



GOODWORDS

COMMUNICATION AND DESIGN



SOMETHING GOOD **IS HAPPENING**

www.goodwords.com.au 02 9410 2313



GOODWORDS

COMMUNICATION AND DESIGN

At GoodWords we understand that everything seen, said, heard, written, read (or even thought) about your company, product or event will have a direct positive or negative impact on your business or brand.

Understanding this allows us to help you to take your business to a whole new level: improve and enhance your corporate image and awareness; communicate your products and services better; increase your customer reach, connection and conversion - and allow you and your team to enjoy the many benefits.

Who We Are

GoodWords is the highly skilled and creative partnership between brand marketing and communications specialist; Stephen Cook and visual communications specialist, Anthony Morrison.

Together, the partners have experience across all areas of written, visual and verbal marketing and communications, in both the public and private sectors; across Australia and internationally.

With a determination and commitment to work smart for every client since it began in 2001, GoodWords constantly taps into this diverse professional knowledge and contact base to produce innovative and appealing solutions for all our clients. This "can-do" attitude and strategic forward-thinking has allowed GoodWords to successfully collaborate with a wide range of companies to produce individual, truly good work that brings enjoyable, fulfilling, positive results on every level.

Our objective is to make something good happen for you

- ▶ We achieve this by working with you to strategically design and create maximum positive impact for your corporate image - from concept stage to implementation and management.
- ▶ Our multi-disciplined experience and knowledge across all areas of communication, marketing, public relations and creative and graphic design, ensures your brand is recognised within your target market.
- ▶ Having worked across a wide range of written and visual communication areas, GoodWords understands your brief and your industry sector.

Our core services include a range of strategic communications and creative design capabilities:

- graphic design
- copywriting
- web design
- web content and information architecture
- advertising design and copy
- editorial direction and publication management
- crisis and issues strategy
- marketing and communications strategy

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P.O.Box 1414 Chatswood NSW 2057 PH: 02 9410 2313 E: info@goodwords.com.au



GOODWORDS

STEPHEN COOK

Marketing/Communications Director

Stephen Cook has over 30 years' experience in copywriting, brand communications, event management and marketing. He is also an accomplished public speaker; radio and events presenter and voiceover artist.

He established GoodWords in 2002 and provides clients with unique business creation and brand management perspectives and innovative online and offline strategies. This is based on his diverse knowledge and experience as a journalist, copywriter, web content developer and information architect, celebrity manager, event producer and marketing and communications executive.

Stephen began his career as a journalist, working for News Ltd and TV Week/Southdown Press.

His past roles include:

- Public Relations Manager and also Media Advisor for the Sydney 2000 Olympic Games;
- National Marketing Services Manager for Soccer Australia;

- Senior Publicist for SBS Television (where he also worked as an on-camera presenter and scriptwriter);
- Celebrity Manager and, later, General Manager of Markson Sparks;
- Corporate Media Relations/Communications consultant for Sydney Opera House.

Past clients include: **KFC, New Zealand Natural Ice Cream, Wella Hair Care, ABN AMRO, Sydney Olympic Park Authority, Page Kirkland Group, Hamilton Island Enterprises, Ansell Asia-Pacific, Gold Coast Tourism, Visual Industries Suppliers' Association, Toi Toi Films, Simple Business Solutions, Event Planet, Queensland Fire and Rescue Services, The Southport School, Hanson Media Group, First Class Brands Group, Surfers Paradise Alliance, MLC Shopping Centre.**

He has also created, written and voiced successful advertising campaigns; acted as MC/host for public, media and corporate events; and, produced, created and directed large-scale charity and corporate branding spectacles.

More recently, following previous appearances as a commentator and reviewer on ABC Coast-FM, Stephen has been heard as a presenter on ABC Local Radio, on the digital and online network nationally during 2011 and 2012. Between June and December 2012, he also presented and produced his own one hour, weekly interview show, The Light Agenda on BlogTalkRadio.com's InLight Radio and currently hosts the US Sunday evening program Lift Your Spirit. He is also news editor of the spiritual blog Golden Age of Gaia.

Expertise

- copywriting – all forms
- advertising concepts and copy
- editorial and advertorials
- scriptwriting
- speechwriting
- business plan preparation and writing
- editorial direction
- website content development
- information architecture
- crisis and issues management inventory and strategy
- brand strategy
- marketing strategy
- communications strategy
- public relations
- media relations
- radio presenter/producer
- voiceovers - corporate/character
- event creation and management
- event and function MC

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GOODWORDS

ANTHONY MORRISON

Creative Director/Graphic Designer

Anthony Morrison has over 26 years' experience in all forms of art direction and graphic design including logo development, corporate branding, image creation, website design, advertising, product packaging and print production.

