

IT'S A FINE LINE BETWEEN GOOD & GREAT DESIGN

FINELINEDESIGN.NET.AU

PORTFOLIO

FINE LINE

DESIGN & PUBLISHING





DEFENCE INDUSTRY AUSTRALIA

Export Capability Catalogue



LAND



AEROSPACE



MARITIME



**ELECTRONIC
SERVICES**



**SUPPORT SYSTEMS
& SERVICES**







DEFENCE INDUSTRY AUSTRALIA™

Export Capability Catalogue 2014

FOREWORD



world class, technologically sophisticated defence industry sector which provides capability solutions to meet international requirements. It is a fundamental part of Australia's national security capability and plays an essential role in the support of the Defence Force.

The sector is characterised by efficient manufacturing, based on research and development, and supported by a highly skilled workforce. Quality is a cornerstone and defence companies have shown their ability to deliver to, and often beyond, the capability expectations.

Defence industry supplies global customers across the maritime, land, and air warfare domains. Products include complete systems and a range of services complementing capabilities sourced from international partners.

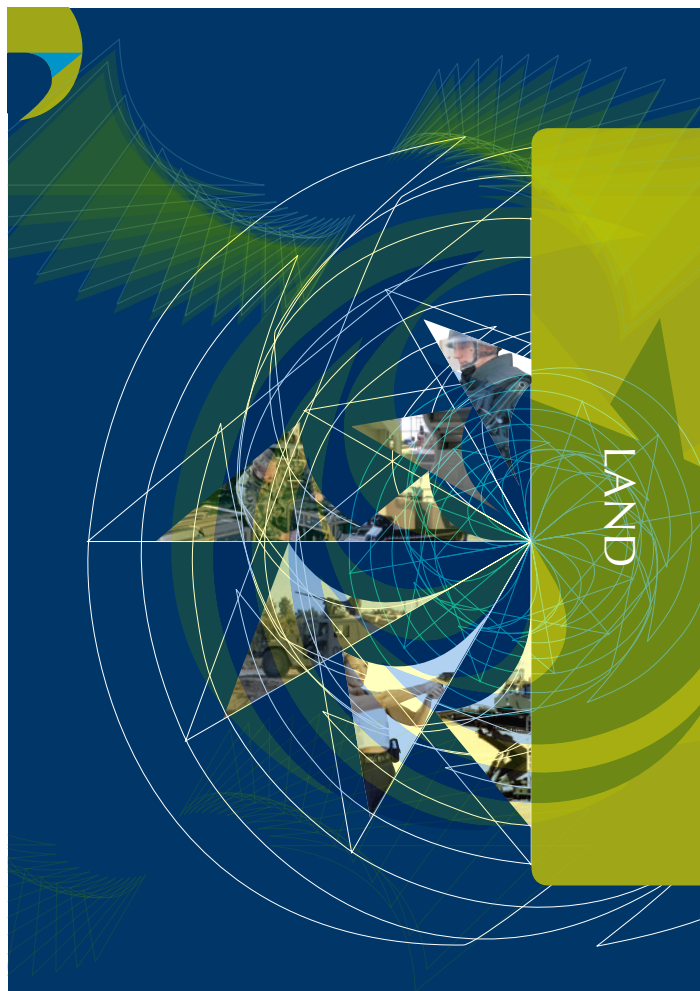
Defence industry also specialises in the maintenance, repair and overhaul of defence equipment, with developed world-leading expertise in the life extension of ageing equipment and is also highly proficient in the integration of sophisticated defence capabilities.

The operating environment is amongst the most challenging in the world. Defence equipment needs to be effective in high heat and humidity, the extremes of arid deserts, cold Antarctic waters and a vast littoral warm water environment. Working with Australian defence industry means the support you receive will meet the highest standards Australian defence companies must achieve to satisfy the Defence Force's requirements.

The relationship between the Australian Defence Force and Australia's defence industry is a symbiotic one. This is the same relationship you can expect when you select Australian defence industry to supply or sustain your defence force. Choosing an Australian defence industry supplier means choosing a supplier that understands the requirements expected by its customers.

This catalogue is included in this 2013 edition of Defence Industry Australia – Export Capability Catalogue, showcasing Australia's defence industrial capacity.

Jason Clare
Minister for Defence Materiel
Minister for Home Affairs
Minister for Justice
Parliament House Canberra ACT 2600



LAND

- Powerful Research and Development
- Innovation
- Stringent Field Testing

MARKETS

Australia
New Zealand
Papua New Guinea
Vanuatu
Singapore
Sri Lanka
Malaysia
Solomon Islands
Hong Kong
United States
Middle East
India
Pakistan
Bangladesh
Indonesia

QUALITY ASSURANCE

AS/NZS ISO 9001:2008
NIJ Standard 0101.03 & 0101.04

CONTACTS

Stuart Bruce
Managing Director
Combat Clothing Australia
Email: info@combatclothing.com.au
Web: www.combatclothing.com.au

aspects, which has made CCA a world class designer in this industry;

- personal comfort
- tested for climatic durability
- superior strength and mobility

When assessing the needs of your personnel be sure to demand the protection of an Australian product which carries AS/NZS ISO 9001:2008 Quality Assurance and Ballistic Armour Test Certificates to the National Institute of Justice Standard 0101.03 and 0101.04. Each product delivered to the end user by CCA is accompanied by a Certificate of Conformance and a Certified Test Result proving ballistic performance.

Combat-Armour International Pty Ltd (CAI)

is an Australian owned company specialising in the research, design and manufacture of a wide range of Ballistic and Non-Ballistic products.

Combat-Armour International Pty Ltd's range of ballistic products include personal protection body armour, hard plates, aircraft armour upgrades, vehicle armour kits, marine armour upgrades and ballistic helmets.

Due to world events of the past few years, Combat-Armour International Pty Ltd has designed and manufactured a comprehensive range of equipment for Non-Lethal Force (NLF) applications. Our range now includes patented Interlocking Riot Shields (in various shapes and sizes), Riot Control Helmets and Visors, Tactical Batons and Padded Garments for personal protection. Much of this equipment is in current use with the Australian Defence Force and other international clients.

The strength of Combat-Armour International Pty Ltd lies in its ability to manufacture and supply quality products on a large scale. Our facilities, located 80kms south of Brisbane encompasses approximately 4,000 sq metres. These include state of the art testing laboratories, textiles division, vehicle fit out bays and armour manufacturing plants.

Combat-Armour International Pty Ltd has a team of industry professional that not only manufacture and supply the products but also provide complete after sales support of all our products. We can assist our clients with maintenance, training and spares to ensure optimum performance of all CAI products.

When you next assess your protection needs think of Combat-Armour International Pty Ltd, a recognised leader in ballistic protection.



COMBAT CLOTHING AUSTRALIA



RBR Armour Systems Pty Ltd is a wholly owned Australian company that specialises in the design and manufacture of ballistic products for military, police, security and civil applications. RBR's name has been synonymous with ballistic protection for nearly 20 years in more than 60 countries worldwide.

RBR Armour Systems Pty Ltd produces ballistic armour solutions to suit a variety of applications including soft and hard armour, ballistic helmets, ballistic shields, vehicle, aircraft, marine and structural armour along with solutions to suit various EOD applications.

All RBR Armour Systems products are manufactured in-house using the latest technology and materials including aramids, polyethylene's, ceramics and composites. With the addition of new equipment we now have the ability to manufacture armour panels up to 7 meters long & 4 meters wide. This process allows for the manufacture of one-piece floorings and bulkheads for up armouring of vehicles for example.

Each member of our research and development team contribute a wealth of experience from fields as diverse as aviation, textile development (ballistic and non-ballistic), engineering (vehicle and aircraft), weapon systems (small arms), glazing systems, laboratory testing and composites development.

It is RBR Armour Systems aim to provide our Australian and international customers with the most cost effective and technologically advanced armour solutions available through leading edge product design and innovation.

The Australian Ballistic Laboratory (ABL) is a modern, state of the art ballistic testing and research facility that specializes in the testing of all types of hard and soft armour for military, law enforcement and civilian applications in Australia and in the Asia Pacific region.

ABL is privately owned and operated Australian company and features some of the most advanced ballistic and stab testing equipment available in Australia or the Asia Pacific region. All testing is conducted on site in its indoor range which is both temperature and humidity controlled. Ammunition used in testing is assembled in-house by trained personnel to exacting standards. Recent testing has included glass, ballistic steel, composite strike plates, soft armour, panels and helmets.

ABL's capabilities are not restricted to Military and Law Enforcement clients. It has the ability to test a wide range of materials such as glass, aluminium, steel and composites which has enabled it to service clients in the marine, aviation, security and building industries. Materials have been tested for the following applications; building protection, cash in transit vehicles and marine and aviation bulkhead reinforcement and armoured protection.

The ABL's team believes that its strengths lie in its ability to test the customer's specific requirements while ensuring that accuracy and technical integrity are at the highest levels.

ABL is committed to maintaining the highest technical standards while providing its clients with results in the most timely, efficient and cost effective manner.

ABL's mission statement is a testimony to its commitment to deliver the highest possible standard of service.



PRODUCTS & SERVICES

- Ballistic solutions for motor vehicles, aircraft, marine and building applications
- Design and manufacture of hard armour products including helmets, shields and insert plates
- Body Armour
- EOD Equipment
- On-going Research & Development for ballistic innovations

QUALITY ASSURANCE

AS/NZS ISO 9001:2008

CONTACTS

Stuart Bruce
Managing Director
RBR Armour Systems Pty Ltd
Email: info@rbrarmoursystems.com.au
Web: www.rbr.com.au

ACCREDITATIONS

National Association of Testing Authorities (NATA)
Accreditation 14375

QUALITY ASSURANCE

ISO /IEC 17025:2005

ACCREDITED TEST STANDARDS

NIJ 0101.03: Bullet Resistance for Police Body Armour

NIJ 0101.04: Ballistic Resistance of Personal Body Armour (incl addenda A & B)

NIJ 0108.01: Bullet Resistant Protective Materials

AS/NZS 2343: Bullet Resistant Panels and Elements

With many other standards available on request.

