

**AH-HA!  
OH-YEAH!**

*THAT'S*

**COPYWRITING IN ACTION<sup>®</sup>**

**Featuring the 8 Question Method to elevate copywriting to great**

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One of the most valuable methods for learning in general, and advancing your writerly skills in particular, is ‘active observation’. It’s the classic master and apprentice learning-on-the-job method, and a sure way to acquire mastery in any craft.

Not surprisingly, it is an exceptionally effective learning and development methodology in my Copywriting in Action® Online Courses.

**HOHUMOHWOW!** illustrates this by showcasing participant projects before and after doing Copywriting in Action®. Their work not only demonstrates the key skills of properly practiced copywriting, but also the writer’s new found confidence and control in their craft. And copywriting is a craft like any other

— it takes time and practice: our two greatest teachers.

In this eBook, I share some of the the fruits of the learning with emerging and working writers like yourself. Although the media landscape has changed a lot in recent years, the process of ideating and writing compelling copy is as timeless as a Beatles song. Learning that *process* is even more critical now because of the current media and communications paradox — there is a whole lot more media to engage people, yet it is so much harder to engage them.

CWiA writers have put into practice two processes that turn their know-how into solid-state. The first is the strategic process that gets the ball rolling in the right direction; the second is the creative process that keeps the ball rolling all the way to the desired response from a specific target audience. This eBook begins with the eight questions you ask yourself as you work on a project. The first two questions direct the strategic process, and the other six questions direct the work-in-progress from concept to completion. If all eight questions are answered with a confident “yes”, then your work is ready to go public, and you’ve hit the **OH WOW!** factor.

# INTRODUCING SOME GREAT ABOUT STORIES

Perhaps the second most important page on a website is the About page. It's where we are most likely to go next if the Home page makes us feel we're in the right place.

We want to know who we are dealing with before we do business with them. And when you're meeting someone for the first time, you want to know their story — where they came from, how they got to where they are now, and why they do what they do.

This is known as the *character arc* in storytelling — the character begins as Person Version 1 and gradually transforms into Person Version 2 in reaction to changing developments within their storyline.

In this edition, you get to see how the first draft (Before) is transformed into the second draft (After) with clearer direction, truer voice and greater personality. It's all thanks to the writer's journey known as the Character Arc.

# THE 8 QUESTION METHOD

1.

## **IS IT ON STRATEGY?**

Strategy isolates the key proposition (what to say).

Once you've nailed the proposition and expressed it in one, single-minded sentence like an elevator pitch, you're ready to write the how to say it (a concept in headline and/or visual).

# 2.

## **IS IT CLEAR WHO YOU'RE TALKING TO?**

Demographics is always a good start, but it only draws an outline of the person.

Go further with psychographics; it adds light and shadow, form and depth. Then your target audience comes to life as if they are sitting across the desk from you as

3.

## **IS IT INTERESTING?**

We only read what interests us.

And what interests us is a good story, a meaningful message and information distilled and synthesised into knowledge and insight. Story, meaning and value are what turns skimmers into readers.

4.

## **IS IT INSTANT?**

Every word (and punctuation mark) in every sentence must justify its existence.

The propositional content carried by each sentence must come across clearly and quickly. In other words, don't make the reader think.

# 5.

## **IS IT BELIEVABLE?**

Read it out aloud and let your B.S. Detector do the listening.

If it sounds like marketese, bureaucratese or lecturese, you're story will end before it begins.

If it sounds sincere, natural and authoritative, you can safely give it the tick of credibility.

6.

## **IS IT UNEXPECTED?**

Your job is to see the invisible and make it visible to your audience.

Turning data and information into knowledge and/or insight is a sure way to surprise, engage, enrich and, perhaps even, inspire.

Tell the reader something they don't know. If you're not telling the reader something new, then tell them something old in a fresh new way.

# 7.

## **DOES IT PROVE ITS CASE?**

The facts must be verifiable, realistic and relevant.

But facts alone do not credibility make (especially in an era of fake news, click bait and extreme emotions).

You must also breathe life into the dead facts. The features are the facts, and their benefits or fascinations are what bring them to life.

# 8.

## **IS THE STRUCTURE COHESIVE?**

This is where you cast a Structural Editor's eye over your draft.

You check that the story (everything is story) unfolds naturally, thoughtfully and smoothly, moving story forward with narrative logic, rhythmic pace and cognitive ease.

Structure is the introduction, the substantiation and the conclusion. The writers in this book know it as the Anatomy of Body Copy.

**GREAT  
COPYWRITING  
MAKES  
THE INVISIBLE  
VISIBLE.**

## **BEFORE**

The secret of effective writing is in the construction of the three main building blocks of a sentence: word choice, the arrangement of those words and it's propositional content.

## **AFTER**

A few words composed with insight can speak volumes.

# Conversation.

Well, this just goes where you both take it. Sometimes the guy can be really nervous, but that's okay. It's almost cute. But this just means you will have to lead the conversation a bit more. Keep prattling on and asking him questions until you sense him relaxing.

If his name is Brad though, and he works as a driver for an aged care facility, he will tell you he is nervous, and this makes it bad for you, as it has been plainly brought to your attention and you are thrown. It means he is expecting you to take full control of the direction of the evening. He tends to get even more nervous after he has told you he is really nervous, and you end up having basically a one sided conversation.

Not fun.

If he is not nervous and you both feel comfortable, you will have no problems. Even if you don't have things in common, you will find yourself very interested in what the guy is saying, and vice versa.

Congratulations, there is a little chemistry here. I'm not saying that it's the chemistry that will lead to marriage, but there is a small dose there that will help the evening be much more pleasurable. These types of dates aren't impossible, just a little few and far between.

# The chemistry of a first date conversation.

Sweaty palms, check. Pounding heart, check. Lost for words, check.

Yes, it's a romantic fact, both of you are going to be nervous on the first date. Right now the restaurant is like one big chemistry lab. And one thrilling scientific experiment where protons, neutrons and electrons dance around to the bio- rhythms of animal attraction. Feeling the heat? Simmer with some cool conversation.

A good conversationalist concentrates attention on the other. It's as natural as asking him questions. The right questions require some preliminary research. Ask mutual friends about him, Google his Facebook page or check with his local police station. Here are some classic questions that have begun wonderful relationships:

What sort of music do you like? Seen any good movies lately? What team do you barrack for? Do you follow anyone on Twitter? What apps do you have on your iphone? What do you like doing on the weekends?

But remember, it's not an interview. It's a conversation opener. If any one of these questions produces a reaction like a grunt or a shrug, try one of the others until things start to bubbling.

In theory, every action has a reaction, so he will begin to open up and ask you questions in return. When you get a positive answer, build on it by following through on that line of conversation.

This back and forth process will allow you both to relax and slowly reveal your true selves.

From here, three things are possible. There could be no magnetism, and you part ways with at least a happy memory of a nicely awkward night out. Or there could be a positive connection that leads to friendship. Or the Big Bang kicks in, raw emotions erupt and your two worlds collide into one.

## **Donating to the Australian Centre for Grief & Bereavement**

Here at the Australian Centre for Grief and Bereavement (ACGB), we ask the question — how can we more effectively support those who are grieving?

Grief is our response to loss and is the price we pay for love. It is the normal, natural and inevitable response to loss, and can affect every part of our life, but it is varied and different for different people.

Although grief can be very painful, most people (80-85%) find that with the support of their family and friends and their own resources, they gradually find ways to learn to live with their loss, and they do not need to seek professional help.

However, sometimes the circumstances of the death may have been particularly distressing,

such as a traumatic or sudden death, or there may be circumstances in your life which make your grief particularly acute or complicated.

Help us to help those who are grieving. ACGB is an independent, not-for-profit organisation offering a range of education, counselling, research and clinical services in the field of grief and bereavement.

We rely heavily on donations for the provision of our services. Donations over \$2 are tax deductible and help support a range of services including bereavement counselling, support groups, outreach, newsletters, events, education and training.

To make a donation, visit [givenow.com.au/ausgrief](https://givenow.com.au/ausgrief) or call 1800 642 066.

# The Hardest Question To Ask: Can You Help Please?

This is the first time we are asking you for a donation.

There never feels like a right moment to ask such a question. No matter what at any stage of the grief experience. Currently, we just can't provide our service to everybody that calls up.

So many people call us hourly, daily, weekly, for help.

Some ask us for bereavement counselling. Others ask us for support groups. And we are starting to get inundated with requests for education and training to more people, in more places, more often. But right now, we just can't provide our service to everybody that calls up.

Any donation, big or small, will help us to help those who are grieving.

\$10 provides tea and coffee for a support group.

\$50 helps a regional counsellor travel to more areas.

\$100 delivers a bereavement education and training session.

So if you're in a position to give us a hand, now's is the right time.

**Thank You**

At the University of Melbourne we believe that dreams, however small, can grow to solve problems that aren't.

Our ideas have led to every one of our greatest achievements and continue to carry the University forward to meet the world's biggest challenges; from world food shortages to climate change, humanitarian issues and health problems.

We're extremely curious.

And passionate.

In fact this curiosity and passion is the reason why our researchers are playing a leading role in the development of the Bionic Eye...

# What if ...

Every great discovery in history started with this question. Every great answer came from a desire to improve the world in which we live. And every great outcome took us to a renewed perception of our world. This spirit of inquiry led Albert Einstein to  $E=mc^2$ ; Picasso (and Braque) to the multi-view-points of cubism; and Darwin to the origin of species.

So too at the University of Melbourne, students, teachers and researchers have continued the tradition of “what if” as the driving force toward meeting new global challenges.

Working with an ever growing community of like-minded academic and non-academic individuals around the world, the University of Melbourne has achieved significant leaps forward. In the last 28 years, the development of the Bionic Ear in collaboration with the University of New South Wales, the Bionic Institute and the US National Institute of Health has significantly reduced the number of people suffering from hearing disabilities...

**GREAT  
COPYWRITING  
IS AS MUCH  
ATTITUDE  
AS IT IS TALENT.**

# Do you need a wedding website? And what is a wedding website anyhow?

A wedding website is exactly as it sounds – a central place online to feature all relevant information about your upcoming nuptials! While it may initially seem slightly narcissistic, when you think about it, there are several advantages to creating a wedding website.

Firstly, it is extremely practical, in that it cuts down on unnecessary and stressful phone calls inquiring about location and transport. All the important information is there online for people to google and/or print out at their leisure. All you need to do is refer them to the website address.

You can integrate a RSVP and a wedding registry list that updates instantly so that you can keep up to date on guests and gifts. Conversely, should there be a change of plan, by getting your guests to fill out their email addresses on the site, you can instantly update them all on the changes with one written message rather than hundreds of phone calls to everyone on the guest list.

If you choose to use a wedding website instead of paper invitations you could also save a fair amount of money – just think of all the stationery and postage costs that would no longer be necessary!

However, there are some potential drawbacks to this wedding website phenomena. For some computerphobic older folks who are not online, this may not be an easy way of accessing the information.

In today's digital age there is also something special and beautiful about receiving an invitation in the post. For some weddings, the old-fashioned invites in the letterbox may suit the grand or classic tone of the wedding more than a new-fangled digital solution.

But if saving money and being organised are top priorities, more than the aesthetics of paper invites and fielding every phone inquiry personally, then why not try a wedding website? Who knows, with the money you save, you may even get a longer honeymoon!

# WEDSITES

## A New Wedding Ritual for the Digital Age

Born of a burning romance between DIY blogsites and the ASAP of social media comes the love child known as the Website. It might sound over-the-top but picture this – the wedding, the guests, the gifts, the venue, the dress code, the flowers, the cake, the bride and the groom, the in-laws, in short, the whole shabang is under total control in one smooth, stress-free and centralised wedding website.

A Wedding website not only sets the tone for the upcoming nuptial celebration, but it also save you a lot of admin hassle by handling some of it for you. For your guests, it's a convenient portal for everything they need to know and prepare for. In short, it takes all the anxious guess work out for all parties young and old.

