



Pacific Area Newspaper Publishers' Association Inc.
Established in 1969

2006

Newspaper of The year AWARDS

OFFICIAL RESULTS: ANNOUNCED AT 37th Annual PANPA Conference,
Conrad Jupiters, Gold Coast, Queensland. August 30, 2006.

Sponsored by Norske Skog

Non-Daily Free

Award: Central Coast Express Advocate, Central Coast, NSW

Judges comment: Aggressive, dynamic feel, strong headlines, depth in news content, extensive sports coverage, coupled with strong evidence of community involvement and leadership made this a clear winner.

Highly Commended: Western Suburbs Weekly, Northbridge, WA

Judges comment: Cool, clear presentation with an impressive news hole and sound sports coverage.

Highly Commended: Coastal Views, Maclean, NSW

Judges comment: Snappy, relevant, connected with the community, and all this with an editorial staff of one! Great effort.

Non-Daily Paid – Up to 6,000

Award: The Area News, Griffith, NSW

Judges comment: One Area News campaign in the past year was titled: "Be Proud. Be Vocal. Be Local." This more than adequately describes the entire philosophy of this lively growing newspaper. Second consecutive win in this category and thoroughly deserves it.

Highly Commended: The Irrigator, Leeton, NSW

Judges comment: Bold new look with strong visual presence has lifted the Irrigator to a new level. Good sports coverage and intense local coverage keep the Irrigator a vital part of a community experiencing tough times.

Non-Daily Paid – Over 6,000

Award: The Wimmera Mail-Times, Horsham, Vic

Judges comment: This paper continues to improve. It is reconnecting with its community and campaigns vigorously and courageously on local issues. Its bushfire coverage was praiseworthy and its relief appeal raised \$200,000.

Highly Commended: Queensland Country Life, Cleveland, Qld

Judges comment: Country Life is a vigorous campaigner with plenty of bite in its bark. News is strong with good special sections. Its information pages are strong and well designed.

Highly Commended: The Land, North Richmond, NSW

Judges comment: This is a publication with very clear focus. Its pages packed with must read farming news. Overall the Land represents a tidy package worth its price.

Dailies & Sundays – Up to 20,000

Award: The Daily Mercury, Mackay, Qld

Judges comment: The Daily Mercury lives up to its claim of putting the reader first in everything it does. Excellent community news coverage, strong campaigning and first class design are strengths on which it has continued to build and which are reflected in its circulation growth.

Highly Commended: Shepparton News, Shepparton, Vic

Judges comment: Shepparton News serves its community with strong campaigning and innovative coverage in professional style.

Dailies & Sundays – 20,000 – 50,000

Award: Illawarra Mercury, Wollongong, NSW

Judges comment: Readership says it all. Major increase in readership confirms the excellent job from the Illawarra team. Compelling line up of sections, lift-outs and magazines, strong engagement with a changing community, built on the dependable news base, have all contributed to an outstanding paper.

Highly Commended: The Border Mail, Wodonga, Vic

Judges comment: Always competitive and reliable, the Mail portrays the drama of the big story and the elation of a successful community campaign whilst maintaining solid, reliable core news values.

Dailies & Sundays – Over 50,000

Award: Herald Sun, Melbourne, Vic

Judges comment: This category attracted the most entries and was the most competitive. The Herald Sun owes its award to its high readership appeal and vigorous coverage of its market. Its marketing efforts were outstanding.

Highly Commended: The Sun-Herald, Sydney, NSW

Judges comment: A neat, reliable, consistent package with sensible layout presentation and a satisfying menu of news and photographs across a broad spectrum of interests.

Highly Commended: Sunday Herald Sun, Melbourne, Vic

Judges comment: Totally integrated with its community, drives by issues and committed to just causes. This paper represents the heart and soul of its continually growing readership.

Highly Commended: The Australian, Sydney, NSW

Judges comment: The Australian deserves a commendation for providing authoritative news and information on national, core issues. The redesign layout has enhanced its quality appearance. The range of specialised sections is impressive and in particular we commend the 60th Anniversary WWII series.