COMBAT CLOTHING AUSTRALIA PTY LTD COMBAT-ARMOUR INTERNATIONAL PTY LTD

10 Windmill Street
Southport
QLD 4215
AUSTRALIA

ABN: CCA 93 067 747 406 CAI 95 098 090 889
Phone: +61 7 5591 5316
Fax: +61 7 5591 5160
Email: stuart@combat-armour.com
Web: www.combat-armour.com

RBR ARMOUR SYSTEMS PTY LTD AUSTRALIAN BALLISTIC LABORATORY PTY LTD

10 Windmill Street
Southport
QLD 4215
AUSTRALIA

ABN: RBR 26 098 372 084 ABL 71 098 046 103
Phone: +61 7 5591 5316
Fax: +61 7 5591 5160
Email: info@austrballisticlab.com.au
Web: www.ballistictesting.com





HAWKER PACIFIC

ASIA PACIFIC AEROSPACE



PRODUCTS & SERVICES

- New and used fixed and rotary wing Aircraft Sales and Aircraft Charter
- Aircraft Maintenance, Repair & Overhaul, Fleet Management Programs
- Aircraft Engine Repair & Overhaul
- Special Mission Aircraft Modification
- Design Engineering (Hawker Pacific Technologies)
- Aircraft Avionics (Australian Avionics)
- Spare Parts and Equipment Sales
- Exchange Rotables (Rt's) & Logistics

MARKETS & FACILITIES

AUSTRALIA & NEW ZEALAND

- Sydney - Bankstown & Mascot
- Melbourne, Cairns, Townsville
- Brisbane, Perth
- Auckland
- RAAF East Sale & Pearce

ASA & THE MIDDLE EAST

- Bangkok, Jakarta, Kuala Lumpur
- Singapore, Manila, Beijing
- Dubai, UAE

QUALITY ASSURANCE

- ISO 9001 Bureau Veritas
- EASA Part 145 Certification
- FAA Foreign Repair Station (2)
- AEO and AMO (2) approvals from the Defence DQTA organisation
- Airworthiness Approvals by Australian & International Regulatory Authorities
- OEM/Customer Approvals by 26 Major Global Suppliers

CONTACTS

- CEO - Alan Smith
- Chief Operating Officer-Pacific Region - Doug Park
- Chief Operating Officer-Asia Region - Tony Jones
- SVP Sales - Cheryl Peterson
- Chief Operating Officer-Middle East Region - Paul Giles
- VP Flight Services - Graham Owen

WHOLLY OWNED SUBSIDIARIES

- Australian Avionics
- Wing & Rotor (NZ)
- Sydney Jet Charter (AU)

JOINT VENTURES

- RBL Hawker Limited (UAE)
- Shanghai Airport Authority

Hawker Pacific is a global aircraft and aviation equipment sales and product support company with operations and facilities throughout Australia, New Zealand, Asia and the Middle East. The company is a Master Dealer for Hawker Beechcraft, an Independent Representative for Bell Helicopters and the Bell Agusta Aerospace Corporation, represents Falcon Dassault and Diamond aircraft and is a primary dealer in used aircraft. Hawker Pacific is also the FLIR Systems representative for airborne, maritime and ground stabilized systems in Australia and New Zealand.

Hawker Pacific has developed an enviable reputation in handling a wide range of projects for Defence Forces both in Australia and overseas. It is the market leader in providing MRO, structural modification and support services to a wide range of fixed and rotary wing aircraft for Defence and special purpose use. The Company provides aircraft, equipment and support services to a number of Defence Forces meeting their respective training, transport, maritime patrol, surveillance and other special mission requirements.

Hawker Pacific delivers whole of life integrated solutions, from the sale or lease of aircraft to the eventual replacement of the asset, including pilot training, fleet management, maintenance, modification, major overhaul and logistics supply. Military special mission modifications carried out by Hawker Pacific include the installation of electronic warfare systems; the design, modification and installation of SAR/ISAR Surveillance Radar and Long Range Optical/Infrared Sensors (FLIR), topographic and hydrographic mapping equipment, command and control systems, and the integration of conventional and secure communications equipment.

Hawker Pacific holds a long term contract to supply, modify, lease, fleet manage and maintain a fleet of sixteen King Air 350 aircraft for the RAAF Air Combat Training and Light Transport capabilities. The company also provides through life maintenance support to the Singaporean Air Force Basic Wings Course using the PC-21 turboprop trainer. Hawker Pacific's Hybrid AirworthinessTM philosophy for the integration of civilian baseline airworthiness into a military context has been successfully adopted by the Singaporean and Australian Defence Forces.

Hawker Pacific's reputation is that of a customer-focused, high performance, world class organisation that delivers customers' operational, maintenance, engineering and modification needs on time and on budget.



HAWKER PACIFIC PTY LIMITED

112 Airport Avenue
Bankstown Airport
NSW 2200
Locked Bag 172 Milperra
NSW 2214
AUSTRALIA

ACN 001 540 316
Phone: +61 2 9708 8555
Fax: +61 2 9790 1924
Web: www.hawkerpacific.com.au
Email: solutions@hawkerpacific.com.au

Asia Pacific Aerospace Pty Ltd (APA) is a privately owned Australian company with extensive interests in aviation throughout the Asia Pacific region. Based in Brisbane, APA specialises in the Maintenance, Repair and Overhaul (MRO) of small to medium aerospace gas turbine engines and accessories for the General Electric T700, the Rolls-Royce M250, RR300 and Honeywell LTS-101 series engines.

APA is the prime contractor for the provision of deeper maintenance and system support to the Australian Defence Force operated GE T700 and Rolls-Royce M250 engines and associated components. APA is a Rolls-Royce Authorized Maintenance, Repair & Overhaul Center (AMROC) for the Rolls-Royce M250 and RR300 Series engines and supports over 100 commercial and military customers within the Australasia region.

As the provider of support to the Australian Defence Force, APA is called upon to provide logistical support for their respective helicopter fleets. APA provides a turnkey solution to co-ordinate the repair and overhaul of all engines and LRU's as well as providing airframe spares support when required.

With approvals from DGTA as an Authorised Maintenance Organisation (AMO) as well as airworthiness approvals such as CASA, EASA, DCMA and CAAC, APA's MRO operation at APA is a one-stop overhaul and turbine engine repair shop for small to medium sized gas turbine engines.

The use of internationally recognised quality management systems and wide range of capabilities certifies that customers are always in best possible hands.



ASIA PACIFIC AEROSPACE

750 Macarthur Avenue Central
Pinkenba
QLD 4008
AUSTRALIA

ABN 82 057 052 025
Phone: +61 7 3632 7600
Fax: +61 7 3632 7677
Email: brett.ace@apaaero.com.au
Web: www.apaaero.com.au

PRODUCTS & SERVICES

- Maintenance, Repair and Overhaul services for the GE T700, Rolls-Royce M250, RR300 and LTS-101 engines
- Maintenance, Repair and Overhaul of RR M250 Fuel accessories and engine components
- GE T700, Rolls-Royce M250 and RR300 Engine performance testing and fault diagnosis
- Assembly, integration and testing of new engines
- Manage and perform major engine modification programs
- Technical and logistical support for GE T700, Rolls-Royce M250 and RR300 series engines
- Specialised aircraft welding, plasma spray and parts restoration
- Field service support throughout Asia Pacific region
- FACILITIES
- Brisbane
- New Zealand
- Singapore

QUALITY ASSURANCE

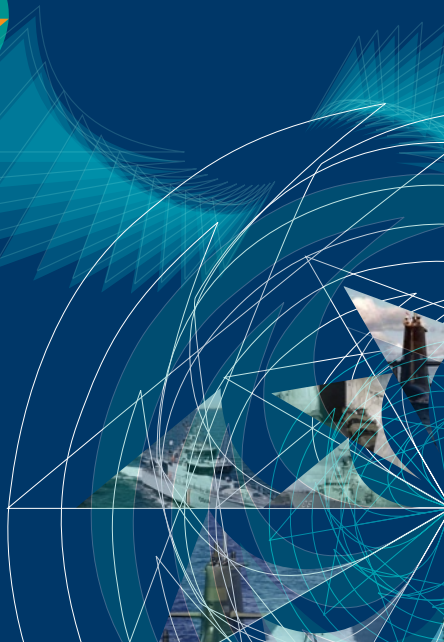
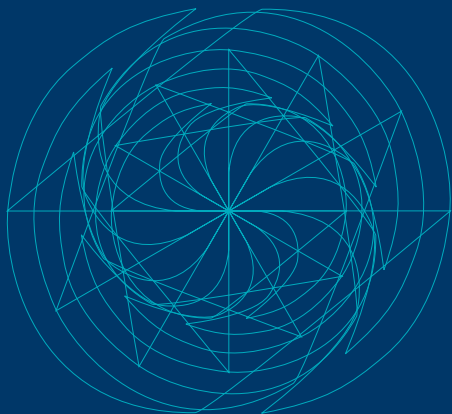
- Rolls-Royce Authorised Maintenance Repair and Overhaul Centre
- CASA (Civil Aviation Safety Authority - Australia)
- Australian Defence Force Authorised Maintenance Organisation (AMO)
- European Aviation Safety Agency (EASA)
- Civil Aviation Authority of New Zealand (CAA NZ)
- Directorate General of Civil Aviation Indonesia (DGCA)
- Department of Civil Aviation (DCA) Malaysia
- ISO AS/NZS 9001:2008

MEMBERSHIPS

- Founding member of AIDN (Old)

CONTACTS

Brett Ace
Email: brett.ace@apaaero.com.au



MARITIME

COWAN

COWAN

SIEMENS IT SOLUTIONS
& SERVICES

ampsTM

PRODUCTS & SERVICES

- Design and manufacture of Recompression Chamber and Hyperbaric Chambers.
- Approved RAN Hyperbaric Repairer
- In Service Support of Recompression Chamber and Gas Distribution Systems.
- Design and manufacture of Aviation Gas Supply Carts.
- Testing of gauges to AS 1349-1988.
- Oxygen Cleaning to MIL Standard 1330D.
- Precision Passivation of Aviation components to AMS2700A.
- Development and design of training packages.
- Development and publication of technical and operation manuals.
- Specialist stainless steel and aluminum fabrication.

MARKETS

US Navy
Royal Australian Navy
Middle East
Thailand
Vietnam
Qatar
Jelstar
Qantas Defence Services

QUALITY ASSURANCE

Lloyds accredited
AS/NZS ISO 9001:2008

CONTACTS

Bob Cowan
Managing Director
Mobile: +61 0 438 634 511
Email: bob@cowanmfg.com.au
Craig White
General Manager
Mobile: +61 0 437 546 589
Email: craig@cowanmfg.com.au
Dave Frimpton
Project Coordinator
Mobile: +61 0 408 456 004
Email: david@cowanmfg.com.au
Peter Adams
In Service Support Manager
Mobile: +61 0 438 317 158
Email: padams@cowanmfg.com.au

Cowan was established in 1973 & is recognised worldwide as a Recompression Chamber specialist with a predominant focus on Defence activities. Cowan's role extends to the ongoing Logistic Support of recompression chamber and hyperbaric systems for Navy's and Hyperbaric Facilities throughout the world. This includes cleaning for oxygen and breathing gas services to Australian and US Navy standards.

Advanced workshop, hydro testing, laboratory and clean room facilities supported by Lloyds accredited ISO9001 quality assurance & a highly skilled workforce reinforce Cowan's position as a Defence and Aviation industry leader.

