

# Direct Mail



<b>Client</b>	National Australia Bank
<b>Job no.</b>	<b>NAB417</b>
<b>Job title</b>	DFS Letters

**Direct Financial Services**

Product Sales    13 13 12  
8am – 9pm (EST), 7 days  
Service            13 22 65  
Business          13 10 12  
8am – 8pm (EST), Weekdays

**<Date dd/mm/yy>**

Postal Address  
GPO Box 9909  
In your Capital City

**<Name first/last>**  
**<Address no/street>**  
**<Address suburb/ state/ postcode>**

Dear **<customer name>**

**Re: <National home loan product>**

Thank you for contacting Direct Financial Services with your enquiry about a **<National Home Loan product>**.

Enclosed is the information you requested. Please note that the brochure highlights the extensive range of benefits the **<type of package>** can offer you to meet your overall financial needs and help maximise your wealth potential.

Also enclosed is a Financial Services Guide (FSG), which sets out the range of financial services and the type of financial products that we are authorised to provide under our Australian Financial Services Licence 230686 (AFSL).

## MARIPOSA HOME AND LAND PACKAGE

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### **A LARGER LIFE. AN EVEN LARGER DEAL.**

Mariposa, Greensborough's premier estate is currently releasing a limited number of prestigious Metricon Home and Land Packages.

When you choose one of the Mariposa Home and Land Packages from Metricon you're not only giving your family the very finest they deserve - you're also making a significant saving.

**To enable you to enjoy the very best deal we have put together a special offer at prices that won't last. Metricon will pay your stamp duty AND site costs, saving you up to \$30,000.**

Live in the home you've always desired and soak up the natural country charm as you enjoy amenities like the park, playground and walking tracks that lie just outside your door.

Mariposa's large blocks are indeed the very last of this size available in this desirable location. Generous allotments starting from 1000 square metres provide abundant space to showcase your new, expansive home.

If you're after a larger helping of life then Mariposa is the location you've been looking for.

### **STAMP TEXT:**

**ACT NOW AND SAVE UP TO \$30,000\***  
**CONDITIONS APPLY, CONTACT A CONSULTANT**  
**FOR MORE DETAILS.**

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**ESTATE PACKAGE ONLY**

**A LARGER LIFE.  
A BETTER OUTLOOK.**

Your dream of living in wide, open spaces surrounded by amazing views can now become a reality – if you act fast.

Mariposa, Greensborough's premier estate offers large 1000 square metre allotments with country charm, surrounded by parks and walking tracks. The sheer size of the blocks means there's tremendous scope for swimming pools and other outdoor activities and a full range of local shopping, entertainment, educational and recreational facilities are also nearby.

These blocks represent the very last of this size available in such a desirable area and are selling fast, so visit or contact our sales consultant soon to secure one before they're gone.

Mariposa Land Sales and Information Centre (open 12-5pm daily)  
Cnr McLaughlans Lane & Sugar Gum Boulevard, Plenty.

**Telephone Dejan on 1300 656 409 or visit us on the web at  
[www.mariposa.net.au](http://www.mariposa.net.au)**

**STAMP TEXT:**

**ACT NOW AND SAVE UP TO \$30,000\***  
**CONDITIONS APPLY, CONTACT A CONSULTANT  
FOR MORE DETAILS.**

Hi and welcome to Spread™.

This week on Bread® we take a special look at the Australian bush, and see how climate change is affecting farmers and small businesses in the community around them.

What we found was a real sense of community spirit, alive and well despite the adversity the drought has brought to many areas.

While small-scale farms struggle against large agribusiness chains, regional businesses are also affected by the flow-on effect. Times are tough, but resourceful Aussie battlers are becoming more creative and diverse in their quest to make ends meet.

We also present our usual Business Tip, a focus on Pursuing your Passion, and more advice, tips and discussion to keep your small business booming.

Enjoy!

Cheers,  
The Bread® team

### **Thought of the day**

Farming looks mighty easy when your plow is a pencil and you're a thousand miles from the cornfield. **Dwight D. Eisenhower**

### **Bread Community**

As Spread members you will enjoy weekly competitions, giveaways and promotions, as well as our Bread experts LIVE online in the Discussion Forum every week.

Coming up this week

This week on Bread®

What's going on out there

Small Business Dismissal laws

### **Give Your Super A Kick Start**

You have the ability to choose a super fund for your employer's compulsory 9% Super Guarantee (SG) contributions. This is known as super fund choice.

Around 5.2 million workers can expect to receive a Standard Choice Form from their employer before 29 July 2005.

This form sets out all the details for this right.

