



## MEDIA RELEASE

### AGENCIES APPOINTED FOR 2014 WA DAY CAMPAIGN

**7 February 2014**

Celebrate WA has appointed a partnership of agencies to undertake all elements of the 2014 WA Day campaign.

Clarity Communications has been appointed as the lead agency partner acting as the project manager for the WA Day campaign. Clarity will also handle the public relations and social media elements of the WA Day campaign and the development of a new online presence for Celebrate WA.

SHEDcsc has been appointed as the creative agency to develop an integrated campaign for WA Day. Shedcsc will develop a campaign to run across metro and rural media and collaborate with Clarity on activation and engagement strategies for the campaign.

Bain Media has been appointed to rebrand the Western Australian of the Year Awards, which is a showpiece event for the WA Day long weekend. The launch of the Awards was held at the start of this week as the initial activity in the WA Day campaign.

Celebrate WA CEO Patria Jafferries said establishing a partnership between several agencies was a deliberate strategy to enable WA Day to benefit from the different skills and strengths that each could bring to the organization.

“The philosophy behind Celebrate WA’s work is to form partnerships and relationships so we can spread the message about WA Day and make the most of our resources and opportunities. I believe our agency structure reflects this approach to WA Day.”

The WA Daylong weekend takes place on 31 May – 2<sup>nd</sup> June 2014. Until 2012 the long weekend was known as Foundation Day but the name was changed with the bipartisan support of State Parliament.

Celebrate WA organises a range of events for the WA Day long weekend that allow the people to participate and demonstrate their pride in WA and its achievements.

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