

# WEBSITES

<b>Client</b>	WildCat Landscapes
<b>Date</b>	April 2014
<b>Brief</b>	WildCat Landscapes is a business providing lawn care and gardening services to Sydney residents.  I was asked to write copy for the website targeting residents in the Inner West and Eastern Suburbs.

## Sliders

Enjoy your garden more – contact us today to find out how.  
Get a greener lawn with WildCat Landscapes – Call today  
Take advantage of our award winning team – Call today for your free consultation

## Home Page

WildCat Landscapes provides gardening services across Sydney's Inner West and Eastern Suburbs.

We pride ourselves on being reliable and providing honest advice teamed with quality results.

Our gardening services fit around your busy schedule and you can trust each member of WildCat Landscapes' team is not only trained in plant care but is also passionate about gardening.

With a range of services including lawn care, mowing, fertilising, pruning, weeding and garden maintenance as well as the installation and upkeep of irrigation systems WildCat Landscapes offer everything you need for a healthy garden.

**WildCat Landscapes the garden maintenance experts keeping your lawn and garden beautiful.**

Call Adrian today on 0477 465 030 to have an obligation free chat so you can find out what services WildCat Landscapes can offer you.

## About

Maintaining a garden and lawn can take a lot of time, usually on your weekend when you should be out enjoying it but there is a solution - WildCat Landscapes.

Our approach is a little different from the rest in fact we pride ourselves in thinking outside of the box. We base our work on understanding your needs, drawing on our 25 years experience and applying the science behind plant growth to ensure the garden you get is both unique and low maintenance.

**Wildcat Landscaping gives you the garden you want, and here's how:**

1. We meet with you to find out about your existing garden, what restraints you may have, and what you want to use your garden for.
2. With the information gained from our initial consultation, we develop a schedule to maintain your garden.
3. We make it happen with minimal fuss.

Working with the WildCat Landscapes you can expect a team of friendly professionals who give honest expert advice.

WildCat Landscapes owner, Adrian Kelsey has worked in the horticultural industry for 25 years across large commercial projects to small residential properties.

His experience and horticultural knowledge are hard to match.

### **Adrian Kelsey Profile**

Adrian Kelsey first started working in horticulture in 1989 and over the next 25 years he has worked on multi-million dollar commercial horticulture and landscaping projects and the management of his own small business providing turf and lawn care services for residential and commercial properties. He specializes in community open space projects, planning, construction, maintenance and management and is qualified in business and horticulture.

Adrian is well-qualified completing courses in urban horticulture, arboriculture, and civil works.

Underpinning his experience and education is his love of plants and maintaining gardens for the enjoyment of his clients.

### **Services**

A well-maintained garden is great for the soul but it takes time to create and maintain. WildCat Landscapes can help you by turning your unruly garden into something you can enjoy.

The experts in lawn care, garden maintenance and the installation of irrigation systems we offer affordable rates for ongoing maintenance of your garden.

WildCat Landscapes get the most out of your garden.

#### **Lawn care**

We provide a complete lawn care service from regular mowing and maintenance to a completely new lawn if yours is beyond help. Your lawn will look greener with WildCat Landscapes.

Our services include:

- Mowing and edging
- Cleaning
- Fertilising
- Pest, disease, and weed control
- Lawn renovations

#### **Garden maintenance**

If you are too busy to maintain your garden or if its time for a change WildCat Landscapes provide a range of garden maintenance services that will give you a garden you can be proud of.

If it's a one off job or regular maintenance you can rely on WildCat Landscapes to provide:

- Pruning and hedging
- Mulching
- Fertilising and soil conditioning
- Weeding, pest and disease control
- Refurbishing and replanting

**Irrigation service**

Irrigation systems can save you time, water and money but if your system is old it might becoming inefficient. WildCat Landscapes can maintain existing systems or replace old ones so you never have to worry about watering your garden again.

<b>Client</b>	Social Media Boosters
<b>Date</b>	March 2014
<b>Brief</b>	<p>Social Media Boosters help businesses develop social media strategy and manage day to day social media activities.</p> <p>I was asked to write copy for the website of one of its franchisees.</p>

## Home

Slider #1 Our clients love us and you will too - because our social media strategies convert. Call or click today for your own free quote and consult and see what we can do for you.