Think long and hard about the consequences of leaving your existing fund, especially if you're in an industry, company or public sector fund with low fees and attractive insurance benefits. There can be exit fees involved so you need to check this out. You don't need to rush. There is no deadline here! Check out your current rate of return and compare with the new funds returns.

Give yourself plenty of time to weigh up your options.

Use this period to review your current super arrangements and consider ways to give your retirement savings a kick-start.

Here are a few questions you need to consider:

What is your current super fund rate of return?

Will you have to pay an exit fee from your current fund?

Do you have to pay a start-up fee for the new fund?

Are there any hidden fees with your new fund?

If all this seems confusing ask your accountant or financial advisor or check out Super Choice <[www.superchoice.gov.au](http://www.superchoice.gov.au)> .

<b>Episode # 17</b>	<b>Business Tip</b>
<b>Title*</b>	<b>Marketing By Numbers</b>
Business name*	Sensis
Owner/operator name*	Diane Cook
No. of employees	
Years in business	
Address*	222 Lonsdale Street, Melbourne
Phone number*	
Email	Diane.cook@sensis.com.au
Website	www.sensis.com.au

**SYNOPSIS\*** *[short description to be used in 'Coming up this week' in Spread and homepage teaser for website. MAX 50 words]*

Bala's restaurants rely on take-away orders for much of their revenue, but competing in a competitive market means embracing new phone-based marketing and advertising services. Sensis offers some tips on embracing this new media.

**BUSINESS TIP\*** *[500 – 600 words]*

*Posted 03/07/05*

Take-away food has become big business, with an estimated 30% of all Australians ordering take-away once a week according to AC Nielson Australia. Retail sales of fast food and take-aways increased by 5% in 2002, climbing to \$6.9 billion.

One of the best and most loved take-away restaurants in St Kilda is Bala's, in the shadow of Luna Park. Specialising in Indian regional cuisine, the chefs are recruited from India and cook original recipes passed down through the generations.

Owners Bob Singam and Jennifer Shields have turned this Asian food restaurant into a local institution and a year ago they revamped a food outlet in Brunswick Street Fitzroy to open a second Bala's.

The St. Kilda branch does 70% of their business as take-away and the Fitzroy restaurant does 50% take-away. While Bala's is well-established in St Kilda, the Fitzroy outlet is still battling to compete with other local restaurants for a market share. They have tried traditional marketing mechanisms like letter drops but they haven't found it making a noticeable difference.

**Marketing via mobile technology**

\* Information that is mandatory and must be found before story can go live on web

The key to successful marketing that offers an immediate, tailored and measurable impact is information technology. Print has been complemented by phone as Sensis 1234 now provides a service for its priority customers that gives access to all the information of the White Pages, Yellow Pages and Whereis, seven days a week, 24 hours a day.

Diane Cook, Group Manager Voice Solutions at Sensis, offers Bala's some tips on using the 1234 service for maximum results. More than just a phone number listing, the 1234 service is a sophisticated data management tool that offers a new way to advertise.

Callers can ring and find the phone number of a business name, but they can also ring with a general query about a type of business and be directed to a specific store.

### **Priority placement advertising**

If someone is looking for an Indian take-away restaurant in Fitzroy like Bala's, for instance, then the Sensis 1234 operator will provide them with the details of a priority listing that fits their requirements. Priority placement advertising is ranked and can be searched over the phone by key words, further customising the service.

Sensis 1234 also offers a targeted marketing service for businesses with SMS technology. Priority customers can have a promo message listing whatever information they require - like fax, web and email addresses, operating hours, products and services and operating hours - sent as an SMS with their phone number when people ring 1234 from a mobile.

1234 priority customers also have access to a range of reports such as the number of referrals from customers who knew their name, referrals to the business from customers who didn't know their name and the number of referrals sent to mobile callers via SMS. In this way small businesses can better manage their own customer databases for further marketing and nurturing of their clientele.

### **Costs**

The Sensis 1234 service is available to Telstra fixed and mobile customers and costs 40c plus 4c per second for time spent with the operator and a standard call charge to connect to the requested number.

The turnaround is also faster than print advertising – phone listings will be available in no more than 14 days and allow for ongoing customisation for special offers and sales. Priority listings are available in targeted geographic areas Australia-wide.

With Sensis 1234, small businesses like Balas's can now market themselves by number to extend their reach and measure their investment in a direct way.