PANPA 2006 Newspaper of the Year **Technical Excellence Awards**

Newspapers Printed on a Single-Width Press (up to four webs)

Award: Apple Daily (Taiwan)

Printer: Apple Daily Printing

Judges comment: Excellent overall quality of production highlighted by close registration and good separations. Half tones impressive with sharp dot quality. Page to page colour of headings need to be more consistent. Otherwise a top effort.

Highly Commended: The Herald, Newcastle, NSW
Printer: Fairfax Regional Printers

Judges comment: Overall effort was consistent with the products presented. More attention to dot reproduction, better lay down of ink in the solids, would have assisted in gaining a higher place.

Sponsored by Agfa

Newspapers Printed on a Single-Width Press (more than four webs)

Award: The Land, North Richmond, NSW
Printer: Rural Press Printing, North Richmond

Judges comment: Overall clean sharp printing throughout the publication, excellent ink lay down combined with good registration. FM screening used to advantage.

Highly Commended: Hawkesbury Gazette, Richmond, NSW

Printer: Rural Press Printing, North Richmond

Judges comment: A good paper, however consistency in half tone images would improve the product.

Sponsored by Agfa

Newspapers Printed on a Double Width Press (up to four webs)

Introductory comment: While the overall standard was fairly reasonable, three entries stood out as exceptional. The judges deliberated long to separate, and did so only by analysing the smallest detail.

Award: South China Morning Post, Hong Kong
Printer: SCMP Publishers Ltd

Judges comment: Excellent presented paper, half tones images best seen of all products judged. Consistency in contrast and tonal range thus assisting the printers in being able to laydown even ink weights in the blacks.

Highly Commended: The Canberra Times, Canberra, ACT
Printer: Capital Fine Print

Judges comment: Exceptional well produced paper. Consistency in ink weight and registration throughout the product is a testimony to the craftsmanship of the prepress and press crews. Sharpness and contrast in the dot structure equates to the clean, sharp look of the product. Minor set off appeared on some pages resulting in a small mark down.

Highly Commended: Apple Daily (Hong Kong)
Printer: Apple Daily Printing

Judges comment: Well presented paper, very good reproduction throughout. Heavy ink weights on some pages contributing to set off and scumming, otherwise would have scored higher points overall.

Sponsored by FlintGroup

Newspapers Printed on a Double-Width Press (more than four webs)

Award: The Sydney Morning Herald, Sydney, NSW
Printer: Fairfax Printers, Chullora, NSW

Judges comment: Quality of separations of a high standard, having good colour and tonal contrast. Overall mechanical details are reasonable but could be improved.

Highly Commended: Cranbourne News, Pakenham, Vic
Printer: Border Mail Printing

Judges comment: More attention to prepress detail recommended, particularly in copy selection and separations.

Sponsored by FlintGroup

Pre-Print/Supplement Printed on a Single-Width Press

Award: Australian Jewish News, Caulfield South, Vic
"Hometrends"
Printer: MPD

Judges comment: An entry that stands out from the other entries. Very good ink laydown and consistency page to page. Tighter registration would have scored better and improved the product further.

Highly Commended: Bundaberg News Mail, Bundaberg, Qld
"Weekender"
Printer: APN Print, Bundaberg

Judges comment: Commendable effort, dot structure and print contrast would have improved with reduced dampening.

Highly Commended: Sunshine Coast Daily, Maroochydore, Qld
"The Financial Guide"
Printer: Sunshine Coast Newspapers, APN

Judges comment: A great effort especially from this older Community Press, well done.

Sponsored by Kodak

Pre-Print/Supplement Printed on a Double-Width Press

Award: South China Morning Post, Hong Kong
"SIHH"
Printer: SCMP Publishers Ltd

Judges comment: An unbeatable entry that sets the benchmark for the industry. Judges felt that if a printer wanted to know how to get it right, then pay them a visit. While the entry features luxury items, its treatment is outstanding. A pleasure to look at, excellent registration, colour balance, ink density and sharpness of dot.

Highly Commended: The Canberra Times, Canberra, ACT
"Limelight"
Printer: Capital Fine Print

Judges comment: A worthy challenger for the top position but requiring more attention to detail, like ??? on pages.