Slider # 2: It's time to tell your business' story! Click or call today and get started with your free consultation.

## About

Are you one of the many businesses who waste time and money on social media? Today more and more people are sharing information, posting photos and connecting via social media. In fact the human brain is hardwired to collect and streamline data, which explains why we post photos of our cat, check-in at the airport and post updates about our kids.

Each social media channel taps into the way we pick up and retain information. Some of us are auditory learners (Twitter, Facebook and LinkedIn) while others are visual learners (YouTube, Instagram and Pinterest). So what channel is right for your business?

### **Social Media Boosters deliver results, and here's why**

We work with you to not only set up your social media but ensure it works with your other marketing activities.

We create social media strategies that work. It's that simple.

How can we help you?

**Step One:** We meet with you to find out about your business, learn who your ideal customer is and what you want to get out of your social media.

**Step Two:** With the information gained from our initial consultation, we develop a strategy and action plan to build your social media presence.

**Step Three:** We implement the plan and provide you with reporting and analysis of your social media activities so you can see the return for your investment.

Paula has over 10 years communications experience in Government and the community space, bringing a highly analytical and strategic mind to the social environment.

Our team works with a diverse range of industries including financial services, travel, fitness, technology, media, business consulting and real estate.

## Services

### Digital Health Check

Knowing which social media channels will work for your business is important to the success of your social media marketing. It's not just about following the latest trends, it's about understanding your customer, the social media channels they most likely use and what messages or images will appeal to them.

Social Media Boosters Digital Health Check:

- Looks at your current website and social media
- Reports on what you are doing well and you could do better and;
- Provides recommendations to improve going forward

By adopting this approach you can expect to become more visible to the customers who will help grow your business.

Contact us today to book your Digital Health Check.

### Social Media Management

Social media is revolutionizing the way we communicate. You can have a two-way conversation with your customers, getting feedback on your business and building relationships. The downside is people expect you will respond to their comments and fast!

If you just don't have the time or the resources to respond Social Media Boosters can be your social media manager 24 hours a day, seven days a week. We even provide a monthly report so you know how engaged your customers are and how this translates to sales.

Contact us today for our free consultation.

### Strategy Development

A strategy is like a roadmap. It shows you where you are and where you are going. The benefit being it saves you time and money as you only put resources into activities that actually work.

Developing a strategy can be hard if you don't know what you are doing. Social Media Boosters are strategy experts taking out the pain of developing a strategy.

By understanding your business, your customers and the challenges you face we can put together a plan that outlines what you should do and when.

Contact us today for our free consultation so we can start building your business.

### Training and Coaching

Social media can have a huge impact on your business' reputation. It throws up many questions. What should I be posting and when? What happens if it goes wrong? What is the correct etiquette?

Social Media Boosters run training and coaching courses aimed at teaching you the ins and outs of social media so you can build engagement with your customers and avoid having to go into damage control if something goes wrong.

Contact Social Media Boosters to find out what courses we offer.

<b>Client:</b>	Inner West Financial
<b>Date:</b>	January 2014
<b>Brief:</b>	Inner West Financial provides financial services to business and individuals in Sydney's inner west.  The owner asked me to write his profile for his website.

**Raphael Tarazy**

Director, Inner West Financial

**Qualifications**

- Bachelor of Economics, University of
- Masters of Commerce (Accounting and Finance), University of Sydney
- MFAA Credit Advisor
- MFAA Professional Mortgage and Finance Executive
- Full member of the MFAA

Raphael has over 20 years experience in banking and financial markets where he has lived and worked in London, Melbourne and Sydney. During his career he has held roles in corporate accounting and finance - experience he draws on today to offer independent financial advice to individuals and business owners.

Growing up in Sydney's inner west, Raphael understands the dynamic business environment of the area and is an active member of the business community as a Board member of the Newtown Precinct Business Association.

Raphael is fully accredited with all major lenders and uses his extensive network to ensure he gets the best deal for his clients.

When not working Raphael's other passion is sport and is a qualified rugby league and rugby union referee and an avid cyclist – when he often rides to get his next great love, coffee.