As Creative Director of GoodWords, he uses his diverse, hands-on experience in innovative, commercial and functional design. He continues to work on logo concept creation and branding, website design, advertising, marketing collateral, book covers, prospectuses and a range of other creative projects for a wide range of industry sectors. Clients have included **Jupiter Agency, Queensland University, The Southport School, You & Me Foundation, Simple Business Solutions, Eve&Ruby, mypet247, Fiona Norman Chiropractor, Event Planet, Sounds in Sync, SignEngine and Insurance Choice.**

Anthony holds a Bachelor of Arts, majoring in Visual Communication from the Sydney College of the Arts (now part of the University of Technology, Sydney) and is also a contemporary abstract artist. His artwork has been represented by several leading galleries, including

Libby Edwards Galleries (Melbourne, Sydney, Brisbane) and Harrison Galleries Paddington, Sydney where his 2012 Illumination exhibition was held..

Anthony began his career as a graphic designer with the NSW Educational Resources Unit before joining Skansen Giftware as Art Director in 1990. During his four years with Skansen, he was responsible for overseeing the organisation's complete design, printing, packaging and advertising needs. He worked from concept to marketing phases with new product ranges - conceiving new product ideas, designing their look, creating final packaging and, finally, preparing all advertising and marketing collateral.

In 1993, he opened his own design agency, Image Expressions Design, where he was responsible for logo design, packaging, print advertising campaigns, brochures, diaries, in-house stationery, catalogues, direct mail and advertising for a wide range of corporate clients. These included **Sotheby's Australia, Sotheby's International Realty, Broad Australian Accent, Raine and**

Horne Real Estate, Drew Lindsay Real Estate, Sweet Ring Confectionery Company, Renaissance Advertising Marketing, Blue Hawaii Surf and Wemyss Australia.

He also designed a range of celebrity calendars, including top-sellers for Kylie Minogue, Anne Geddes, Dannii Minogue, Dame Edna Everage, Mr Bean, Kimberley Davies, John Laws, Graeme Monro's Australia, Kate Fisher, Forum Men and Penguin Books.

Between 2000 and 2002, Anthony expanded into the areas of architectural and interior design, styling and landscape architecture and worked privately, undertaking major home renovation and design projects. In 2002, he decided to further pursue his interest in architecture and home design, studying Architectural Technology at the Sydney Institute, graduating with a Distinction - Architectural Technology, Certificate - Level 4.

He became Creative Director of GoodWords in 2004.

Expertise

- logos
- branding
- web design
- magazine design
- book cover and manuscript design
- corporate brochures and flyers
- stationery and business cards
- catalogues
- presentations
- annual reports
- prospectuses
- calendars and diaries
- signage and banners
- advertising design
- packaging
- image and style guides
- photo and image re-touching and collage/montages
- cartoon/mascot characters
- illustration
- concept visuals

SOMETHING GOOD IS HAPPENING

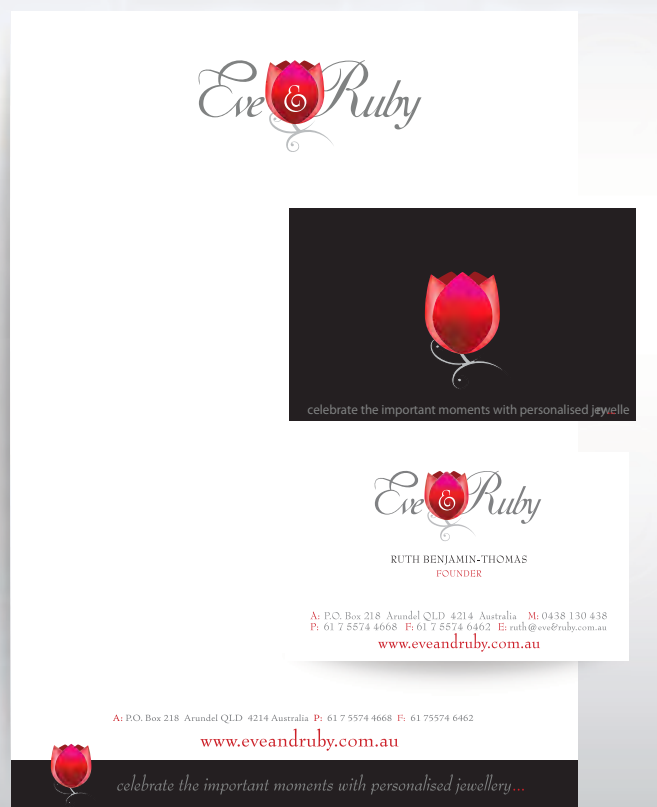
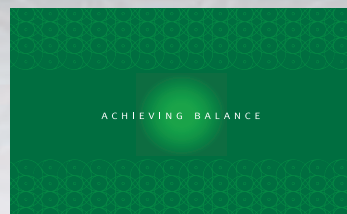
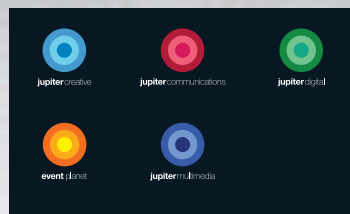


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Home Equity Access is ABN AMRO's highly flexible reverse mortgage, specifically designed for older Australians, to allow you the financial flexibility to make more possible in your life.

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Home Equity Access - Making more possible

Wouldn't it be great to maintain our freedom, feel secure in the present, and be able to look forward to a future making even more great lifetime memories?