Sponsored by Kodak

Newspaper Marketing Awards

Sponsored by Norske Skog

BRANDING

Under 15,000

Award: Wanganui Chronicle, Wanganui, New Zealand
Re-branding

Judges comment: The Wanganui Chronicle underwent a complete revamp June 2005. A new logo underpinned with “love this place-love this paper” reflecting their commitment to the community was already visible throughout the town in prime positions with signage, runner products, shopping centre stands and dividers. The branding exercise also included sponsorships and community events. Clearly a well thought out and executed branding campaign.

Highly Commended: The Australian Jewish News, Caulfield North, Vic
AJN 110th Celebrations

Judges comment: A well executed and presented entry that highlights the need for a “best promotion” category. Jewish News 110th Anniversary was backed with a redesign of the masthead and promotional events. An excellent entry that does not “fit” in “branding”.

15,000 – 50,000

Award: Illawarra Mercury, Wollongong, NSW
Birthday Blitz

Judges comment: By using a simple theme “my paper for 150 years” The Mercury succeeding in branding its image, its heritage as well as achieving awareness of the 150th celebrations. Well exercised, executed 12-month strategy incorporating signage in prominent positions, giveaways. It was on the side of buses, billboards, tv, radio and other portable signage. No one in the region could resist!

Highly Commended: The Border Mail, Wodonga, Vic
The locals get it.

Judges comment: The Border Mail succeeded in awareness of their brand image with the launch of “the locals get it” which is a strong link with their community. The campaign included tv, newsprint and other promotional material. The campaign promotes the positive side of a strong local identity and a fit with their community.

Highly Commended: The Gold Coast Bulletin, Molendinar, Qld
Paradise

Judges comment: Paradise Campaign – excellent coverage of brand across several media: billboards, promotional material and tv. Good use of creative naming “paradise” to run promotions such as “win a slice of paradise” promoting positive imagery and feeling around brand.

Over 50,000

Award: The Courier-Mail, Brisbane, Qld
Compact Launch

Judges comment: Well executed campaign that not only took awareness of its new size/format to another level of creative execution but connected well with the essence of the paper to the reader. Very well executed across tv, promotional people, transit and outdoor media and radio spots, using the positioning line of "The Courier Mail. Go Anywhere".

Highly Commended: The Australian Financial Review, Sydney, NSW
Brand Re-launch

Judges comment: A creative execution and clever, that was highly impactful, colourful and unique design solution applied to outdoor, press, print, online, lift advertising, subscriptions and event based marketing and trade promotional advertising. AFL succeeded in a well designed and orchestrated campaign to position itself as the number one source of business information targeting the 25-39 years age group.

Highly Commended: The Courier-Mail, Brisbane, Qld
Qweekend

Judges comment: Qweekend was launched as a fresh, new magazine to add extra value to the Courier-Mail Weekend Edition. Well executed to stimulate and reward existing readers and encourage casual readers to get the Saturday paper on a more regular basis. Branding targeted "The Weekend Optimisers".

Highly Commended: The Dominion Post, Wellington, New Zealand
The best news you'll get all day.

Judges comment: The Dominion Post's clever "The best news you'll get all day" played on the positive aspects of life in the Hawkes Bay area to align itself in a strong branding campaign to build presence and profile. Consisting of billboards, adshells, local papers, radio and postcards reinforced the brand message.

Circulation

Under 15,000

Award: Daily News, Tweed Heads, NSW
Daily News Bingo

Judges comment: Well integrated campaign now being executed across all Australian APN group newspapers. Circulation has lifted. Well researched and planned to key target audience in a highly competitive market.

Highly Commended: Wanganui Chronicle, Wanganui, NZ
Puzzle Mania

Judges comment: Great results by over 25% on Friday casual sales, their lowest selling casual sales day! Well promoted through in-house advertising and radio.

15,000 – 50,000

Award: The Gold Coast Bulletin, Molendinar, Qld
120 Years of The Gold Coast Bulletin Ripper Tales

Judges comment: A very creative and innovative use of extending the product across several weeks – involving and arousing curiosity in the public, at large, to increase readership and circulation. Celebrating 120 years of Gold Coast history released 6 categories of 16 page magazines featuring the most newsworthy articles and pictures over this time. Teaser campaigns were used to launch the series in newsprint and radio.

