

PAUL MARINELLI CELEBRATES 25 YEARS

Actually, make that 26 years!

Paul Marinelli established his automotive aftermarket and motorsport specialised public relations and marketing services company, Marinelli Motorsport, in Melbourne back in February of 1995.

While 2020 was the company's official 25-year anniversary, Paul says that given last year was so disrupted, 2021 marks a far better time to make noise about the milestone.

Within one year of its establishment, Marinelli Motorsport was supplying more than 25 national capital city radio stations and their regional affiliate stations with reports from motorsport events across Australia and the world.



These media services alongside a growing PR stable of automotive aftermarket clients shaped his one-man operation into a highly specialised automotive aftermarket and motor racing marketing consultancy.

Paul's first PR client was the SAAS Manufacturing Company, a local company up there with the best for motor racing and automotive aftermarket vehicle seats and steering wheels, established by well known automotive aftermarket industry identity and former AAAA President, Terry Mahoney.

"Terry was more than a client for me, he was my mentor and a dear friend. He helped me through the difficult initial years with excellent advice and support," Paul said.

The PR side of Paul's business grew strongly alongside his motor racing based work, with the company attracting a who's who of blue chip international automotive aftermarket PR clients over the years.

These included Tenneco / Monroe Australia, Dayco Australia, Hella Australia, ZF Asia Pacific, Schaeffler Asia Pacific, ZF Asia Pacific, Bob Jane T-Marts, Coventry, Repco, GUD Group, Pennzoil, Holden Engine Company, SEW Eurodrive and several smaller companies. Paul was also selected to provide PR services to the AAAA in recent years.



In terms of highlights, Marinelli remembers his years working alongside one of Australia's most successful racing drivers and automotive aftermarket industry entrepreneurs, Bob Jane, as some of the fondest.

"Working with Bob Jane across both his motorsport and automotive aftermarket businesses was mind-blowing. His business acumen was truly incredible," Paul said.

"Bob was also a human publicity generating machine, anything we did together for the press worked brilliantly because he understood the power of PR so very well. In fact, he built a massively successful business empire on mastering his own PR."

Paul's current client list includes BAPCOR Limited, Dayco Australia and Capricorn Limited alongside various motorsport involvements.

For more information, visit www.marinellipr.com.au

ALLAN GRAY RECOGNISED

The Terrain Tamer identity was recognised with a very special honour earlier this year

On Tuesday the 26th of January, Terrain Tamer's Allan Gray made the Australia Day 2021 Honours list and was awarded a 'Medal of the Order of Australia (OAM)' for his service to the community through social welfare organisations.

For over a decade the 4WD industry icon has been involved with the St Vincent De Paul Society Soup Van service.

He is well known for volunteering each week and says he has met some fantastic people on the street during this time.

When COVID-19 arrived in Australia, regulations restricted the 86-year-old from being able to continue his weekly routine supporting Vinnies in 2020.

It wasn't until the beginning of this year that he was able to visit his friends again and he is once again encouraging others to go with him, so they too can see the other side of homelessness.

With his hard work and selflessness showing in everything he does, Allan is truly deserving of such

recognition and hopes that his actions can one day be forwarded on.

"I feel almost selfish, as I gain more from going out and looking after these people than what I can really give them," Allan said.

"It is a hidden part of life that the average person doesn't see, and they care but we need to show them how.

"I don't let anyone walk past the van without talking to them, as I want to educate them about what we do and I want them to know the real stories.

"We are not only feeding people, but we are educating the local community about what happens.

"Often, it is a time to talk, hug and cry with people which I have done many times, as it's not often just about the food as it is about spending time with them and treating them just as though they're another human being.

"I'm tucked up in my warm bed complaining about my sore toe and they're on the street telling me



they're managing quite well, yet it's pouring with rain.

"Vinnies has not missed a night in about 45 years, they go out in some shocking weather. Before we had proper clothing, we used to use plastic bags and cut holes to wear them on our heads."

For more from Terrain Tamer, visit www.terraitamer.com.au