanding public

relations performances that demonstrated what could be achieved when clearly defined objectives were set and sound PR principles were applied, to reach the highest standards in their execution.

"Each of the entries gave an account of professionally directed public relations activities in which practitioners firmly and effectively took command of a range of difficult situations," he said.

Accepting the award, CALM's director of corporate relations Ron

Kawalilak said the Department's success was a direct result of its commitment to open and proactive communication with the wider community.

"There's no doubt that our role as an integrated conservation and land management agency, which involves trying to achieve a harmony between the needs of the natural environment and those of the people of WA, is a complex one," he said.

"Success for us is only possible if CALM has the

good will, cooperation and support of the community.

"Developing and maintaining that good will, cooperation and support is something we pursue actively and that has been recognised by this award.

"Many of the special projects, publications and programs recognised in the award were created by a team which included Caris Bailey, Ray Bailey, Verna Costello, David Gough, John Hunter, Helenka Johnson, Tanyia Maxted and Carolyn Thomson."



Ron Kawalilak receiving the Program of the Year trophy from Graeme Atherton of Woodside Australian Energy. The PRIA Awards for Excellence took place at Matilda Bay Restaurant, Crawley.