The Cowan 3193 series Aviation Oxygen and Nitrogen supply carts were developed in consultation with industry leaders such as Qantas to produce a superior product which is tailored to the needs of the Commercial and Defence Aviation industry needs, incorporating a number of world class innovations that enhance operator safety as well as ease of operation and maintenance.



COWAN MANUFACTURING

PO Box 185
9A Walker Street
Warners Bay
NSW 2282
AUSTRALIA

ABN 66 001 744 332
Phone: +61 2 4954 6588
Fax: +61 2 4956 5762
Email: cowan@cowanmfg.com.au
Web: www.cowanmfg.com.au

Siemens IT Solutions and Services has acquired Eden Technology Pty Ltd. Eden brings to Siemens 30 years of experience in delivering innovative software solutions to the Defence and Maritime industries. As a part of Siemens IT Solutions and Services the Eden team will continue to provide software development, application integration and a variety of consultancy, training and project management services.

AMPS leads the industry in deployable asset management and logistics software within Naval forces and operators of similar vessels such as coast guards, marine services and police fleets. We deliver comprehensive logistics support for deployed units via an inherent web-based application, allowing for flexible access to AMPS many features.

Our solution can be scaled to best-fit the requirements of any business and its assets, allowing for a tailorable approach to project implementation. AMPS is used by a range of customers including the Royal Australian Navy (RAN), Royal New Zealand Navy (RNZN), Royal Malaysian Navy (RMN), Royal Navy of Oman (RNO) and the Australian Customs Marine Unit (CMU). AMPS software is comprised of integrated modules that provide comprehensive functionality in the areas of: Maintenance, Supply & Inventory, Change Management, Mission Management, Personnel, Reporting and Mobility.

AMPS HIGHLIGHTS:

Deployability

Truly deployable asset and logistics solutions, utilising both real-time and offline data transfer, ensuring that users at all levels and locations have access to current information.

Resources

Cost and time savings associated with optimal asset management of a fleet. Efficiencies across the entire logistics process will be realised with increased communication resulting in greater transparency and accountability.

Performance

Enhance your assets performance with mission readiness analysis, critical item certification & scheduling, detailed operating and production statistics and more.

Asset Life-cycle

Effectively and efficiently manage the assets full life-cycle by making informed decisions that impact your bottom line. Enhance productivity at all levels, while minimizing operational costs by allocating skilled resources appropriately.

Integration

Seamlessly integrates with 3rd party products to instantly enhance any existing business infrastructure. As business requirements evolve additional functions can be activated and interfaces to legacy systems created.

SIEMENS



SIEMENS IT SOLUTIONS AND SERVICES

160 Herring Road
Macquarie Park
NSW 2113
AUSTRALIA

ABN: 94 143 410 655
Phone: +61 3 9721 2000
Fax: +61 2 9491 5977
Email: sis.marketing.au@siemens.com
Web: www.siemens.com.au/it-solutions

PRODUCTS & SERVICES

- AMPS (Asset Management and Planning System)
- Deployable Logistics Management Systems
- IT Implementation consulting, data migration, application integration and training

MARKETS

- Australia
- New Zealand
- Asia
- Middle East
- UK/Europe

INDUSTRIES

- Defence Forces -Trit service
- Defence Contractors
- Coast Guards
- Customs
- Marine Police
- Ship Builders & Repairers
- Commercial Ship Operators

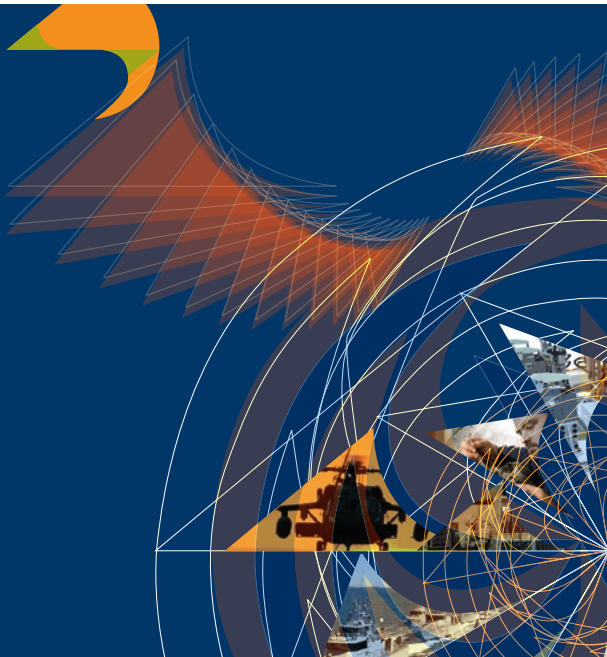
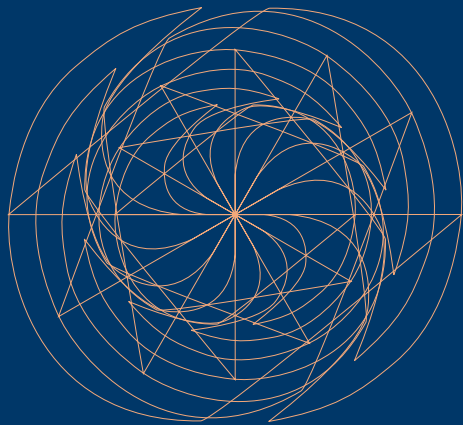
QUALITY ASSURANCE/ENDORSEMENTS

- AS/NZS ISO 9001:2008
- Australian Defence Recognised Supplier (DRSS)
- Australian Industry & Defence Network Member (AIDN)
- Australian Defence Material Organisation Support Services Panelist (DMOSS)
- Member of Australian Information Industry Association (AIIA)
- PRINCE2 Certified Practitioners

DEFENCE RECOGNISED SUPPLIER

Department of Defence
Strategic Capabilities





PRIMES SUPPORT SYSTEMS & EQUIPMENT



EYRES OPTICS

PELICAN PRODUCTS



PRODUCTS & SERVICES

- Ballistic Certified Eyewear
- OHS Eye Protectors
- Prescription & Non-prescription
- Lenses fitting
- Sport frame designs
- Lifestyle frame designs

MARKETS

Worldwide

QUALITY ASSURANCE

D'Neale Quality Management System

SAI GLOBAL STANDARD MARK

- AS/NZS 1337.1
- AS/NZS 1337.6
- AS/NZS 1067

ANSI - AMERICAN NATIONAL STANDARDS

ANSI-HSEA-287.1-2010

EUROPEAN STANDARD

EN166:2002

MEMBERSHIPS

SAI Global
CE
ANSI - American National Standards Institute
ODMA member

CONTACTS HEAD OFFICE - WA

33 Kensington Street
East Perth, WA 6004
Ph: 1300 663 209
+61 (08) 9325 2444
Fax: +61 (08) 9325 2977

Alternatively you can contact:

Becky Goddard
Ph: 1300 663 209
+61 (08) 9325 2444
Email: becky@safetyoptics.com

EYRES is a Western Australian manufacturer and world leader in developing, constructing and distributing advanced eye protections for a number of industries including industrial, mining, sports, military, law enforcement and emergency services to name a few. EYRES design premium performance prescription and non-prescription eyewear for the earth's most hostile and unforgiving environments.

EYRES Australia eye protector sunglasses feature cutting-edge technology and patented frame and lens innovations to ensure uncompromised eye protection. EYRES performance Occupational Health and Safety (OHS) models are certified with either international standards or the Australian five tick standards AS/NZS1337.1:2010 Eye and Face Protectors for Occupational Applications or AS/NZS1067:2003 Sunglasses and Fashion Spectacles against low and medium impact.

The EYRES range has been crafted to offer superior safety protection for your eyes without sacrificing aesthetics. Through the use of the latest technology EYRES have combined key design features of ballistic, safety, sport and fashion eyewear to create truly unique optics.

In industry, different hardware is applied depending on the task. Similarly, eyewear must be tailored to suit the individual and their occupation. The key characteristics of quality safety frame are optimum vision, ultimate protection, comfort and fit. EYRES has merged all these elements and adapted them to meet the need of the individual wearer.

We are constantly building on the product range and working towards producing eyewear for new applications. To an outsider it would seem as though the only constant is change at EYRES, however the primary objective has remained the same since the inception of the company and that is protecting our customer's eyes.



621 DAREDEVIL MEDIUM IMPACT



130 COCKBURN MEDIUM IMPACT



800 SWITCH MEDIUM IMPACT
American Military Tested MIL-PRF-31013



709 EYEQSR MEDIUM IMPACT
American Military Tested MIL-DTL-43511D

EYRES OPTICS

33 Kensington Street
East Perth
WESTERN AUSTRALIA 6004
AUSTRALIA

ABN 58 373 035 531
Phone: +61 8 9325 2444
Fax: +61 8 9325 2977
Web: www.eyresoptics.com



Pelican Products, Inc. is the global leader in design and manufacture of high-performance case solutions and advanced portable lighting systems. The company offers the world's most diverse group of protective cases, transport and storage containers, engineered technical packaging solutions, and lighting products for harsh environments.

Built with engineering-grade polymers, and engineered for extreme military and industrial applications, **Pelican Protector™** and **Pelican™ Storm Case™** are the toughest on the market and are virtually indestructible. With over 75 models to protect sensitive equipment of all sizes, these cases are watertight, fully stackable, lockable, dustproof, crushproof, and are guaranteed for life.

Built from a UV stabilised polyethylene plastic, **Pelican™ Spacecase™** Modular Storage Containers are designed with the interlocking ribs for secure stacking. These military tough, lightweight and lockable cases are resistant to dust, water, chemicals and oil. Available in an extensive range of sizes, Pelican™ Spacecase™ Containers are made to Military Standards.

Pelican-Trimcast™ engineered packaging solutions are well-known to the Australian Defence Forces (ADF), and other NATO militaries around the world. Solutions include foam or moulded inserts, structural plastics, and shock mounted frames, and provide vibration, dust, sand, oil, chemical and corrosion resistance. **Pelican-Trimcast™ Advanced Case Solutions** are the result of a multi-disciplinary, four-stage process. Working closely with you (or your product engineers) our own engineers can customize every point of the protective system from shock and vibration attenuation to impact protection and operational logistics according to your product specifications, defined usage, and environmental analysis.

Pelican-Hardigg™ Case range offers Single Lid Cases, Rackmount Cases and Specialty Products.

Pelican-Hardigg Cases keep sensitive and vital equipment safe from moisture, dust, sand, salt, mechanical shock, thermal environment, exposure to chemical agents, decontamination solutions, vibration and impact. Almost all Pelican-Hardigg™ products have been tested in the field including active deployments.

Pelican-Hardigg™ Rackmount Cases offer light to extreme duty protection for hard drives, servers and other sensitive IT and communication equipment, providing extreme shock/moisture/sand/dust protection. Removable lids on both ends allow rapid access to rear connections and front controls.

