



PUBLIC RELATIONS
ORGANISATION INTERNATIONAL

For further information:

Neil Green
CEO, SenateSHJ
Tel: +64 4 471 5374
Mob: +64 21 660 872

Rupert Hugh-Jones
Managing Partner, SHJ
Tel: +61 3 8643 7900
Mob: +61 419 317 523

Trans-Tasman consultancy Group joins leading international communications partnership

SenateSHJ and SHJ (formerly Scaffidi Hugh-Jones) have been selected as partners in New Zealand and Australia for the world's leading group for independent public relations consultancies, Public Relations Organisation International, Inc. (PROI).

Senate Communciations (New Zealand) and SHJ (Australia) together form the trans-Tasman communications group, SenateSHJ.

Public Relations Organisation International, Inc. (PROI), is the world's largest public relations partnership. It is represented in 120 cities in 39 countries, with 53 leading independent PR partner companies and 3,000 experienced practitioners worldwide. Founded forty years ago, PROI's combined fee turnover of its partners is more than US\$335m.

In a joint statement, New Zealand's SenateSHJ CEO, Neil Green and Australia's SHJ managing partner, Rupert Hugh-Jones, said "This is a major development for us and increases our ability to broaden our network and strengthen our client service capability – in terms of assessing issues relevant to our clients, creating best practice learnings, and providing wider international support for client's off-shore initiatives.

"PROI has long been regarded as the best global independent consultancy partnership, and we are delighted to become part of it. Our involvement with PROI will provide our partners and staff with new opportunities to work with colleagues all over the world.

"An increasing number of our clients have multinational interests. As part of our involvement with PROI and its partner companies around the world, we now can offer our clients a truly seamless global service with intimate local knowledge, while maintaining our independent status and brand.

"In return we'll be offering PROI partner companies' international clients the benefit of our local expertise in Australia and New Zealand.

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“We have already seen the benefit of being part of the PROI team. We have already been part of a successful Asia-Pacific new business pitch (details will be announced in the near future), and we are confident the relationship will generate further ongoing new business opportunities.

“PROI’s philosophy of quality over quantity, and firms working as Partners with each other was a natural fit with our own approach to business,” he said.

Mr. Philip Roffey, PROI's Paris based President, welcomed SenateSHJ to PROI saying, “We are very pleased to have attracted SenateSHJ’s calibre to PROI”.

“Strategically PROI will continue to expand its network of partner companies, to further extend our global reach and service offering to our respective clients. SenateSHJ’s selection is an important step in strengthening our network in the Asia-Pacific,” he said.

Senate, formed eight years ago and now with offices in Wellington, Auckland, Melbourne, Sydney and Canberra, specialises in reputation management, issues management, healthcare public affairs, social marketing and internal communications. It was voted “Australasian Consultancy of the Year” in 2009 by the world ranking organisation, The Holmes Report.

SenateSHJ joins two other PROI Partners in Australia, consumer agency Red Public Relations in Brisbane and IR specialists Purple Communications in Perth.

About PROI

Public Relations Organisation International, Inc. was founded in Europe in 1970 and is the world’s oldest and largest partnership of independently owned PR and marketing agencies by fee income. With more than 120 offices in 39 countries on five continents, PROI agencies are the leading independents in their markets from London, New York, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Dubai, Mumbai, Paris and Sao Paolo.

PROI builds reputations and shapes opinions using customized programs which combine geographical and business practice expertise and a broad range of services to support clients whose needs stretch across borders and continents. PROI Partners are business leaders and entrepreneurs who understand the demands facing clients and the importance of return on investment and they combine their local knowledge to deliver global results.

For more information about PROI visit www.proi.com