About ABN AMRO

ABN AMRO is the 20th largest bank in the world and currently ranks 5th in the 2006 Forbes Top 2000 companies list.

With a history going back to 1624, ABN AMRO has over 100 years of experience in over 100 countries. We are 30 years (2006) and operate nearly 3,000 branches in more than 60 countries.

Established in Australia since 1987, the bank employs over 800 staff in its Sydney and Melbourne offices and is one of Australia's leading providers of integrated corporate and investment banking products and services, working with major corporations, financial institutions and public sector clients.

ABN AMRO's goal is to go the extra mile for clients, being innovative and committed to customer service. In working with Home Equity Access, we are committed to helping you make more possible.

Making more possible 



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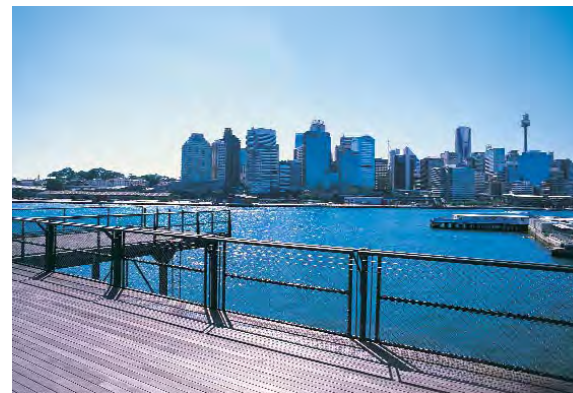
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silo is the stunning, inner-city conversion of Sydney's historic former wheat silos by acclaimed architects Tonkin Zulaikha Greer. Rising above Newtown's seductive mix of cafe's, restaurants, eclectic shopping and Bohemian energy, **silo** offers a slick, organic mix of brand new studio, 1, 2 and 3-bedroom apartments and spacious 3-level terraces that will allow you to create a well-rounded lifestyle.

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Main Course

With access to some of the world's highest quality ingredients and fresh produce and the creative inspiration of the Great Barrier Reef, its environs and climate, Hamilton Island offers some of the best dining experiences of anywhere. Three of the island's talented Executive Chefs - qualla's Alastair Waddell, Bonnie's Nicholas Gomez Duran and Adam Woodfield, of the island's new Asian-influenced Coco Chu - share their current favourite creations.

PHOTOGRAPHY: JULIAN KINGMA STYLING: NICKY TINDILL
COMPILED BY STEPHEN COOK AND DARREN JAHN



Tea Smoked Quail, Pork Jowl, Seeds, Sweet Corn and Jamon Iberico

qualla - Executive Chef, Alastair Waddell

"A strange as this may sound, my inspiration for this dish came from the diet of a quail. I was looking for an interesting game bird dish and the image of a small bird pecking on its seeds and corn came to mind. I created, artistically, from there, as did the presentation on the plate. I first created the dish on qualla's tasting menu at the end of last year. Back then, it came without the pork jowl. It has since enjoyed several popular interpretations as I have continued to change little things to improve the overall look and taste. I have always loved the marriage of sweet corn and smoked ham - it was my favourite soup as a child - and so I added the sweet corn puree and jamon Iberico. I love that this dish is so textured and offers many pleasant sensations on the palate: including the softness of the sweet corn puree contrasting with the crunchiness of the seeds and crispy jamon. More recently, I added the jamon gel ribbon and I feel it brings the dish together really nicely."



Wine Match Robert Oatley Signature Series Mornington Peninsula Pinot Noir 2019

This new release Pinot Noir from Bob Oatley is an ideal partner for the smoky, slightly smoky yet delicate notes of this dish. Wine advisors will tell you game foods are an ideal match for a Pinot but the reality is that pairing the two is more complex; this is an excellent case in point. It's a dish with subtle, light flavours so it needs a softer, gentler style of Pinot like this one, awarded 92 points by James Halliday and winning fans around the nation.



Sweet Success

A far cry from his early years in the NSW country town of Coonamble, the popular, creative Australian patissier Adriano Zumbo brings his Great Barrier Reef inspired High Tea to qualla during Audi Hamilton Island Race Week

STORY: STEPHEN COOK PHOTOGRAPHY: MARK BEAN, JESSICA IRISH, ADRIANO ZUMBO



Some of Adriano's mouth-watering delicacies, including far left, gold dusted malted-mikshake Zumbos. Above, Adriano's at work

Adriano Zumbo, the patissier known Australia-wide for his 'mule-high' croque-mouches and colourful, flavoured macarons (now known as 'Zumbos'), believes the relatively recent revival of the traditional High Tea is due to a rare combination of various societal/cultural ingredients.

"Firstly, I think that the historic, 18th Century fascination with afternoon tea and delicate cakes (see A History of High Tea, this page) or next gained momentum because that era has been so romantically portrayed in films like Marie Antoinette. You also had the art of fine chocolate making and beautiful petit fours in the movie Chocolat, a few years earlier. So these two movies, especially, had a big impact on creating the trend," explains the 30-year-old who became a 'dessert hero' following his appearances on the top-rating Australian TV cooking series, Masterchef.

