

U.S. Department of Justice

Washington, DC 20530

**Amendment to Registration Statement  
Pursuant to the Foreign Agents Registration Act of  
1938, as amended**

**INSTRUCTIONS.** File this amendment form for any changes to a registration. Compliance is accomplished by filing an electronic amendment to registration statement and uploading any supporting documents at <http://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration No.
Ketchum Inc.	5758

3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To give a 10-day notice of change in information as required by Section 2(b) of the Act.
- To correct a deficiency in
- Initial Statement
- Supplemental Statement for the period ending November 30, 2013
- Other purpose (*specify*) \_\_\_\_\_
- To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list:  
Tourism Australia -- Attachment A and Attachment C to the Supplemental Statement

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (*If space is insufficient, a full insert page must be used.*)

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**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>1</sup>)

March 18, 2014

/s/ Craig Mersky

eSigned

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<sup>1</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**ATTACHMENT A**  
to  
**Ketchum Inc.**  
**Supplemental Statement**

**Section 11: During this 6 month (June 1, 2013– November 30, 2013) reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement?**

Activities of Ketchum representatives on behalf of Tourism Australia ("Client") were as follows:

**JUNE 2013**

- Distributed press release announcing the winners of the "Best Jobs in the World" program to travel and consumer media – June 21
- Final phase of media outreach related to the "Best Jobs in the World" program, securing lead ABC News (online) story and arranged media interviews for U.S. winners – June 15 thru end of June

**JULY 2013**

- Conducted outreach to secure attendees at Savour Australia 2013 and worked with Wendy Perrin of Conde Nast Traveler to lock her in as the keynote speaker for the event

**AUGUST 2013**

- Conducted outreach to secure travel influencers as part of the FY 2014 CorOZpondent program, including Jo Stougaard (MyLastBite.com), Colby Brown (Colby Brown Photography), Lee Abbamonte, Gary Arndt (Everything-Everywhere), Dave Thompson, and Robert Reid (Reid on Travel)
- Worked closely with GoMighty, Air New Zealand and Tourism Australia teams to arrange details surrounding partnership including travel details for GoMighty bloggers

**SEPTEMBER 2013**

- Distributed press release announcing the Air New Zealand and Tourism Australia partnership, in conjunction with GoMighty – September 16
- Conducted media relations in relation to the Air New Zealand and Tourism Australia partnership – resulting in 58.7 million impressions
- Liaised with GoMighty and bloggers as they began their trips to Australia
  - Bloggers included: Oh Happy Day, The Blogess, Con Queso, The White on Rice Couple, Mighty Girl, Sean Kent Excites You and Chookooloons
- Savour Australia 2013 – finalized Wendy Perrin travel and event appearance, following coverage on Conde Nast Traveler
- Traveled CorOZpondents Jo Staugaard and Michaela Guzy to Australia, monitoring for coverage

**OCTOBER 2013**

- Continued to work with CorOZpondents to arrange travel details
- Organized New York media tour and media events at the James Beard House

**NOVEMBER 2013**

- Conducted New York media tour with client, meeting with travel media to discuss Australia's food and wine focus for the FY 2014 and new offerings in Australia – November 20-21<sup>st</sup>
  - Met with Travel & Leisure, Food & Wine, National Geographic Traveler, Conde Nast Traveler, Skift.com
- Organized two James Beard media events, securing 43 influencers and media to attendee lunch and dinners with Alla Wolfe-Tasker, chef at The Lake House – November 22

- Securing attendance from freelancers Marla Cimini, David Duran, Sandra Ramani, Aaron Peasley, Time Out New York, Thrillist, ABCNews.com, The Daily Meal, Wine Enthusiast, Epicurious, Serious Eats, Wall Street Journal and Rachel Ray.
- Traveled final GoMighty bloggers and wrapped up Air New Zealand and Tourism Australia partnership

**ONGOING**

- Correspondence with travel media
- Arranged meetings and travel details for media and influencers

**ATTACHMENT C**  
**to**  
**Ketchum Inc.**  
**Supplemental Statement**

***Section 14: During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?***

Ketchum received \$140,458 to cover fees and expenses for providing services for the benefit of Australia Tourism during the reporting period.