

Senior Management Appointments

Tuesday 8th August 2006

The chairman and chief executive of News Limited, Mr John Hartigan today announced the appointment of News Limited's director strategic development Dr Stephen Hollings to a new role as chief executive officer of a new online business for recruitment advertising.

Mr Michael Harvey, currently chief executive officer of Fox Studios Australia has been appointed as chief operating officer of the new business.

The new online recruitment business will be launched in the near future. It will be responsible for developing major new online advertising initiatives to attract a larger share of business from employers, recruitment consultants and job seekers.

The new business will incorporate News Limited's CareerOne brand which currently operates in print and online nationally and become part of News Digital Media, the new division announced last month that will be headed up by Mr Richard Freudenstein.

"Recruitment advertising online is a rapidly growing category and one in which News intends to become a much more aggressive competitor," Dr Hollings said.

"With new management resources and an organisational structure that will allow us to focus on building our position in recruitment, this new business will develop new strategies aimed at winning a much larger share of the market," said Dr Hollings.

"Returning to News Limited as part of the News Digital Media team is an exciting prospect. The online careers space is a challenging area, but one with much potential." Mr Harvey said.

"In essence, what we propose to offer is a better, more comprehensive service for recruiters and the portal of choice for not only active job seekers but also those seeking advice on career information and development." said Mr Harvey.

Mr Hartigan said Dr Hollings and Mr Harvey would bring outstanding track records to their new roles.

"Stephen has great experience in recruitment advertising from both the publisher and client perspective," Mr Hartigan said, "And Michael's career has been distinguished by highly successful start-ups of operations that have become major business for News. This latest venture is ideally suited to his finance, operational and strategic skills."

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Dr Hollings has been director strategic development director since early 2004, a role in which he has overhauled and reinvigorated the classified advertising operations for both print and online operations for News nationally.

Dr Hollings' who holds a PhD in History began his career as a lecturer at Sydney University in 1980. In 1983 he took a research role in group marketing at News Limited, which led to a position as advertising executive on The Australian in 1983. By 1985 he was in charge of all recruitment advertising on the paper. In 1986 Dr Hollings left News Limited for a major advertising agency, where he became general manager in 1987 and then managing director in 1990.

Dr Hollings rejoined News in early 1997 as group classified advertising director before moving into his current role in 2004.

Dr Hollings is currently chairman of the Audit Bureau of Circulation and chairman of the Australian Publisher's Bureau.

Mr Harvey became chief executive of Fox Studios Australia in December 2001 having been its chief financial officer since 1997. As chief executive, Michael expanded the film studio and helped attract a wide array of major Australian and international film productions to the studios including The Matrix trilogy, Star Wars Episodes II and III and Superman Returns feature films. Last year, he successfully negotiated the sale of Fox's interests in the public areas of the site.

Mr Harvey was a senior member of the team that helped develop Fox Studios from scratch in 1995. Prior to that was special projects manager at News Limited, a role in which he helped launch FOXTEL.

Mr Harvey is also Deputy Chairman of Ausfilm Inc, the joint Federal Government and industry initiative to market Australia internationally as one of the world's best destinations for film and television production.

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