<b>Client:</b>	HEA Enterprises
<b>Date:</b>	October 2013
<b>Brief:</b>	HEA Enterprises is an independent mining services consultant.  I was asked to provide copy for their website based on their notes and wireframes.

## Home screen

### Welcome

HEA Enterprise is a blasting consultant providing innovative, creative and technology focused solutions for our clients.

### About HEA

HEA Enterprises is an Australian based specialist in all surface-blasting applications with a passion for blast hole drilling. We are dependable, reliable and accountable with expertise built on over 15 years in the mining industry.

Our reputation is in innovation and by working closely with our clients we provide customised blasting solutions. It's our passion to ensure we combine our technical knowhow with the drill and blast technique to achieve the right outcome for your operation.

### Services

By integrating our products and services with our engineering expertise and technology, we can provide our clients with the best and most cost effective solution to meet their project needs.

HSE Enterprise offers mining companies and contractors a comprehensive range of consultancy services in:

- Advice on vibration, environmental impact and damage protection
- Manage vibration and environmental impacts from blasting
- Tender submission review and provide recommendations
- Conduct feasibility studies
- Conduct blasting risk assessments
- Develop safe work practices and procedures
- Assess blasting options for safety, technical and cost effectiveness
- Conduct site inspection, assessments and audits for safe operations
- Produce detailed blast designs
- Project management
- Operational implementation and management
- Mentoring of engineering and operational staff

### Open Cut Coal

HSE combines technical knowledge and experience to deliver logical field applications so our customers get more coal, with less loss at lower cost.

By partnering with our customers we ensure the solutions provided improve productivity, reduce overall operational costs and have minimal adverse impact on the environment.



HSE provide a comprehensive range of consultancy services including:

- Advise on vibration, environmental impact and damage protection
- Manage vibration and environmental impacts from blasting
- Tender submission review and provide recommendations
- Conduct feasibility studies and blasting risk assessments
- Develop Blast Management Plans
- Develop safe work practices and procedures
- Assess blasting options for safety, technical and cost effectiveness
- Conduct site inspection, assessments and audits for safe operations
- Produce detailed blast designs
- Project management
- Operational implementation and management
- Mentoring of engineering and operational staff

## **Open Cut Hard Rock and Construction**

### **Hard rock**

HEA Enterprise knows each mine is different which is why we evaluate each operation and needs of our customers to ensure the desired outcome is reached.

By evaluating the project we determine the application of products and technology best suited to achieve maximised recovery, minimal dilution and optimised throughput and excavation performance.

### **Construction**

In construction there is little room for error with no tolerance for flyrock and excessive environmental damage. This is why we strive to provide tailored blasting solutions that not only take into account these restrictions but also the needs of our customer and of the community.

Our advice and blasting solutions have been applied in the most extreme environments even those considered too difficult.

By working with our customers we assist in the management of risk so operations are safe, on time and cost effective.

We offer a comprehensive range of consultancy services to mining companies and contractor:

- Advise on vibration, environmental impact and damage protection
- Manage vibration and environmental impacts from blasting
- Tender submission review and provide recommendations
- Conduct feasibility studies
- Conduct blasting risk assessments
- Develop Blast Management Plans
- Develop safe work practices and procedures
- Assess blasting options for safety, technical and cost effectiveness
- Conduct site inspection, assessments and audits for safe operations
- Produce detailed blast designs
- Project management
- Operational implementation and management
- Mentoring of engineering and operational staff

## **Recent Projects**

### **Rio Tinto, Rail Capacity Expansion RCE333**

The Rail Capacity Enhancement Project is part of Rio Tinto Iron Ore's plan to expand its iron ore export capacity to 333 million tons per annum and is one of the largest heavy haul rail infrastructure projects in Australia. HEA Enterprise Pty Ltd delivered specialist drill and blast services.

Throughout this project HEA Enterprise Pty Ltd provided specialist drill and blast services and:

- Assessment of blasting impacts on existing infrastructure
- Consultancy on the best blasting solutions; and
- Managed the contractor who carried out the blasting activities.

The project was completed on time, safely and efficiently.

### **FMG, T155: Solomon Rail Spur**

Fortescue Metals Group engaged HEA Enterprise for a project consisting of 3M bcm of blasting through some challenging terrain and located near significant heritage sites.