RELATED INFORMATION\* *[Titles of 2 related resources supplied AND URLs for existing articles from resource centre that relate]*

Name of resource	Breadtv.com.au URL (if existing)
Sensis 1234	<a href="http://www.about.sensis.com.au/products/sensis_1234.php">http://www.about.sensis.com.au/products/sensis_1234.php</a>
Effective Promotional Strategies to market your business	<a href="http://www.bread.tv/resources/marketing/effectivePromoStrategies.asp">http://www.bread.tv/resources/marketing/effectivePromoStrategies.asp</a>
Marketing opportunities with new media	<a href="http://www.breadtv.com.au/resources/marketing/marketingOppsWithNewMedia.asp">http://www.breadtv.com.au/resources/marketing/marketingOppsWithNewMedia.asp</a>
How do I reach my customers? It's a question of demand	<a href="http://www.bread.tv/resources/marketing/effectivePromoStrategies.asp">http://www.bread.tv/resources/marketing/effectivePromoStrategies.asp</a>

\* Information that is mandatory and must be found before story can go live on web

## **NAB373 – NOLT FLASH PRESENTATION**

### **RESEARCH & MARKET INFORMATION**

#### **Helping you choose your star investment**

National OnLine Trading can help you select your star investments by providing you with access to research, analysis and market information allowing you to make your investment choices confidently.

#### **Research and analysis**

Depending on the Information Service level you select, you can access some or all of the following research and analysis tools.

Aegis, one of Australia's leading investment research houses, can offer you:

#### **Aegis company profile research**

Access company summaries, forecast earnings, current issues, peer comparisons, 3-year performance and relative ratios on individual companies.

#### **Aegis analyst recommendations and consensus recommendations**

Take advantage of Aegis analyst recommendations on over 200 individual stocks (ASX 200) including Buy, Hold and Sell recommendations based on a 12-month price target.

Also enjoy consensus recommendations based on the average recommendations of a number of brokers.

#### **Aegis “Best Ideas” lists**

Receive Aegis's weekly “Best Ideas” lists featuring Best Buy and Sell recommendations for both large and small cap companies.

#### **Aegis basic and advanced company ratios**

Search basic company ratios for a company or list of companies that have common characteristics by using the ratio functionality. You can search for companies based on past or future years, sector, market capitalisation and price/earning ratio. You may also run advanced company searches using additional criteria such as Buy, Sell or Hold recommendations by Aegis.

### **NEW INFORMATION SERVICE LEVEL - NEW**

National Online Trading offers you access to a range of features to help you trade like a star.

#### **Information Service Levels**

You have the flexibility to select the star features that best suit your trading needs. When you register you will be asked to choose from three Information Service Levels: Casual, Premium or Professional.

Your choice of Information Service level will depend on your frequency of trading and the features you are interested in. You are at liberty to change your Information Service level at any time.

Further information about the fees and charges associated with the Information Service levels can be found in the AUSIEX Financial Services Guide located in the National Online Trading brochure kit.

Details of the three Information Service Levels can be found under **Investment Services**, including information on additional services available for the Professional level.

### **EXCHANGE TRADING OPTIONS - NEW**

An exchange traded option gives you the right to buy or sell an underlying share at a particular price on or before a specific date. When you exercise the option, you take up your right to buy or sell the share.

Exchange traded options (ETOs) may allow you to:

- hedge against a possible fall in the value of the shares you hold
- earn income from the premium received by writing call options against your shares
- undertake to buy shares for less than their current price by locking in a buying price

### **PORTFOLIO MANAGEMENT – NEW**

Keeping track of your investments is easy.

#### **Accessing your National OnLine Trading account**

You can access your National OnLine Trading account at [national.com.au/trading](http://national.com.au/trading) using your National Identification Number and National Identification Password. If you are a National Australia Bank Limited customer you should already have one of these. Your National Identification Password will be the one you use to access telephone banking.

#### **Manage Alerts – new**

Stay in touch with the market away from your computer!

You can receive daily email alerts with closing prices, recent ASX announcements, analyst reports and any recommendation or earnings changes to the companies in Watchlists. You can also receive confirmation of your transactions via email. Market updates and transaction confirmations can also be sent straight to your mobile phone via SMS if you choose.

### **Change Contact Details – NEW**

To amend your contact details or mailing address, please complete the [Change of Client Details](#) form.

### **Change Handling Pin – NEW**

You will be provided with a Trading PIN which allows you to authorise each order you place via National OnLine Trading. You can change this Trading PIN online and amend your contact details at [national.com.au/trading](http://national.com.au/trading) at any time.

### **Customise Page - NEW**

To further assist you manage your portfolio you can also customise your user screen to show only the market information and research you want, and opt to receive SMS and email alerts on market updates and transaction confirmations throughout the day.

