



Annual Report 2012  
June 2013

Global Alliance for Public Relations  
and Communication Management

With the support of Strategic Partners

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Global Alliance for Public Relations and Communication Management • c/o USI Università della Svizzera Italiana  
via Giuseppe Buffi 13 CH-6900 Lugano • Switzerland phone +41 58 666 47 72 • fax +41 58 666 47 39  
e-mail [info@globalalliancepr.org](mailto:info@globalalliancepr.org) • website [www.globalalliancepr.org](http://www.globalalliancepr.org)



# Highlights of 2012: Letter from the GA Chair



## The elevation of public relations

Dear Members and Supporters of the Global Alliance:

The world and its challenges often seem dauntingly large. As public relations and communication professionals serving our organizations and clients in challenging and uncertain times, it can be hard to make the time to look beyond our daily work or our national borders, particularly in times of overwhelming information, changing stakeholder expectations and formidable economic, social and environmental challenges.

The world is also small. While PR professionals work in hundreds of countries, cultures and contexts, our challenges and opportunities are similar: bringing our professional skills, knowledge and ethical principles to the task of enhancing mutual understanding between the organizations we represent and their publics – for mutual benefit.

This paradox – the diversity of our community and the similarity of our challenges – is what makes the Global Alliance’s mission both ambitious and important: to raise standards in public relations; to share knowledge for the benefit of professionals in every country; to strengthen our professional associations; and to be a global voice for public relations in the public interest.

In 2012/13, Global Alliance (GA) members bridged the distances of both geographic and professional territory in many memorable ways:

- **A new global “mandate” for PR:** Following a year of research and dialogue, GA members from 30 countries endorsed the **Melbourne Mandate** at the 2012 World Public Relations Forum in Australia. This document was widely embraced by professionals and academics as an ambitious yet practical description of modern public relations at its best: a profession that helps organizations define their character and values, build cultures of listening and engagement, and execute their responsibilities to society. The next step is to make it even more relevant to the day-to-day work of professionals everywhere.
- **World Public Relations Forum:** In addition to its legacy for the profession, the GA’s Seventh WPRF will be remembered for many other milestones: the first in the Asia-Pacific region; the first featuring an Academic Colloquium; the largest event in GA history, with more than 800 delegates from 30 countries; and the first to earn #1 trending-topic status on Twitter! It was also the first time we had selected the next WPRF host before the conference ended: Melbourne set the bar high for Madrid in 2014 – as it should.

- **An evolution in corporate reporting:** The Global Alliance was proud to work with the International Integrated Reporting Council in developing a new framework for corporate reporting. Building on today's financial and sustainability reports, integrated reporting presents an organization's strategy, governance, performance and prospects within its full commercial, social and environmental context to give shareholders and stakeholders a truer picture of how the organization creates value over time. GA leaders also participated as speakers in IIRC events to launch the framework for public comment on different continents in April 2013.
- **Corporate PR excellence study:** With the financial support of Enel, the GA undertook a study of best practices in communication at nine major multinational companies, emerging with powerful findings about the role and value of PR in today's global organizations.
- **Global survey:** The GA and the University of Southern California embarked on the world's first ongoing study of public relations practice, building on USC's GAP (Generally Accepted Practices) study conducted every two years in the U.S. since 2002. The combination of USC's model and the GA's global network will enable the analysis of current practice, trends and new developments, providing country data and comparative analysis between countries and continents.
- **Global Alliance COMM PRIX Awards:** To deliver more value to our member associations and individual professionals and academics, the GA launched its first awards program – a "best of the best" global competition for those who have already earned awards from their national or international associations, and for academics with exceptional teaching case studies.
- **Research, measurement and evaluation:** The GA joined with the Institute for Public Relations (IPR), the international Association for Measurement and Evaluation of Communication (AMEC) and other partners in a coalition focused on one of our profession's most cherished objectives: developing universal standards in research, measurement and evaluation. This work holds tremendous promise, with prototype standards emerging for global discussion and refinement.
- **GA growth and sustainability:** In 2012, we achieved a 23 per cent increase in GA membership, significant growth in the GA's net financial assets, and growing success in the monetization of the GA's key assets: the licensing of the World Public Relations Forum brand (with significant mutual financial benefit for the GA and the host country) and the judicious use of advertising and sponsorship leveraging the growing traffic generated through the GA's e-newsletter (circulation: 32,000), website and social platforms. This helps to fund our research and knowledge-sharing programs, reduces our reliance on member contributions and enables our professional staff to deliver more value. We have also opened up GA membership to academic institutions, strengthening the critical bridge to the educational and research communities.