"Then, there's the whole New York brunch scene. Every Sunday, it seems the whole of New York goes out and the people literally eat beautiful food all day, while sitting around in sidewalk cafes and restaurants; laughing, catching up... often enjoying all sorts of delicate - and decadent - things like cupcakes and tiny, baked tarts. All of which are beautifully created and artistically iced or detailed."

"The upmarket afternoon club scene also took this on and added indulgent cocktails and specially-created sweet and colourful alcoholic concoctions, which added another element to the mix."

"And finally, on top of this, you had the huge increase in ordinary people's interest - I call it a surge - in food knowledge, food preparation, cooking techniques and creative home cooking that has come through both TV and, of course, the internet, and which has

opened everyone's eyes to what is happening in food all over the world."

"All this has resulted in specialty cakes and cupcake shops and high teas popping up all over the world."

Adriano will put on his celebrity chef whites and bring his highly-creative version of the high tea to AUDI Hamilton Island Race Week this year, when he hosts the inaugural Adriano Zumbo Champagne High Tea at qualla on Friday 24 August.

Online tickets sold out in June. It's no wonder: Adriano is singlehandedly creating, experimenting with (even taking into account the effect the tropical humidity may have on certain key ingredients) and preparing four unique and inspiring High Tea menu items in his giant kitchen in Rozelle in Sydney. Once everything is refined, oven (and mandarin) tested and tasted, Adriano will personally name each dessert item.

He and his two head chefs will spend three days at qualla preparing and plating his creations for the exclusive event. One hundred lucky guests, seated in qualla's spectacular Long Pavilion, will experience the world premiere of an Adriano Zumbo signature original dessert inspired by the sensory experiences of both qualla and the Great Barrier Reef. He is also creating three specially-designed cakes which will mirror individual elements of AUDI Hamilton Island Race Week.

"I can't give too much away, as I want it to be a surprise. But my dessert will pick up on the spectacular colours and hues of the reef... the blues, greens and aquamarines, and it will encapsulate the many sensory experiences that qualla offers," he reveals.

"Each of the cakes on the stand in the middle of the table will be my take on exciting elements from Race Week.

A History of High Tea

Anna, the Duchess of Bedford (1788-1861) is credited as the creator of 'tea-time'.

After realising that her midday meal had become smaller over summer - and that, by 'high' (or mid-) afternoon, she experienced 'a sinking feeling' - the Duchess started having her maids bring her a pot of tea and a few breadstuffs each afternoon.

She soon adopted the European tea service format: inviting friends to join her at Belvoir Castle for an additional afternoon meal, at around five o'clock, which included small cakes, bread and butter sandwiches, assorted sweets and, of course, tea.

This summer practice proved so popular, that the Duchess continued it when she returned to London, sending cards to friends asking them to join her for 'tea and a walking the fields'.

The practice of inviting friends to come for tea in the afternoon was quickly picked up by other social hostesses.

And, because it was eaten at a high, dining table - rather than the low tea or what we now call coffee tables - it was called 'high' tea.



Retail

TIME



Island Chic

Hamilton Island features a wide selection of retail outlets, including designer clothing and fashion stores. Create your own favourite look - whether it be Resort Wear, Nautical Style or Island Chic - during your visit by taking time to browse what's currently in stock.

You'll find all the men's and women's outfits and accessories featured here at the island's following retail outlets:

Bonnie Resort Wear - (07 4946 9277) | Hamilton Island Designs - (07 4946 8555)
 Hamilton Island Jewellery - (07 4946 9267) | Lord Nelson Menswear - (0653 233 148)
 Marina Tavern Retail - (07 4946 8180) | Qualla Boutique - (07 4946 9473)
 Spa Womankind - (07 4946 9269) | Swimwear Store - (07 4946 9261)
 The Hut - (07 4946 9273)



Nautical Style



Resort Wear

Essential

Experiences

No matter where we travel to, friends and family are guaranteed to ask us one thing when we get home: "What did you do on your holiday?" With Hamilton Island as its gateway, the World Heritage-listed Great Barrier Reef is blessed with an enviable variety of unique experiences for singles, couples and families to enjoy, all year round. Here's ten essential must-dos - from adrenaline-inducing action to pure, indulgent relaxation.

Wondrous Whitehaven

Your trip to the heart of the Great Barrier Reef wouldn't be complete without a day at the world-renowned Whitehaven Beach. Why not take a full picnic lunch with you? Whitehaven is one of the most beautiful beaches on the planet with its brilliant white sand and crystal clear water. And the great news is, it's right on Hamilton Island's doorstep, just a short trip by boat, yacht or helicopter. Head to Whitehaven today and swim, snorkel and explore for a truly unique and unforgettable reef memory.



Fine Flavours

With our executive chefs continually creating something wonderful to tempt your taste buds, you'll be spoilt for choice. Coca Chu, our new Asian-inspired restaurant offers something to suit the local climate. Bommie, in the Hamilton Island Yacht Club, offers elegant waterfront fine dining. Or make a reservation and sample Executive Chef Alastair Waddell's beautiful creations at qualla's Long Pavilion. For lunch with a view over the southern Whitsunday Islands try the Hamilton Island Golf Club. There are also many family-friendly choices at Romano's, Mariners, Sails and Manta Ray Café. Remember, it's always best to make a reservation.