Your wedding website could feature:

- An 'invitation homepage' that eliminates the need for postal invites (and the associated costs)
- A user-friendly digital RSVP function so that you know exactly how many guests to plan for
- Venue details including; parking, address, possible transport options and a map, to make sure no-one gets lost
- A 'FAQ' page to pre-emptively answer any queries your guests may have, thereby cutting down on unnecessary phone calls and explanations
- An online self-updating registry to ensure that there are no awkward present double-ups

The digital age has just got hitched. Don't look back, embrace it, it's here till death us do part.

Cape Grim, on the north-western tip of Tasmania, is renowned as home of the world's cleanest air. Its isolated location and westerly airflow from the Southern Ocean create a unique environment which is jointly monitored by the CSIRO and the Bureau of Meteorology who report their findings globally as the basis for a variety of scientific research, particularly the study of atmospheric composition.

For six generations, the Greenham family have been involved in the meat industry in Australia and since 2007 have worked with around 800 farmers from the Cape Grim area to produce some of the world's most prized and sought after grass fed beef. In a time when the provenance of one's food is considered all-important, it is reassuring to know that Cape Grim Beef is raised to the strictest of standards utilising traditional farming methods (grazing on open pastures as opposed to a supplemented diet of grains) to raise hormone and GMO free grass fed beef.

Neil Perry, one of Australia's most highly regarded chefs is a champion for Cape Grim Beef, citing its quality and tenderness as characteristics which make it an obvious choice for his restaurants. Once difficult to source outside of temples of meat such as Perry's Rockpool, Cape Grim Beef is now available via retail outlets around Australia - meaning that you can enjoy the best that this magnificent and pure environment has to offer in the comfort of your home.

# **Cape Grim Beef breathes the world's purest air. No wonder it tastes so good.**

Monitoring by the CSIRO and Bureau of Meteorology show Cape Grim's concentration of greenhouse and ozone-depleting gases and air pollutants to be far less than the world average (10 to 600 particles as opposed to 5,000 to 500,000 particles). Its isolation and westerly airflow make the environment virtually contaminant-free and a yardstick for scientists globally.

The Greenham family recognised the great potential of this pristine environment. For six generations, they have pioneered the freerange beef industry in Australia. Today, they work with 800 farmers from the Cape Grim area to produce some of the world's most prized and sought after grass fed beef.

In a time when the provenance of food is allimportant, it is reassuring to know that Cape Grim Beef is raised to the strictest of standards. Cattle are farmed traditionally, grazing on open pastures (as opposed to a diet supplemented with grains) to raise hormone and GMO free beef.

One of Australia's most highly regarded chefs, Neil Perry, cites its quality and tenderness as characteristics which make it an obvious choice for his restaurants. 'We find it dry ages beautifully with the complex, long, clean beef flavour that you expect from the best pasture fed cattle. Being a completely natural product from wonderful green pastures, it fits our sourcing philosophy perfectly.'

Andrew McConnell of Cumulus Inc, Cutler & Co and The Builders Arms Hotel echoes this sentiment: 'It's fantastic to work with such a high quality product as Cape Grim, grown in such a pure and clean environment. I love the fact that it is grass fed which means it is not only healthier but provides a more intense flavour.'

Once difficult to source outside temples of meat such as Perry's Rockpool, Cape Grim Beef is now at retail outlets around Australia. So now you can enjoy the best that this purest of environments has to offer.

# Inspiring India.

Be inspired to travel on a journey with APT to a destination that will excite, thrill and leave you lingering for more. India, so spectacularly diverse - from the mesmerising temples to golden sandy beaches, towering snow capped mountains to gushing rivers - it surely provides a plethora of activities to keep the traveller occupied. Not dismissing the delicious delicacies, intriguing people and abundance of colour, this country will truly capture your heart and soul.

Each itinerary has been carefully designed to immerse you in the culture, food, language and experience the essence of the region while not compromising on comfort.

Our chosen luxury hotels & resorts will allow you to relax and refresh after a day exploring, plus we offer you the best view rooms in each establishment.

Join an APT small group journey with like-minded travellers and you'll enjoy a range of exclusive sight-seeing options including a locally guided tour of the Taj Mahal, old Delhi walking excursion, elephant jungle safari ride and street food cooking class hosted by well-known chef, Sanjeev Kapoor.

Take a leap into Asia and experience one of the most fascinating countries on an adventure with APT, the travel experts.

# India: A trip that will change your life too.

For George Harrison it was spiritual. For E.M. Forster it was mystical. For Steve Waugh it was emotional.

So spectacular, mesmerising, fascinating ... what could India do for you?

Join APT's small group of like-minded travellers on a journey to the true essence of this diverse and colourful country. From iconic attractions like the Ganges River, to spiritual landmarks like the Taj Mahal, and cultural adventures like riding an elephant, India has something for everyone.

Meet intriguing people, sample delicious delicacies and participate in a street food cooking class with the local chef.

Our friendly and knowledgeable guides will ensure you get the most out of your India holiday.

After a day exploring and experiencing, relax and refresh in your own luxury hotel/resort sanctuary with a view. You can expect the first class service and accommodation APT is renowned for worldwide.

Take a leap into Asia with APT for the soul enriching trip of a lifetime.

# THE BOOK OF POST REDUNDANCY: The Great Redundancy Bookshelf Challenge

From corporate betrayal to mental equilibrium. It's the eternal problem: what to do in those shellshocked weeks after your job is restructured out of existence. Something to help heal a bruised and fragile psyche; something slightly more positive than assuming the foetal position for a month or fantasizing endlessly about lobbing Molotov cocktails through the window of the executive manager's office. Something positive, but doesn't involve having to get off the couch.

What is a newly jobless bibliophile to do? How about a challenge to fill the days that is slightly insane but with an invigorating sense of purpose? This is how I decided to read every book in my house (somewhere between 3 and 4 thousand) in order, as they appear on the book shelves. Every. Single. Book. Cover to cover. Working clockwise from a westerly position through each room.

Naturally, I reserve the right to bend these rules at will, otherwise we'll all have given up before the second shelf. Reference books are out. Well, the Shorter Oxford is out. But Brewer's Dictionary of Phrase and Fable may be worth some judicious cherry picking. Depending on how I feel on the day. And I won't be critiquing the books as such. This is an exercise in kinetic memory. Where I was when I bought or first read the book. What does the cover feel like, or the pages? How does it smell?

So there it is: The Stick with me through this healing journey from corporate betrayal to mental equilibrium. There will be highs. There will be lows. Most importantly, there will be yet another pleasantly pointless blog in the world.

# REDUNDANCY BY THE BOOK

Angry? Frustrated? Humiliated? Depressed? Fearful? Isolated? Hurt? In short, purposeless?

Sounds like your job has been restructured out of existence.

Now that you're here, let's forge a path from corporate betrayal to mental equilibrium. This bibliophile has found a more positive way out of the post-redundancy slump than assuming the foetal position for a month. Something that renews sense of purpose but doesn't actually involve having to get off the couch.

That's when I decided to read every single book in my house. Three thousand four hundred and thirty two, last count. Now I invite you to share my healing journey (yes I know, an appalling cliché thanks to every new age sheister who's ever put pen to paper).

But it is a "journey" in the true sense of the word and it unfolds through the pages of these novels, biographies, fables and fairytales, history, political essays, recipes and more and more and more (mostly) novels .

They all have one thing in common – a conversation about the human condition – the struggles and the triumphs and the stuff in between. The restorative power of storytelling and learning is never more potent than when shared.

That's my experience and I am grateful to each and every author on my bookshelf. If you're not inclined to do The Great Redundancy Bookshelf Challenge yourself, this blog is a distillation of the "six billion stories and counting" into a few words of reassurance that you're not alone and life does eventually go on.

Each post will explore a new theme, starting with 'The Comfort of the Familiar' - remember those special books that provided refuge from childhood storms? I will be revisiting and recommending The Wolves of Willoughby Chase, The Tale of Mr Tod and Tove Jansson's Moom — in series.

There will be highs. There will be lows. But, who knows? Together, we may be able to read our way back on our feet again.

**GREAT  
COPYWRITING  
IS OUTSIDE-IN  
THINKING.**

## TRUE PROJECT SUCCESS WITH A COLLABORATIVE BIM PROCESS

Effective use of BIM will translate to a successful, more efficiently delivered construction project. A bold statement? Maybe. But industry is seeing an extraordinary BIM boom.

And the benefits being realised are proving BIM has real potential. Interesting then, that industry is still struggling to agree on what BIM is. There is more to BIM than 3D models.

BIM is a process of gathering and managing all the digital information on a project. The output is the Building Information Model that contains all the details of every aspect of the project in a digital, often 3D form.

Aconex describes BIM as part people, part process, part software, and all collaboration. And collaboration is the key to BIM effectiveness. Call it 'Collaborative BIM'. There will always be a large number of people from many organisations working on a project. They must work together through the BIM process if the output is going to be a complete and reliable model.

Failure to practice Collaborative BIM means organisations risk depriving themselves of its benefits.

Better multi-party collaboration: The collaborative nature of the BIM process fosters improved communication between organisations on other aspects of the project, improving productivity. Smoother handover: The provision of a detailed model containing information about every aspect of the building provides benefit to the owner after handover. Clash detection and avoiding rework: This saves both time and money.

Efficiencies mean saved money. Which means return on investment and, ultimately, project success.

Collaborative BIM means all of these.

## **COLLABORATIVE BIM: WHERE ECONOMICS & EXCELLENCE FIND COMMON GROUND.**

Part people, part process, part software, and all collaboration, this is what Building Information Modelling (BIM) is all about. Project managers, engineers, architects, and sub-contractors can now add discipline-specific data into a collaborative knowledge hub.

From the early conceptual stages, through the various design and construction phases, then over its operational life, even to its eventual demolition, BIM output is this decision-support hub.

Twelve years in the construction industry has taught us that the collaborative nature of this process is key, and yields a number of real benefits:

- Clash detection and avoiding rework: BIM allows virtual construction prior to actual construction, meaning that potential clashes can be identified before it is too late.
- Multi-party productivity gains: The collaborative nature of the BIM process fosters improved communication between organizations.
- Smoother handover: The final BIM output will be a detailed model of the completed project, which provides benefit to the owner after asset handover.

Ultimately, everyone saves time and money, improves quality and productivity, and maximises project success. More recently, we have witnessed an epic BIM boom. The Aconex platform has seen 80 times more BIM files being used and stored in the last three years. That's an 8000% increase. This explosion can only mean that BIM has become vital to delivering a better project.

## ***ecoGlaze*® Comfortably Smart**

At ecoMaster, we understand that your home is your sanctuary, a personal retreat where you should be absolutely comfortable and surrounded by the things you love. That's why when we designed our retrofit double glazing solution, superior thermal protection and elegant design came hand-in-hand.

Efficiency and style could no longer be an "either-or", we were determined to create the best of both worlds for those looking for a smarter way to upgrade their timber windows.

ecoGlaze® is a crystal-clear acrylic panel which is fitted to your existing window frames with colour-matched timber mouldings. Fitted with magnets, the mouldings lock the ecoGlaze® panel against a specialised spacer exactly 14mm from your original glass.

This still-air space is scientifically calculated to deliver the best insulation value, reducing heat transfer by up to 50%.

Your windows and doors continue to open and close as they did before, locking your winter warmth in and the summer heat out, without looking like an add-on.

With its premium insulative air pocket between the layers and simple, sophisticated design on the surface, ecoGlaze® is comfortably smart, inside and out.

## ***ecoGlaze*® Comfortably Smart**

No, it doesn't reduce sound but it sure does dramatically reduce heat transfer, keeping your winter warmth in and summer heat out by around 50%. What's more, you're not only cutting your energy bills by up to 74% but also minimising your impact on the environment. How smart is that!?

You don't even have to replace your existing timber windows because ecoGlaze® is a crystal-clear acrylic panel fitted to the frame with magnets.

These magnetic strips are part of the colour-matched timber mouldings which lock the ecoGlaze panel into place. Between the panel and the existing glass is a specialised spacer which separates the two by exactly 14mm. This still-air space is scientifically proven to deliver optimal insulation to reduce the thermal transfer that causes heat loss and gain.

And no, it doesn't affect the window's functionality. Whether it's a hinged window, a sliding window or a fixed pane of glass, you can still open and close them as you did before.