It has been an extraordinary privilege serving as Global Alliance chair for the past two years. The GA has enabled me to participate in events in 22 countries on six continents, to serve with an exceptional board of senior PR leaders, to work with a dedicated professional team at our headquarters in Switzerland, and to listen to and learn with professionals all over the world.

My GA friends know that I am fond of a certain African proverb: *If you want to go fast, go alone; if you want to go far, go together.* In a world that can seem both dauntingly large and surprisingly small, it's a journey we continue to make together - with collaboration, commitment and confidence.

Sincerely,

A handwritten signature in black ink that reads "Daniel Tisch". The signature is written in a cursive, flowing style.

Daniel Tisch, APR, Fellow, Canadian Public Relations Society  
Chair, Global Alliance for Public Relations and Communication Management

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# The Global Alliance at a Glance

## Short Profile

The Global Alliance for Public Relations and Communication Management ([www.globalalliancepr.org](http://www.globalalliancepr.org)) is the confederation of the world's major public relations and communication management associations and institutions, representing through its members 160,000 practitioners and academics around the world. The Global Alliance's mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest.

Founded: 2000  
Status: Non-profit organization  
Head office: Lugano, Switzerland (since Oct. 2008)

## Vision

The Global Alliance's vision is to enhance the role and value of public relations and communication management to organizations, and to global society. We pursue this vision through leadership and service to the profession, defining universal principles that unite our professional associations and their members, while embracing a diversity that enables different applications in different parts of our global community.

## Mission

- To unify the public relations and communication management profession
- To raise its professional standards all over the world
- To share knowledge for the benefit of our members
- To be a global voice for public relations in the public interest

## Operating Principles

- Consensus-based collaboration
- Common principles, country-specific applications
- Seamless membership approach in a global community

## Membership Benefits

- Share knowledge with leaders from the world's major PR/communication professional associations and institutions on every continent
- Have a voice in setting standards in education, governance, ethics, sustainability and other critical themes on a global level
- Demonstrate to audiences and stakeholders that you are part of the GA's global confederation and share a global vision for communication
- Participate in international research projects to raise standards, share knowledge and advocate for professional PR and communication
- Use the GA online global communication platforms to give visibility to your organization, its news and events
- Benefit from 'members-only' rates and global reciprocity at the conferences, events and networks of GA member associations worldwide.

## Organization

In October 2008, the Global Alliance's administrative center was established in Lugano, Switzerland, at Università della Svizzera Italiana (USI). The exceptional support from the University has allowed the GA to make the transition from a grassroots entity to an institutionalized organization with an executive officer and secretariat to oversee its day-to-day operations. The GA Center has made it more efficient to manage various key elements of the GA such as membership service and growth, internal and external communication, events and partnership activities, and helped achieve significant growth in the GA.

### Executive Board, 2011/13

The GA is led by a volunteer board that comprises some of the world's leading public relations practitioners, academics and association managers. In 2012, the board included representatives from 12 countries on six continents.

Position	Incumbent	Country	Association
Chair	Daniel Tisch	Canada	CPRS
Chair-Elect	Anne Gregory	UK	CIPR
Immediate Past Chair	John Paluszek	USA	PRSA
Treasurer	William Murray	USA	PRSA
Secretary	Catherine Arrow	New Zealand	PRINZ
Chief Administrative Officer	Regina Pinna-Marfurt	Switzerland	GA
Board Member	Dorothee Hutter	Germany	DPRG
Board Member	Ronel Rensburg	South Africa	PRISA
Board Member	Marco Massarotto	Italy	FERPI
Board Member	Elina Melgin	Finland	PROCOM
Board Member	Gregor Halff	Singapore	IPRS
Board Member	Mateus Furlanetto	Brazil	ABERJE
Board Member	Jon Bisset*	Australia	PRIA
Board Member	Annette Martell	Canada	IABC

\*Retired from the board, November 2012

### Global Alliance Chairs since inception:

Toni Muzi Falconi (Italy)  
 Jean Valin (Canada)  
 Sej Motau (South Africa)  
 Colin Farrington (United Kingdom)  
 John Paluszek (USA)  
 Daniel Tisch (Canada)



### Global Alliance Center

Nina Volles, Chief Administrative Officer (until April 15, 2013)

Regina Pinna-Marfurt, Chief Administrative Officer (since April 15, 2013)

Elena Bernasconi, Executive Officer

Elisa Noli, Communication Manager

### Finance & Fundraising Committee

William Murray (Chair)