Highly Commended: Otago Daily Times, Otago, NZ
U-Bet Promotion

Judges comment: A number of newspapers offered prizes and offers from petrol to holidays to handy home products to grow circulation, through coupons. None however achieved the innovation and creativity of the Otago Daily Times who gave ten (10) readers the chance to own a racehorse for a year. A horse called U-Bet, with special racing silks launched Otago's new racing liftout in August 2005. Both U-Bet the liftout and now U-Bet too are achieving great results for the Otago Daily Times in an innovation that has also captured the interest of other media.

Highly Commended: Illawarra Mercury, Wollongong, NSW
Operation Sea Cliff Bridge

Judges comment: Won 870 new subscribers; 10,000 additional sales and 300 fixed 6-day-a-week sales. Illawarra Mercury got involved in the naming of the new \$49M Sea Cliff bridge and ran the opening ceremony. The Mercury won the right to offer readers a chance to be first across the bridge, running a coupon in the weeks leading up to the opening. Winners were named in the paper, given a bonus glossy photo of the bridge walk if they signed for a 3-month subscription. Telemarketers were lined up to take calls and sign people up.

Highly Commended: Geelong Advertiser, Geelong, Vic
Cats' Tales

Judges comment: Aussie Rules and the Geelong Advertiser (first published in 1840) combined to take readers on a nostalgic tour with a words and poster series, Cats' Tales. The content and design of the booklet captured the imagination of readers by showcasing their football heritage. The Geelong Advertiser, now the official newspaper of the Geelong Football Club delivered a totally integrated circulation marketing and editorial campaign with an in paper collector's item that upheld its goal to hold sales doing the price rise period from \$1 to \$1.10.

Over 50,000

Award: The Sun-Herald, Sydney, NSW
Reader Incentives

Judges comment: The Sun Herald has produced three winning goals, promotional offers available to all readers who buy by Sun Herald. Huge circulation increases with resulted with each product. This success is ongoing as a sustained promotional offer. "The Socceroo Car Flag" involved readers in designing the flag, promoted on tv and as a result flags we seen all over Sydney. A winning idea that produces readership spikes for Sun Herald.

Highly Commended: The Sunday Telegraph and The Daily Telegraph, Sydney, NSW
Heroes of the Soccerroos Official 2006 Medallion Collection

Judges comment: A fantastic keepsake celebrating the World Cup, the 16 page album featured Soccerroo's player profiles, the draw and information about the 31 competing companies. 15 high quality silver medallions could be collected with a coupon and \$2. Backed by a tv and radio campaign, dedicated website, online advertising, print promotion, p.r. campaign with newsagent involvement point of sale material and trade incentive. Huge circulation increases were testament to the success of the promotion. Well planned and well executed, circulation promotion.

Highly Commended: The Dominion Post, Wellington, NZ
Competition prospects conversion to subscriber campaign

Judges comment: Good strategy extending beyond traditional approach of promotion only by collecting a database with which the paper can communicate with; build rapport and familiarity and thereby increase conversion rates over time, not just once-off. Good integration of paper promo; telemarketing.

Highly Commended: Sunday Star-Times, Auckland, NZ
Targeting Students for Circulation Growth

Judges comment: Targeted 'hard' student market and mix of promotional devices to attract the market. Offered 4-weekly \$10,000 scholarships during orientation. 3,600 retail sales per week over 4 weeks was audited with over 23,000 students opting to register to receive weekly content updates – great to have that drive for ongoing relationship-building.

Display Advertising

Under 15,000

Award: The Irrigator, Leeton, NSW
Brad's

Judges comment: Great use of creative to grab a local identity and pepper him through an ad series given low budget, this produced a good result.

15,000 – 50,000

Award: The Gold Coast Bulletin, Molendinar, Qld
Adcreative Book

Judges comment: Fact that it is reproduced on newsprint presents it in a better and realistic light to its audience. Very good idea to show advertisers how to successfully create ads that have worked in the Gold Coast Bulletin.

Highly Commended: The Cairns Post, Cairns, Qld
Tactical Marketing Opportunities

Judges comment: Very good display of how to make use of different advertising executions within the newspaper. Tactical marketing guide has been used by all media consultants in their sales process. It is a result of a collaborative approach by people from all departments with over 90 example newspaper ads, and over 30 different tactical options to effectively use space.