Find out how you can turn your timber windows into smart windows.

Download this Easy-To-Measure Guide, send us your measurements and we'll reply with a free estimate.

## Departmental Briefing Guidelines.

Ministers rely on you to provide them with the information they need. We use official briefings to get this information to them. There's a range of briefing types used in the Department, but all briefings are important. They are a means of giving advice and seeking approval. And a way to make sure the right people have the information they need at the right time.

It's important that briefings are kept brief. A well written briefing allows you to communicate often complex information in a clear manner that's easy to follow. This is why getting all the little things right will mean it can be processed as quickly as possible and there are no delays caused by having to make changes that should have already been made.

If you're familiar with ministerial and secretarial briefings, you'll understand that they have quite a rigid structure using templates and a strict and sometimes frustrating submission and endorsement process. We want to help you to get that right too.

This submission process is required to make sure the right people are kept informed about an issue. Instead of you contacting the Minister directly to provide information on something you think they need to know, you need to put this information in a briefing and have it approved by your manager. And General Manager. And Deputy Secretary. And, depending on the nature of the issue, the Secretary.

This means that the people who need to know are kept informed. And that people who might have further information to add to the briefing have a chance to do so.

# One briefing and we're all on the same page.

We all want to be sure the right people have the right information at the right time. Only a clear and precise brief can do this.

Whether you're a policy officer, a manager, or an executive assistant, we all need to know how to write a good briefing. Our five new templates allow you to revise, refine and edit straight to the point. This means less revisions (and stress), we're all thinking along the same lines and, as a result, faster approval (and universal happiness all round!).

[TEMPLATE SAMPLES HERE]

With our templates, the briefing almost writes itself. They are specifically designed to transform and distil your data and information into the following core knowledge and insights:

- Key issues (summary of the purpose of the brief)
- Budget ( and any implications)
- Risk management (recommendations)
- Consultation (key stakeholders)
- Communication strategy (key message)
- Next steps (where to from here)

That's all you need to cover to bring us all onto the same page.

The Ministers will be happy. The Secretary will be happy. The manager will be happy. But above all, You will be happy.

**GREAT  
COPYWRITING  
TURNS  
INSIPID  
INTO  
INSPIRING.**

I came to Australia when I was seven years old. As a 28 year old I still remember the day we touched down under back it was September 11, 1991. Who would have ever imagined that this date would mark such a significant event for so many people around the world?

I grew up in one of Melbourne's most multicultural suburbs — Dandenong. Having gone to a Catholic primary school my early years were heavily influence by the Italian culture, which I was able to ease into having come from Argentina, where I had already lived an Italian influenced culture also. My high school years were some of the most eye opening and culture shock-ing years I have every experience and as cliché as it may sound 'the best years of my life'. Cleeland Secondary College was the most culturally diverse schools in the South East.

Our principal was very proud and often reminded us at our school assemblies of the various parts of the world we came from, different languages we spoke and the delicious cuisines we shared. Regardless of your race, religion or culture everyone got along and embraced our differences which were often the center of our politically incorrect yet hilarious jokes. I was in year twelve when the terrorist attack occurred on the twin towers, it was during this commotion that I realised how lucky I was to have friends from all around the world who unintentionally taught me not to judge.

## LEARNING WORLD PEACE UNINTENTIONALLY

Beyond reading, writing, arithmetic and Aussie Rules, students at Cleeland Secondary College were learning racial respect, religious respect, cultural respect and Diversity Rules as part of everyday curriculum. Cleeland Secondary College would have to be one of the most culturally diverse schools in the South East- ern suburbs of Melbourne. Regardless of race, religion or culture, we all got along and embraced each other's differences with plain and simple friendship.

Some of us came from war torn countries and have seen a lot more than any child should ever have to see. Even those that were lucky enough to escape still had the challenge of getting to Oz on a rickety boat across the cruel seas and survived to tell their story. And many more of us came from cultures where customs and traditions predated non-indigenous Australian society by thousands of years.

Just like the SBS promo on the idiot box, we too had a billion stories, and they were often told at lunchtime over a prima box. At times of global unrest such as September 11 and on-going terrorist attacks, us Cleeland students immediately understood that such violence and destruction was caused by a few madmen and nothing to do with the Islamic community. In fact, we were all confused by the media and shock jocks associating terrorism with Islam. We were all self-and-other-respecting students and felt sorry for our Muslim colleagues who were copping it on the TV and consequently on the streets.

At the time we didn't realise the important lessons we were learning to view this situation for what it was: judgmental media propaganda feeding uninformed minds with racial, religious and cultural disrespect. In one word — hate. And it's that same media that often question the violence on our streets, the disrespectful youth and feel sorry for the hungry.

The 2001 terrorist attack on the twin towers killed almost 3000 innocent people, what we wanted to know and what the media failed to inform us, was how many more innocent people around the world had lost their lives due to the foreign forces occupying their homeland. Was it just because of their richness in that black gold (oil)? that the lost of these innocent lives was concealed? Curiously, the block on medical supplies, military corruption and rogue soldier attacks rarely penetrated the media. Can anyone question the human impact of the international assistance forces on foreign soil without resorting to the cliches of conspiracy theory?

Now that I am 28, I find myself asking ever more questions just to get to the truth that the hyped media conceals. To quote one of the greatest minds in history, Albert Einstein, "The important thing is to never stop questioning." It is this very attribute that I and my Cleeland school mates acquired from each other that makes me know better than the uninformed and unquestioning mind. "Respect without judgment" is my contribution to the book of quotations. If I can learn this over a prima box, then surely the media, shock jocks, world leaders and your average Tom, Dick and Ibrahim can do the same.

# Microfluidic systems for immunology

Our knowledge in immunology has exploit over the past three decades which is being translated into new therapeutics for human pathogenesis directed by our body immune responses.

Cells in our immune system form a network with other tissue or organs to defend our body. While they are activated, in response to foreign invaders or in presence of abnormalities within the system, they start to send signals.

These signals, including expression of different cytokines or protein markers, biochemical or mechanical interactions, cell to cell contact or cell migration, decide the progress of immune responses.

Microfluidics, science of systems manipulating small scale of fluid ( $10^{-9}$  to  $10^{-18}$  litres) using microscale channels, have created powerful tool to improve the spectrum of biological studies...

# The microfluidics of immunology

Over the last three decades, our knowledge of immunology has translated into new therapeutics for human pathogenesis directed by our body immune responses.

We know that cells in our immune system form a network with other tissue or organs to defend our body.

We know that while they are activated, in response to foreign invaders or in presence of abnormalities within the system, they start to send signals.

We know that these signals, including expression of different cytokines or protein markers, biochemical or mechanical interactions, cell to cell contact or cell migration, decide the progress of immune responses.

What we don't know has now been uncovered by Microfluidics, the science of manipulating small volumes of fluid (10<sup>-9</sup> to 10<sup>-18</sup> litres) using microscale channels.

Microfabricated systems have proven to be powerful tools have the advantage of controlling not only the scaling of the electric field but also the laminar flow...

# About International Studies

As the world becomes increasingly globalised, understanding the ideas and beliefs of our neighbours and trading partners is important. International Studies creates connections between global issues and local practices in work and life and provides an understanding of the political, cultural, economic and social dimensions of challenges facing the world.

International Studies is ideal for those who want to contribute to making the world a better place or find success in international business. You will deal with foreign cultures, languages, worldviews, and values, gain an appreciation of cultural diversity and borderless societies and learn to understand how economic trade and geopolitical lines affect our everyday lives.

# Find your place in the Asian Century

N i ha o. Namaste. Selamat Pagi. Annyong-haseyo.

How well you relate with our regional neighbours will be a crucial factor in how far you succeed in the new rising economic powers beginning with China, India, Indonesia and Korea.

As a student of International Studies, you will be well-positioned to build bridges and contribute to this exciting new century.

The journey begins with a thorough overview of all the foreign cultures, relevant languages, opposing world-views and social values that make up this part of the world.

Along the way, you go on an international study tour. This will give you the opportunities you need to broaden your horizon and enrich your experience further.

Only through direct experience can you develop a broader and deeper understanding essential for relating to our neighbours and trading partners.

By the end, you become a global citizen fully equipped to engage effectively in political, cultural, economic and social challenges ahead.

**GREAT  
COPYWRITING  
MAKES  
SKIMMERS  
READERS.**

# Stay cool in Icebreaker

Escape this summer and stay fresh. Whether your hiking the Grampians, running around the bay or driving through the outback, Merino wool will keep you refreshed and longing to do it again.

It's all in the wools natural properties. With Icebreaker merino there will be no more discomfort in those uncomfortable temperatures.

The small fibres allow garments to stay light and thin. While moisture is dispersed from the fabric in the form of vapour to ensure maximum comfort in all conditions. All the while maintaining the integrity of the outfit with the strongest and most durable natural fibre.

# Icebreaker: Sounds like a drink. Feels just as refreshing.

Believe it or not but Merino wool is lighter than cotton, more breathable than cotton and dries even faster than cotton.

It's all in the wool's fibre.

For starters, merino is 18 microns, which makes it less than half the weight of regular wool. And no heavier than cotton (weighing 11 to 22 microns).

As the strongest and most durable of wools, Icebreaker garments keep their shape under the toughest conditions, whether you're hiking, running or travelling. You could say that Icebreaker is pretty unbreakable.

What makes it even cooler, moisture evaporates within five minutes, ensuring maximum comfort in all temperatures, climates and wild adventures.

There's a whole lot more that can be said about Icebreaker clothing, but don't just take our word for it, come and feel how refreshing merino can be in summer at [www.icebreaker.com.au](http://www.icebreaker.com.au).

## **If you are over the age of 45, over-weight or physically inactive, you could be among the 885,000\* Australians living with Type 2 diabetes.**

Diabetes is a chronic condition where the body stops producing sufficient amounts of insulin, the hormone that breaks down glucose in the blood stream. The two main forms of diabetes are termed Type 1 and Type 2. Of the 1.15 million Australians with the condition, it is estimated that 90% of cases are represented by Type 2 diabetes. Usually diagnosed in adults over the age of 45, Type 2 diabetes is caused by environmental factors such as poor diet, inactivity, ethnicity, and age. Unlike Type 1 diabetes, Type 2 can be prevented.

By maintaining good health, eating the right food, exercising regularly and not smoking, the chance of developing Type 2 diabetes can be reduced by 60%. The FREE Diabetes Check offered by Soul Pattinson Chemist and Pharmacist Advice pharmacies, is a great way to assess your risk of Type 2 diabetes. It involves a blood glucose test, blood pressure test and a waist circumference measurement. The combined results of these three tests will determine your level of risk for Type 2 diabetes

The Diabetes Check is conducted by trained pharmacy professionals, in the privacy of a pharmacy consulting room. The process is quick and simple and your results will be available within 15 minutes. If your results indicate that you in fact a candidate for Type 2 diabetes, you will be given a letter of referral to your GP for further diagnosis.

If you think you could be at risk of Type 2 diabetes, make sure you book your FREE Diabetes Check today.

## **60% of Type 2 Diabetes cases can be prevented if you act now.**

Being overweight, physically inactive and over the age of 45 puts you at risk of this fatal illness. The good news is that in 60% of cases, it can be prevented or delayed. Just knowing your risk and adopting a healthy lifestyle can make all the difference.

With around 900,000 adult Australians living with Type 2 Diabetes, it is now among the top 10 causes of death in Australia. Soul Pattinson Chemist is so concerned with this unhealthy statistic they are now offering Free Diabetes Checks to help identify high risk candidates.

It only takes a few minutes and you get the results on the spot. The blood pressure and glucose tests, together with a waist measurement and AUSDrisk questionnaire will determine your risk of developing Type 2 Diabetes within the next five years.

This valuable knowledge gives you the opportunity to make the necessary lifestyle changes before it's too late.

So please, don't be the one to wait and wonder. Act now, book today, and give yourself the best chance of avoiding Type 2 Diabetes.

## **Lesbian, gay, bisexual, trans, intersex (LGBTI) industry mentoring program: developing future professionals.**

The Pride Mentoring Program enables lesbian, gay, bisexual, trans, intersex and queer RMIT students to work with leading industry professionals in their field who identify as LGBTIQ.