Marco Massarotto

Jon Bisset

John Paluszek

Daniel Tisch & Nina Volles (exofficio)

### Research & Education Committee

Anne Gregory (Chair)

Gregor Halff

Ronel Rensburg

Annette Martell

Dorothee Hutter

Elina Melgin

Daniel Tisch & Nina Volles (exofficio)

### Communications & Member Services Committee

Catherine Arrow (Chair)

Gregor Halff

Dorothee Hutter

Marco Massarotto

Mateus Furlanetto

Daniel Tisch & Nina Volles (exofficio)

### WPRF Organizing Committee

Daniel Tisch (coChair)

Jon Bisset

William Murray

Nina Volles

Catherine Arrow

PRIA Representatives:

Robina Xavier (coChair)

Nick Turner

David Schloeffel

## Members in Good Standing 2012

ABERJE	Brazilian Association of Business Communication	Brazil
APCE	Portuguese Association for Corporate Communication	Portugal
CCPRF	Canadian Council of PR firms	Canada
CIPR	Chartered Institute of Public Relations	United Kingdom
CONFIARP	Interamerican Confederation of Public Relations	South America
CPRPA	Professional Council of Public Relations of Argentina	Argentina
CPRS	Canadian Public Relations Society	Canada
DIRCOM	Asociación de Directivos de Comunicación	Spain
DPRG	German Public Relations Association	Germany
EPRA	Estonian Public Relations Association	Estonia
EUPRERA	European Public Relations Education and Research Association	Europe
FERPI	Federazione Relazioni Pubbliche Italiane	Italy
HC	.HARBOURCLUB.	Switzerland
IABC	International Association of Business Communicators	USA
IPRS	Institute of Public Relations of Singapore	Singapore
KOPR	Komora Public Relations	Czech Republic
MEPRA	Middle East Public Relations Association	United Arab Emirates
NORSK	Norwegian Communication Association (NCA)	Norway
PAA	Italian Public Affairs Association	Italy
PERHUMAS	Public Relations Association of Indonesia	Indonesia
PRCPAM	Public Relations and Communications Professionals Association of the Mauritius	Mauritius
PRIA	Public Relations Institute of Australia	Australia
PRII	Public Relations Institute of Ireland	Ireland
PRINZ	Public Relations Institute of New Zealand	New Zealand
PRISA	Public Relations Institute of Southern Africa	South Africa
PROCOM	Finnish Association of Communications Professionals	Finland
PRF	Promise Foundation	India
PRORP	Mexican Association of Public Relations Professionals	Mexico
PRSA	Public Relations Society of America	USA
PRSK	Public Relations Society of Kenya	Kenya
PRVA	Public Relations Verband Austria	Austria
RI	Reputation Institute	USA
SPRA	Shanghai Public Relations Association	Shanghai, China
SPRA	Swedish Public Relations Association	Sweden
SPRI	Swiss Public Relations Institute	Switzerland
SPRV	Schweizerischer Public Relations Verband	Switzerland
USMP	Universidad de San Martín de Porres	Peru
ULAB	University of Liberal Arts Bangladesh	Bangladesh

# 2012 Committee Reports

## 1. Finance & Fundraising Committee

In addition to overseeing the GA's finances successfully and achieving significant growth in net assets (see financial report), the Finance and Fundraising Committee, chaired by GA treasurer William Murray, focused on developing an awards program to advance the Committee's goals of increasing and diversifying the Global Alliance's income by providing greater value to GA members and professionals and academics around the world.

The new Global Alliance COMM PRIX Awards, launched in 2013, recognize the "best of the best" in global public relations – i.e., programs that have earned awards from GA members at the local, national or international level. The program also honours multinational programs, and excellent teaching case studies developed by academics. The program has excellent potential to produce income that will help fund the GA's research and knowledge-sharing programs, while enabling both practitioners and academics to benchmark their work and learn from leaders in other countries.

## 2. Research & Education Committee

The Research and Education Committee focuses on developing and sharing knowledge across the global community and is chaired by GA chair-elect Prof. Anne Gregory.

This last year the Committee concentrated on three main projects: first, in response to member requests, the committee completed the groundwork for launching a global survey of public relations practice. Partnering with Professor Jerry Swerling of the Strategic Communication and PR Center at the University of Southern California, who runs the prestigious GAP project, the survey will go out in the fourth quarter of 2013. Three pilot countries are expected to join the project, with the programme being extended globally over the time.

This will be the first international in-depth study of practice and in time will paint a rich picture of the profession across the world.