Pelican-Hardigg™ Specialty Products are well-engineered portable solutions. These include portable Field Desks that set up in minutes, Medical Chests with metal drawers and dividers that keep medical supplies safe and organised, weapons storage and transport cases, 463L Pallet-ready cases and lockable footlockers and trunk lockers for protecting personal gear.

Pelican™, Pelican-Hardigg™ and **Pelican-Trimcast™** packaging solutions meet a number of stringent military requirements including: MIL-STD-810, MILSTD-2073, ASTM 4169, DC18, Def Stan 81-41 Level J, STANAG 4340, ATA300 and DefAust 1000C specifications.

Pelican Advanced Lighting Solutions are preferred by professionals who work in extreme conditions across the globe. From NVG-compatible and IR lights & torches, Intrinsically Safe torches, headlamps and rescue lights, to rugged Xenon and LED submersible work torches, Pelican extensive array of advanced lighting tools (almost 60 models) has a lighting solution for every application.

Pelican Remote Area Lighting Systems (RALS) bring fully portable, powerful, rechargeable, energy-efficient and environmentally responsible LED lighting technology to places inaccessible by vehicles and fuel-powered generators, or where the use of such vehicles and generators is dangerous or hazardous.



PELICAN PRODUCTS PTY LTD

Suite 2.33 West Wing Platinum
Building 4 Ilya Avenue
Erina
NSW 2250
AUSTRALIA

Phone: +61 2 4367 7022
Fax: +61 2 4367 7086
Email: info@pelicanaustralia.com
Web: www.pelicanaustralia.com





Raise major sponsor for National Multicultural Festival. Marketing and promotion to corporate companies, IKEA, NAB, Woolworths, Coles, Emirates and Virgin Airlines etc. Included; researching and writing proposal, graphic design and layout of full colour proposal.

ACT
Government
Community Services

NATIONAL MULTICULTURAL FESTIVAL ■ NATIONAL MULTICULTURAL FESTIVAL ■ NATIONAL

Where in the world can we take your organisation?

Each February, over three days under the glorious Canberra summer sunshine, something very special unfolds in the heart of Canberra, Australia's premier celebration of cultural diversity — the National Multicultural Festival.

More than 260,000 people flock to the heart of the nation's capital to enjoy and participate in this preeminent annual event.

For almost 20 years, the festival has drawn performers and participants from across the globe.

They come together to bring to life a culturally vibrant and diverse experience like no other in Australia.

There's amazing food from every far flung and exotic corner of the world.

There's culturally significant, traditional dancing which expresses important stories and celebrates freedom, joy and hope.

This energy and enthusiasm for life is shared with all in a fun, inclusive and enriching way.

Each year, the National Multicultural Festival actively involves more than 350 community groups, up to 70 diplomatic missions and dozens of national and local businesses through participation and sponsorship.

Sponsorship with the National Multicultural Festival offers many unique opportunities to benefit your organisation and exposure to hundreds of thousands of people during the festival itself and through the extensive promotional period during the lead up to the festival – through website, social media, newspaper, radio, ministerial events and mainstream media/publicity.

This also includes exposure to a range of organisations and people that make the capital tick – Commonwealth and local government ministers, advisors, departmental heads, corporate and government executives and diplomatic leaders.

Our sponsors have the opportunity to on-promote their participation in a highly visible national event to their own client base, demonstrating how they are helping to make our lucky country even better.

In fact, the opportunities we can offer a corporate partner for positive exposure are considerable.

By sponsoring us, your organisation will open itself to a culturally diverse audience, keen to devour exotic tastes and highly receptive to information and experiences. Grasp the opportunity to share in the success of a truly international event.

From the Director

Nic Manikis
National Multicultural Festival

Major Partner Exposure and Promotion

We have identified **Woolworths** and its philosophy, "Welcome to a World of Fresh Food Inspiration", complimentary to our philosophy, as a major sponsor. The National Multicultural Festival is Australia's premier celebration of cultural diversity and we offer **Woolworths** national PR and exposure that is unique from any other event held in Australia. Our PR and advertising opportunities for **Woolworths** are summarised here:

- Pride of place logo positioning for the event and leading up to the event on all promotional material, brochures, programs and all multimedia including multiculturalfestival.com.au website, Facebook and Twitter.
- Naming rights to the festival's key events including: African Village, Arab Street, Carnival in the City, Childrens Sanctuary, Europe Street, Food and Dance Spectacular, Greek Glendi, India in the City, Indigenous Showcase, Seniors Sactuary, Turkish Bazaar and many more.
- Verbal acknowledgement at all public events in speeches, including the Minister for Multicultural Affairs, Director General and VIP addresses, the fashion parade and awards dinner.
- Sponsors logo display and banner advertisements on National Multicultural Festival promotional material including multiculturalfestival.com.au, VIP invitations, festival program guide and all material published for the festival.
- Sponsors corporate banners displayed on dance and music stages, in the VIP and Media Centre and behind the catwalk at the fashion parade.

VIP Sponsors Entertainment Centre

In the heart of the city during the festival, event partners will be entertained over morning tea, lunch and afternoon tea in our dedicated VIP Sponsors Entertainment Centre.

Networking events will be held to greet and meet embassy officials, politicians and ministers from federal and local government, international guests and business leaders.

Hostesses will be allocated to guide event sponsors around to see the key musical, dancing, fashion and top performances.

National Multicultural Festival Website

multiculturalfestival.com.au has over 1.5 million hits during the month of February. We publish stories and photos about the festival on our site.

We offer our sponsors front page and secondary page banner advertising with hyperlinks back to **Woolworths** website.

We will promote **Woolworths** supermarkets fresh ideas, promotions and specials for the National Multicultural Festival on a dedicated page on our website.

We have over 260,000 people attend the event and we estimate 30% travel from interstate and overseas. The diplomatic corp is based in Canberra and the majority of their personnel visit the festival. Our sponsor will be treated as a VIP and given access to our VIP entertainment centre throughout the event. There will be networking and food and beverages served.

We have over 260,000 people attend the event and we estimate 30% travel from interstate & overseas.

multiculturalfestival.com.au
@natmultifest
National Multicultural Festival

ACT
Government
Community Services

NATIONAL MULTICULTURAL FESTIVAL ■ NATIONAL MULTICULTURAL FESTIVAL ■ NATIONAL

Social Media

Facebook

Newsfeeds and promoted posts throughout the event in real time on facebook with **Woolworths** logo and name mentioned.

Four hours a day live chat line: questions and answers by the Director of the National Multicultural Festival, Nic Manikis, with sponsors logo and name mentioned leading up to the festival and throughout the festival.

Promoted posts, text and images in real time on Facebook with sponsors logo and name mentioned.

Twitter

Twitter@natmultifest has 1570 followers and is growing.

Regular tweets are sent throughout the event and two months prior to the event, in 2014 more than 500 tweets were issued during the three day event.

Event partners logo and name are mentioned.

Media Room

Press releases distributed throughout the event to every newspaper and journalist in Australia with sponsors logo and name mentioned.

Food critics writing press releases

E-Community Newsletters

distributed to every newspaper and journalist, published in real time on social media including Twitter and Facebook with sponsors logo and name mentioned.

Interviews by local radio stations throughout the event with sponsors logo and name mentioned.

Mass Media - Newspaper and Television

The National Multicultural Festival attracts significant media coverage including articles published in our local newspaper, *The Canberra Times*, local television stations and international newspapers including the *Moscow Times*.

Secrets in ancient art

Multicultural Fashion Parade

The National Multicultural Festival will host an exclusive contemporary mixed with traditional fashion parade on Friday evening in our ball room. Ambassadors and officials, community leaders, politicians and leading business people will be present.

The Multicultural Fashion Parade will be a highlight of the festival and will feature the latest international fashion designs from Australia's well known and top designers, such as Carla Zampatti, Collette Dinnigan, Saas & Bide and Leona Edmiston. The latest designs and brands from Italy, France, New York and Japan will be showcased.

Throughout the Multicultural Fashion Parade we will run a silent auction and all proceeds will be donated to Marymead Child and Family Centre and the RSPCA.

All throughout the Multicultural Fashion Parade our partners will be mentioned on announcements, logos will be printed on invitations, programs and banners.

Australian Capital Territory Awards Dinner

Event partners will receive six complimentary invites to attend the National Multicultural Festival awards dinner, ceremony as well as acknowledgments and inclusion in official photography.

Participation on the judging panels for the National Multicultural Festival awards.

Logo placement on both finalists and award winners certificates.

Event partners logo and business bio with a hyperlink to appear on the festival website.

Evaluation of Sponsorship

Your corporation will be exposed to a captive audience of more than 260,000 people over 3 days. The audience consists of the general public through to high ranking government officials, politicians and the diplomatic corps.

Direct and mass marketing for **Woolworths**, supermarkets, specials and promotions is available through traditional media, social media, YouTube, public relations and multimedia.

You will be guaranteed that staff and organisers of the National Multicultural Festival will carry the banner of your corporation with confidence and enthusiasm.

We will be delighted if you consider the National Multicultural Festival, Canberra's premier event, when setting your marketing and sponsorship budgets for the coming year, 2015 and future years.

We will tailor a marketing and sponsorship package to suit **Woolworths** and it's budget.

The audience consists of the general public, high ranking government officials, politicians and the diplomatic corps.

multiculturalfestival.com.au
@natmultifest
National Multicultural Festival

Raise major sponsor for National Multicultural Festival. Marketing and promotion to corporate companies, IKEA, NAB, Woolworths, Coles, Emirates and Virgin Airlines etc. Included; researching and writing proposal, graphic design and layout of full colour proposal.

NATIONAL **MULTICULTURAL** FESTIVAL ■

Meet Our Team

The National Multicultural Festival team is busily preparing for next year's extravaganza: booking performers, ensuring the infrastructure is in place and, of course, pulling together a program that covers cultures and cuisines from across the globe.

Festival Director - Nic Manikis

Nic has been at the helm of the annual National Multicultural Festival since its inception 18 years ago and has proudly seen it blossom to the spectacular event it is today. He loves hearing creative ideas and initiatives that help further develop the festival into the future.

Email: Nic.Manikis@act.gov.au

Marketing Adviser - Tanya Hargraves

Tanya worked with the National Multicultural Festival 15 years ago developing and designing its marketing material. Tanya has over 25 years experience in advertising, marketing communications and graphic design. Her company, Fine Line Design & Publishing, is an ACT based company that provides graphic design and publishing services to government, industry and private sector organisations throughout Australia and worldwide.

Email: tanya@finelinedesign.net.au

Festival Operations Manager - Jancye Winter

Jancye is responsible for the co-ordination, procurement and delivery of the festival infrastructure, as well as ensuring there's a kaleidoscope of delicious delights for festival spectators to sample at food stalls throughout the three-day event.

Email: Jancye.Winter@act.gov.au

Publicist - Renee Cutrupi

Renee is the media officer and publicist for the festival, as well as webmaster and entertainment co-ordinator. She's always up for a chat with potential performers and journos, and is already hanging for a massive plate of paella at the 2015 event.