Rejuvenate Revive

Nestled amid the lush tropical greenery near the main Resort Centre is one of Hamilton Island's most indulgent sanctuaries - Spa Womankind, an oasis of peace and tranquility. Indulge your body, mind and spirit with a variety of spa treatments, massages and skin therapies using the soothing signature LITVA and Waterlily natural products.



Remarkable Reef

There's no limit to the ways you can explore and enjoy the wonders and pure, natural beauty of Australia's Great Barrier Reef. Whether that's from a bird's eye view, with Hamilton Island Air; beneath the surface with the fish and coral as you dive and snorkel at Bai Reef with H2OSports; or, on water, with Cruise Whitsundays, as they whisk you to spectacular Reefworld on Hardy Reef, where you can even sleep the night. No matter how you make your way 'out there', you'll always remember your trip to the Great Barrier Reef from Hamilton Island.



Golfing Green

The 18-hole Hamilton Island Golf Club hosts the inaugural Hamilton Island PGA Professionals Championship later this year (pages 44-47). This spectacular course is open year-round for all guests to use - just a quick ferry ride from the Hamilton Island Marina across to nearby Dent Island. Head to our Pro Shop to get your gear or hire a set of Callaway golf clubs from the Clubhouse. Then, after your round, enjoy lunch with some of the best views in the world at the Clubhouse restaurant dining area.

Honestly Hooked

Feeling the lure of the line? Renegade Fishing Charters offers private and share charters. The crew will even help you to clean and prepare your catch - ready for your evening meal. Or hire a dinghy and explore the local waterways. Hamilton Island dinghy hire will also supply your bait and tackle.

Feeling Free

Get back to nature and enjoy the local flora and fauna on any of our 20 kilometres of peaceful walking trails. Or take a free audio tour of our Passage Peak Walk or Village Trail in a variety of languages. Hamilton Island also provides all guests with complimentary use of catamarans, windsurfers, kayaks and stand-up paddle boards from the activities hub on Catsaye Beach.



Sailing Sensations

Your options are endless when it comes to sailing the Whitsundays from Hamilton Island. From instruction for beginners to offshore skipper and international qualifications, stay and sail packages or skippered charters. Ride the gentle breeze on a motor yacht. Or 'hang out' on the trapeze aboard Adrenalin Rush, a 36-foot Naica catamaran.



Family Fun

For that extra surge of excitement and a good fun family day, Hamilton Island has much to offer. Enjoy the rare and memorable experience as you and the kids get up close and personal with one of our cuddly koalas at Wild Life Hamilton Island, when you join one of our exclusive, private koala tours. Tee-off at our mini-golf course or strike a pin or nine at our seven-lane Kegel 9pin Island Bowling. For those a bit bigger (and braver!), the island's go-kart track is designed to challenge the best and nothing beats getting out on the Whitsunday waters on a Kawasaki jet ski.

For further information on all tours and activities, contact the Hamilton Island Tour Desk on (07 4946 8105, or 81055 in-house) or visit the Tour Desk in the main Resort Centre at Catsaye Bay.

www.hamiltonisland.com.au/activities

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It's Simply Beautiful

At Simply Beautiful, the focus is on your overall well-being and individual, personal care. We aim to be a centre of excellence for all surgical and non-surgical procedures and treatments.



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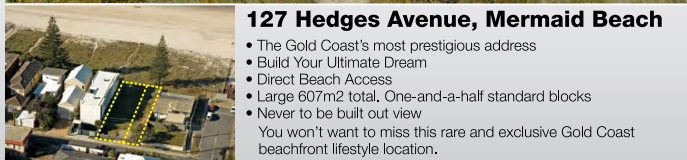
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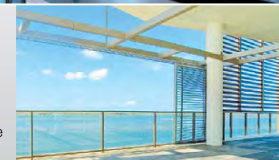
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- Personal 25-metre marina berth



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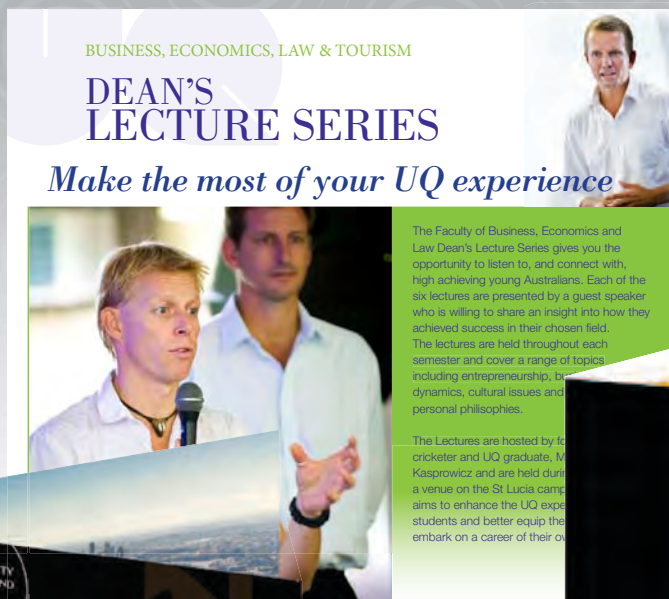
Her list of clients includes: John Holland, Abigroup, Lind Lease, GHD, QR National, Firebirds, Crown Solicitor's Office, British Airport Authority, Macquarie, Leed and ECHS.

