



# leighton

Press Release - Agency secures an Aussie win

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FOR IMMEDIATE RELEASE:

## Agency secures an Aussie win

Sunderland, Tyne and Wear, January 2009

Digital Agency leighton, have reaffirmed their existing relationship with Tourism Australia by securing work for a further three years.

This is a significant business win for the Sunderland-based agency and represents an initial six months of development as part of a three year contract extension.

leighton has been working with Tourism Australia for eight years on the continued development of the Aussie Specialist program. The aim of the program is to enable those in the travel trade to become experts at promoting and selling holidays in Australia and ultimately a registered 'Aussie Specialist'. The program currently has more than 20,000 active users and is delivered in eight languages across the globe.

Dominic Edmunds, Operations Director for leighton, believes that this win demonstrates the strength of the digital sector within the current economic climate; "Tourism Australia's investment in their online strategy clearly highlights the efficiencies and benefits that digital media represents in the world right now".

leighton are in fact so pleased with the work they are producing for Tourism Australia that they have recently submitted the Aussie Specialist program for 'Best Online Learning' in the North East Digital Awards.

Indeed, 2009 is filled with opportunities for leighton as they continue to work on high profile projects with British Airways and Sage and reaffirm their position as a leading North East digital agency.

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## **Company History:**

leighton is a digital consultancy, offering a wide range of creative and technical services, designing and developing high profile digital projects with commercial values in excess of £40million.

leighton has a wealth of experience in managing and delivering successful digital solutions that spans more than 12 years.

leighton has built a number of successful long term relationships with market-leading businesses such as British Airways (7.5 years) and Tourism Australia (8.5 years).

leighton believes in creating flexible and effective relationships that provide its clients with inspiration and complete peace of mind.

## **Paul Callaghan, Chairman of the Leighton Group:**

Paul co-founded DomainNames.com, which became one of Europe's largest domain name registrars and then sold it to VeriSign in 2000. 4Projects, the UK's market leader in the provision of on-line Project Management software, which was part of the Leighton Group, was also sold in 2007.

Ernst and Young voted Paul the 'Northern E-business Entrepreneur of the Year' in 2000 and in 2005 he was voted the 'Entrepreneur of the Year' in the Portfolio Awards. He is a founder director of the Entrepreneurs Forum, Chairman of RTC North (the regional technology centre), Deputy Chairman of Sunderland University and was the David Goldman Visiting Professor of Business Innovation at Newcastle University. He was the first Chairman of Business Link North East and is the Deputy Chairman of the regional development agency ONE North East and a member of the UK Government's Business Forum.

He is Co-sponsor and Chairman of Red House Academy, a new city academy in Sunderland.

Paul was one of the featured 'Passionate People' in ONE North East's award-winning Regional Image campaign 'Passionate People, Passionate Places' and he is genuinely passionate about helping the North East region to grow and prosper.