Email: Renee.Cutrupi@act.gov.au

Festival Stallholder Co-ordinator and Support Officer - Salar Ayoubi

Salar, who is a passionate foodie and musician, is an event management specialist and is a vital member of the team offering general support in all aspects of the festival planning process.

Email: Salar.Ayoubi@act.gov.au

Festival Support Officer - Jackie Mbonzi

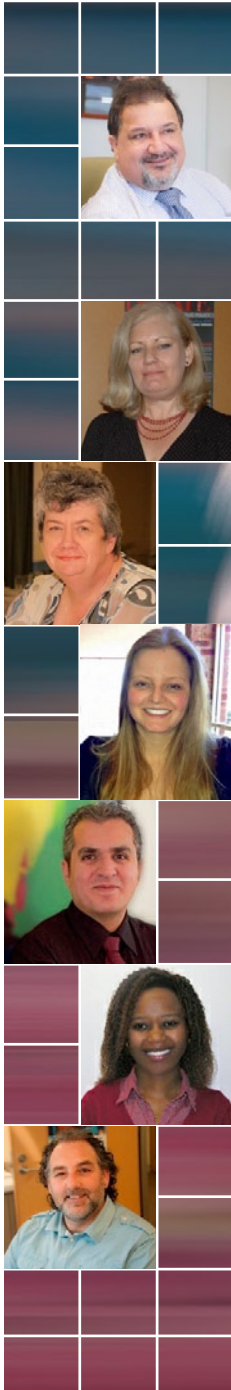
Have an entertainment or general festival enquiry? Jackie is more than happy to help. She's the heart and soul of our office.

Email: Jackie.Mbonzi@act.gov.au

Festival Support Officer - Carlos Tobes

When there's work to be done, Carlos is one of the first to jump in. He's an event specialist and is a vital cog in the planning and development of next year's festival.

Email: Carlos.Tobes@act.gov.au



Natalie Blundell & Algebra
RIDING FOR GOLD
2012 LONDON OLYMPIC GAMES



SPONSORSHIP PACKAGE FOR



EYRES SAFETY OPTICS SUNGLASSES AUSTRALIA



photo by Tanya H Fine Line Design & Publishing SIEC Feb12

Raise major sponsor for Olympic quest. Marketing and promotion to sunglass company, Eyres Optics. Included; researching and writing proposal, graphic design and layout of full colour proposal, sports action photography over 3 days One Day Event in Sydney. Present proposal to Eyres Optics.

Natalies Background

Nat's story is one of perseverance and determination underpinned by talent and a community and family that cares. It's a good story...

Nat's Mum sat her on a pony at the age of four. Nat's passion for ponies took over and Nat trained many ponies until she eventually won the Pony Club State Championships at the age of 15, going onto the Towards 2000 - National Pony Club Championships.

Nat is not from a wealthy family and finding the right horse and taking it through the training for Olympic level competition is not for the faint of wallet. Fortunately, Phil and Mary Hockney, a couple in Nat's home town of Harden, took an interest in her dream and realised to even get started she needed a good horse, so they offered to buy her one.

Enter Billy Bathgate, recommended by a coach as a schoolmaster. Billy and Nat went on to win Australia's Premier Event, the inaugural Adelaide-International Horse Trials in 1999, which remains as the only 4 Star event in the Southern Hemisphere. This win placed Natalie, at age 19, in the front running for selection to the 2000 Olympic Australian Eventing Team.

Alas, it was not to be. Billy sustained an injury just months out from the games and was unable to recover.

It seem neither Nat nor Harden were to be deterred. A syndicate was formed from within the town and other supporters. With donations from \$5 to \$15,000, Nat was able to buy another horse and start over again. It takes a very special horse to compete at the top levels, a combination of intelligence and courage, self preservation and trust in the rider. Many come close, but just cannot make that last stage. While this horse was certainly talented, he lacked temperament to compete at the highest levels.

Algebra, Sam to his friends, was discovered at a rural racetrack by Julia McLean. We understand he was not the best of race horses, having managed a good second once in a non-TAB race with a field of 4, he was destined for the steeplechase races in Melbourne. Considered a sad fate by Julia, she rescued him with the intent of turning him into a show horse but he was found to be just a bit tricky for those disciplines (hence the name Algebra - just a bit too tricky for Julia!).

Loaned to a teenager in the local district, Algebra's talent became evident, and the decision was made to sell him to a good home where his flair could be utilised. He was placed with Nat Blundell for some additional schooling and to sell.

Algebra was talented but a bit quizzical. It seemed he wanted to discuss every jump with Nat, so the pair need to be comfortable with each other, develop the trust and build on success. It is the horse-rider combination that excels - a horse may not always perform at the same level with a different rider no matter their ability.

It is a long journey for a combination in this sport but today Algebra is a bit of a crowd favourite because of his small size and big heart. In the last two years Nat and Algebra have placed eighth (2010) and fourth (2011) at the Adelaide International Four Star, 5th in Melbourne 2011 and Sydney 2010 International 3DEs and 3rd at Albany.

Six years from their first jump together Nat and Algebra stand at the door of the Olympics yet again. They are currently twentieth in the FEI (Federation Equestrian International) International Olympic world rankings and fourth ranked amongst the Australians. They have been appointed to Equestrian Australia's National Elite Squad and the Shadow Team for the 2012 Olympics.

Eight horse rider combinations will go to the final training camp in Greenwich two weeks prior to the Olympics. Five combinations will be selected to represent Australia.



Photography by Tanya Nagravias

That program sparked Nat's ambition to represent Australia at the Olympics.

Eight horse rider combinations will go to the final training camp in Greenwich two weeks prior to the Olympics. Five combinations will be selected to represent Australia.



photo by Tanya Nagravias Fine Line Design & Publishing .SEG Feb 12

Blundell Sponsorship Proposal - Copyright 2012 to Fine Line Design & Publishing Pty Ltd

Natalie today...

Natalie Blundell is one of Australia's most accomplished eventers, since winning the CCI 4* event at the 1999 Adelaide International Horse Trials while still a teenager, she has experienced ups and downs, but mostly ups, with success in competing and coaching dominating her life. Now Natalie has her sights firmly set on competing with the handsome grey Thoroughbred gelding Algebra, in a little town called London, come August this year!

Natalie is currently training out of Yass, where she is building a property from scratch. She's working on building facilities including stables, but does already have an arena, round yard and some paddocks. Natalie endeavours to give your horse the best possible chance of becoming a superstar or is happy to simply point you and your horse in the right direction for future fun and enjoyment.

For the love of eventing...

When asked what she enjoys most about eventing and what makes a great eventer, Natalie replies, "what I enjoy most is knowing that after being criticised in the dressage, the cross country and showjumping is about you versus the course. And the cross country is a huge adrenalin rush! As far as what makes a great eventing horse - something with courage and athleticism and a horse who loves his job also!"

Natalie admits there are challenges when training eventers, as with any horses, including, "when you fix one thing, eg the dressage, and then you lose something else like the showjumping. To be able to train all three phases and bring the horse through the grades, without any hiccups seems almost impossible sometimes and there is always something else that needs improving along the way."

This doesn't mean there aren't plenty of rewarding moments, "when after years of blood, sweat and tears, you find yourself riding at 4 star level and it is all going ahead well! That makes the challenges worth it."

On the horse front Natalie has a couple of favourites, saying, "Just a Blonde would have to be the easiest and the most compliant horse I have had. But I do like a challenge, so Algebra always makes my life interesting and brings up new challenges all of the time to try and solve. My proudest accomplishment would be winning the 4 star at Adelaide in 1999 on Billy Bathgate."

Olympic dreams...

About those Olympic aspirations - when Equestrian Australia announced the 2012 National Squads on 16 January 2012, Natalie with Algebra, were named in this squad and are currently twentieth in the International Olympic rankings and fourth amongst the Australians. Eight horse rider combinations will go to the final training camp in Greenwich, two weeks prior to the Olympics.

Now Natalie is chasing her Olympic dream, "at the moment I am trying to be selected to go to the Olympics. To do this Algebra and I have to go very well in the next few events, including Sydney Three Day Event in April and we are also considering going to Kihikihi (New Zealand) for the Trans Tasman in early April. If we make it to London, then more possibilities will open up including the chance to compete at Burghley Three Day Event in September. If I was to stay on after the Olympics, I would try to base myself with Andrew Hoy, who is now based in England. Even if Algebra and I aren't selected for London, I would still try to go to Burghley, if I can raise enough money. I would also love to compete at Pau and other similar competitions. I guess we will have to wait and see whether we make the team."

It is a long, hard road to the Olympics and thankfully Natalie is getting some help, although, she understands without sponsorship she may not have the funds, if selected, to go to the Olympic Games. This makes her more determined and willing to promote her sponsors at every opportunity that arises. Natalie comes from a small country town and an Australian working class background, she works hard and runs on a shoe string budget.

Her home town and family are diligently working hard to fund raise by selling chocolates, running fundraising events and accepting donations. A major sponsor is required to pay for the upkeep and travel costs for her herself and Algebra.

This makes her more determined and willing to promote her sponsors at every opportunity that arises.



Photography by Tanya Nagravias



photo by Tanya H Fine Line

Blundell Sponsorship Proposal - Copyright 2012 to Fine Line Design & Publishing Pty Ltd

Raise major sponsor for Olympic quest. Marketing and promotion to sunglass company, Eyres Optics. Included; researching and writing proposal, graphic design and layout of full colour proposal, sports action photography over 3 days One Day Event in Sydney. Present proposal to Eyres Optics.

Events and competitions leading up to the London Olympic Games...

Following is the events and competitions Natalie will be competing with her team of horses in which she will promote Eyres Sunglasses

- Gundagai and Vass Show competing in the show jumping - March
- Albany One Day Event - 1st of April (held over 2 days)
- Trans Tasman Team for New Zealand on the first week of April
- Major fund raising event in Canberra on the 20th and 21st April - a fundraising dinner Saturday night incl raffles etc.
- Sydney Three Day Event 3rd 27 - 29 April
- Camden Equestrian CIC 3rd 26 - 27 May
- Equestrian Hit Out CNC3rd and HT 26 May
- Melbourne International 3 Day Event 3rd 8, 9, 10 June
- FEI (Federation Equestrian International) events
- Future events possibly after the games will be Bursley 3 Day Event.
- Local and interstate coaching clinics and groups 4-5 times per week.
- A makeover/photo shoot day which will be in conjunction with sponsors How High Equestrian Products, www.howhigh.com.au, we can include Eyres sunglasses in the photo shoot.