Throughout this project HEA Enterprise provided specialist drill and blast services and:

- Assisted the contractor to develop a Blast Management Plan and the associated Critical Risk Assessments
- Assisted the contract to assess the location and implementation of blasting activities close to heritage sites
- Management of the contractor carrying out blasting activities

The project was completed with no damage to heritage sites, some being within 5 metres of the project and all activities were compliant with our client's operational requirements and blasting specifications as well as government regulations.

### **Newcrest, Telfer Open Cut**

HEA Enterprise assisted the technical services department in running the day-to-day technical drill and blast requirements.

During the project HEA provided:

- Improved blasting performance in what were some challenging conditions
- Skills and expertise to overcome issues due to poor excavation rates
- Accurate blasting environmental predictions giving our client more confidence in site modelling and efficient blast design
- Innovative sound wall control blasting techniques and the introduction of onsite electronic blasting systems
- Mentoring of onsite engineers

During the project we encouraged communication between sites ensuring targets were achieved.

# BLOGS

<b>Client:</b>	Social Media Boosters
<b>Date:</b>	May 2014
<b>Brief:</b>	A blog about scheduling social media

*Social media is a rapidly blossoming medium. It has taken the place of all other methods as the rudimentary channel for getting a business noticed; everything else is just supplementary. What sets social media apart is the ability to easily and effectively communicate your company's message to a virtually unlimited audience. You increase visibility by building your enterprise on a global scale, all while forging new business relationships and strengthening old ties. Communicating with customers is easy, sharing new products and services is effortless, and networking with potential business partners is trouble-free, but are you getting the most out of your social media campaign?*

We are in the cyber-era and having an online presence has never been more important. Getting yourself on platforms like Twitter and Facebook is a cinch and learning how to use them is child's play. However, in order to achieve the full effect of social media, one needs to develop an understanding of "when" consumers are the most receptive to your tweets, posts, and shares. All business owners and online marketers should make it their primary focus to learn and stay up to date with this (often overlooked) dimension in social networking. Here are some of the social metrics so you can begin familiarizing yourself with proper timing and start creating your "content calendar":

**Twitter:** The afternoon is typically the key time people \share their thoughts or retweet.

**Facebook:** As the workday slows down people have time to check for updates.

**Pinterest:** Weekends are best, as the craft and collection emphasis of Pinterest lends itself to weekend projects.

The one trend you can bank on across all social media trends is people view information in their downtime. If your customer is a typical 9 – 5 work day person this time will typically be on their morning commute, when they are settling in to work, on their lunch break or in the evening.

As a small business you want to take advantage of these patterns by coordinating your social media activities with these times. Be aware, however, not all customers follow these times for example tradespeople start and finish their day earlier, while a university student or someone in hospitality will start and finish their day later. It's about knowing your customer and adjusting your social media to match. If you are not sure try experimenting and use online tools to post and tweet at various times during the day and over the weekend.

<b>Client:</b>	Social Media Boosters
<b>Date:</b>	May 2014
<b>Brief:</b>	A blog about the new look Twitter.

*Twitter, the social networking giant, has rolled out some major changes to its layout. These adjustments were announced on 8 April this year and have been the buzz of the Internet ever since. The features available on every account could drive major traffic to your businesses website.*

In the advertising world, targeted traffic is what Twitter is known for. It seems as though the company is looking to further distinguish itself in the business realm by giving the go-ahead for an onslaught of new marketing ingredients. Twitter has made very few alterations to its platform in the past few years and these changes have been long awaited. But what's different and how it can benefit your company?

First off, you can pin your favorite and most relevant tweets to the top of the page, soliciting more traffic. This will ensure that your most important tweets are not hidden away over time, buried beneath the less important messages and random conversations. You will only be allowed to pin one tweet at a time, so you will have your followers' undivided attention.

Your "best tweets" will also be featured; there will be no more equal treatment between tweets. The posts that garner the most attention will be placed front and centre for all to see. This is great for online businesses because oftentimes your important advertising messages - the ones that truly have your audience interested - will be next to impossible to find in your profile's multitude of tweets and retweets. You will also have the ability to filter tweets and find exactly what you are looking for.