Second, the committee ran the first Research Colloquium attached to a World Public Relations Forum (WPRF). More than 100 academics and practitioners met in Melbourne immediately before the WPRF in 2012 to explore the theme of Communication without Borders. It was a resounding success and will be repeated in Madrid in 2014.

Third, and linked to the forthcoming Global Alliance COMM PRIX Awards (see above), the committee negotiated an agreement with Kogan Page to publish the GA's award-winning case studies in the forthcoming flagship book in their Public Relations in Practice series of 16 titles.

All these activities demonstrate the determination GA has to serve the global community with thought leadership in research and thereby enhance the practice.

### 3. Communications & Member Services Committee

The Communication and Membership Committee, chaired by GA secretary Catherine Arrow, moved into its second year of operation with a number of initiatives underway, including the now concluded membership category review.

Improving and enhancing member communication and engagement continued with outreach to members in the regions as well as continuing the growth and development of the Global Alliance website and social channels.

GA publications now reach a subscriber base of 32'000 professionals around the world.

The year also saw the development and delivery of the first GA Association Leaders' Workshop, held in Melbourne in November 2012. This delivered significant value to GA member associations as their leaders from every continent gathered prior to the World Public Relations Forum to discuss issues related to association management as well as the wider profession.

Global Alliance membership continued to grow, with the GA welcoming the following members and affiliates: the Canadian Council of PR Firms; EUPRERA the European Public Relations Education and Research Association; Komora Public Relations; Perhumas Public Relations Association of Indonesia; Promise Foundation for Public Relations; Reputation Institute; Universidad de San Martin de Porres; University of Liberal Arts in Bangladesh.

The Landscapes research project, which profiles the state of public relations in countries around the world, saw a highly significant new Landscape published in 2012 for China.

# Global Alliance Programs

## 1. World Public Relations Forum (WPRF)

The Global Alliance's signature program, virtually from the organization's inception, has been its biennial assembly of Public Relations and Communication professionals from around the world to examine major issues affecting the profession and affected by the profession.



The 7<sup>th</sup> World Public Relations Forum was held on November 18-20, 2012 in Melbourne, Australia on the theme "*Communication without borders*" and it was hosted by the Public Relations Institute of Australia (PRIA). The largest global public relations conference in history, the event saw the participation of more than 800 delegates from 30 countries who eventually endorsed "The Melbourne Mandate", a call to action on new areas of value for public relations and communication management. The day preceding the forum a successful Research Colloquium gathered 100 academics from around the world, who presented the newest ideas and research in PR.

The WPRF brand continues to grow in prominence, and the GA has developed transparent criteria to guide what is now a highly competitive process to select host countries and associations.

The 8<sup>th</sup> World Public Relations Forum will be held in September 2014 in Madrid, Spain, in cooperation with Dircom, the Spanish association of communication directors.

For more information, visit [www.globalalliancepr.org/website/wprf/world-public-relations-forum-wprf](http://www.globalalliancepr.org/website/wprf/world-public-relations-forum-wprf)

## 2. The Melbourne Mandate

Today, unprecedented public access to communication presents new challenges and opportunities for organizations – and for global society.

In November 2011, Global Alliance Chair Daniel Tisch announced a one-year process of dialogue to explore how the mandate of public relations is changing. The "Melbourne Mandate" process, named for the site of the 2012 World Public Relations Forum, built on the foundation of the Stockholm Accords, adopted by the 2010 Forum.

Guided by the values of transparency and openness, the process began in December 2011 with a survey of Global Alliance members. The results were published in March 2011, along with an abstract proposing three critical areas for exploration of the emerging role and value of public relations and communication management:

- The **character** of the organization and its values
- The ability of the organization to **listen** – and its culture
- The **responsibility** of practitioners to society, the organization, their profession and themselves.

Three working groups were struck in May 2012 to hold deeper dialogues between practitioners and academics. The 'character' working group was led by Anne Gregory and James Wright; the 'listening' group was chaired by Gregor Half and Noel Turnbull; and Catherine Arrow and Toni Muzi Falconi led the 'responsibility' group.

The working groups produced discussion papers in September 2012, after which GA chair Daniel Tisch and past chair Jean Valin drafted the Melbourne Mandate document. The document was posted for public comment; following refinements, a fresh draft was posted in October, and final revisions were made following delegate comments on the floor (and online) at the 2012 World PR Forum in Melbourne.

On November 20, 2012, more than 800 delegates from 30 countries unanimously endorsed the Melbourne Mandate.