These photos will be used for advertising on websites and the media and sent to various equestrian publications to run with any articles that they print - eg Horse Deals, The Horse Magazine, www.horsemagazine.com. Horse Magazine have strong connections with the European equestrian world Hoof Beats, Horse Down Under and Horse Zone - 9th Feb published a profile about Natalie Blundell ... <http://horsezone.com.au/news/natalie-blundell-algebra-in-pursuit-of-an-olympic-dream-2190/>



Sponsor Benefits

Media Coverage

Website and Social Media

The Eyres logo will be present as a banner advertisement of the www.nalgebra.com, Facebook, www.natalieblundell.com and acknowledged as a sponsor. www.nalgebra.com has over 1000 followers.

2012 Olympics: Natalie will be filmed and viewed online live across the world by millions of people if she is selected for the 2012 Olympic Games.

Television

2012 Olympics: Natalie will be filmed and viewed live across the world by millions of people if she is selected for the 2012 Olympic Games.

Radio

Natalie has been interviewed by Horse Zone, ABC Radio, 2WG and Canberra stations about her recent wins.

Natalie will be interviewed by national and international radio stations if she is selected in June for the 2012 Olympic Games.

Press

Natalie has had a number of local newspapers interview her and cover the events she has competed at. When competing in New Zealand she will have press coverage.

Signage and Clothing

Eyres logo and website address sign written on Natalie horse truck, a banner can be erected at event in Sydney, Melbourne, Adelaide, Canberra and New Zealand.

Eyres logo and website address can be embroidered onto the How High clothing and gear including the sleeves of shirts, competition helmet, back of shirts, saddle cloth, horse equipment and will be worn by Natalie's support staff and team, The Blundell Team. Eyres sunglasses and promotional clothing will be worn by The Blundell Team when competing and at all events and when she is coaching.

Networking Opportunities

Fundraiser events in Canberra - A major fundraising event and dinner and raffles in Canberra on the 20th and 21st April

Enhancement of Eyres Image

Natalie is a well known and respected rider in the equestrian world and is idealised by many young female riders. The sport is dominated by females between the ages of 8 to 60 years. The eventing field has some well known male Olympic Medalist riders such as Matt Ryan, Stuart Tinney, Andrew Hoy and Australian icons the Roycroft family, Bill, Barry, Wayne and Vicki Roycroft.

The Blundell Team will always wear Eyres sunglasses and promote Eyres at all sporting and Fundraising Events when competing and coaching throughout Australia.

The Blundell Team will always mention Eyres when being interviewed by the media. If selected for the 2012 Olympics Natalie will have world wide coverage before and throughout the Olympic Games.



Raise major sponsor for Olympic quest. Marketing and promotion to sunglass company, Eyres Optics. Included; researching and writing proposal, graphic design and layout of full colour proposal, sports action photography over 3 days One Day Event in Sydney. Present proposal to Eyres Optics.

Sponsor Investment

Gold Sponsor Valued at \$80,000 per year negotiable

Signage and Clothing

- Eyres logo and website address sign written on Natalie's horse truck, a banner can be erected at events in Sydney, Melbourne, Adelaide, Canberra and New Zealand.

- Eyres logo and website address can be embroidered onto the How High clothing and riding gear including the sleeves of shirts, competition helmet, back of shirts, saddle cloth, horse equipment. The clothing will be worn by Natalie's support staff and team, "The Blundell Team". Eyres sunglasses and promotional clothing will be worn by "The Blundell Team" when competing and at all events and when she is coaching throughout Australia.

Website and Social Media

The Eyres logo and banner advertisement will present on:

- Natalie's Facebook page (has over 700 friends and is increasing daily)
- www.natalieblundell.com acknowledged as the major sponsor throughout the website
- www.nalgebra.com (has over 1000 followers and is increasing daily)
- www.equestrianaustralia.org.au is the national equestrian body which holds registrations for clubs including pony clubs, adult riding clubs, jump clubs etc... Equestrian Australia has thousands of hits per day. Banner advertising can be negotiated with Equestrian Australia.

Television throughout the 2012 London Olympic Games

- Natalie will be broadcasted competing live across the world if she is selected in June for the 2012 Olympic Games. Natalie will be wearing Eyres sunglasses.

Radio

- Natalie has been interviewed by Horse Zone, ABC Radio, 2WG and Canberra stations about her recent wins and experience as a professional sports person.

- Natalie will be interviewed by national and international radio stations if she is selected in June for the 2012 Olympic Games.

Press

- Natalie has had a number of local newspapers interview her and publish articles about Natalie. When competing in New Zealand she will have press coverage.

Networking Opportunities

- Fundraiser events held in Canberra - A major fundraising event and dinner will be held in Canberra leading up to the Olympics. An Eyres banner can be erected at the event and Eyres will be acknowledged as a major sponsor throughout the event. We expect over 200 people will attend the event which will include local horse riders, family and friends, business people, government officials and Equestrian Australia officials.

- Eyres can erect a trade show stand at major events such as Sydney ODE, Adelaide ODE, Melbourne ODE and Canberra ODE. These events can attract up to 50,000 people over the three or four days they are run. Natalie is more than happy to be at the trade show stand, when she is not competing, to meet and greet and sign T-Shirts etc.



Photography by Tanya Haggraves



Blundell Sponsorship Proposal - Copyright 2012 to Fine Line Design & Publishing Pty Ltd

Evaluation of Sponsorship

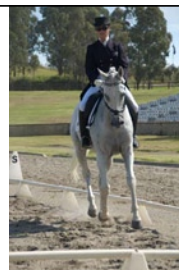
How will Eyres measure the success and delivery of promised benefits...

- Eyres can directly measure the success of sales by establishing a dedicated shopping cart website, eg: www.eyresequestrian.com.au, which will monitor the number of sunglasses and products sold to the equestrian world. Through online shopping Eyres glasses can be sold and easily delivered to anyone throughout the world.
- The Blundell Team will always wear Eyres sunglasses and promote Eyres at all sporting and fundraising events and when competing and coaching throughout Australia and overseas.
- The Blundell Team will always mention Eyres when being interviewed by the media. If selected for the 2012 London Olympic Games Natalie will have world wide media coverage before and throughout the Olympic Games and will be wearing Eyres sunglasses when competing and training.

In Australia's harsh climate it is important to wear sunglasses while horse riding which are polarised, will not shatter, do not impair vision and can be worn easily under a helmet.

The Eyres brand will be identified by riders as safe, high quality, comfortable equestrian sports sunglasses.

Sponsorship can continue after the 2012 London Olympic Games and Natalie Blundell will continue to promote and endorse Eyres Optics throughout her professional sporting career.

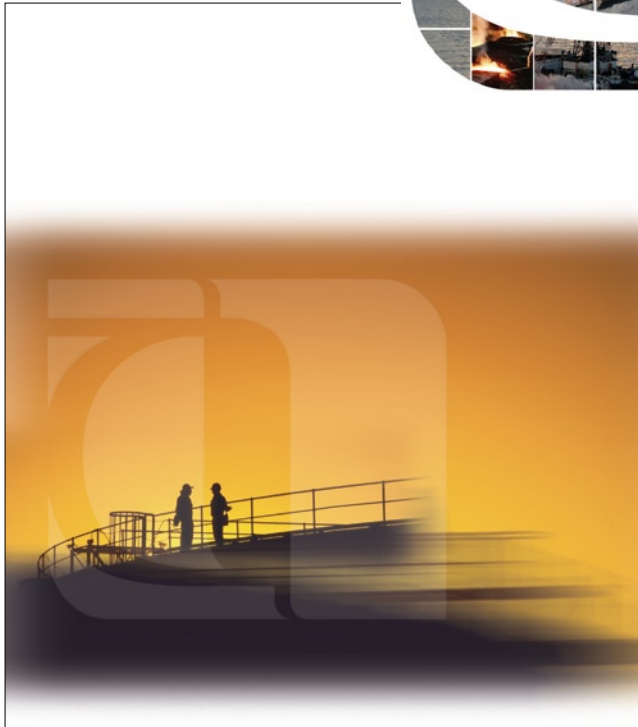


Photography by Tanya Haggraves



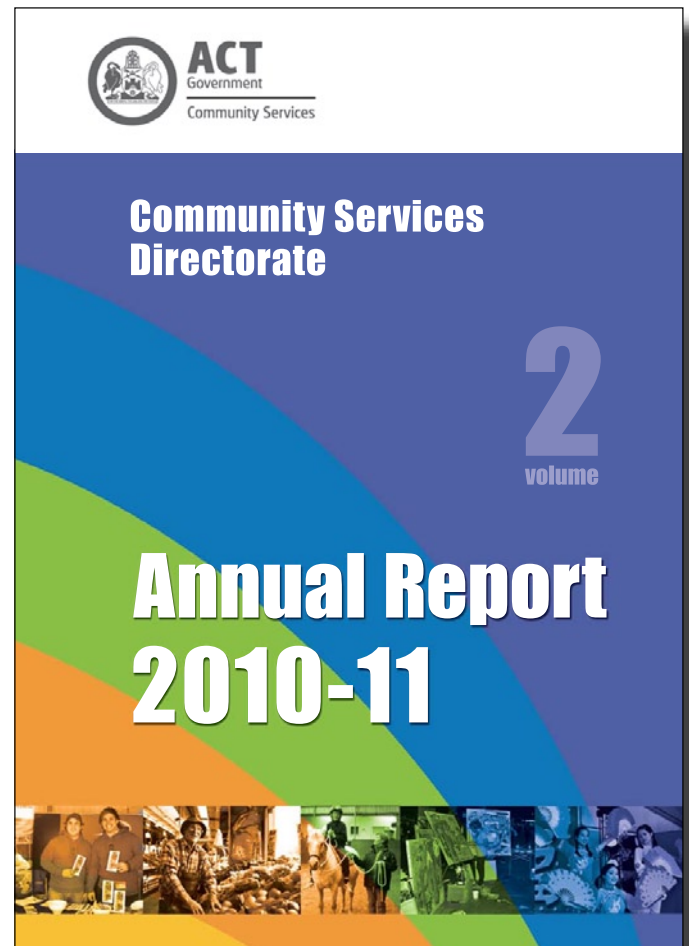
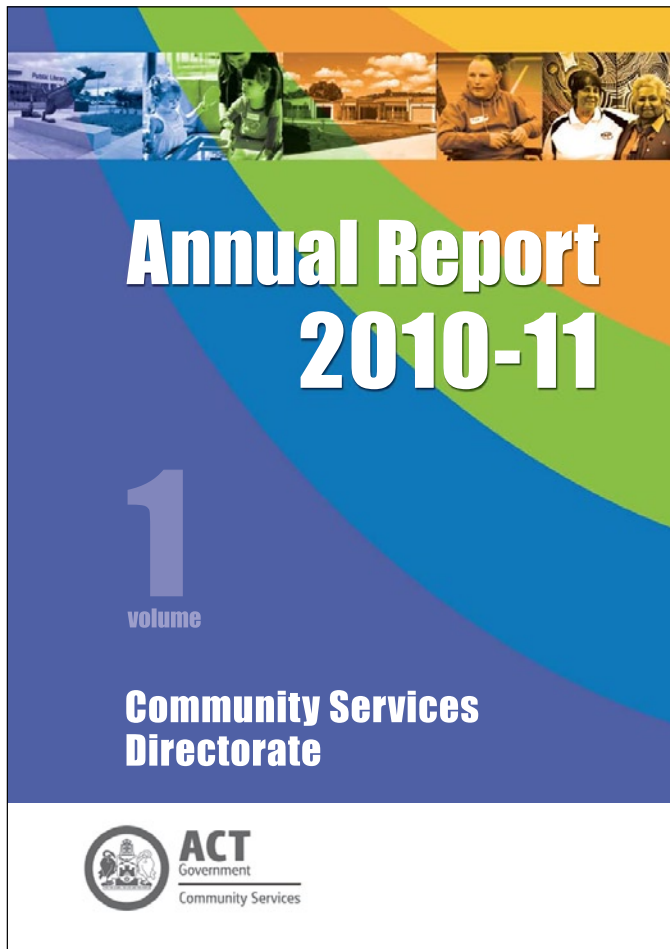
Photography by Tanya Haggraves

Raise major sponsor for Olympic quest. Marketing and promotion to sunglass company, Eyres Optics. Included; researching and writing proposal, graphic design and layout of full colour proposal, sports action photography over 3 days One Day Event in Sydney. Present proposal to Eyres Optics.