Students can kick-start their career by developing a unique relationship with a mentor who can assist in the identification of career goals and confidentially discuss issues related to sexuality and identity.

The Pride Mentoring Program links students with an appropriate mentor from a variety of private, public sector and not-for-profit organisations. Pride mentors act as 'buddies', providing guidance and support to students. Mentors participating in this program have:

Reached a senior level in a large-scale Organisation.

Knowledge of and networks in their industries.

Successfully worked through their own 'coming-out' process undertaken RMIT mentor training.

# Get directions from an LGBTI professional who's been there.

Someone who's walked the walk, talked the talk and made it in the business of succeeding. Someone who's been a major player and goal-kicker in a public, private or not-for-profit organisation. Someone who's got a passion to mentor.

RMIT's Pride Mentoring Program will match that someone with you.

Meet face to face over coffee and share your careers goals with someone who wants to help you to achieve them.

It's all about who you know... and these people know people.

Pair your determination with a mentor's knowledge and networks, and you're already one step closer to your career goals. Partnering up with a mentor is one of the wisest career decisions anybody can make.

Kick start your future by completing the application form.

Perhaps one day you too will become a mentor to someone who needs your professional guidance.

**GREAT  
COPYWRITING  
ENRICHES  
THE MIND.**

**'Film is history. With every foot of film that is lost, we lose a link to our culture, to the world around us, to each other and to ourselves.'**

Martin Scorsese

The Melbourne Cinémathèque keeps the history of film alive. This not-for-profit organisation is dedicated to importing and screening the significant films that have shaped international cinema.

Presented in the medium they were created and screened the way they would have originally screened — big screen, celluloid prints, not video or DVD. Cinémathèque showcases a diverse selection of classic and contemporary films, highlighting director retrospectives, special guest appearances and thematic series including archival material and new or restored prints.

Screenings are held at The Australia Centre for the Moving Image every Wednesday night for most of the year.

Admission is by membership, which can be obtained on a monthly or yearly basis.

The Melbourne Cinémathèque is membership-driven and relies on support from individuals, foundations, corporations and government funding to maintain its high standard of excellence.

If you would like to be involved, or to offer donations or sponsorship, please contact us.

Cinémathèque is also dedicated to providing new annotations on the films we screen via the CTEQ annotations, hosted as a part of the quarterly online film journal Senses of Cinema. The Melbourne Cinémathèque was first established as the Melbourne University Film Society (MUFS) in 1948 and changed its name to Cinémathèque in 1984.

# KEEP THE STORY OF FILM ROLLING.

Martin Scorsese said it in one take: “Film is history. With every foot of film that is lost, we lose a link to our culture, to the world around us, to each other and to ourselves.”

A sure way to make your own cultural connection to our celluloid past is as a loyal member of our much loved Melbourne Cinémathèque.

For over 60 years, Cinémathèque has showcased films as the storytelling greats originally intended — an authentic big screen experience.

Cinémathèque makes a diverse range of cinematic landmarks and rarities accessible to the Melbourne public, including cult, documentary, silent and short films.

But it’s your membership that keeps the significant films that have shaped international cinema on the screen.

Please join or renew your membership today to ensure that the Melbourne Cinémathèque keeps rolling well into the distant future.

# A job well done is a job done by Enki

Enki Electrical is an electrical contracting and consulting business specialising in industrial and commercial electrical documentation. Our documentation is intended to assist with fault finding and breakdown procedures. Our markets include manufacturers, packaging companies, mining, and the water and wastewater industries.

Enki was the Mesopotamian god of craftsmanship, intelligence and creation. It is no irony that we chose this name to represent our business. Founder, Glen Dettman, has a decade of experience as an electrician and has completed further studies in Programmable Logic Controllers programming. Having spent a significant amount of his career in maintenance, Glen knows how frustrating it can be to try and troubleshoot a machine without appropriate electrical schematics or procedures.

He saw first hand how this increased downtime, and made the job of the maintenance electrician extremely difficult. Glen is therefore very passionate about supporting electricians and managers to streamline the often very difficult and stressful task of trouble-shooting electrical installations.

The services that we offer include installation of new machinery, modification of existing machinery, PLC programming, computer aided drafting, documentation, maintenance planning, general maintenance, and labour hire.

Ultimately our goal is to increase the reliability of your plant and therefore profitability of your business.

# Enki Electrical: Circuit Breaker to Down-time.

There's nothing more frustrating than when a business process stops dead in its tracks. It could be a switch, or the wiring, a machine, or your entire factory. Whatever the cause, you've still got people standing around, getting paid doing nothing.

And that's where we come in.

Whether your business is manufacturing, mining, or infrastructure, you can depend on us to keep your installations and machinery ticking over.

So check out our Services and let us decrease downtime while you maintain, and even increase, profitability.

**GREAT  
COPYWRITING  
BRINGS  
THE DEAD FACTS  
TO LIFE.**

# Sterling Copywriting: Because words matter.

We help business' craft words that educate, inspire and compel your customers to take action, to hit the buy button – more often. You find yourself staring at a blank page on your computer screen asking yourself: 'How the hell am I going to write this thing?'

It's all in the choice of words. They first have to grab the kind of attention that makes you both want and need to read on. Then the words you read express the meaningful, valuable and insightful information in a way that inspires you to engage.

Finally, the words make you take action that leads to willing conversion.

But how do you put these words together?

If you're like most business' it can be difficult to convey your unique message to your ideal clients. Those benefits that make you stand above the competition.

This is where Sterling Copywriting comes in. We help business' craft words that educate, inspire and compel your customers to take action, to hit the buy button – more often.

- Help businesses sell more
- Get more conversions
- More people click the buy button
- Quality content
- Help your customers become a friend in the business

# STERLING COPYWRITING

## In one word: conversions

Email marketing copywriting is all in the choice of words. Words that arrest attention. Words that make you read on. Words that engage — inspire — and drive you to action.

The question is — how do you put words together that turns traffic into sales?

Most business owners tell us that getting a unique message across in the copy is hard ... really hard. You find yourself staring at a blank page on your computer screen asking yourself: 'How the hell am I going to write this thing?' 'How do I communicate the benefits of my business?' 'Why should people buy from me anyway?'

Sterling Copywriting has answers that lead to hits of the buy button. Again, again and again.

Look at out our Email List Building Intensive, Email Autoresponder Maker or the Sizzling Sales Strategiser and see how we can convert problematic questions into profitable answers.

# ONE MISSION CLOSER TO REALITY

The new generation VBS3 takes (enters) you into a (virtual reality) world never been to before now. A new virtual world where you can actually feel the fear, the panic and the confusion of a warzone. Where the User learns to stay calm, think rationally and act quickly ... under all imaginable circumstances where psychological reaction can be the difference between life and death ... Not only does the User become mission-ready but also emotion-ready.

This is yet another step towards the immersive mission rehearsal experience Bohemia Interactive Simulations is so famous for in the USA and the UK.

There are five reasons that make VBS3 is the next generation. First, it combines flexible terrain and scenario editors. This enables the trainer to create unpredictable environments more easily and demand quicker-responses on the fly.

Secondly, the VBS3's high-fidelity, highly immersive experience gets the User more up close and personal, drilling their performance capability like never before.

Thirdly, for networked training and after-action reviews – coming into its own as a training tool, can pick out the KLPs would now include emotional data and reflexive statistics - critical information for any preparation for the real thing.

What's more ... Can also be used as an image generator in simulators – From conventional desktop training now can large full-scale simulators. Trainees can be in a room together to participate in the training. Now they can enter into one virtual reality so thus train as a team. Can emulate a wide range of devices and weapon platforms. And to top it off, you Can run on hardware compatible with VBS2.

For ten years we have worked with military organisations all over the world to develop a virtual battlespace that duly prepares you for duty. US Army has selected VBS3 to be the flagship of their Games for Training program. You fight and defend together; we believe you should train together too.

# A REAL WORLD LEADER IN SIMULATED TRAINING

Nothing can truly prepare your troops for the real battlefield, but with Bohemia Interactive Simulation, you come closer than ever before. So close that militaries all over the world use this tried, tested and proven simulated training tool to prepare their troops for duty.

So real, so vast, and so easy-to-use, our advanced VBS immersive technology makes the user virtually one with the battlefield. VBS leverages high-end gaming with life-like graphics and highly intuitive interfacing to position the user right on the edge. Now they not only see and hear the battle environment but almost taste and smell it too.

Battlefields change quickly and demand adaptation. Our VBS training simulation is easily customized to meet the ever-changing military needs. And to make sure of that, our team of expert developers work closely with you to meet your training objectives.

What's more, our recent breakthrough in the baseline product now enables you to use VBS across your entire defense force. Better still, joint training can now be conducted across multiple defense forces, enabling allied countries to rehearse missions together and coordinate a unified plan of action.

For more than ten years, military users have been investing in our cutting edge training platform. The spoils of all development work (except of course for sensitive and classified data) are shared across the worldwide VBS community.

Great leaders all over the world have what it takes to keep one step ahead of the game. With our VBS technology, you become the game changer. See, hear, and feel it for yourself right here and now (CLICK)

**GREAT**

**COPYWRITING**

**SINGS.**

# Sea life sparkle through dolphin eyes

Leaping in the waves, as energetically as they appear in view, cloaked in mystery they duck under and they're gone. Our local Bottlenose Dolphins are the mischievous class clowns in Port Phillip Bay's daily marine education on tour from Sorrento.

Their grinning smile, swift acrobatics and talented tricks of illusion satisfy everyone's heart, even when they choose not to reveal themselves from beneath the surface.

All who know them watch out curiously for their visit, because when it's time to play, not many do it better than them, though the Australian Fur Seals might have a thing to say, or grin, leap and flip about it in protest too!

The graceful stingrays loll about on the sandy bottom, watching above as these powerful creatures zoom about with the flick of their tail and the point of their fins, the stingray's grace far exceeding that of the dolphin's thrusts.

Seadragons sway in the weedy reef, subtly peering out upon the meadow as the fish circle about their tidal home, feeling fortunate their thin stick-like bodies attract no appetite from the bold dolphins herding the fish schools nearer to the sand banks.

Floating easily in the warm wetsuit, lightly breathing through the snorkel with the occasional blow and spout like the dolphins do as they porpoise across the surface, eyes look through the glass of the mask underwater in amazement at the colour, textures and movement swirling below. It's as if the dolphin nature deep inside of us stopped time, joyfully lost for a moment, energising us with the sea's beauty and spectacle.

All within easy reach on board WaterMaarq's 2-hour dolphin and seal swim reef snorkeling tour.

# Sea life through dolphin eyes

Imagine you had 300 degree vision like a dolphin. You too would see forwards, backwards and to the sides. In other words, you get a panoramic view of a dolphin's world above and below the sea. In fact, when you see a dolphin bow riding, they're turning on their back and sides so as to get a good look at who is on the boat.

And when you join a WaterMaarq boat tour, you immerse yourself into the dolphin's playground.

You slip into the warm wetsuit, put on the mask and snorkel, dive into the waters and frolic just like a dolphin leaping in the waves with the sheer joy of it. Ducking and diving and swimming amongst all of the dolphin's friends. There's the sea dragon sitting on the reef minding his own business. There's the stingray gliding by like a UFO, competing for space with their frenemy, the cool and coy bottlenose dolphin. Look up to the skies and you'll see the dolphin's food spotters, the Australasian gannets diving like asteroids into the bait-ball in the sea. One splash and the dolphins know that it's feeding time ahead. Meanwhile, a squid or two might look on and overcome their shyness to zoom in for their surprise reveal. The dolphin's oyster is your world for a couple of hours. The invisible becomes visible for you to see — the flowing locks of reef, the mossy vegetation, the rippling sand floor and the emerald water itself.

Along the way, the dolphins are their own stars, lighting up the tour when they feel like coming out of their shells. At times, they're like colourful fireworks. Other times, they're on their own totally excellent adventure.

Unlike their playmates, dolphins are on island time — there's no Rolex, no deadline, no schedule, just the free spirit of timeless nature. Even when they're not present, they are always there in spirit when you are immersed in their home, the sea. And you get to see their world through their eyes and move freely as they do. Rolling to the side. Duck diving under. Looking about to see who's showing up next. Being stress-free, playful and peaceful is the dolphin's gift to us.