## **TRACK MARKETS**

## **ORDER MANAGEMENT**

# Radio script



<b>client</b>	Mitsubishi LAMP
<b>product</b>	380
<b>title</b>	Together again
<b>key no</b>	
<b>duration</b>	30 seconds
<b>job number</b>	LAMPRET

**SFX:** *Sound of the 380 cruising along a highway...*

**DRIVER:** I was somewhere past the turnoff when it hit me. You know the feeling. Out on the road, the endless highway unfolding before you.

**SFX:** *Sound of the 380 changing gears, accelerating, slight grip of tyres on gravel.*

**DRIVER:** Cloud banks drift lazily above the two-lane highway. The sun beats down on the hot bitumen. Just me and the 380 - together again.

**SFX:** *Sound of the 380 accelerating again, powering down the road at top speed...*

**DRIVER:** Powered by a high output 3.8 litre V6 engine packed with real large car power and performance and true sports styling and handling.

**SFX:** *Sound of the 380 braking, the car door opening, the rustle of the driver's clothes as he bends down and kisses the road with a loud smooch S/FX.*

**DRIVER:** Mmmm... The Mitsubishi 380 - You'll love the space. You'll love the power. But best of all, you'll love the road.

**MVO:** *Fall in love with the new 380 LS, Australia's all new agile large car at [insert dealer name & address] or call on [insert dealer phone number].*

# Radio script



<b>client</b>	Mitsubishi LAMP
<b>product</b>	380 LS
<b>title</b>	Home, Jeeves
<b>key no</b>	
<b>duration</b>	30 seconds
<b>job number</b>	LAMPRET

**S/FX:** Sound of classical music, calm and relaxing. The sound goes down as a voice cuts in...

**JEEVES:** I said, your refreshment is served, sir...

**SIMON:** Thank you, Jeeves. I'll take it in the office.

**JEEVES:** As you wish, sir.

**S/FX:** Sound of the passenger sinking back into plush seats, the sound of the 380 engine purring smoothly as it idles.

**SIMON:** How's the traffic looking, Jeeves?

**S/FX:** Sound of automatic window rolling down, dense city traffic sounds, horns beeping and honking, people cursing.

**JEEVES:** Absolutely dreadful, sir.

**S/FX:** The sounds of the traffic jam fade away as the window goes up.

**SIMON:** Sigh. Well, at least we have the 380 LS, eh, Jeeves? Real large car power and performance with true sports styling and handling.

**JEEVES:** Indeed, sir. And the high-output 3.8 litre V6 engine. And the 16-inch alloy wheels. And the rest.

**SIMON:** Home, Jeeves. If it's where the heart is then we've already arrived.

**S/FX:** Classical music fades in again...

# Radio script



**MVO:**

The Mitsubishi 380 LS. You'll love the luxury. Check out

Australia's all new agile large car at *[insert dealer name & address]* or call on *[insert dealer phone number]*.

# Radio script



<b>client</b>	Mitsubishi LAMP
<b>product</b>	380 LX
<b>title</b>	The Road Less Travelled
<b>key no</b>	
<b>duration</b>	30 seconds
<b>job number</b>	LAMPRET

## S/FX:

It's the one with real large car power and performance,  
and true sports styling and handling.

Love the hi-output 3.8 litre V6 engine.

Love the electric sunroof with slide and tilt.

Love the new 380 LX at <dealer name & address>

or call <dealer phone number>

Love the style.

Love the 380 LX - Australia's all new agile large car.

# Radio script



<b>client</b>	Mitsubishi LAMP
<b>product</b>	380 VRX
<b>title</b>	
<b>key no</b>	
<b>duration</b>	30 seconds
<b>job number</b>	LAMPRET

**MVO:**

Lift off for the all-new Mitsubishi 380 VRX.

It's the one with real large car power and performance,  
and true sports styling and handling.

Love the hi-output 3.8 litre V6 engine.

Love the sports tuned suspension.

Love the new 380 VRX at <dealer name & address>

or call <dealer phone number>

Love the performance.

Love the 380 VRX - the livelier large car.

# Radio script



<b>client</b>	Mitsubishi LAMP
<b>product</b>	380 GT
<b>title</b>	
<b>key no</b>	
<b>duration</b>	30 seconds
<b>job number</b>	LAMPRET

**MVO:**

Optional Bluetooth connectivity

**MVO:**

Lift off for the all-new Mitsubishi 380 GT.

It's the one with real large car power and performance,  
and true sports styling and handling.

Love the hi-output 3.8 litre V6 engine.

Love the mobile phone hands-free system with Bluetooth®  
connectivity.