Industry Capability Network - Branding, logo design, annual reports, presentation folder designs, DVD, website design, business stationary, booklets





3. Future Trends

Graph 1 above indicates a substantial increase in expenditure from 2009-10. This is due to the transfer of the homelessness expenditure from the Department of Disability, Housing and Community Services from 1 July 2009 (\$19.2 million). However, notwithstanding the effect of the increase from the transfer of the homelessness expenditure, total expenditure would have shown a slightly increasing trend from higher property costs, higher employee costs as a result of increasing pay rates under the collective agreement and higher other costs from higher doubtful and bad debts.

Own source revenues also returns to a slightly upwards trend after declining in 2009-10. The reduction in own source revenues between 2008-09 to 2009-10 is due to lower interest revenues with the decline in interest rates and the higher outlays on properties under the *Nation Building and Jobs Plan* stimulus package reducing funds available for investment.

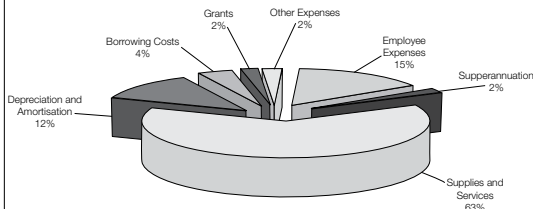
Other revenues also decrease with the loss of the funding to expand indigenous housing from the Australian Government and other one-off revenues received in 2008-09.

The net cost of services also increases significantly in 2009-10 due to the higher expenditures following the transfer of the homelessness expenditure but thereafter trend downwards due to higher own source revenues.

Expenditure

1. Components of Expenditure
Graph 2 below indicates that the largest component of expenditure, with some **63 per cent** of the total expenditure of **\$110.7 million** is supplies and services. Supplies and services include the costs associated with owning the public-housing properties, such as rates and repairs and maintenance, tenancy management costs and the administrative costs for running Housing ACT.

Graph 2: Components of Expenditure



DHCS ACT Annual Report 2008-09 141

As indicated in Graph 7 below, the major cash outflows are operational outlays for employees and supplies and services, which include the costs related to property ownership as well as administrative costs. Capital outlays to acquire properties and to repay the Commonwealth borrowings are the other major outlays.

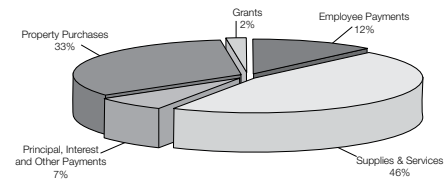
Total cash outflows for the year were **\$148.3 million**, some **\$38.7 million** lower than budget. This better than budget performance is largely due to the delay in acquiring properties (**\$36.3 million**) as well as a slight saving in operating outlays (**\$2.7 million**), offset by slightly higher principal, interest and other outlays (**\$0.3 million**).

As indicated in Graph 8 below, the net cash inflow from operations for the year was **\$14.3 million**. This is **\$8.2 million** higher than the **\$6.1 million** net cash

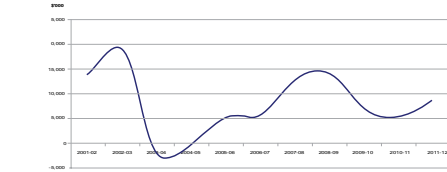
inflow predicted in the budget, and is due to higher rent (**\$1.6 million**) higher interest and other receipts (**\$1.2 million**) and higher appropriations from government (**\$3.1 million**) as well as lower operating payments for employees and supplies and services (**\$2.3 million**).

The higher other receipts arose from higher insurance and other recoveries and monies from the Commonwealth to expand and improve indigenous housing in the Territory. The higher appropriations from Government are due to the receipt of additional appropriations for the *Nation Building and Jobs Plan* stimulus package to repair and maintain public housing dwellings so that they can continue to be rented as public housing (**\$3.2 million**) offset by a reduction in grant funding under the Commonwealth State Housing Agreement (**\$0.1 million**).

Graph 7: Components of Cash Outflows



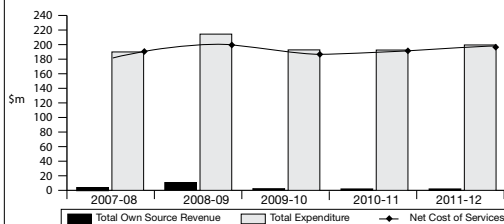
Graph 8: Net Cash Inflows from Operations



DHCS ACT Annual Report 2008-09 142

Future Trends

Graph 1: Net Cost of Services



Graph 1 indicates that in 2008-09 the Department experienced an increase in expenditure, own source revenue and net cost of services. This is mainly attributable to one off asset gains and disposals. The graph also shows that from 2009-10 the Department is anticipating a reduction in expenditure, net cost of services and own source revenue. These will again gradually increase over the out years.

Total Expenditure

1. Components of Expenditure

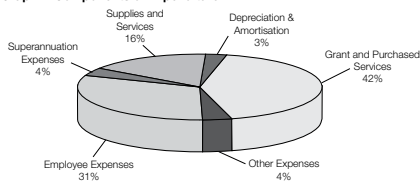
Graph 2 below indicates the components of the Department's expenditure for 2008-09. The largest component relates to grants and

purchased services (**42%**). This is reflective of the nature of the Department's business as a service delivery agency. In addition to the purchase of human services from the non-government sector, the Department also provides services directly to the community. In 2008-09, approximately **77 per cent** of total expenditure or **\$170 million** was for service delivery, either through grants and purchased services from external providers (**\$92 million**) or through direct Departmental services (**\$78 million**).

2. Comparison to Budget

Total expenditure of **\$219.5 million** was **\$12 million**, or **5.8 per cent** higher than the amended 2008-09 Budget of **\$207.5 million**.

Graph 2: Components of Expenditure



4 DHCS ACT Annual Report 2008-09

Graph 3 below provides a breakdown of supplies and services, indicating the high proportion of costs that relate to owning the public housing property portfolio, such as repairs and maintenance, insurance, rates and other property costs.

2. Comparison to Budget

Total expenditure for the year was **\$110.7 million** and this was **\$3.7 million**, or **3.2 per cent** below the budget of **\$114.4 million**.

Table 2: Total Expenditure for the Year

	\$m
Budget ¹	114.4
Less: Actual Expenditure	110.7
Variance to be Explained ¹	3.7

¹ Refer to Table 5

The **\$3.7 million** under-expenditure compared to budget arises from lower costs for:

- supplies and services (**\$2.1 million**) – due to lower information technology and communication and other administrative costs, such as consultancies and contractors, recruitment, training and other employee on-costs and overheads as well as below budget expenditure on rates, offset by higher repairs and maintenance and other property costs;

- depreciation charges (**\$1.8 million**) – due to an increase in the residual values for the public housing properties in the 2009 revaluation of the public housing property portfolio; and
- grant outlays (**\$0.4 million**) – due to revised subsidy arrangements for some community housing providers.

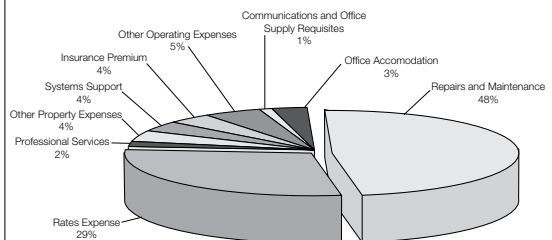
This was offset by higher:

- other expenses (**\$0.6 million**) – due to higher bad and doubtful debts, property demolition/write-off expenses and compensation payments.

3. Comparison to Last Year

Total expenditure for the year ended 30 June 2009 of **\$110.7 million** was **\$6.7 million** higher than last year as a result of higher employee costs with higher staffing levels and higher salaries and wages and superannuation costs (**\$1.8 million**), higher expenditures on supplies and services (**\$5.4 million**), largely as a result of higher repairs and maintenance and property rates and higher outlays on grants (**\$0.6 million**), largely as the result of the payment to Community Housing Canberra Limited for the purchase of 3 dwellings, offset by lower depreciation (**\$1.0 million**) and lower borrowing costs (**\$0.1 million**).

Graph 3: Components of Supplies and Services



142 DHCS ACT Annual Report 2008-09

DEBATETM POLICY

DEBATING TOMORROW'S PUBLIC POLICY

Home About Debate The Pulse Advertisers Debate Radio Media Kit My Account Subscribe Contact Us

Browse Issues
Single issue
Subscriptions

4 Issues Subscription
DEBATE
4 Issues
Subscription
\$38.00 + postage
[Add to Cart](#)

8 Issues Subscription
DEBATE
8 Issues
Subscription
\$75.00 + postage
[Add to Cart](#)

Debate
Debate Issue 7

The next issue, DEBATE Issue 7, will include the following topics:

1. **Energy Security: Implications for China and Australia**, by Robert Pitchard. Rob one of Australia's leading energy lawyers. He examines the threat posed by energy need for a new economic environment to deal with the increasing demand from eme particularly China and India.
2. **A Forum for the People of Australia**, Peter Shergold. Peter Shergold is the former Minister and Cabinet and the originator of the idea of a people's forum. He makes the broader examination and discussion of complex policy issues in an extra-parliament way of enhancing democracy.
3. **Peacekeeping-Australian Intervention at its Best**, Tim Ford. Major General Tim I of UN Peacekeeping at the time of 9/11. He sets out the history of Australia's involvement in peacekeeping and shows that this is one area where Australia has excelled.
4. **A Turning Point for Trade Policy**, by John McDonnell. The new Trade Minister Cr seems keen to go back to the policy framework promoted by his mentor Ross Garnaut, whether this is possible in the current climate where multilateral trade talks seem to be.
5. **Over-indulgent Health Policy**, by John McDonnell. Are we spending too much on services where there is no evidence they are worth it? The OECD says we are and it send our governments broke. This article looks at the issues from the perspective of a
6. **Book Review, The Debate over Aboriginal History**, John McDonnell. This article by John Dawson and 1788 by Walkin Tench.
7. **Television Review**, Kate Critchley reviews Jamie Oliver's Thirty Minute Meals and programmes.