Meanwhile, a comet trail of bubbles zooms past your very eyes. Not to be outdone by the dolphins, a couple of cheeky seals arc tightly in front of you to show off their acrobatic fin skills — darting left and right, even rocketing up and out of the water to land with a galant splash. As its buddy rests, he waves his fin above the surface as if to send you back to the pier with one last happy goodbye. It's only natural that you want to wave back when you see that everybody else on the boat is waving and wearing a dolphin smile.

How contagious the natural joy of swimming freely like a dolphin is for all who join our small pod of ten on our boat, The Apollo. In short, the whole dolphin boat tour experience is a deepening of connection with loved ones and friends. What a difference it makes to see life through the tenderness of dolphin eyes.

# Do You Know How To Perform CPR?

For every minute CPR is not done on a person in cardiac arrest their survival rate can be reduced by 10 per cent. With three out of four cardiac arrests likely to occur in the family home, would you know what to do if your loved one went into cardiac arrest?

Ambulance Victoria has developed a unique training tool to allow all Victorians to learn vital life-saving skills. The 4 Steps for Life Plus program is an innovative cardiopulmonary resuscitation (CPR) and automated external defibrillator (AED) awareness program that teaches anyone in the community how to perform CPR and it's free to community groups.

Just register your group, it may be a mothers group, a sports club or your local community centre, and our The 4 Steps for Life Plus group kits will help build all participants awareness and confidence to perform CPR.

The 4 Steps for Life Plus — easier than you think:

Step 1: Call 000 for an ambulance

Step 2: Open the airway

Step 3: Pump the chest (30 pumps)

Step 4: Breathe mouth-to-mouth (two breaths)

Plus — Automated External Defibrillator (if available)

## What is CPR?

CPR stands for cardiopulmonary resuscitation. It's the technique used to maintain essential blood flow and oxygen to the brain of a person in cardiac arrest.

## What is Cardiac Arrest?

Cardiac arrest is not the same as a heart attack. A heart attack is a blockage of an artery that supplies blood to the heart, causing damage to the heart muscle. Cardia arrest is when the heart stops pumping effectively. The victim falls unconscious and stops breathing normally. The longer the blood flow and oxygen to vital parts of the body is cut off, the lower the chance of survival — and the greater the chance of brain damage even if the victim is resuscitated.

For more information on obtaining a group kit for your group or to run a 4 Steps for Life Plus session call the 4 Steps for Life Plus information line on 1300 550 472 or visit [ambulance.vic.gov.au/cpr](http://ambulance.vic.gov.au/cpr)

# CPR: A life saving skill worth having.

What would you do if someone close to you had a cardiac arrest?

This is when the heart suddenly stops. Three out of four cardiac arrests are likely to occur in the family home. The first few minutes are critical, and the sooner you start Cardiac Pulmonary Resuscitation (CPR), the better the chances of survival.

There are many stories of people who saved a life by knowing exactly what to do until the paramedics arrived at the scene. By learning how to do CPR and getting free training from Ambulance Victoria, you'll gain the know-how and confidence in performing these four essential steps:

- Calling 000 for ambulance

They will then guide you through a check-list that includes:

- Checking the airways
- Doing chest compressions
- Breathing mouth to mouth

Contact Ambulance Victoria on 1300 550 472 or google "4 steps for life" to sign up for your free DVD training and information pack. It will teach you how to perform CPR in your own home.

It's free.

It's straight forward.

And it's a real life saver.

# Don't let your asthma control you.

Asthma is a condition which can cause the airways to narrow when exposed to certain triggers. This narrowing of the airways can affect a person's ability to breathe and result in symptoms such as shortness of breath, wheezing, chest tightness and a dry, irritating cough.

Around 1 in 10 Australians of all ages are affected currently by asthma.

Although there is no cure for asthma, being out of breath doesn't have to be a normal part of life.

There are a range of medicines available to help control the symptoms and prevent it flaring up, reducing the impact your asthma has on daily life.

Following good asthma management allows a person with asthma to lead an active and healthy lifestyle.

If you have asthma, it's important to practise good asthma management. This involves:

Taking your prescribed asthma medications as directed.

Monitoring your asthma with a peak flow meter.

Staying active and healthy by doing appropriate physical activity – check with your doctor if you're not sure what might suit you and always stop if you don't feel right. Avoiding your asthma triggers where possible.

Having a written asthma action plan. This can be written your Doctor and it will outline your asthma medicines, how to tell if your symptoms are getting worse, what you should do if they do get worse and what you should do in the case of an asthma attack. And visiting your Doctor regularly.

# Asthma: Know it to control it.

Around 1 in 10 Australians are affected by asthma.

This condition causes the airways to narrow when exposed to certain triggers (depending on the individual) and affects a person's ability to breathe, resulting in symptoms such as shortness of breath, dry coughs, wheezing and chest tightness.

But being out of breath doesn't have to be a normal part of life.

Although there is no cure yet, there are a range of medicines that help people with asthma lead an active and healthy lifestyle.

## Six Ways to Effectively Manage Asthma

1 Take the prescribed medications as directed

2 Monitor symptoms with a peak flow meter

3 Do physical activity as directed by a doctor

4 Avoid asthma triggers wherever possible

5 Visit the doctor on a regular basis

6 Develop an asthma action plan with the doctor

**Great managers help to make great organisations. But raw talent is not enough. Great managers who help to transform teams and create productive workplaces are trained, mentored and developed.**

Few people are born with an innate talent to manage. But we believe that management skills can be taught, developed and improved. Managers can be inspired, motivated and mentored using simple tools and proven techniques to become better managers.

Bad managers, or managers who underperform have been shown to bring organisations down due to poor staff engagement and low levels of performance.

With good and great managers, employees are more engaged.

Recent Gallup research shows that engaged employees want to make a difference and this leads to higher levels of performance, productivity and profit. Engaged organisations outperform their competition because strategy more easily becomes reality, when happy and productive teams reach their goals and objectives.

At FRAMEWORKS FOR CHANGE we train, develop and grow great managers. We train technicians to become managers, managers to become better managers, and set them all on a path to becoming great managers.

Our proprietary training and development frameworks are ideal for organisations requiring sustainable change and better management practices.

We bring clarity to the complex world of the manager and make it easier for them to engage and motivate staff and employees.

# Management Development: Building capacity to manage under all circumstances.

It's a common story: the technician is promoted to the manager because they were good at the job they were doing. The typical assumption is that critical skills transfer automatically from one role to the other.

According to Gallup Research, one in ten are natural born managers, and Frameworks is all about training, mentoring and developing the other nine so managing becomes second nature.

It all begins with understanding who you as a manager actually need to be; moving your identity from team member to a team leader who delivers results through others.

Once this happens, you realize how important it is to develop strategies to manage both time and team.

As you become a skillful manager:

You build trust in your team members and they in turn are inspired to trust you.

You are clear and able to make the organisational goals and expectations clear to others.

You set priorities and targets, plan the work toward achieving those targets, and effectively coordinate team members to deliver the results.

Like a successful sports coach, you know how to build a champion team rather than a team of champions.

You make them see how they fit into the big picture.

You clearly communicate what's expected of them and encourage them in doing their best work.

You provide opportunities for team members to flourish into their full potential.

And in the event of a difficult conversation, you leave them with useful feedback, advice and support.

In short, where once you had the technical skills to become a potential manager, you now have the technical skills to be a natural manager.

# Engineering Education Australia

We support Australia's engineers, professionals, and engineering organisations to be well-equipped with the relevant skills to thrive in today's evolving profession. As Engineers Australia's training division, we offer an authoritative suite of technical, business, and management courses for both individuals and organisations in a public schedule, through online courses or in-house training.

**LEARN FROM LEADERS.  
EXCEL WITH EXPERTS.  
APPLY BEST PRACTICE.**

## **Partners in Engineering a Smarter World.**

Engineering has never been more global. Evolving standards, practices and knowledge mean that professional development has never been more important.

That's why we partner with industry leaders and experts to create courses and programs that enable you to adapt, push boundaries and excel in a global workplace.

## **Take control and finish inspections in half the time**

As an Aconex user you already know the benefits of project collaboration in the cloud; your project running smoothly on time and to budget. Yet the inspection process is still typically slow and manual. So if you're still using paper, spreadsheets and multiple systems to manage field inspections – why not consider a change to a more accurate and efficient system?

Aconex Field provides a better inspection and issue management process. Realise greater efficiencies through cost savings and accelerated project schedules. Mobile technology, combined with real time issue capture and instant distribution to subcontractors will see you cut your inspection times in half, or better!

Say goodbye to useless administration and spend more time on higher value activities. The intuitive app facilitates a simple and structured inspection process, resulting in more accurate issue identification and resolution. And as Field handles both ad-hoc and structured inspections you only need the one system to manage all your inspection processes ...

# Cut inspection time by 56%.

Throw away your clipboard. Stop making mistakes. End useless admin. Just download our accurate, efficient, easy-to-use inspection app, Field.

Aconex Field turns slow and manual inspections into faster than fast approval and close outs.

Field revolutionises the inspection and issue management process by using cloud and mobile technology. This frees you up to:

- \* Facilitate a simple, structured process for accurate issue identification and resolution.
- \* Provide instant distribution and turnaround to subcontractors so they can fix issues fast.
- \* Complete ad-hoc and structured inspections without duplication and double handling.

This all adds up to at least a 56% reduction on inspection times, so you can move on to the next job in record time.

Click [here](#) to learn more about taking control of your inspections with Aconex Field and cutting your inspections by more than half.

## **Natural Foundation: MUSQ cosmetics**

Finding a foundation with little chemicals but lots of staying power is hard. As a makeup lover I need my products to be effective. I want a flawless finish, airbrushed skin and to look like I woke up like this (insert Beyoncé dance moves).

When it comes to your foundation you need to be picky. This is stuff you're putting on your face every day. You can afford to care. The fewer chemicals in it, the fewer chemicals absorbed into your body.

My latest favourite natural foundation is MUSQ cosmetics crème and loose powder. MUSQ cosmetics is an Australian beauty brand with a select range of makeup and skincare products. Their philosophy is to keep your food, skin and thoughts clear and pride themselves on their long standing commitment to providing natural and ethical skincare.

Application: Using a foundation brush gently apply the crème working from the inside of your face out. Tap the powder into the lid and use a kabuki brush to lightly dust your face.

Finish: Soft and dewy.

## Replace Cake Face with Natural MUSQ

Our skin absorbs everything we put on it. Every little thing. So when we're layering on foundation. And powders. And bronzers. And blush. And so on, we want to make sure that they're not full of nasty chemicals that could enter into our bloodstream and cause all kinds of grief.

When it comes to foundation it really pays to be picky because we put this stuff on our faces every day. It's better to spend a few dollars more on a healthier alternative to literally save your skin. The fewer chemicals there are in our products, the fewer chemicals absorbed into our bodies, and the less chance of creating lasting skin and health problem in the future.

That's one of the big reason I like to use MUSQ cosmetics. Using their range of natural makeup and skincare products I know that I'm not putting myself in danger. I also love MUSQ because they're Australian made meaning I can support the growth of the local green beauty market

I've been using MUSQ's crème and loose powder foundation for the last two months and have been pretty happy with the results. As I have dry skin my face craves moisture and demands hydration from my products. MUSQ's crème foundation is a dream. It leaves my skin soft and dewy and most importantly hydrated. The only issue I have with this foundation is that the colour I chose was not quite right. I have naturally fair skin but like to use fake tan to give me a little colour. Sorrento, the shade I've been using, was far too pink for my faux glow.

I've never been a big fan of powder foundation but MUSQ's loose powder has helped me see the light. I don't use powder foundation as my main coverage because it doesn't hydrate my skin but it's great to set and lengthen the life of my look. MUSQ's loose powder foundation works fantastically to reduce sheen and lock the liquid in place. But watch out, application can be messy as one bump can send the powder all over the floor.

I'd definitely recommend MUSQ if you are looking for a new natural foundation because they make sure that looking beautiful doesn't have to come at a price to your health.

