



**For Immediate Release  
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**2011 Citi Journalism Awards for Excellence**

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*Sydney, Australia:* Damon Frith, chief business writer with BRW has taken out the prestigious Citi Australia and New Zealand Journalism Award for Excellence for 2011 with his winning article 'What went wrong at Rio Tinto' published in *BRW* magazine in July 2010.

This year 84 entries representing 30 publications were submitted from Australia and New Zealand journalists in the five categories - general business, personal finance, financial markets, the economy and broadcast media.

Cit Australia chief corporate officer Stephen Roberts said the integrity of the awards, underpinned by an independent 12-member judging panel, ensured the highest calibre of nominations.

"The judging panel represents Australian and New Zealand business, regulatory, academic and economic sectors, as well as the Columbia Graduate School of Journalism in New York. Each entry is evaluated at the category level by two or more judges while the entire panel deliberates the overall winner. The judging criteria includes analysis and understanding of the issue; use of research and data; quality of writing and communication; and relevance.

Mr Roberts said the judging panel was unanimous in its decision of the overall winner from the high quality and tightly contested field of category winners. "The winning entry took the award not only for its analysis, research and access to power brokers, but the author's ability to draw out the most significant issue of corporate governance and its impacts. "

The overall winner Damon Frith was chosen from this year's category winners who included:

- **Michael Dwyer** winner of The Economy category for his article 'Can we manage another boom?' published in *The Australian Financial Review* September 2010.
- **Chris Wright** winner of the Financial Markets category for his article 'ETFs - Are these funds becoming too clever?' published in *The Australian Financial Review* October 2011.
- **Damon Frith** in General Business category for his article 'What went wrong at Rio Tinto' published in *BRW* July 2011.
- **Stephen Long** winner of the Broadcast Media category for the Four Corners program titled 'Bad Call' aired on *ABC* November 2010.
- **Chris Wright** was a two time winner with his article in the Personal Finance category, 'Unlock your cash?' published in *The Australian Financial Review* October 2010.

As the winner of the Citi Australia & New Zealand Awards for Excellence in Journalism 2011 Damon Frith will join media colleagues from around the world in June for a US study tour operated in conjunction with the Columbia Graduate School of Journalism in New York.

Citi, the leading global financial services company, has some 200 million customer accounts and does business in more than 100 countries, providing consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, and wealth management. Major brand names under Citi's trademark red arc include Citibank and Citi Smith Barney. Additional information may be found at [www.citi.com.au](http://www.citi.com.au).

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