Love the new 380 GT at <dealer name & address>

or call <dealer phone number>

Love the best.

Love the 380 GT - Australia's all new agile large car.



**OPERATIONS MANUAL**  
**AUGUST 2004-08-15**  
Author: Rak Razam

This document is an operations manual for Entrance Digital Magazine, published by Paper Free Press. It will attempt to set out the structure and workings of the digital magazine (“digizine”) for internal use and future training needs.

## 1.1 WHAT IS A DIGITAL MAGAZINE (“DIGIZINE”)?

A digital magazine, as opposed to content being hosted on a website, is a fully laid out text and pictures magazine in PDF format. PDF stands for Portable Document Format. It uses a compression technique that makes the file you download a compact file, without losing quality. This allows you to view **en•trance** as if you were reading a print magazine. A PDF file is always virus-free.

### **What is the Adobe® Acrobat Reader™ and what version is required?**

Adobe® Acrobat Reader™ is software that lets you view and print PDF files. You will need Adobe® Acrobat Reader™ version **5.0** or later. **en•trance** CANNOT BE READ WITH ADOBE® READER 4. For your free Adobe® Acrobat Reader download, click **here**.

### **Can I download via a dial-up connection?**

Yes, the download times will vary according to the bandwidth of your connection.

### **What happens if I am disconnected while the digital issue is being downloaded?**

In our experience it is better to recommence the download again.

### **Do I have to stay connected to the Internet to read the digital issue?**

No. You do not have to be connected to the Internet to read **en•trance**, but you do need to be connected in order to use the active links.

## 1.2 WHAT IS ENTRANCE DIGITAL MAGAZINE?

*“en•trance – your doorway to the Global Trance Community”*

**en•trance** is a free, downloadable digital magazine in industry standard PDF format for the Trance music community. Trance music has seeded itself across the planet into many communities that dig the beat and keep alive a psychedelic lifestyle. Live it, love it, dance it – and now you can now read and write about it. Because **en•trance** is a digital magazine, with global distribution and contributions from all over the world, every issue is a doorway to what is happening in your community now.

**en•trance** believes the Global Trance Community is more than a slogan or buzzword. We believe there are talented people that want to share their original work and receive due recognition for it. We also believe there are hundreds of websites that publish largely to their micro communities and whose work often goes unnoticed. As a downloadable digital magazine that goes directly to subscribers, we provide the canvas to publish and deliver that content to a global audience all in one package.

Become a subscriber to **en•trance** and every two months you can receive our **FREE** full colour PDF magazine directly from the **DOWNLOAD** page. We keep you informed, up-to-date, and excited about the Global Trance community through our quality articles, interviews, news, reviews, events and photos. And we have the latest hotlinks that take

you directly from our magazine to FREE music downloads.

## 1.2 WHO IS THE TARGET AUDIENCE OF ENTRANCE DIGITAL MAGAZINE?

Trancers celebrate the archaic ritual of the dance to electronic music and tribal beats the world over. This natural expression and coming together of people from all backgrounds into a global dance culture has been growing for many years, with annual festivals and parties carrying the trance vibe from country to country and person to person. A lot of people are passionate about trance music and culture and report on it via websites and zines for their micro communities. Because of the global nature of the culture a lot of Trancers are world travellers and use the internet to stay in touch with their global networks. Trancers in general use the net to discuss their community on message boards and forums and have embraced the new communication technologies to further their relationships in the physical and digital worlds. Yet despite all this these communities are islands in the Net, so to speak, documenting their separate enclaves in the Global Trance Movement.

**1.4 WHO PUBLISHES ENTRANCE MAGAZINE?** en•trance is published by Paper Free Press.net, a e-publisher. PO Box 49 Elwood Victoria 3184 Australia.  
<http://www.paperfreepress.net>

## 1.5 WHAT ROLES DOES ENTRANCE MAGAZINE HAVE?

Entrance is an open source community that welcomes quality contributions and volunteers. By networking through an online content management system - the CCMS - each key staff has their own email and access to the CCMS where the magazine is put together. In the future these roles may have some monetary budget to cover expenses and work, paid from advertising and other sources. These key paying roles involved in direct production of the magazine act as spokes out to a much larger network of unpaid freelance contributors who provide content under the Creative Commons 'copyleft' arrangement, with full ownership of their material and attribution rights.

en•trance c 2004

Editor>

Music Editor>

Art Director>

Advertising>

Subscriptions>

Releases>

Photo Editor>

Events>

Proofing>

Publisher>

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**NB: THIS IS AN ABRIDGED DOCUMENT**