## **GOOD MANAGER BAD MANAGER**

New Research on What's Wrong with Today's Management Training and How To Fix It.

### **INTRODUCTION:**

Today's workforce is in desperate need of better managers. Half of employees who quit their jobs leave because of a bad boss. Nearly 90% of companies say that finding and developing strong leaders is an urgent challenge. More than a quarter confessing to weak leadership pipelines.

At Grovo, we believe smart learning programs can solve even the toughest organizational challenges. So naturally, these numbers left us asking some questions:

How are today's organizations currently training managers?

What's working and not working about those training methods?

If there's a better way to train managers today, what would it look like?

To answer these questions, we partnered with Wakefield Research and surveyed 500 managers from companies with 500 employees or more. The data revealed many surprising problems with current management training techniques.

However, hidden in the results we also found clues to how we could create a better approach for management training that could meet the needs of the 21st century organization in a more consistent, effective, and scalable way.

We'll share the data with you, as well as how we applied our findings in training our own managers, in the following pages. Let's begin.

# GOOD MANAGER BAD MANAGER

New Research on What's Wrong with Today's Management Training and How To Fix It.

## The \$15 Billion Problem

The research is in, and it tells a expensively troubling story: half of employees who quit their jobs leave because of a bad boss; nearly 90% of companies say finding and developing strong leaders is an urgent challenge; more than a quarter confess to weak leadership pipelines. Worse still, these numbers keep rising each year.

In short, today's workforce desperately needs better managers.

Isn't that the job of training programs in leadership development? Especially when \$15 billion is spent every year?

This is clearly an R.O.I. problem of epic proportions. In order to identify the opportunities hiding within this problem, we had three more questions that needed to be answered:

How do most organizations currently train managers?

What's working and not working about those methods?

If there's a better way to train managers today, what would it look like?

To find the answers to these questions, we partnered with Wakefield Research, and surveyed 500 managers across an array of industries. We also conducted further research on our own around what is it that great managers do that makes them great, and how to design management training that promotes those behaviors.

## Part 1: How Bad It Is

In this section, our study reveals why many management training programs fail to produce good managers, and often end up producing bad ones.

## Part 2: How Good It Could Be

In this section, we'll show you a simple, powerful framework for developing good managers who continue to get better with time (and practice!).

## **Empower Your Recovery. Increase Your Health, Energy and Independence with a Tailored Program.**

Changes in life can be overwhelming, especially when it comes to your health. It can be frustrating to no longer feel able to do what you could do. And worst of all, is the feeling that others don't really understand.

That's what our team does differently.

Our Team of Specialists is dedicated to hear to you. To listen you. To understand you. That is the only way we can create the right program to suit your specific needs.

After 12 years of providing holistic individualised care, we understand how to help you live your life to the fullest. And because we have a specialised Allied Health team, this means we give you a tailored recovery program that helps you physically, socially and emotionally.

The result?

Our team helps you increase your quality of life, your health and your independence, so you can feel like you used to.

Best of all, now you can take full control of your health and recovery.

With the recent Government changes to health funding you can now decide who will treat you. You can take back ownership of your health and wellbeing.

## Recover Your Health, Energy and Independence with a Tailored Program

Changes in life can be overwhelming. It can be frustrating to no longer be able to do what you want to do. And worst of all, feeling that others don't really understand what you're going through.

It can be frustrating to no longer be able to do what you want to do. And worst of all, feeling that others don't really understand what you're going through. Physical and emotional changes in life can be overwhelming, and make you feel alone.

That's where we come in.

Our Team of Specialists listen to you and hear your frustration, your worry, your anxiety, your pain. It's only when we have fully understood and appreciated your unique situation that we can go to the next stage: analyse, diagnose and prepare a report. This is when all our specialists come together to design the most beneficial program for you.

After 12 years of providing holistic individualised care programs, we've accumulated a lot of hands-on experience and in-depth understanding about how to help you live your life to the fullest. And because we have a specialised Allied Health team, this means we give you a tailored recovery program that gets you back into action physically, emotionally and socially.

The result?

- Increased quality of life
- Improved overall health
- Enhanced energy level
- Regained independence.

In short, you can feel like you used to.

What's more, you now have full control of your recovery with the government's recent changes to health funding.

And that is ultimately Recovery Station's goal: to give you ownership of your wellbeing through individualised, tailored care so you can recover your health, energy and independence.

And that is ultimately Recovery Station's goal: to enable, empower and engage you to live life without feeling limited.

# Café de Finance

Saving money can be hard, especially as a barista. We know because we're barista's too. And we're here to provide financial advice as rich as freshly ground Arabica coffee. And we promise that it will turn your financial situation around as fast as Lithuania's public Wi-Fi.

Barista's are a unique bunch and we often face unique financial struggles, so the financial advice should be tailored to our situation.

We found that this wasn't always the case with finance websites, so we decided to do something about it.

First, we teach you simple ways to boost your savings rate to 30%, so that you are covered when your boss doesn't pay you on time.

Then we'll show you how to automate your investments so you can grow your savings without lifting a finger.

Finally, our advice on budgeting, saving and investing is made just for baristas. They will make sense to you and your lifestyle, so you can get back to doing what you do so well.

# Café de Savvy Finance

Barista's are a unique bunch. Our against-the-grind lifestyle often comes with unique financial struggles that only baristas understand.

We know exactly where you're at because we were the baristas once. And we found that all the finance websites out there just didn't talk our language, didn't get our situation, and didn't approve of our hustle.

So there was no other choice but to become qualified as financial advisers to baristas and like-minded lifestyle-stylers.

First, we teach you simple ways to boost your savings rate to 30% so you're covered when your boss doesn't pay you on time.

Then we'll show you how to automate your investments so you can grow your savings without lifting a finger.

Finally, we advise you on short-term and long-term budgeting.

Our weekly posts will give you the advice you need to make dollars and sense while you're making the best coffee in town.

[Sign Up Here](#) and get finance savvy.

## Where a luxury becomes a legacy

As you encounter breathtaking wildlife at Thula Thula, your conscience can roam as free as the animals we've worked hard to protect.

Founded with an unwavering commitment to conservation, this exclusive private reserve now builds on that philosophy with its luxury safari holidays. By choosing Thula Thula for your African adventure, you help ensure its focus on preserving endangered wildlife goes on.

Famous for its epic efforts to re-introduce elephants into Kwazulu Natal for the first time in more than 60 years, Thula Thula is also home to rhino, leopard, giraffe, zebra and other game.

It creates a magical setting for travellers to this special part of the world.

As your dream holiday comes to life, so too does the future of many inhabitants. Tourism profits are reinvested directly back into the reserve's vital conservation projects, including anti-poaching initiatives and the Thula Thula Rhino Orphanage.

Experiencing the abundant wildlife at Thula Thula provides a deep appreciation for that work. Every stay at the reserve includes guided morning and evening game drives in special viewing vehicles, along with nature safaris that can be completed on foot.

And while you delight in the adventure, you'll also savour the indulgence. Whether you choose to stay in one of eight elegant chalets at the Elephant Safari Lodge or connect with nature in our luxury tented camp, you'll be treated to a unique atmosphere, bountiful cuisine and service that's unmatched.

There's also an exclusivity that sets Thula Thula apart. The 45 square kilometre private reserve is accessible only to guests accompanied by our qualified rangers, with bookings limited to no more than 30 visitors at any one time.

Which is not to say that you won't make special connections during your once-in-a-lifetime trip. While forming friendships with like-minded travellers from throughout the world, many guests equally cherish that they're helping create a legacy for generations to come.

## Where luxury becomes legacy

They're powerful yet gentle. They're mischievous yet majestic. Their world is the peaceful South African sanctuary of Thula Thula, but it hasn't always been like that. These majestic elephants were once a threatened species, but today they survive thanks to conservationist and author of *The Elephant Whisperer*, Lawrence Anthony, and travellers with a camera and a conscience.

Thula Thula is also home to the white rhino, the sub-saharan leopard, the woodland giraffe, the plains zebra and many other indigenous species. This is the place that Lawrence Anthony made famous with his epic efforts to re-introduce elephants into the Kwazulu Natal area for the first time in more than 60 years.

It creates not only a magical setting for travellers to this special part of the world., but als

Travelling to Thula is travelling to a more ethical place. You live in luxury surrounded by rare natural beauty, with all profits supporting a number of conservation projects.

Abundant wildlife highlights the importance of anti-poaching initiatives, the Thula Thula rhino orphanage and ongoing efforts to protect the animals' natural environment.

As they cherish their once-in-a-lifetime holiday, guests also appreciate that the luxury can have a deeper meaning.

Lawrence Anthony famously changed that reality for wildlife at Thula Thula; by choosing the reserve for their African adventure, travellers are building on the powerful legacy he created.

## pamphlet **BEFORE**

Through authentic, compelling stories ReSPIN speakers help community groups and organisations understand the effects of gambling harm on individuals, families, friends, employers and colleagues.

## pamphlet **AFTER**

The gambler. The loved one. The enabler. Each one will tell what the news and ads don't tell you about the real impact of gambling.

# booklet **BEFORE**

## 5 PRINCIPLES TOWARD MASTERING LEARNING

AVID's proven learning support structure, known as WICOR , incorporates teaching/learning methodologies in the critical areas of Writing to Learn, Inquiry, Collaboration, Organization, and Reading to Learn.

WICOR provides a learning model that educators can use to guide students in comprehending concepts and articulating ideas at increasingly complex levels (scaffolding) within developmental, general education, and discipline-based curricula.

Furthermore, the WICOR model reflects and promotes the expertise and attitudes that will serve students well in their academic lives and careers.

The AVID Elementary L-WICOR design introduces understanding and learning to learn for the appropriate developmental levels, building the foundation for later more in-depth uses of WICOR .

# booklet **AFTER**

## 5 PRINCIPLES TOWARD MASTERING LEARNING

The perennial question on every teacher's mind is: What constitutes good teaching?

While there are various answers to that, one thing we know is that good teaching is more important now than ever before. The development of literacy, agile thinking and acumen are essential to navigating through a highly distracting, increasingly complex and ever more accessible world starting to emerge.

What we really should be asking ourselves is this: how do we make sure that what is taught in the classroom prepares the Albert Einsteins and Margaret Meads for their future?

Clear writing, deep inquiry, constructive collaboration, effective organisation of study and critical reading: these are still the foundation stones of a successful education program. What WICOR does is to bring all these together with a set of scaffolding strategies that guide and build understanding of increasingly complex levels of cognition and illumination.

# webpage **BEFORE**

BananaLab School Fundraisers

**GAIN THE FUND THAT GETS STUFF DONE.**

At BananaLab, we didn't just revitalize traditional fundraising experience; we electrified the entire experience. Our fundraising program is backed by innovative products, business knowledge, and incredible experiences and partners. You'll benefit from a market-driven product that powers your school's fundraising efforts- whatever your schedule and goals. Gain the funds. Our products are uniquely Victorian and perfect for communities that like to splash out for a good cause.

Fundraise with us and power your school's fundraising efforts. Our products are gift boxes that contain gift books that grant the recipients access to local experiences, restaurants, accommodation, and products. Our BananaLabs provide hundreds of options from Skydiving, to spa treatments, fine dining, luxury escapes, and artisan products. When a person purchases a BananaLab, the recipient is entitled to choose any single offer in their gift box, which is valid for 12 months.

# webpage **AFTER**

**BANANALAB: THE GIFT COMPANY THAT KEEPS ON GIVING.**

We've just transformed the traditional fundraising experience into a whole new gifting experience. Now your community's fundraising projects can include activities like a family trip to the aquarium, surfing lessons at Torquay, or a coffee-walking tour around Melbourne's best cafes. We also have handcrafted gift ideas like high-end art supplies, Bodhi & Ride exercise gear, and delicious artisan foods.

Being the first gifting company in Australia, we have already made a lot of customers happy since we launched in November 2017. And now we'd love to make your school community happier than ever before.

Our school fundraising program is backed by successful local experience and quality product partners. And all our products are made right here in Victoria.

You'll also benefit from our on-and-offline marketing experts, Tom and Eric, two guys who can't help themselves from doing cool and exciting things that make life . They've tried and tested all BananaLab experiences and products (yes, they went surfing and drank all the coffee in Melbourne) to make sure you and your community won't be disappointed.