The Melbourne Mandate earned widespread recognition in the global public community, earning endorsements from leading academics such as James Grunig and Francesco Lurati, leaders of the world's major professional associations, and business leaders such as Paul Druckman, CEO of the International Integrated Reporting Council.

In 2013, the GA began to develop a series of tools to enable professionals around the world to use the Melbourne Mandate as a guide for dialogue in their organisations, and in their own professional development. The GA is also holding a series of seminars and webinars on the Mandate in partnership with associations around the world.

For more information and to download the Melbourne Mandate, visit <http://melbournemandate.globalalliancepr.org/>

### 3. The Stockholm Accords

The Global Alliance formally approved "The Stockholm Accords" at its 2010 World Public Relations Forum in Sweden.

The Stockholm Accords were a landmark for global public relations, one that defined the role and value of the profession in the spheres of governance, management, sustainability, internal and external communication, and in the coordination of communication. The Accords provide practitioners with a framework that can be presented within their organizations and beyond, highlighting what they do – or what they should be empowered to do – as a significant contribution to organizational success.

For more information, visit [www.globalalliancepr.org/website/page/stockholm-accords](http://www.globalalliancepr.org/website/page/stockholm-accords)

## 4. Excellence in Corporate Public Relations

The Global Alliance is a registered NGO at the United Nations and it is active with several other international organizations relevant to the future of public relations. The GA's global scope enables it to share best practices and news of other advances through these relationships and its own initiatives.

The latest GA cooperative study is the Enel/GA report "*Who Has Seen The Future?*", presented at the World Public Relations Forum 2012. This study on corporate communications excellence examined and compared in-depth how five major companies have tackled the many challenges of today's social media dominated environment, including how to align communications activities across continents and how CSR is a 'way of life' in successful organizations. Moreover, it explored the critical role played by an open and transparent corporate culture in achieving goals and objectives and facilitates change. An additional four companies were singled out for best practices in several areas of practice.

The Global Alliance invites corporate communications leaders to share their best practices on the [Excellence in Corporate Public Relations microsite](#) and is prepared to explore tailored cooperative studies similar to "*Who Has Seen The Future?*". For more information on such cooperative programs, please contact [info@globalalliancepr.org](mailto:info@globalalliancepr.org).

For more information and to download the Enel/GA report, visit <http://corporate-excellence.globalalliancepr.org/>

## 5. COMM PRIX Awards: The 'best of the best' in PR

The Global Alliance has launched [its new COMM PRIX Awards Program](#), a project that reflects the GA mission of raising the public relations professional standards and sharing knowledge all over the world. The program was announced in May 2013, with the first recipients to be named in November 2013. This best-in-class communications programs showcase will be made available for professional reference.

The Global Alliance COMM PRIX Awards recognize the "best of the best" in global public relations – i.e., programs that have earned awards from GA members at the local, national or international level. The program also honours multinational programs, and excellent teaching case studies developed by academics. The program will enable both practitioners and academics to benchmark their work and learn from leaders in other countries.

## 6. The Global 'GAP' Survey

In 2012 the GA has completed the groundwork for launching a [Global Survey](#) of public relations practice. Partnering with the Strategic Communication and PR Center at the University of Southern California, which runs the prestigious GAP project, the survey will go out in the fourth quarter of 2013.

Three pilot countries are expected to join the project in 2013, with the program being extended globally over time. This will be the first international in-depth study of practice and in time will paint a rich picture of the profession across the world.

## 7. Global Alliance Communication Platforms

The GA is increasingly engaged in frequent communication with its members and, through open-source information, it shares this intelligence with the global profession as well.

**Website:** [www.globalalliancepr.org](http://www.globalalliancepr.org)

The GA website consolidated and expanded its structure in 2012, making it easier for users to access the most updated information and resources on the global public relations and communication practice.

In the last year, the GA website saw a steady growth in traffic flow to more than 36,000 unique visitors from more than 170 countries. This progress contributes to one of the Global Alliance founding objective, namely the establishment of a hub linking and unifying public relations professionals globally.

The website is continually refined and expanded to increase its traffic and extend its global reach. It also provides a valuable service to GA members, allowing their events and announcements to gain global reach.

### Newsletter

In 2011/2012, the GA newsletter became a monthly publication with a distribution to more than 32,000 senior PR professionals (directly) and more than 200 public relations organizations worldwide.