Highly Commended: Otago Daily Times, Otago, NZ
'Cheep' Deal Promotion

Judges comment: Creative approach to targeting the appeal of new advertisers to the newspaper. Using a mocked up egg carton and starting with "Here's the one time you really should put all your eggs in one basket", the "Cheep" deal promotion has earned its creators over 80 new accounts.

Highly Commended: Waikato Times, Hamilton, NZ
House and Lifestyle Fan Deck

Judges comment: Excellent appeal and targeting of the House and Lifestyle publication – packaged the booking information into a 'fan deck' style brochure based on a paint chart. Bookings are 25% up on any other form of promotion.

Over 50,000

Award: South China Morning Post, Hong Kong
Figures

Judges comment: Excellent, excellent planning and execution of direct mail media information that is very innovative campaign. Recalls were over 90%. 2/3 of respondents agreed they liked this presentation of data over the traditional swamp of schedules they received from others.

Highly Commended: Leader Community Newspapers, Blackburn, Vic
Leader Media Kit

Judges comment: Leader Community Newspapers comprehensive media kit that comprises individual pages allowing easy navigation and enabling advertisers to quickly find information on each publication. "The locals love media" is well designed and presented.

Classified Advertising

Under 15,000

No Award or Highly Commended

15,000 – 50,000

Award: Illawarra Mercury, Wollongong, NSW
The Babies of 2005

Judges comment: A special 24 page stiched and trimmed was produced by the Illawarra Mercury to showcase all the babies born in the region from 2005. An innovative way to present births that families would want as a keepsake. A simple and effective idea.

Over 50,000

Award: The Press, Christchurch, NZ
Your Career/Drive/Property

Judges comment: A combined award for 3 categories from The Press. Well executed humorous campaigns focusing on the dominant position the paper enjoys in the market. All campaigns were very successful and achieved their communications objectives using a combination of in-paper advertising, outdoors and direct mail.

Community Events

Under 15,000

Award: Shepparton News, Shepparton, Vic
Zaidee Rainbow Shoelaces Promotion

Judges comment: The tragic and sudden death of seven year old Zaidee Turner and the subsequent donations of her organs to give life to other children touched the Shepparton Community and prompted the Shepparton News to take up a campaign for organ donation. Zaidee was the only child in 2004 to donate her organs. The Turner family and newly established Zaidee Rainbow Foundation, the News and a nominated newsagent became the catalyst for awareness and fundraising by selling rainbow shoelaces in memory of Zaidee's love of rainbows. The promotional support of the News resulted in the shoelaces selling out and the number of organ donor registrations from Shepparton area increased from 654 from December 2005 to May 2006.

Highly Commended: Fraser Coast Chronicle, Maryborough, Qld
Pub Crawl

Judges comment: Innovative country event created from scratch and puts in \$150,000 into the country over a holiday period. Sales are up by over 17% when previously they were down by 6% in this holiday period. Contacted Guinness Book of Records and they created an inaugural category which the Fraser Coast has won twice – the World's Greatest Pub Crawl.

Highly Commended: The Gisborne Herald, Gisborne, NZ
Quarter Marathon/Fun Run

Judges comment: Again promotion around this marathon that saw 1300 participants. In-house humour featured "Shelly" the tortoise mascot.

15,000 – 50,000

Award: The Cairns Post, Cairns, Qld
Heroes Magazine

Judges comment: A shiny light in the time of the aftermath of the devastation of Cyclone Larry. Honoured hundreds of unsung heroes. Magazine captured worst hit areas, heroism and heartache of those affected. Full cover price of \$8 for every copy sold was donated to the appeal – raised \$76,500. Proved human nature is stronger than nature.

Highly Commended: Geelong Advertiser, Geelong, Vic
Who's Who? Portrait Prize

Judges comment: Jules Francois Archibald, founder of the Archibald Prize, journalist and founding editor of the Bulletin was the catalyst to stimulate enthusiasm for 2006 inaugural Who's Who Portraiture prize and exhibition to promote talented young artists. With the backing of the community 650 entries were submitted which attracted over 600 school students and over 200 extra visitors above the normal weekend visitations. The Geelong Advertiser published an 8 page liftout and double page spreads with each page highlighting: images making the portrait, the young artist and the subject. Highly creative and innovative, a worthy winner.