Through Kerri and Focused Tender Training Solutions, businesses will discover that it's not just about the 'right price' or the 'right team' that makes Kerri's bids such a success, it's her unique ability to get to the core of what differentiates your business and brings every facet of development and delivery together with a look, feel and message that creates a winning tender.

A trained facilitator with a unique blend of executive marketing and senior management expertise in industries as broad as higher education, retail, leisure, media, art, construction, manufacturing and petrochemicals, Kerri's processes and strategic, highly organised and proudly "outside-the-square" — engaging, inspiring and committing key players to challenge conventions and raise the bar, devising timelines and running workshops that progress, work and maximise efficiency, and, showcasing a company's point of difference in spectacular style.

Ready to find out how we can target your companies tender training solutions? Call us today.
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BUSINESS, ECONOMICS, LAW & TOURISM

DEAN'S LECTURE SERIES

Make the most of your UQ experience

The Faculty of Business, Economics and Law Dean's Lecture Series gives you the opportunity to listen to, and connect with, high achieving young Australians. Each of the six lectures are presented by a guest speaker who is willing to share an insight into how they achieved success in their chosen field. The lectures are held throughout each semester and cover a range of topics including entrepreneurship, business dynamics, cultural issues and personal philosophies.

The Lectures are hosted by the Faculty of Business, Economics and Law and are held at a venue on the St Lucia campus. The lectures aim to enhance the UQ experience for students and better equip them to embark on a career of their own.



BUSINESS ECONOMICS LAW & TOURISM

THE UNIVERSITY OF QUEENSLAND AUSTRALIA

UQ-INDIA MICHAEL KASPROVICZ SCHOLARSHIP

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During the development of your submission for which Kerri was the Tender Coach, she displayed exceptional skills in facilitating and challenging the team to differentiate and formulate their winning strategy. This approach raised the bar across the entire submission, from the technical writers to the final top publishers, for exceeding my expectations.

JOE JENNIFER, FOUNDER, JUNE HOLLAND, SENIOR MANAGER, MARKETING, THE UNIVERSITY OF QUEENSLAND AUSTRALIA



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Federal Member for Long
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WHY STUDY BUSINESS, ECONOMICS OR TOURISM AT UQ

Work Anywhere In The World

"UQ provided me with an amazing set of educational and cultural opportunities, all of which contributed to making me a better graduate. At a time when France jobs were scarce the UQ Honours program and the industry connections made through UQ Business School were instrumental in me entering the workforce."

Paul Schneider, Research Analyst, QIC Strategy BACHLOR OF COMMERCE (HONOURS) ECONOMICS

In July 2008 Paul completed a dual degree, having studied the first semester on student exchange at Charles University, Prague. Immediately following this Paul undertook an

internship at the European Parliament in Brussels. In 2009 he returned to UQ to complete the Bachelor of Commerce Honours program. Before the program started he spent time of his years to compete in the Farnham International Table Tennis Competition in Toronto where he won the UQ and Asia. Paul was awarded First Class Honours and his thesis is to be published in the Accounting and Finance Journal. 2011. Since finishing honours Paul has been working for QIC in their Strategy boutique which is responsible for the asset allocation of QIC's multi-asset class clients.

FAST FACTS

- UQ Business School is one of only 107 business schools in the world to hold dual accreditation from the world's top accreditation bodies – AACSB International and EFMD EQUIS (AACSB accreditation)
- Amongst the top 27 percent of economics institutions internationally in the authoritative University of Economics rankings
- The School of Tourism is the only Australian school with UoE accreditation. It boasts strong partnerships with industry and offers exceptional employment opportunities for students.

By studying at UQ you will get a taste of all that the business world has to offer, which means you can confidently decide on a future that suits you.

Our business, commerce, economics and tourism graduates have gone on to become leaders of business and government, politicians, development officers, UN officials and successful entrepreneurs.

Our award winning lecturers will bring the business world to you through work placements and entrepreneurship courses that have you building real companies from the ground up.

UQ's vast network of industry contacts means we can place you for internships in the executive offices of some of the world's largest companies.

In addition to lectures and tutorials, we offer academic and student associations also organise professional development and social networking opportunities.

Our active student body and student associations also organise professional development and social networking opportunities.

Then there is our state of the art lecture theatres, a faculty collaborative learning centre and 24-hour computer labs which keep you connected and ensure support is never far away.

Competitive Edge

When you graduate from UQ, you are considered part of our alumni. Alumni events and activities enable graduates to keep in touch with their discipline, colleagues and friends long after graduation.