The most recent GA e-newsletters can be accessed on our website:

[www.globalalliancepr.org/website/page/e-newsletter](http://www.globalalliancepr.org/website/page/e-newsletter)

In 2012 the partnership between the GA and *PR Week* led to a co-operative publication of global news and opinions in both partners' newsletters. GA content can be accessed through *PRWeekGlobalThinkTank.com* and the GA features a PRWeek box in its newsletter.

### Social Media

Consistent with the Global Alliance mission to link and unify the public relations profession globally, and to enhance value to members and partners, the GA has strengthened its social media engagement with more action and interaction with members across a number of networks.

Members can follow the GA's social media accounts on Facebook, LinkedIn and Twitter to learn about GA and member association activities, to network with other professionals, and to engage in spirited debates on issues related to the public relations and communication field.

- **LinkedIn:** [www.linkedin.com/groups?gid=2082296&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=2082296&trk=hb_side_g)
- **Twitter:** [http://twitter.com/Global\\_Alliance](http://twitter.com/Global_Alliance)
- **Facebook:** [www.facebook.com/GlobalAlliancePR](http://www.facebook.com/GlobalAlliancePR)

FOLLOW US   



## 8. Research Programs and Projects

### Continuing projects

Global Alliance member associations can continue to benefit from major projects undertaken over the years.

The [Global Curriculum Project](#) focused on establishing the core elements for public relations. The global study began with an analysis of 218 institutional websites in 39 countries on five continents. Based on this analysis, the researchers undertook in-depth interviews with Public Relations educators in twenty of the countries.

The research was originated by a Global Alliance commitment in 2007, funded by the Public Relations Society of America Foundation and coordinated by the Commission on Public Relations Education. For more information: [www.globalalliancepr.org/website/page/global-curriculum](http://www.globalalliancepr.org/website/page/global-curriculum)

The [Global Credentials Project](#)'s goal was to explore the possibility of establishing a common set of competencies for awarding professional credentials in Public Relations and Communication Management.

In August 2009, the GA Credentials Project published a set of core competencies agreed to in principle by eleven GA member organizations that offer a professional designation to their members (APR, ABC) or for admission to membership (CIPR). The project's final report, available on the GA web site at [www.globalalliancepr.org/website/page/professional-credentials-project](http://www.globalalliancepr.org/website/page/professional-credentials-project), offers a set of seven core competencies that now represent a potential standard for successful professional practice.

The [Global Alliance Code of Ethics](#) adopted in 2003, is one of the GA's seminal global collaborations. Each member organization has to endorse it as a condition of membership. Enforcement of the code of ethics is left to each member organization. Many organizations prefer an 'education' rather than 'enforcement' approach.

The GA assists members by facilitating the exchange of recent experiences and events. Promotion of ethics as a core value of the profession remains at the center of GA advocacy efforts.

For more information: [www.globalalliancepr.org/website/page/ethical-pr](http://www.globalalliancepr.org/website/page/ethical-pr)

The GA's [Country Landscapes](#) provide profiles of the social, economic and media context of member countries, along with details on the local public relations industry, its main activities and tips on successful local practice. For more information: [www.globalalliancepr.org/website/page/country-landscapes](http://www.globalalliancepr.org/website/page/country-landscapes)

The Global Alliance, in collaboration with PR and communication management professionals, provides training for its members at association level. The GA's association management workshops, usually held in conjunction with the annual general meeting or World PR Forum, are designed to strengthen both member associations and the overall global professional community. For more information:

[www.globalalliancepr.org/website/page/training](http://www.globalalliancepr.org/website/page/training)

## New projects

In addition to the [Melbourne Mandate](#) and the [Excellence in Corporate Public Relations](#) – mentioned above - the GA endorsed several new projects in 2012.

- The Global Alliance has launched [its new COMM PRIX Awards Program](#) (see above), a project that reflects the GA mission of raising the public relations professional standards and sharing knowledge all over the world. The program was announced in 2013, with the first recipients to be named in November.
- The GA has completed the groundwork for launching a [Global Survey](#) (see above) of public relations practice. Partnering with the Strategic Communication and PR Center at the University of Southern California, which runs the prestigious GAP project, the survey goes out in the fourth quarter of 2013.
- The GA has also done some preliminary work on the development of a [Job Center](#) platform for communication professionals and an [Educational Directory](#), which will both be launched in 2013.

## 9. Global Alliance Link with Academia

### Research Partnerships

The Global Alliance is strengthening the bond between public relations education and the practice in the interest of expanding the profession's body of knowledge, creating greater member value and adding partnerships. It currently has research partnerships with IE University (Spain), the Singapore Management University and the University of St. Gallen (Switzerland). Additional research partnerships with academic institutions are being sought.