If you want to know what is alive in Canberra, check "The Pulse"

www.debate.net.au

DEFENCE INDUSTRY AUSTRALIA

SHOWCASING AUSTRALIA'S EXPORTING CAPABILITY

HOME ABOUT US NEWS COMPANY INDEX ADVERTISE CONTACT US LINKS DIA - ALLIANCE

Quick Navigation

PUBLICATION

WELCOME

Defence Industry Australia (DIA) is a free publication to the Department of Defence, DMO and Austrade. Over 6000 copies are circulated to Defence and Austrade Offices in over 50 countries worldwide and will be used as a handout by Defence officials for Defence and Austrade exhibitions and missions.

We are extending our marketing of the defence industry online with our network of defence service related web portals worldwide. The goal of our publication and web presence is to promote and market the industry's export capability to the international market.

www.defenceindustry.com.au

FGS COMPOSITES

HOME NEWS ABOUT FGS SERVICES SECTORS CONTACT US

Mass Transport

Company Overview

FGS Composites is committed to providing the best fibreglass services to its clients in Australia. The company's reinforced polyester (FRP) and other composite moldings to a designer's specifications virtually without restraint. Whether your material requirements are for a large ocean going vessel, a chemical storage tank or a small 'on' achieve the most appropriate and cost-effective solution.

www.fgscomposites.com.au

QESTel

Home About QESTel Services Alliances Clients & Partners News & Events eLibrary & Links Contact Us

Welcome to QESTel

QESTel is a specialist regional telecommunications company. We solve the problem of delivering high speed broadband services to councils, country and remote areas using latest wireless technologies.

If you are a council, non-metropolitan community or business contact QESTel now to find out how you can get affordable high speed internet access for data, voice and video services.

Connecting the country with affordable high speed broadband

Clients & Partners

RMIA
Regional Member of Australia
REALISING OPPORTUNITY

Newsletter Sign Up

Stay informed on our latest news!

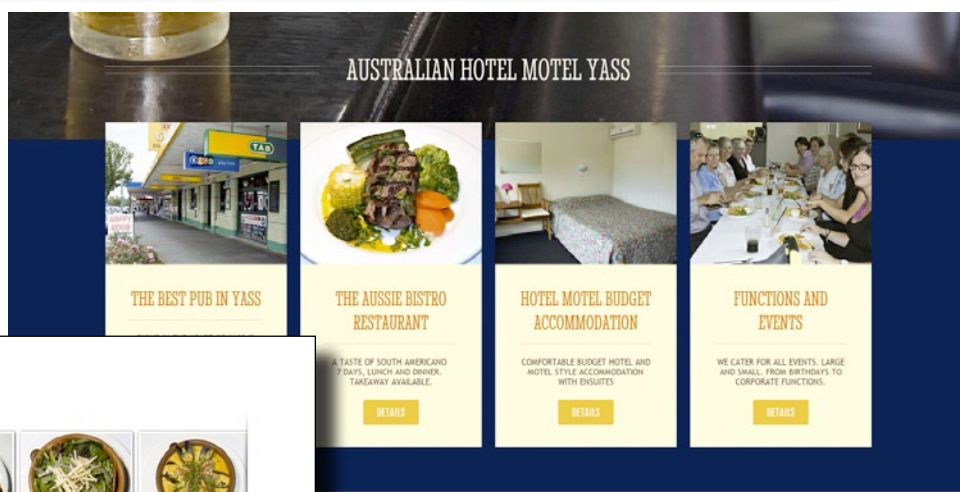
Name:

Email:

www.qestel.com.au



www.aushotelyass.au



A FEW DISHES FROM OUR MENU



AUSTRALIAN HOTEL MOTEL YASS © 2014 • PRIVACY POLICY

181 COMPTON ST,
YASS NSW 2622

WELCOME TO THE AUSTRALIAN



Welcome to the Australian Hotel Motel Yass. Right in the heart of Yass is the Australian Hotel Motel, comprising of a large public bar, gaming room, billiard table, juke box, TAB, ATM and a great family bistro restaurant. Quality budget accommodation is either hotel or motel style.

MORE

GAMES ROOM



Fancy some darts or a game of pool? The Australian Hotel Motel Yass has a fully equipped games room where you can enjoy all the most popular gaming including Keno, Fox Sports, TAB and pool.

MORE

LOCAL NEWS

13.08 Hume's Hey Day Festival
Cooma Cottage - 8th April
2015 - 10am to 4pm
[read more](#)

13.08 Turning Wave Festival
19-21 SEPTEMBER 2014
(ONE MIGHTY WEEKEND!)
(ONE BRILLIANT FESTIVAL!)
IRISH AND AUSTRALIAN MUSIC
[read more](#)

13.08 Meet Raffle
Pick the Joker and Jack
Box. Fridays 6.30pm to
8.30pm
[read more](#)

A FEW DISHES FROM OUR MENU



www.xdriven.com.au



www.sisleyclothing.com.au




gooromon park



Café




www.gooromondpark.com.au



GOOROMON PARK HORSE RIDING CENTRE

Home | About us | Riding | School Holidays | Education | Events | Agistment | Horse Training & Sales | Forms | Contact us | Gallery




Home

Gooromon Park is renowned for horse riding excellence and is currently Canberra's only accredited Australian Horse Riding Centre (AHRC) offering quality riding instruction from beginners to advanced level for ages 6 to 60 in a fun and safe environment.

Opened in 2000, today Gooromon Park boasts highly qualified instructors, premium equestrian facilities and happy, healthy, well-mannered riding school horses ranging from 12hh to 16.2hh.

The Gooromon Park team are professional equestrian athletes and trainers that are committed to providing a safe, fun quality riding experience.





GOOROMON PARK COTTAGES

Home | The Cottages | Homestead Cafe/Restaurant | Horse Riding Centre | Local Tourism Attractions | Nature | Bookings and Rates



Home

In December 2009, Gooromon Park was presented with the opportunity to be a recipient of a Federal Tourism Grant to construct two boutique country cottages.

The opportunity to grow our business, increase the services available to our clients and introduce our clients to the delights of the hills of Hall is an exciting opportunity that could not be passed up.

We are pleased to announce that the cottages are now available for your much deserved escape to the county. To make a booking please phone your hosts Margaret or Phil on 0418 623 029.

Where are we: 214 Gooromon Ponds Road Hall (Wallaroo on GPS) NSW 2618 just 8 minutes from the northern suburbs of Canberra yet situated in a country location.

**Commencement of Work Ceremony
July 2010**

Country Cottage Elevation





Logo

Size

The Logo must never be smaller than 25mm in width (approximately 17mm high). There is no limit to how large the Logo may be.



Customization

The Logo must never be altered in any way, including but not limited to changing colour, cropping part of the Logo, adding new artwork or text to the logo, etc. No text or graphics may be printed over the Logo in such a way as to obscure all or part of any elements.



Position and Placement

The Logo must never be placed closer than 5mm or 10% of the Logo's width for Logos wider than 50mm, to other logos/artwork on all sides. Eg. A Logo with a width of 200mm would require a gap of 20mm on the top, bottom, left and right sides, A Logo with a width of 350mm would require a gap of 35mm, etc.



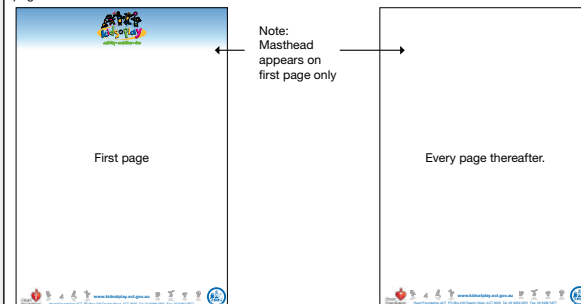
The Logo must be placed no closer than 5mm, or 10% of the Logo's width for Logos wider than 50mm, from the edge of the media on all sides.



Letterhead

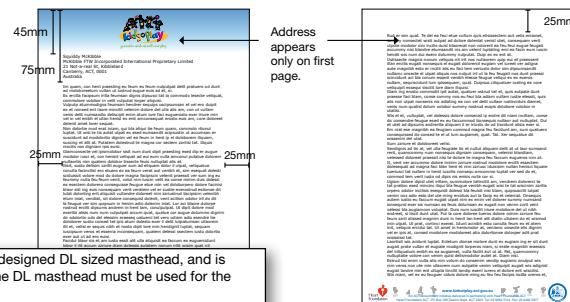
Templates:

The letterhead (Kids At Play Template.dot) must be used for all internal and external communiqué, the leading page letterhead must be used for all initial pages, and the following page letterhead used for all pages thereafter.



Margins:

Letters must be typed within the margins specified; Recipient's name, address, etc. details must be on the first page, and only the first page, be within the page margins, and should commence at 45mm from the top, with the letter starting 75mm from the top. All following pages should start at 25mm from the top. The left and right side margins should be 25mm for all pages, and 30mm from the bottom of the page.



Mastheads used for DL media must use a corresponding purpose designed DL sized masthead, and is the only instance in which a masthead may be used landscape. The DL masthead must be used for the full width and height of the media.

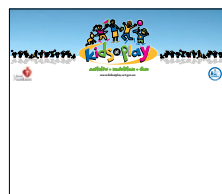


Correct Usage

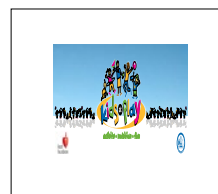


Incorrect Usage

Mastheads for non-standard sizes must cover the full width of the document, be anchored to the top of the page and have their height scaled proportionately (typically done by holding shift while resizing an image, but may differ depending on the software used).



Correct Usage



Incorrect Usage

Mastheads for non-standard sizes should use the general-use masthead.

Due to readability and print quality constraints, mastheads must never be made smaller than 60mm in width (this results in an approximate height of 21mm), and no larger than 420mm in width (this results in an approximate height of 144mm).

Customization

Mastheads must never be altered in any way, including but not limited to changing colour, cropping part of the masthead, adding new artwork or text to the masthead, etc. No text or graphics may be printed over the masthead in such a way as to obscure all or part of any elements.



Do not alter artwork.



Do not obscure artwork.

*All that is necessary
for the triumph of evil
is that good men do
nothing*

Edmund Burke

