

NSW Centenary of Federation Committee

Capital provided strategic publicity, promotions, media management and creative services to raise awareness of the various programs conducted across NSW to commemorate and celebrate 100 years since Federation and to encourage public participation in these programs.

While activity ranged from publicity for regional seminars and the Flannel Flower symbol, through publicising community grants to promoting a series of lectures by Australian and international speakers, the highlight of the campaign was Sydney's Federation Day celebrations on January 1, 2001.

Capital handled all communications leading up to and on the day. This included assisting in media partnership arrangements, launching the program for the day, implementing an intensive publicity drive in the months leading up to January 1st, accrediting and briefing media, fielding countless media enquiries and managing hundreds of media on the ground.

Half a million people lined the parade route through Sydney's CBD and 80,000 people attended the Centennial Ceremony in Centennial Park. Between October 2000 and early January 2002, approximately \$19 million editorial value media coverage was gained across NSW, interstate metropolitan and international media.

The program was awarded the NSW Public Relations Institute award for Special Event Communications Program and was Highly Commended at the PRIA Golden Target Awards.