Highly Commended: Bay of Plenty Times, Tauranga, NZ
Tauranga Boutique Food & Wine Festival

Judges comment: We have combined Tauranga Boutique Wine and Food Festival and Hand Up for Hospices as they both supported the Waipura Hospice which supplies special care and support to terminally ill patients. The Bay of Plenty Times has shown the initiative and committed to its community with two winning community events.

Highly Commended Townsville Bulletin, Townsville, Qld
Cyclone Larry Appeal

Judges comment: Townsville Bulletin reacted by launching an appeal for readers to donate spare household goods to 98 families. The Bulletin sent two seven tonne trucks and semi-trailer loaded with beds etc. Congratulations to The Bulletin for its activity, compassion and speed of reaction.

Over 50,000

Award: The Age, Melbourne, Vic
Improving Literacy

Judges comment: Participation levels. Weekly. Kids take books home each night. The Age in association with government.

Highly Commended: The West Australian, Osborne Park, WA
Put your foot down for The West Australian

Highly Commended: The West Australian. Osborne Park, WA
Margaret River Wine Festival

Highly Commended: South China Morning Post, Hong Kong
Business Leader Briefings

Special Mention: The Sun-Herald, Sydney, NSW
The Sun-Herald City2Surf 35th Birthday

Judges comment: Recognition that it has been going successfully for 35 years.

Young Readers

Under 15,000

Award: Kaila (Fiji Times), Suva, Fiji
HIV/AIDS Special

Judges comment: Stand alone publication which gets delivered to rural schools. Circulation coverage better than daily newspapers. 28 pages. Commitment. Need to assist rural school. Poor facilities with this publication only connection with issues affecting youth. Business and community have got behind it to support.

Highly Commended: The Daily Advertiser, Wagga Wagga, NSW
The Junior Advertiser

Judges comment: Weekly stand alone 1800 delivered to schools. Valuable content, targets students and teachers eg ease of use for teachers. Lesson planners. One stop shop for young readers. Highly well received.

15,000 – 50,000

Award: The Gold Coast Bulletin, Molendinar
TXT4U Campaigns/Birthday Club

Judges comment: Integrated plan to attract youth readership producing birthday club, student register of the year and beat the bulletin.

Highly Commended: Bay of Plenty Times, Tauranga, NZ
NIE General Election Project

Judges comment: An interactive system that sees children produce a child friendly resource, linked to the school curriculum to guide students to interact with the newspaper to learn about New Zealand Parliament and the electoral system. It has raised circulation through increased orders from teachers of years 5-10 students.

Highly Commended: Otago Daily Times, Otago, NZ
Class Act and Extra!

Judges comment: Class Act and Extra were developed to celebrate excellence of young people in the Otago province. Each of the 29 schools nominated 575 students to represent the cream of the crop. It is a very well received publication designed for classroom use – published 11 times a year with special features for topical events.

Over 50,000

Award: Fairfax New Zealand
NIE Maori Focus Month

Judges comment: This entry won because it showed detailed planning in its successful promotion which could have "just another standard promo" but integrated all levels of NIE target audience relevantly with an appropriate call to action and response hook that worked very well delivering exceptional results. All this in a space of a one month promotion. NIE Maori Focus Month In the lead up to Matariki and Maori language Week (June), this campaign supported teachers by proving resources that covered essential areas of New Zealand's society. There were four separate eight-page mini newspapers across four categories of information. Teachers ordered a class set (30) of their local newspaper

Highly Commended: The Straits Times, Singapore
Little Red Dot

Judges comment: Little Red Dot This is a great effort in offering the "full service" around your product offering to readers. It's targeted at kids aged 9 to12 but strategically they are also targeting teachers and ensuring they can use it to its maximum effect. With every issue is a "get Started" box on most pages which helps teachers goes beyond just reading to include interesting activities. There's also the Little Red Handbook, a 28-page guidebook for teachers on how the newspaper can be used as an educational tool.

Highly Commended: The West Australian, Osborne Park, WA
Train the Trainer

Judges comment: These are great 'hands on' session designed to help teachers understand of The West Australian can be used to achieve Curriculum Outcomes.

