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# FINALISTS

## ACCESS PR

The M&C Saatchi-owned Open Dialogue PR relaunched as the privately owned Access PR in 2008, retaining all staff, all 26 clients and founding partners Rochelle Burbury and Andrea Kerekes.

Last year Access opened a profitable Melbourne office, achieved more than \$1 million in revenue and saw profit margins surpass 35%.

The agency also signed on 33 new clients including Lowe Rivet, PHD, The Newspaper Works, Southern Star, Ipsos and Pizza Hut. It produced notable work for SBS, Starcom MediaVest, Starlight Children's Foundation and The Climate Group. Doing its bit for charity, Access worked on pro bono projects for the Wayside Chapel and the Sydney Cats and Dogs Home, providing \$30,000 worth of head hours.