# CEO Statement **BEFORE**

04 FEBRUARY 2019

Statement from Commonwealth Bank of Australia CEO

We are working through the Royal Commission's Final Report and the 76 recommendations. Commissioner Hayne has called out the clear need for change.

The Government has announced a comprehensive set of measures in response and we will work through the impact of these over the next few days.

We note that the Commissioner has concluded that a number of matters regarding the Group's conduct, including in relation to superannuation, warrant further investigation by relevant regulators and we will cooperate fully with these investigations.

We will update the market as appropriate, noting that we will release our half year results on Wednesday.

The Royal Commission has been a thorough and valuable process for everyone – bank customers, financial services institutions, regulators and policy makers. It has highlighted failings both in our business and across the wider financial services industry.

As challenging as the Royal Commission process has been, CBA will be a better bank as a result.

We are addressing past failings, implementing important changes and improving our processes to ensure we remain focused on what is best for our customers.

We are implementing stronger policies and processes, including a new Code of Conduct.

There is still much work ahead to earn back trust, but we are determined to restore broad respect and support for the important role that a major financial institution like CBA has to play in our economy and community. Over the coming months, we will accelerate our work towards becoming a simpler, better bank. It is our number one priority.

# CEO Statement **AFTER**

04 FEBRUARY 2019

Statement from Commonwealth Bank of Australia CEO

As challenging as the Royal Commission process has been for us, with Commissioner Hayne calling out a clear need for change, the CBA will be a better bank as we work through, and act upon, the Royal Commission's Final Report and the 76 recommendations.

To ensure we remain focused on what is best for our customers, we will address our past failings, implement important changes and improve our processes over the next few days.

In regards to the Commissioner's conclusion of our conduct relating to superannuation, we will cooperate fully during further investigation by the relevant regulators.

We are already implementing stronger policies and processes, including a new Code of Conduct. There is much work ahead to earn back trust, but we're determined to restore the integrity, honesty and accountability that are the core values expected of a major financial institution such as ours by the economy and our community.

As tough as the last 12 months have been, the Royal Commission has been a valuable process for everyone – bank customers, financial services institutions, regulators and policy makers. It has brought to light the systemic failings both in our own business and that of the wider financial services industry.

Over the coming months, we will accelerate our work towards becoming a simpler, more responsible and transparent bank. This is our number one priority.

# Official Visitor Guide **BEFORE**

Experience the beauty of Melbourne's Port Phillip Bay on a 40 minute bay crossing with Searoad Ferries. Imagine, 40 minutes of hanging out in style rather than the 3 hours drive around the bay.

It's more than just a connection across the bay. It's the incredible, stunning scenery passing by.

Take the chance to unwind. Sip on a cheeky regional wine. Sail with an ale. Enjoy the surprise sightings of wildlife along the way. Spot dolphins and whales from the window or the open deck. You never know what you will see!

There's nothing quite like sharing a moment when nature comes splashing by alongside your ride. Penguins. Australian Gannets.

Two ships criss cross the bay all day, every day.

Sail with a car, motorhome, campervan or walk on.

Getting around Victoria has never been easier or faster. It's the ultimate road-trip break connecting the Bellarine Peninsula & the Mornington Peninsula.

# Official Visitor Guide **AFTER**

There's nothing quite like sharing a moment when nature comes with you for the ride.

Dolphins splash alongside you. Whales put on a winter migration show. Seals sun their lazy selves for all to see. Australasian gannets parade themselves in mascara and eyeliner, swooping here, there and everywhere like synchronised dive bombers.

Every moment is a #moment on a massive expanse of bay stunning us with golden sandy beaches, rugged coastlines, cliff top millionaire mansions, historical landmarks and iconic lighthouses.

All the while, you can sit back and relax with a regional wine or ale, be served espresso by our on-board barista and enjoy delicious, fresh, light foods.

Getting from the Bellarine to the Mornington Peninsula has never been easier or faster or full of memorable moments for the great Victorian road trip.

The 40 minutes sail across the waters guarantees to soothe the soul and ease the mind, compared to the 3-hour drive around the bay.

Two ships criss cross the bay all day, every day. Sail with a car, motorhome, campervan or simply walk on, and let the #moments begin.

## Cultivation, curiosity and the kitchen.

If we want our children to enjoy a life of good food, we should plant the seeds at a young age. When we spark their interest in growing and preparing their own food, we set them up for a healthier, more sustainable future.

This is the reason why cooking guru Stephanie Alexander felt inspired to create the Kitchen Garden program and introduce it into schools. Since Carey adopted the program in 2010, Kitchen Garden classes have become a favourite part of the curriculum for our Year 3 students at Kew.

Stephanie's philosophy is that students will form positive food habits when they actively engage in each step of taking their food from the garden to the table. This involves them planting and tending to a garden, harvesting the produce, and preparing delicious meals in the kitchen to share with their peers. Along the way, they learn to appreciate sustainable living practices in an urban environment and become more adventurous about trying different foods.

Kitchen Garden Program Co-ordinator Emily Seneviratne remembers vividly the time a student tried a tomato for the first time. 'She said "I think I'll just try it", and she put it in her mouth and it sort of exploded. She got a big fright because it was so juicy! She said "I think I actually like it" and then she had another one. It was a beautiful moment.'

The recipes our Year 3s make are determined by which produce is ready for harvesting, teaching the students lessons about the seasonal nature of food. They also learn about proper food preparation, safe utensil use, and the effects of heat and refrigeration on food.

But as much as it may seem to be the focus, this program is far from being all about the food. Kitchen Garden classes encompass a broad range of topics and complement many different aspects of the students' learning. For example, students draw upon their maths skills when they measure out ingredients in the kitchen. Science is the focus when they observe garden life cycles and run tests on the soil. While tending to the Indigenous part of the garden, they discuss the history and practices of Indigenous people. Across these and many other topics, students are challenged to think critically, to problem-solve and to collaborate with their classmates.

Last year, Carey's Kitchen Garden program celebrated its 10-year anniversary – an exciting milestone for our Junior School at Kew. Over the years our program has developed

significantly, and many improvements have been made along the way.

In 2018, we built a brand new kitchen so our students would have access to state-of-the-art cooking facilities. We have also recently landscaped the garden and installed wicking beds made from recycled chip packets. These beds mean the plants get the exact amount of water they need, which has resulted in the garden producing an abundance of healthy plants like we've never seen before. But to see how far our program has really come, we need to go back to where it all started.

'We made a garden salad that we had to share, and we ended up with about three leaves each" recalls Emmy, a 2019 Year 12 student who was part of the first group to participate in the Kitchen Garden program when she was in Year 3.

Abigail adds, 'We planted a lot, but we didn't cook much because we had to wait for it to grow. It's just amazing that the garden is still going.'

At the end of last year, Emmy and Abigail, along with the other original Kitchen Garden participants, were invited back to the Junior School and treated to a delicious three-course meal cooked by our Year 3 students. The Year 12s were blown away by the skills and talent of the younger students as they feasted on lasagne, salad and dessert.

While our students are at the heart of everything we do at Carey, we cannot talk about our Kitchen Garden program without acknowledging the dedicated staff who have shaped this program into what it has become today. Credit must be given to Head of Junior School Libby Russell and original Program Co-ordinator Stephen Carter (fondly known as S'Carter) for getting the program off the ground. We also acknowledge the huge contributions over the years by Cooking Assistant Tina Neofytou and Garden Co-ordinator Anne Lille, both of whom still teach in the program. When S'Carter retired in 2018, the reins were handed over to current Program Co-ordinator Emily Seneviratne, who continues to take the program to new heights.

So what exactly does the future of our program hold?

Libby says we should expect a new dining room to encourage connectedness among students. And as far as the garden goes, getting a mulcher is next on her list. 'A lot of thought and preparation goes into this program to make the experience richer for the children' she explains. 'It's all part of a bigger vision.'

## Cultivation, curiosity and the kitchen.

If we want our children to enjoy a life of good food, we should plant the seeds at a young age. When we spark their interest in growing and preparing their own food, we set them up for a healthier, more sustainable future. One in which they are self-sufficient, self-reliant and self-empowered.

These are the reasons why Australia's most influential food guru, restaurateur and best-selling food writer, Stephanie Alexander, created the Kitchen Garden program and introduced it into schools. Since Carey adopted the program in 2010, Kitchen Garden classes have become a favourite part of the curriculum for our Year 3 students at Kew.

Kitchen Garden Program Co-ordinator Emily Seneviratne remembers vividly when a student tried a tomato for the first time. 'She said, "I think I'll just try it", and put it in her mouth and it sort of exploded. She got a big fright because it was so juicy! She announced, "I think I actually like it", and then devoured another one. It was such a beautiful moment.'

Stephanie's philosophy is that students form positive food habits when they actively engage in each step, from garden to table: planting and tending to a garden; harvesting the produce; and preparing delicious meals in the kitchen to share with their peers. Not only do they learn to appreciate sustainable living practices in an urban environment, they also become more adventurous about trying different foods (like tomatoes!). What's more, they learn about proper food preparation, safe utensil use, and the effects of heat and refrigeration on food.

As much as it may seem to be the focus, this program is far from being only about the food. Kitchen Garden classes encompass a broad range of topics and complement many different aspects of the students' learning.

For example, students draw upon their maths skills when they measure out ingredients in the kitchen. Science is the focus when they observe garden life cycles and run tests on the soil. While tending to the Indigenous part of the garden, they discuss the history and practices of First Nations people. Across these and many other topics, students are challenged to think critically, to problem-solve and to collaborate with their classmates.

Last year, Carey's Kitchen Garden program celebrated an exciting milestone in our Junior School at Kew – its 10-year anniversary! Over those years, our program has developed significantly: we built a brand new kitchen so our students would have access to state-of-the-art cooking facilities; we've improved the methods we use to compost; and we recently landscaped the garden to install wicking beds made from recycled chip packets.

Because of these beds, the plants now receive the exact amount of water they need without wasting any. This has resulted in the garden producing an abundance of healthy plants like we've never seen before.

But to understand how far our program has really come, we need to go back to where it all started.

'We made a garden salad that we had to share, and we ended up with about three leaves each,' recalls 2019 Year 12 student Emmy. She was part of the first group to participate in the Kitchen Garden program when she was in Year 3. Her peer Abigail adds, 'We planted a lot, but we didn't cook much because we had to wait for it to grow. It's just amazing that the garden is still going.'

At the end of last year, Emmy and Abigail, along with the other original Kitchen Garden participants, were invited back to the Junior School and treated to a delicious three-course meal cooked by our Year 3 students. The Year 12s were blown away by the skills and talent of the younger students as they feasted on lasagne, salad and dessert. It was a wonderful and rewarding experience for both year levels.

While our students are at the heart of everything we do at Carey, we cannot talk about our Kitchen Garden program without acknowledging the dedicated staff who have shaped this program into what it has become today.

Credit must be given to Head of Junior School Libby Russell and original Program Co-ordinator Stephen Carter (fondly known as S'Carter) for getting the program off the ground. We also acknowledge the huge contributions over the years by Cooking Assistant Tina Neofytou and Garden Co-ordinator Anne Lille, both of whom still teach in the program. When S'Carter retired in 2018, the reins were handed over to current Program Co-ordinator Emily Seneviratne, who continues to take the program to new heights.

So what exactly does the future of our program hold?

Libby says we should expect a new dining room to encourage connectedness among students. And as far as the garden goes, getting a mulcher is next on her list. 'A lot of thought and preparation goes into this program to make the experience richer for the children,' she explains. 'It's all part of a bigger vision.' And what is this bigger vision? To equip our students with the resourcefulness to create, the courage to be curious, and the calm and well-being to rise to the many challenges ahead as adults.

**GREAT  
COPYWRITING TURNS  
ABOUT PAGES  
INTO STORYVILLE**

# BEFORE

## ABOUT SMSGLOBAL

Founded in 2007, SMSGlobal had its first success in providing simple web messaging solutions to small businesses. As the market adapted to the increased use of SMS, so did our business to include more advanced and sophisticated features in our offering.

