

Media Release

Wednesday 8 June 2011

Haystac Announces Expansion of Services and Offices

Haystac, a member of the Aegis Media Pacific group, today announced a series of major initiatives and senior appointments which reinforce its position as one of the region's leading marketing communications agencies. Included in the announcement is:

- the establishment of a specialist Digital and Social Media unit, with pre-eminent social media expert, Kristen Boschma, appointed as its head;
- the establishment of a new office in Brisbane – taking the number of Haystac staff to 60 spread across five offices in Melbourne, Sydney, Brisbane, Auckland and Singapore;
- the appointment of Tabitha Fairbairn as General Manager, Sydney.

Haystac co-founder and Managing Director Anton Staindl said the establishment of a specialist social media offering has been a focus for some time.

“Having established a unique position in the marketplace with our dedicated team of journalists to form the Haystac National Media Unit, we've been keen for some time to replicate that model in the digital space but had struggled to find the right person,” he said.

“To have secured Kristen Boschma to take up this position is a coup for our business.”

Kristen joins Haystac fresh from building one of corporate Australia's best examples of effective social media engagement. As Head of Online Communications and Social Media at Telstra, she successfully turned social media into a practical and dynamic communication tool for the telco.

“Aside from her obvious social media expertise, Kristen boasts more than two decades as a senior marketer and communicator and I know our clients will be thrilled to have her intelligence on board as they consider the role social media now plays in the communications mix,” said Anton.

Kristen, who starts at Haystac on 1 August, said she has a genuine desire to help Australian businesses better utilise social media channels and guide government agencies and not-for-profits through the digital revolution.

“I'm delighted to be joining Haystac because I've admired its creative and dynamic approach to communications in the past,” she said.

“To have an opportunity to lead the social and digital media service for Haystac's clients is very exciting.”

Kristen can be followed on Twitter @Kristen_Boschma or connect via LinkedIn.

Haystac Brisbane

Following the appointment of National General Manager Patrick O'Beirne in January this year, Haystac's presence in Melbourne, Sydney, Auckland and Singapore will be complemented by a new office in Brisbane from 1 July. Haystac will join other Aegis Media businesses in Brisbane which include Mitchell & Partners, emitch and Columbus.

Haystac Managing Director Anton Staindl said the new Brisbane office will offer the agency chance to take its expert communications counsel to a range of Queensland clients.

"We have experience with Queensland clients already but I'm pleased that we are now able to offer that out of our new Fortitude Valley office," he said.

Haystac's Brisbane office is at 27 James Street, Fortitude Valley and will open from 1 July 2011.

Sydney General Manager

Tabitha Fairbairn has been promoted into the position of General Manager, Haystac Sydney. She has been part of the Haystac team for almost four years as an account director and in that time has helped to grow the Sydney client base.

"This appointment is a natural progression in Tab's career, and has been very positively received by clients and staff alike," Mr Staindl said.

Please visit www.haystac.com.au or www.haystac.co.nz.

-ends-

Media, for further information please contact:

Anton Staindl
Managing Director
Haystac
+417 306 846

Patrick O'Beirne
Australia General Manager
Haystac
+61 407 041 836