Over 1200 teachers have attended the sessions during the school year. The sessions are delivered free of charge for teachers ordering the NIE curriculum resource. As a result those attending convert to great sales with approx. 98% of offers being made via direct mail and email are sold to this audience

Highly Commended: The Sydney Morning Herald, Sydney, NSW
2006 Tertiary Card

Judges comment: A great promotion to tertiary students who are hard to reach. Monday to Friday subscriptions to the Sydney Morning Herald are delivered to the student's institution and on weekend, they're home delivered so the student as the copy says... "doesn't have to lift a finger, except to open the door."

Website

Award: Fairfax Digital
www.smh.com.au/sport/football-world-cup/

Judges comment: Using a high speed ADSL2+ link, speed was quite acceptable. Search should be specific for the Football World Cup. Sign up process was painless. The use of a web form based article submission for Citizen Post, would... Often articles are written on impulse and a submission form will work w...Tooltips (used for disability assistance when moving a mouse over link...The use of different colour shades for each of the Nav menus on the ... of interest.

With access to good resources, SMH have developed a great portal. Well identified and executed usability issues in the flash based sections.

Highly Commended: Times Newspapers, Manakau, NZ
www.times.co.nz

Judges comment: Fast site! Site search was fast and relevant. The breadcrumbs Vs article link wasn't immediately intuitive, but after o..It was the date listed next to the breadcrumbs, rather than next to the...Film times didn't actually show film times. Menu items need to always a...The use of different colour shades for the various home page headings of interest.

The design is quite crowded and the top banner is far more influential on the overall look of the main body needs to be strengthened to get over this. The headlines need clearer presentation categories and news sections are well categorised.

Highly Commended: Australian Jewish News, Caulfield North, Vic
www.ajn.com.au

Judges comment: Using a high speed ADSL2+ link, speed was quite slow. The Breaking News scroll is a distraction. Also frustrating if a topic of...Better to have a headline with hyperlink to more detail on the Breaking...The search feature was good, but slow results and...I signed up to the Newsletter, but received no confirmation of my subs...not use a 'double op-in' email verification. Tooltips (used for disability assistance when moving a mouse over links...The use of different colour shades for each of the Nav menus on the ... of interest.

Slightly outside the norm in its design. Bordering on too much white space.

Newspaper Photography of the Year

Award: Simon O'Dwyer
The Age
"Elvis"

Judges comment: Has appearance of something from outerspace/ET! Technically perfect, perfect composition. The combination of water and smoke delivers a powerful, graphic depiction of 21st century bushfire fighting.

Highly Commended: Vince Caligiuri
The Age
Harry Kewell

Judges comment: Peak moment captured of Socceroos hero Harry Kewell – Excellent composition – excellent technically.

Highly Commended Martin Chan
South China Morning Post
"Crossfire"

Judges comment: This picture combines all the powerful human elements of a passionate demonstration that escalated into a riot. Excellent composition and technical standard.

Commended: Steven Siewert
The Sydney Morning Herald (Good Weekend)
"Pigeons"

Judges comment: This picture story takes the viewer into the little known nuances of the sport of pigeon racing. A subtle, gentle approach with carefully considered moments delivers a memorable picture story.

Commended: Ong Chin Kai
The Straits Times
"Shattered Lives"

Judges comment: Skillfully captured images displaying raw human emotion in the wake of a devastating earthquake.

Commended Jason South
The Age
"East Timor Earthquake"

Judges comment: The moment preserved – a refined image that is worth a thousand words.

Special Mention: Bay of Plenty Times, Various Photographers

Judges comment: The judges felt they had to acknowledge a very consistent, high quality right across their large number of entries. We commend the editors and designers for their design decisions, and their willingness to run their pictures "big and bold".

Innovation in Pre-Production Processes or technology:

Award: Gold Coast Publications
Ad Management Workflow

Judges comment: The winning entry far outweighed other entries in terms of presentation and content.

The judges were impressed by the process that had been developed in house and which changed previous workflows and made the management of advertising workflows more efficiently and time saving. Of great interest was the web based ad tracking mechanism.