At UQ we believe that maintaining excellent relations with alumni is mutually beneficial.

Alumni

By providing you with opportunities to attend professional development and career seminars or to network and socialise with colleagues and peers, you'll turn continue to be ambassadors for the University.

Alumni Lunch Lectures

Held monthly at UQ Business School, the series provides thought-provoking presentations and discussion on a huge range of topics. Networking is a key feature of the series.

Paul Spelman has included hotel Laureate Professor Joseph Shattuck, Deputy Governor of the Reserve Bank of Australia and Westpac Bank Chairman Ted Evans.

www.uq.edu.au/alumni/

Connecting with friends is easy with 8 cafes on campus

more info...

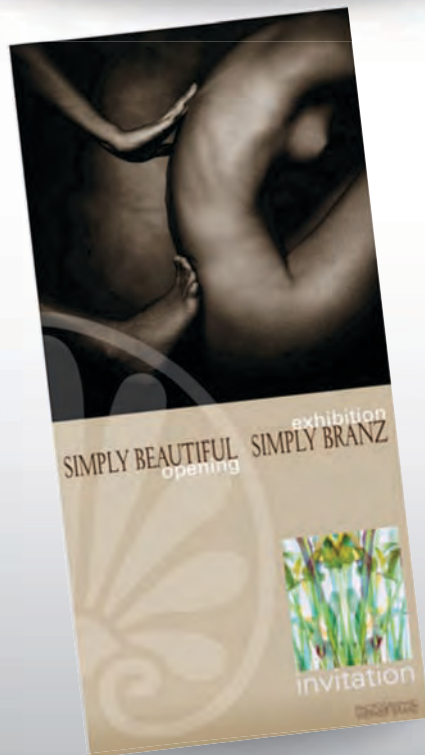
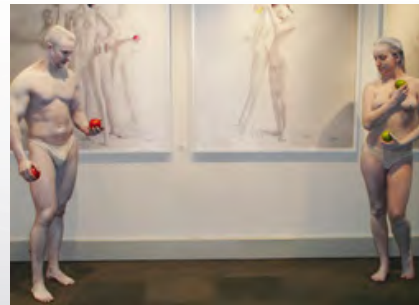
Dominic
T: 07 552 7111
E: dominic@uq.edu.au

Interim
T: 07 552 7111
E: interim@uq.edu.au

Business Model

EVENT MANAGEMENT

event creation, production, direction, invitations



EVENT BRANDING, MARKETING, AND MERCHANDISE

conference banners, program, posters, products, online ticket sales



BOOK COVERS AND PRODUCT BRANDING

cover illustrations, manuscript layout
and product mock ups

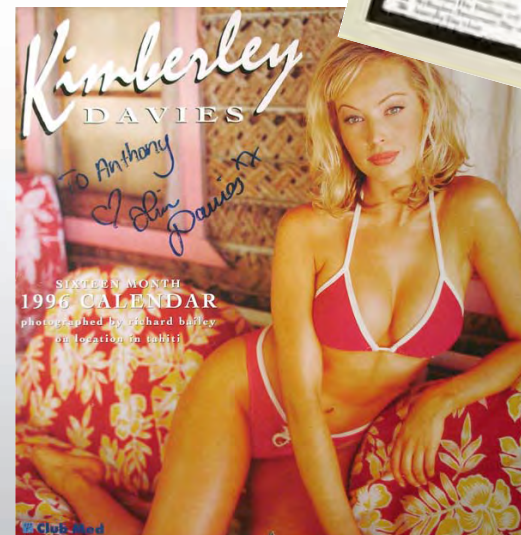
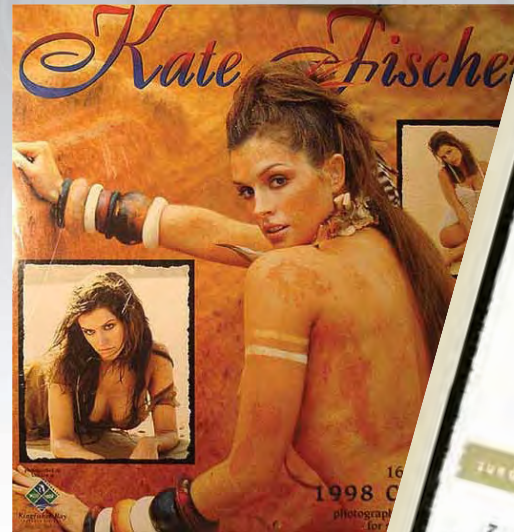


