

NICKI WILLIAMS
PUBLIC RELATIONS EXPERIENCE

Nicki Williams offers diverse industry experience in public relations and marketing communications.

Whilst working locally, nationally and internationally in the United States of America, Nicki has developed marketing and communications strategies for some of the world's most recognised companies, in both the public and private sector.

Her clients have come from a wide range of industries including hospitality and tourism; food; mining; media; fashion; government sectors; charities; community groups; property; medicine and banking.

Major national Australian clients have included Telstra, Uncle Bens, National Dairies, Taylor Woodrow, Hyatt Hotels, Esprit, CSR Readymix, Health Care of Australia and Matilda Bay Brewing Company. Local clients include Telethon, the Variety Club of WA, the Cancer Foundation, Doric Constructions, Multiplex Asset Management, Colliers Jardine and several Government Departments.

Specifically, major property clients have included Stockland, Australand, Cedar Woods, Colliers and Satterley, where she has completed all facets of communications, including publicity, direct mail activity, advertising and community consultation.

Her career started in the USA, working for a small, prestigious public relations firm in Houston, Texas. After working there for two years, Nicki moved back to Perth and commenced work for national public relations agency Turnbull Porter Novelli, in Perth and Melbourne.

From there, she joined Hyatt Regency Perth as their Marketing Communications Manager, responsible for all public relations and marketing communications activity, before leaving to work for Perth's third largest advertising agency, MJB&B. Nicki set up Livewire Public Relations, a division of MJB&B Advertising where she grew the business into a successful and profitable agency in two years, before leaving to have a baby.

She joined BGC in 2002 as PR/Marketing Communications Manager for the fourteen housing brands which come under the BGC/J-Corp banner, as well as activity for the Blokpace, AGI and Corporate divisions. In addition to this position, in 2003, she started Sbyn Communications, a fully owned subsidiary of BGC, where she consults to a number of clients including Telethon, Peet and Company and His Majesty's Theatre.

Some career highlights include –

- USA - MIX 96.5 FM "Race Rock and Boom" (Mini Grand Prix, fireworks display and concert) - national media relations, event co- ordination, sponsorship, corporate and community consultation
- The Inaugural Variety Club Splash – Variety's fundraising boating event. This included the development of the initial concept, establishing media and other sponsors for the event, the development of the logistics – including mapping the course, seeking competitors, planning and implementation of the final awards day and all media activity. The inaugural event was a great success, with around 30 participants enjoying three days and fun filled activity (including dinner at Garden Island Naval Base, a Big Boat Burn Off, and a 'bare foot' cocktail party in Little Parakeet Bay). Around \$10,000 was raised for WA's disadvantaged and disabled children.
- 1996 Successfully launching 'Pura Light Start' into the Western Australian market, and assisting Masters Dairy with their rebranding to National Dairies;
- 1996 - 1998 Assisted with organisation of all events held at Hyatt Regency Perth, including World Swimming Championships, 1997 World Triathlon, the 1997 International Masters of Wine Symposium, the entire Musical Evenings program and several Food and Wine festivals
- 1996 - Working as part of an advisory group to the Federal Minister for Immigration on an international award winning project to raise the awareness of the benefits of citizenship;
- 1996 – Developing (as part of a team) a crisis management/community education program which enabled CSR Readymix to continue with their development of a proposed quarry despite vehement opposition from the local community
- 1997 - Writing the submissions which won Hyatt Regency Perth the AHA Award for Excellence in the Fine Dining Division and the Western Australian Tourism Award for Deluxe Accommodation; and,
- 1998 Variety Club Bash, facilitated all publicity and media relations for Bash and all connected events which received an estimated \$100,000 in media coverage.

(Career Highlights cont)

The Gateways Shopping Centre First Birthday Celebrations – This involved a month of shopping centre special events, culminating in shoppers having the chance to win a new car, donated by one of MJB&B's clients, Prestige Honda. The 'draw day' was a feast of entertainment including live performances by professional and community groups, face painting and animal attractions. Livewire had a very tight budget to work with (less than \$5000 for a month's worth of entertainment) however she successfully put together a schedule of both paid entertainment and community dance and performance groups, which increased traffic through the centre and attracted a much greater than expected crowd on the final day. The end result was a month of colourful and entertaining birthday celebrations on an extremely tight budget.

- 1998 – 2000 SiDS Red Nose Day – From 1998 - 2000, Nicki was responsible for the public awareness campaign and launch of Red Nose Day in Western Australia for the Sudden Infant Death Syndrome Association (now SiDSwestern Australia). Livewire and MJB&B were responsible for securing sponsors for the SiDS newsletter and event sponsors for the launch every year. Media sponsors were also secured for airtime, running the SiDS Red Nose Day commercials throughout the campaign period. Each year she secured coverage in newspapers around the state (as there is a local angle identified for each major region) and coverage from each commercial TV station, as well as the West Australian and Sunday Times.
- • Subiaco Square Shopping Centre Opening – This project involved stakeholders including shopping centre management, sales staff, tenants, the public and media. The MJB&B Group coordinated a complete advertising campaign around an international theme for the opening of the centre, including shoppers having the chance to win a shopping holiday anywhere in the world. Nicki was responsible for organising the 'grand opening' day which featured more than 50 different performers in 15 multicultural groups performing for the crowds, and several other attractions including clowns, face painting and animal farms. This was a challenge due to the large number of entertainers, as well as the logistics of setting up staging, sound and changing facilities in the street. It is estimated around 1000 people visited the event over the day, which achieved the objective of attracting potential customers to the shopping centre, and creating a fun filled family day.

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QUALIFICATIONS

EDUCATION

1985-1987 Diploma of Teaching ECE (BEd Equivalent)
1980-1984 TAE – Carine Senior High School

EMPLOYMENT

1992-1995	Consultant, Susan Farb Public Relations, Houston Texas
1995-1997	Senior Consultant, Turnbull Fox Phillips (now Turnbull Porter Novelli), Perth & Melbourne
1997-1998	Marketing Communications Manager, Hyatt Regency Perth
1998-2000	Principal Consultant, Livewire Communications
2000 - 2002	Consultant, working from home (subcontracting to Livewire PR and servicing a number of other clients)
May 2002 – present	Principal Consultant Spyn Communications Public Relations Manager, BGC

PERSONAL

DOB – 30.12.1967
Referees available on request