### Scholarships

The Global Alliance annually offers four "Global Alliance Scholarships" to **Executive Master of Science in Communications** (EMScM) to applicants living and working outside of Switzerland. Its goals: strengthening collaboration among international Public Relations and Communication professionals, constantly advancing day-to-day practice and developing academic networks.

For more information: [www.emscm.usi.ch](http://www.emscm.usi.ch)

### Additional Initiatives

GA plans to build even stronger bonds between Public Relations education and practice. Among proposed initiatives: an extension of the global curriculum research, cooperation with regional educational organizations and support for student groups.

For more information: [www.globalalliancepr.org/website/page/link-academia](http://www.globalalliancepr.org/website/page/link-academia)

## 10. Global Alliance Outreach to Multilateral Institutions/Global Society

In 2012, the Global Alliance extended its activities associated with highly influential multilateral institutions. The GA believes that public relations principles of dialogue, mutual understanding and cooperation are scalable not only for organizations but also between and among nations and societies.

The GA cooperates with the **International Integrated Reporting Council (IIRC)** towards the integration of financial and social reporting. The IIRC is a global coalition of regulators, investors, companies, standard-setters, the accounting profession and NGOs. Integrated Reporting presents an organization's strategy, governance, performance and prospects within its full commercial, social and environmental context, to give shareholders and stakeholders a truer picture of how the organization creates value over time.

In 2012, Daniel Tisch took over from John Paluszek as the GA representative on the IIRC working group developing a new framework for corporate reporting. The working group completed its draft framework in February 2013 and released it for public consultation in April at simultaneous events around the world. GA chair Daniel Tisch, chair-elect Anne Gregory, and GA board members and association leaders participated in many of these events. Following a period for public comment, the working group aims to complete the framework by the end of 2013.

GA has also undertaken communication initiatives with the United Nations, where it is a registered non-governmental organization (NGO) with a concentration with the U.N. Global Compact and with the World Bank, where it has collaborated in the Bank's "Communication For Development" Program.

In the future, the GA aims to establish a Strategic Partner Advisory Council to help identify not only strategic initiatives directly related to the public relations profession, but also global issues – be they political, economic or cultural – to which the Global Alliance can deliver public relations principles for societal benefit.

## 11. The Global Alliance Sponsorship and Advertising Partnership Plan

The Global Alliance has a new Sponsorship and Advertising Partnership Plan that grants GA members a unique opportunity to generate income while supporting the Global Alliance's international mission.

Under the GA Sponsorship and Advertising Plan, members can help identify sponsors and advertisers who wish to take advantage of the opportunities offered by the Global Alliance, and earn a commission on payments made to the Global Alliance by sponsors and advertisers. For more information:

[www.globalalliancepr.org/website/page/ga-sponsorship-and-advertising-partnership-plan](http://www.globalalliancepr.org/website/page/ga-sponsorship-and-advertising-partnership-plan)

# Financial Report

## Treasurer's Report

The Global Alliance maintains its financial records using the Cash Accounting method, which recognizes income and payments at the time that they are received or paid, an appropriate accounting method for an organization the size and scope of the Global Alliance. As a result, it is important to consider long term trends and the timing of financial activity in order to fully understand the financial circumstances of the Global Alliance.

For 2012, the Global Alliance incurred business expenses of CHF 75,907, versus a budget of CHF 70,680, a difference of CHF 5,227 (+7.4%). This difference from budget was due to small variances across a number of budget lines. In addition to business expenses, the Global Alliance began in 2012 to budget a modest amount each year (currently SF 10,000) as an annual contribution to a net asset fund, the purpose of which is to accumulate cash reserves to support the Global Alliance's overall financial stability. Thus, when also considering the Contribution to Net Assets, the Global Alliance's overall expenses for 2012 totaled SF 85,907.

For 2012 the Global Alliance recorded income of SF 51,069 versus budgeted income of SF 81,000. This is not cause for concern, because it relates purely to the fact that the income from the 2012 World Public Relations Forum and one of our key sponsors was received in 2013, after year-end. This income significantly exceeded the shortfall, strengthening the GA's financial position.

After settling, as a result of this accounting, overall for 2012 the Global Alliance recorded a small deficit of SF 578.58. Note that the year-end results do not fully reflect the Global Alliance's income for the year, for reasons explained below; as of the time this report was written, the Global Alliance expected to receive additional 2012-related income of approximately CHF 60,000.