GOODWORDS

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CALENDARS, DIARIES, DESK CALENDARS

design, packaging promotional brochures and point of sale displays



ILLUSTRATIONS

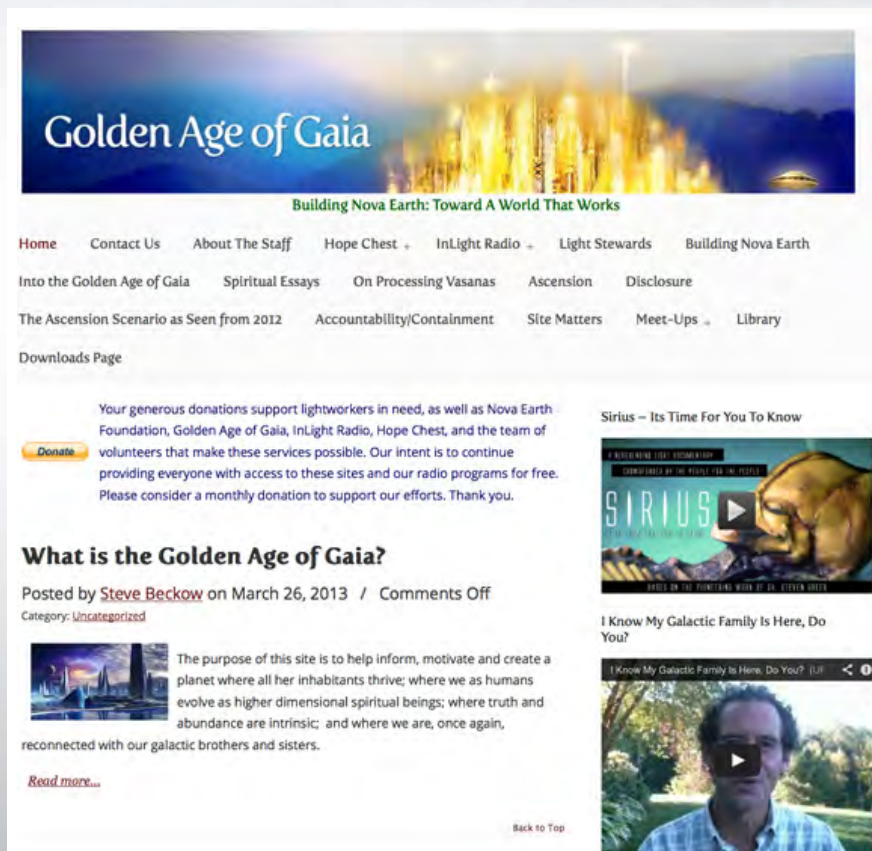
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 **Fiona Norman**
Chiropractor

9412 4918






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jupitercreative

Jupiter Agency is a boutique, creative design studio, which draws on an enviable depth of multi-industry and multi-platform talent. Our team offers diversity, with backgrounds in digital, print, live brand activation and multimedia.

Our team can design and produce a broad range of creative communication pieces. From brand strategy and graphic design to concepts for online, print and large-scale campaigns including signage, logos, editorial, event concepts and builds, we have proven expertise and capabilities.

We specialise in distilling brands into concentrated truths. We then use this to tell a visual story to create genuine attraction and interaction with the target audience.

In short, our goal is to forge lasting bonds between the brands we work for and the people they want to reach.

- Graphic Design
- Brand Identity
- Brand Strategy
- Logo Creation
- Style Guidelines
- Brochures
- Stationery
- Packaging
- Advertising
- Presentations
- Annual Reports



Case Study



Commonwealth Bank of Australia - Chairman's Signature Drive Visual



Warner Bros. - 50th Birthday Party Celebration Concept



Vodafone - Launch Event Invitation



jupiteragency

the heart and soul of our company, is bringing ideas to life




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(02) 9356 9600



The website for Simple Business Solutions features a clean, professional layout. The header includes the company logo on the left and the tagline 'simplify solve succeed' on the right. A navigation bar with links for 'home', 'simplify', 'solve', and 'succeed' is positioned below the header. The main content area on the left contains three paragraphs of text, while the right side features a large, abstract blue graphic. The footer provides the website URL, contact information, and a list of links.

simple business solutions

simplify
solve
succeed

home | simplify | solve | succeed

No matter what business you're in, or what your business goals are, your best way forward in today's complex world is simple – Simple Business Solutions.

We work with you to develop your business and your future success.

We make sure your day-to-day strategies, processes, systems and technology are streamlined, integrated, reliable and sustainable on every level.

And we care. We allow you, your staff, and your clients to smile a whole lot more as your efficiency increases and you all enjoy greater satisfaction, achievement and rewards.

At Simple Business Solutions, we **simplify** the way you work, **solve** your current issues and ensure you **succeed**!

www.simplebusinesssolutions.net.au | company | contact | privacy | links

t: 0411 899 742



The Warranty Manager website design is focused on car dealerships. The header features the company logo and a tagline. The main visual is a large image of a car lot. Below this, there's a section titled 'Why Use Warranty Manager?' followed by a descriptive paragraph. To the right, there's a login section for account holders. The footer contains links for 'ABOUT US', 'CONTACT US', and 'PRIVACY'.

Warranty MANAGER

You sell the cars...we'll manage the warranties

Why Use Warranty Manager?

Let Warranty Manager save you time and money. We manage your customers' warranty details, service reminders and claims processes. We help you generate more revenue by retaining customer loyalty to your dealership's service department.

ACCOUNT HOLDER LOGIN

LOG IN

SIGN UP ENQUIRY

ABOUT US | CONTACT US | PRIVACY

WEB DESIGN

page design, logos, banners and illustrations

