



Media Release

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Retirement Commission chooses consortium for public relations support

The Retirement Commission has chosen a consortium of independent communications specialists as its preferred supplier for public relations support, having held an open tender for the contract.

The appointment sees Anna Smith, Heather Church, Karen Fisher and Janice Rodenburg working with the Commission for two years, with the right of renewal for a further two if both parties agree.

Marketing and Communications Manager David Kneebone says the open tender was valuable in helping to ensure the Commission had the best people for the work.

"We were surprised by the amount of interest we received for this tender and we are delighted to have access to the talent and depth of experience that this consortium provides. Each member impressed us with their experience - from strategy and planning through to their creative execution and strong network of contacts."

Account director Anna Smith says they are thrilled to have won the contract.

"We're really looking forward to working with the Commission and building on its hugely successful work through the Sorted website and other channels.

"We're excited to be part of the drive to ensure all New Zealanders have the skills to make good financial decisions throughout their lives."

For more information please contact:

David Kneebone
Marketing & Communications Manager
Retirement Commission
T: 04 494 6242
M: 021 523 445
E: david.kneebone@sorted.org.nz

Anna Smith
Account Director
T: 04 973 4963
M : 027 476 8273
E : smitha@paradise.net.nz