Given the Cash Accounting method used by the Global Alliance, 2012's income and expenses can only be fully assessed when considering the preceding and subsequent years. The 2011 Treasurer's report noted that "(2011's) modest surplus from operations will be held by the GA as net assets and available to help support the GA's projects and activities in the coming year." As anticipated, the GA's activities in 2012 were partially funded by income received in 2011 – some of which actually corresponded to 2012 events, such as the 2012 WPRF. And, some income that had been anticipated to be received in 2012 will now be received in 2013.

As a result, the best indicator of the GA's financial situation remains its progress towards building a healthy net asset balance. To this end, the GA's 2013 budget anticipates that by year-end it will show a net asset balance of over CHF 41,000, an amount equal to nearly half of its annual business expenses, which is a very positive indication and a vast improvement in just a three year period.

In the year ahead it will be necessary for the Global Alliance to continue to carefully manage its finances, grow its net assets, and seek new and additional sources of income. In this regard, in 2012 the Global Alliance began the process of developing a Global Alliance Awards Program which is expected to generate income in 2013. The Global Alliance also took steps in 2012 to review and amend

membership categories and dues, with the intention of supporting and further developing membership income.

In closing, it should again be noted, as we have in prior years, that the GA's relationship with the Università della Svizzera italiana (USI), which houses the GA's office and operations, allows the GA to benefit from a broad range of support. Simple financial statements cannot fully reflect the depth and full worth of the invaluable support provided by USI, for which the GA remains grateful.

Sincerely,

William M. Murray, CAE

2012 - 2014 Treasurer

Global Alliance for Public Relations and Communications Management

## Financial Statement 2012

Expenditure 2012	Credit	Debit
	CHF	CHF
GA Center personnel costs		57'499.80
General business expense:		
- Stationary and prints		0.00
- Furniture, machinery		855.22
- Expense refund		11'945.10
- Third party services		492.25
- Other general expenses (board meetings, marketing...)		4'987.72
- Bank fees		127.00
<b>Total business expense</b>		<b>75'907.09</b>
<b>Contribution to net assets</b>		<b>10'000.00</b>
<b>Total expenditure</b>		<b>85'907.09</b>

### Income 2012

	CHF	CHF
Membership fees	25'100.00	
Advertising	15'969.30	
Sponsorship	0.00	
VWPRF	10'000.00	
<b>Total Income</b>	<b>51'069.30</b>	

Balance 2012	-34'837.79
Carried over from 2011	24'259.21
Contribution to net assets	10'000.00
<b>Balance carried forward to 2012</b>	<b>-578.58</b>

# Auditor's Report

To the members of the Global Alliance of Public Relations and Communication Management

We have audited the accompanying balance sheet of the Global Alliance for Public Relations and Communication Management (the "Global Alliance") as of December 31, 2012 and the related statements of income, retained earnings, and cash flows for the year then ended. These financial statements are the responsibility of the Global Alliance's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in Switzerland. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Global Alliance as of December 31, 2012, and the results of its operations and its cash flows for the year then ended in accordance with accounting principles generally accepted in Switzerland.

Lugano, May 23, 2013

A handwritten signature in black ink, appearing to read 'Albino Zraggen', with a long, sweeping flourish extending upwards and to the right.

Albino Zraggen  
Secretary General  
USI Università della Svizzera italiana

## Contact information

The Global Alliance leadership is always interested in receiving suggestions for additional service to the global public relations community.

For suggestions and discussion, please contact:

Daniel Tisch, Global Alliance Chair, [dtisch@argylecommunications.com](mailto:dtisch@argylecommunications.com)

Anne Gregory, Global Alliance Chair-Elect, [a.gregory@leedsmet.ac.uk](mailto:a.gregory@leedsmet.ac.uk)

Bill Murray, Global Alliance Treasurer, [william.murray@prsa.org](mailto:william.murray@prsa.org)

Catherine Arrow, Global Alliance Secretary, [catherine.arrow@gmail.com](mailto:catherine.arrow@gmail.com)

Regina Pinna-Marfurt, Global Alliance Chief Administrative Officer, [regina.pinna@usi.ch](mailto:regina.pinna@usi.ch)

### Global Alliance Center

Global Alliance for Public Relations and Communication Management

c/o USI Università della Svizzera Italiana • via Giuseppe Buffi 13 • CH-6900 Lugano • Switzerland

phone +41 58 666 47 72 • fax +41 58 666 47 39

[info@globalalliancepr.org](mailto:info@globalalliancepr.org) • [www.globalalliancepr.org](http://www.globalalliancepr.org)