



MEDIA RELEASE

David Van appointed to PRIA board

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David Van, managing director of [The De Wintern Group](#), has been elected to the national board of the [Public Relations Institute of Australia](#) as a director. David has 20 years' experience as a communications professional and has expert knowledge in reputation management, corporate and marketing communications, public affairs, media relations, crisis and issues management, and brand development. His career has spanned the globe from Australia to Asia, Europe and the U.S.

David has been called upon to manage some of Australia's biggest issues and crises over the past fifteen years including three Royal Commissions: Esso Longford (1999), HIH Insurance (2002) and the Victorian Bushfires (2010). David has developed some of the industry's most innovative planning platforms and tools to help organisations effectively manage issues.

As a passionate supporter of the public relations industry, David is leading the charge to improve the skill and professionalism of the industry as a whole. "As an industry we are charged with managing the reputations of Australian businesses and organisations yet the reputation of the industry itself is poor. I believe we need to assess why this is and begin to address the underlying reasons. By joining the PRIA Board I hope I can help facilitate collaboration within the industry to drive this."

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“If the PR industry is to increase its relevance to senior management, it must be seen as the custodians of the organisation's greatest asset - its reputation,” said David. “It is vital to demonstrate this in a tangible manner to senior management otherwise the connection will not be made.”

“A focus on Reputation Management, and its two components of Reputation Building and Reputation Protection, can help ensure the PR industry is relevant not just to marketing but to senior management and the boards of Australia’s leading organisations,” said David. “I hope I can share some of my experience and expertise to help lift the reputation of the industry as a whole.”

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