Environmental/Health/Safety Award

Award: Advertiser Newspapers
Keith Murdoch House
Environmental Excellence

Judges comments: The winner is Advertiser Newspapers Adelaide for its construction of what is one of Australia's greenest buildings, its new city headquarters just down the street from the old building.

The company says "The aim was to create a showcase of energy and water efficiency, whilst being responsive to the requirements and safety of staff." With support of News Corporation's chief executive Rupert Murdoch the budget was doubled to more than \$50million to fulfill the company's desire "to create a landmark building, providing an excellent workplace for staff with minimal impact on the environment in Adelaide".

An interesting sidelight is that staff absenteeism dropped from 2.5 hours per employee per month to 1.3 hours (comparing the first quarters of 2005 and 2006) and a staff survey showed that employees are considering eco-efficiency in their own homes in light of those implemented in their workplace.

Unconventional elements such as triple glazing and rain water capture and reuse were incorporated to help achieve the building's goals and Keith Murdoch house is expected to achieve a Green Star rating of four stars or better.

Highly Commended: Fairfax Printers
Press roller and turbo removal system

Judges comments: Highly commended is Fairfax Printers Chullora who address the same problem on a different press (both MAN-Roland, but Chullora has Colorman presses and Tullamarine has Geomans).

The FP solution can be used to remove print rollers as well as the dampening units with similar health and safety benefits. Like the Melbourne solution, the Sydney project was developed in house and has attracted interest from the original equipment supplier and other print sites.

Commended: The Age Print Centre
Safe Movement of Turbos

Judges comments: The Age Print Centre in Melbourne is commended for its development of a new handling system for removal and replacement of press dampening units to reduce manual handling and the associated risks to personnel.

The new equipment was designed in house using personnel from The Age Print Centre and associated Fairfax plants in Sydney and Newcastle. The Age intended to patent its design.

Marketer of the Year

Award: Steve Hutton
The Daily Examiner, Grafton, NSW

Judges Comment: Steve Hutton demonstrated all the attributes specified in the Marketer of the Year conditions: including the introduction of innovating marketing concepts in a challenging category like motoring with the "Motorwise" campaign and the success of this achieved a 105% year on year revenue gain. The "managing local markets" initiative achieved a 22% volume growth, a 10% lift in rate and a 32% increase in revenue. He has taken the core product and developed sections within it, rather than move away from the mainsheet and produce more and more 'stand alone' products.

Highly Commended: Geoff Tan
Singapore Press Holdings, Singapore

Judges comment: Geoff Tan has demonstrated that innovation and flexibility are hallmarks of doing business with him and the Straits Times of Singapore. He has effectively 'bent' many of the traditional rules of newspaper publishing to create concepts like cover buyouts, stepped ad shapes and gloss envelopes for the newspaper.

Hegarty Prize

Award:

Melissa Singer
Australian Jewish News

Judges comment: Melissa Singer became one of Australia's youngest editors at the age of 22 in November 2002. Her career has continued to move forward since then. Before she entered the newspaper industry she was 'marked' as a winner having beaten 750 candidates to become the inaugural "Ericsson/Win a job at B" competition winner. She literally won herself a job as part of a marketing promotion. Following that win which gave her a 12 month internship she was offered a full time role as a feature writer. She joined her current employer in July 2003 and has taken on an enormous workload of up to 18 hours per day and has taken time out to implement new processes in copy, layout and design, she introduced systems that reduced production overtime and improved quality control processes, she has taken on responsibility editing Sydney and Melbourne editions of the Australian Jewish news. She takes time to coach and mentor colleagues and has proven that a 'can do' attitude not only gets the job done, it ensure people around will get it done too. She is currently National news editor for Australian Jewish News. Melissa has shown strengths in the areas of leadership, staff development, organisation, morale and motivation and career progression. Melissa Singer is an inspiring young newspaper executive and a worthy winner of the 2006 Hegarty Award.

Highly Commended:

Dani Carey
City Weekly and The Melbourne Times

Judges comment: Dani Carey impresses as a young newspaper executive who is providing a leading example in terms of her focus and emphasis on training and development. She takes this focus beyond her area of employment and assists development opportunities for colleague through her company. This is an admirable attribute and worthy of special recognition in this year's Hegarty Award judging.