Today, we provide messaging solutions to some of the world's best known brands, banks, government, airlines and many more.

# AFTER

## ABOUT SMSGLOBAL

Although our name is SMSGlobal, we did start off more local than global back in 2007. In fact, it all began in CEO Carl Kraumis' bedroom in North Melbourne where he provided simple web messaging solutions to small businesses. From day one, his is a classic David and Goliath story, disrupting the market by making messaging more accessible and affordable to anyone, anywhere, anytime.

Suddenly everybody, everywhere, all the time was calling him to enhance their communication strategies maximising all applications of business SMS. Soon enough, Carl moved into an old fire station in South Melbourne and surrounded himself with a team of like-minded tech-heads with their eyes to the future.

Now that he had established a reliable crew, Carl was freed up to go overseas to make SMSGlobal ... global. He attended trade shows in Germany, Dubai, New York and back home via Sydney.

Today, we provide messaging solutions to governments, banks, businesses and leading brand around the world. Our crew and our offices have grown and established bases in Dubai, New York, Zagreb and our Googlenomically refurbished fire station back in South Melbourne.

# BEFORE

## ABOUT BEYOND STRATEGY

Data has become the lifeblood of any organisation. It provides the information companies need to transact with its customers, it is the repository of the organisations knowledge, as into it is transform into action undertaking increasingly by AI and robots, it is used to forecast future events including pattern of behaviour and purchases, and it provides invaluable insights into a company's customers and the company as a whole.

To understand and map your strategy it is important to know what your objectives are across and within all perspectives and how they will be measured.

I subsequently went on to review projects aimed at transforming the business and realising strategic objectives. Through this prism, I saw organisations not so much as a harmonious ecosystem all working to deliver towards a well formed and strategic goal but as a group of islands with their separate ecosystems, read professional disciplines, with inter-connected bridges which they would traverse back and forth to the other islands. Tribal instincts would prevail with a 'C' chief on each island and it was not uncommon for simmering tensions to exist between these tribal states. And so it was with one organisation where the IT department wanted to build a platform based on Microsoft. The only way they could justify the expenditure was on the back of a business transformation project. Well, the IT tribe developed their MS platform but the business owner's system was cancelled due to budget overruns. Tribal members from the business department refused to cross the bridge to the IT island.

# AFTER

## ABOUT BEYOND STRATEGY

My journey began in Singapore. I arrived in a room, ostensibly a meeting converted into office space, to find one individual sitting against a wall and a group of two or three people sitting against the other wall on the opposite side of the room. The one sitting alone was the engineer and the team on the opposite wall were economists. Their aim: to work as a team designing a gas market that responded to price signals but constrained by the physics of gas. My role was to define the software requirements to support the market. But, what I experienced was two groups working as if in parallel universes.

The more I consulted with organisations, the more I began to see are common pattern. Within each organisation ecosystem, there were islands seperated by bridges with their own chieftains. And they would occasionally cross the bridge to meet on other islands, only to return back to their little island and perpetuate tribal behaviour.

And so it was that I set about forming BEYOND STRATEGY. My aim is shift organisational perception from a collection of departments to a unified ecosystem. As a result, islands are dissolved and replaced with an inter-dependence between finance, customer, process, culture, and learning & growth. "Inter-dependence" being the operative word that distinguishes BEYOND STRATEGY since that Damascus moment in Singapore.

# BEFORE

## ABOUT WILEY PUBLISHING

At Wiley we publish non-fiction books that aim to help you succeed in your professional and personal life. Regardless of whether you're a university graduate looking for your first job, an entrepreneur launching a new business, or a leader getting to grips with the big ideas changing business, you can be sure that we'll have the book you need to get ahead.

Our history dates back over 200 years to when Charles Wiley established Wiley as a full-scale publisher of both fiction and non-fiction books in Lower Manhattan. We came to prominence by publishing work from some of the American and European greats such as: Hans Christian Andersen, Elizabeth Barrett Browning, Margaret Fuller, Nathaniel Hawthorne, Victor Hugo, Herman Melville, and even Charles Dickens.

A lot has changed since then... Information revolution etc (*writer's note: don't mention Amazon, self-publishing, retail declining*). In recent years, we've focused our activities on the areas of research, learning, and professional development (that's us).

For over 200 years, Wiley has evolved to meet the needs of its customers — from letterpress pamphlets to digital apps and interactive online learning tools. The Wiley family's involvement in the business continues, now into the seventh generation.

# AFTER

## ABOUT WILEY PUBLISHING

Our history dates back over 200 years to when Charles Wiley established this family business as a full-scale publisher of fiction and non-fiction books in Lower Manhattan. Wiley came to prominence by publishing works from some of the American and European greats — Hans Christian Andersen, Elizabeth Barrett Browning, Margaret Fuller, Nathaniel Hawthorne, Victor Hugo, Herman Melville, and even Charles Dickens.

A lot has changed since then: information revolution, distribution re-modeling and re-interpretation of publishing. Ours is a story of evolution, which has led us to who we are today: the publisher of choice in research, learning, and professional development.

For over 200 years now, Wiley has adapted, evolved and succeeded in meeting the needs of an ever-changing media landscape: from letterpress pamphlets to digital apps and interactive online learning tools.

Seven generations on and 12th largest publisher in the world and we will continue to publish knowledge and insight that stands the test of time.

# BEFORE

## Lindsey Glover: interior Design & Decoration and Educator.

Lindsey has done everything from mending and restoring household objects, giving decorating advice at Bunnings and colour advice with Haymes Paints to developing her own consulting business. Lindsey has worked on both residential and commercial projects that have constantly resulted in high degrees of client satisfaction. Her residential projects have ranged from Edwardian to contemporary style. Recent commercial projects include the selection of calming colours for a dental surgery and a colour concept and material selection for a suite of office spaces, reception area and board room for a national organisation.

Lindsey brings her industry knowledge and expertise and her unbounded curiosity about all things design into her teaching practice. Lindsey loves to share her practical and theoretical knowledge and to cultivate the understanding and skills of her students in the Certificate IV and Diploma of Interior Design and Decoration at RMIT, continually receiving feedback and satisfaction rates over 90% in student surveys.

Amongst her areas of keen interest are textiles, soft furnishings and environmental design and solutions. Lindsey is known for her mastery of colour and lighting which she continues to develop in the context of international best practice. In June 2018, Lindsey attended the Munsell Centenary Color Symposium in Boston, an interdisciplinary gathering of colour professionals exploring contemporary ideas about colour in science, art, industry and education.

Prior to this, she was awarded a travel scholarship by the Society of Interior Designers Australia (SIDA) that enabled her to attend a LED lighting summit in Seattle which brought together innovators in the latest and emerging technologies for lighting in residential, commercial and learning spaces.

# AFTER

## Lindsey Glover: interior Design & Decoration and Educator.

Growing up in an Alastair Knox home in Eltham gave Lindsey the lived experience of the relationship between a built and natural environment. The aesthetic coming from a subtle play of colours in the Australian bush, its natural resources of earth and native timbers and the abundance of natural light all impressed upon the psyche of an artist as a young girl.

Rather than a direct career path to the Museum of Modern Art, went on journeys within a journey to interior decorator and designer. Along the way, she's done everything from mending and restoring household objects, giving decorating advice at Bunnings, workshopping colour understanding for various paint and fabric retailers, to developing her own consulting business managing residential and commercial projects. She's been the go-to expert where colour is particularly important in the brief.

In the mid '90s, her journey took a new and unexpected turn when RMIT asked her to facilitate classes in aspects of interior design, decoration and colour application. She was surprised at just how well her course participants responded to the learning experience. This confirmed her own growing confidence and natural ease at being a teacher. This marked a new phase: teaching Certificate IV and Diploma Interior Design & Decoration programs at RMIT since 2004.

The desire to interact with a broader audience in seeing all the different ways that colour and light can be a part of anyone's life became her primary future focus.

Today, that vision is now reality — The Colour & Light Experience. The aim of every course is to create an learning experience of colour and light in all their nuances and variations. Participants are given space and support to express and explore more freely through lessons and workshops that are flexible, inclusive and fun. Everyone takes back into their life a tangible creation — anything from a collation of images in a journal, a mood board or a decorative piece.

Above all, people who do the course take home an enthusiasm for enlightening, encououring and enhancing life itself.

# BEFORE

## ABOUT OVER THE MOO

Alexander Houseman, a restaurant kitchen hand, knew the hassles of being lactose intolerant. He could never enjoy simple meals like pizza or ice cream without feeling bloated and gassy.

One day in 2015, while watching Game of Thrones with his girlfriend, Alex couldn't help but feel jealous. He watched her experience bliss as she snacked on indulgent dairy ice cream. However, his dairy free ice cream alternative was bland and icy. It couldn't hit the spot the way dairy could.

It was there on the couch he had a lightbulb moment. What if he could create dairy free ice cream with the same smooth creamy texture as the dairy stuff with literal bucket-loads of flavour?

Over The Moo is what happened next.

4 years and 1050+ stockists later, Over The Moo is THE dairy free ice cream of Australia. It's for every body - even if you're lactose intolerant, vegan, gluten free or just an ice cream lover, you're in for a treat! With over 6 delicious flavours including Australia's first gluten free cookies 'n cream, we've got every taste bud covered. And for all the environmental folks, our ice cream is carbon neutral. Since we're planet-friendly, sit back and enjoy the guilt free ice cream.

Want the ice cream to come to you? We have even launched Australia's first ever dairy free ice cream van which you can book for your events!

So maybe time to crack a coconut and give those cows a holiday? Find your nearest stockist here - [TRACK US DOWN](#). Heck yeah!

# AFTER

## ABOUT OVER THE MOO

If anybody knew the bloating and gassy hassles of being lactose intolerant and an ice cream tragic, it's Alex Houseman. Originally a kitchen hand while at London University studying for a career in the political sciences, he could never enjoy the simple pleasures of ice cream and other dairy desserts.

It all came to a head in the summer of 2015, when he decided to experiment with making his own dairy free ice cream with the same smooth, flavoursome, creamy texture as the dairy stuff.

Over The Moo is what happened next.

We're proudly a 100% Australian-owned family business making ice cream in Byron Bay and Sydney. Even though we're a small team, we are mighty at innovating. We love pushing the boundaries of irresistible ice creams and dairy-free desserts.

Today, Over The Moo is stocked in 1050+ Australia-wide, and is the go-to dairy free ice cream. The reason is simple — it's for every body, whether lactose intolerant, vegan, gluten free or just an ice cream tragic like Alex.

With over 6 delicious flavours currently on the shelves in supermarkets throughout Australia, every body and their taste buds can now experience the magic of ice cream.

# BEFORE

## ABOUT CO-EXIST

Coexist was founded in 2015. The name Coexist reflects the philosophy that the needs of our pets should be given the same attention to quality, functionality and design that is given to our broader lifestyle needs.

That these products should sit lightly within their environment, coexisting with the rest of the home and the modern lifestyle.

Our designs embody functionality, simplicity, honest materials and craftsmanship.

# AFTER

## ABOUT CO-EXIST

Jodie can see the invisible. She sees possibilities that did not yet exist.

More interestingly, she sees the human world through the eyes of dogs and cats. Re-making human accessories and products into dog/cat luxuries is upper-most in her creative mind.

Being a compulsive researcher, she drew up a list of favourite product designers and architects. This led to her going overseas to meet with the ones who shared the same enthusiasm for designing a range of ergonomic and aesthetic lifestyle products for dog and cat.

As she worked with them in visualising the many ideas that had accumulated in her mind over the years (when a partner in a global accounting firm), a future beyond book-keeping and balance sheets began to unfold.

And so was born Co-Exist in 2017.

It' was the beginning of something beautiful for every dog and cat and their owner who share the same philosophy:

Simplicity and kindness in design and function. And a love of life with a pet.

**FROM THEORY TO PRACTICE.  
FROM CONCEPT TO COMPLETION.  
FROM HO-HUM TO OH-YEAH!**

***THAT'S*  
COPYWRITING IN ACTION®**

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Or contact me, NICOLAS Di TEMPORA, at [info@copywritinginaction.com.au](mailto:info@copywritinginaction.com.au)