This is all topped off with a sleek new look. You have the ability to customize your page with a header image. Your profile picture is bolder, larger, and more distinct. Photos are enlarged and grab the attention of your followers. The layout change is the icing on the social networking cake.

For years Facebook has been ridiculed on the fact that they copy Twitter's social networking elements. The "@" command to tag someone and hashtags all started with Twitter. However, now it seems as though the shoe is on the other foot.

<b>Client:</b>	Inner West Arrow: Cow and the Moon interview
<b>Date:</b>	March 2014
<b>Brief:</b>	A blog giving the character behind the brand.

*For the past four years the Crowl family – owners of Cow and the Moon have been delighting Enmore residents and visitors with their passionately made coffee and their artisan gelato which is made on the premises. We sat down with Wendy to learn about the world of gelato and running a business in Enmore.*

The story began 25 years ago when John (chef by trade) decided to turn his hand to desserts and pastries. He became a pastry chef and ran cake shops for 10 years before turning his hand to gelato. He travelled to Italy and Germany and worked in small very authentic gelaterias where he was given on the job training in the finer points of gelato making. John began working in the gelato industry in Australia bringing it from its infancy stage to its current popularity.

Nine years ago he started working in his own gelaterias and for the past four years has been the mastermind behind Cow and the Moon.

The customers at Cow and the Moon are an eclectic bunch. In the mornings you will find business people stopping for a takeaway coffee as they hurry off on their commute to work and mums who come in for a catch up with friends. The afternoon sees people meeting for interviews and school children coming in for an afternoon treat. The nighttime brings a different crowd again. This is what they love at Cow and the Moon and it makes them feel part of the exciting vibrant area known as the Inner West.

Having this community connection has developed a loyal following and has steadily grown as people return to enjoy coffee and gelato no matter what the time or season.

John's talent lies in his ability to team flavours. Steering clear of the latest fad you will only find authentic flavours that work together like the very popular strawberry and balsamic vinegar, plus the staple chocolate, lemon and pistachio. Behind the counter you will find staff who are as passionate about the gelato as John and Wendy. The customer experience is paramount to the Cow and Moon team. Wendy explains gelato is not just selling a product its selling an experience.

Cow and the Moon aren't just winning in Enmore they are also winning on a national and state level being awarded eight gold and three silver awards out of 12 entries and the coveted Champion Gelato at the 2014 Sydney Royal Easter Show. This is not a first time for the team having one Champion Gelato in 2011 and 2013. Not content there, Cow and the Moon will be heading to Italy in September to represent Australia in the World Gelato Tour where they will be making 100 litres of "Affogato" gelato a day as they compete with the world's best for the title of World Gelato Champion.

This success would not be achieved without the quality ingredients that go into the gelato. You won't find imitation flavours here. In fact, the Champion Gelato at the Sydney Royal Easter Show this year was made from real chocolate sourced from Mexico.

You can try out the gelato for yourself by visiting Cow and Moon 181 Enmore Road Enmore. They are open seven days a week.

<b>Client:</b>	Jam Tin Copy Blog
<b>Date:</b>	January 2014
<b>Brief:</b>	A weekly blog update for my website.

Recently a client emailed me a list of amends and comments regarding a site I am rebuilding for them. In the email sign off he asked “Can you make the site number one in Australia when people search for it in Google. People say it is hard to find our site.” – If only it were that simple.

Website ranking is a key part of Internet marketing strategy – it can give you the upper hand on the competition but to get your site ranked above others requires thought, planning and keeping on top of what your customers are looking for.

In this week’s blog I explore five tips aimed at improving your ranking.

**Tip one: Content is key**

Content that is comprehensive, informative and actionable outranks sites that aren’t so when writing web copy ensure it’s helpful, appealing and trustworthy.

While you’re at it you should also think about what type of queries a potential client will be searching for and write content that answers these queries.

**Tip two: Focus on the detail**

When writing copy make sure you provide a thorough examination of a topic, anticipate what your reader is looking for and give both sides to an argument. In this way your content is written with authority and will be trustworthy and more appealing to search engines.

**Tip 3: Grab attention with a headline and high quality image**

Next time you are standing in the line at the supermarket checkout take some time to read the magazine headlines – it will give you some ideas for this tip. Magazine style headlines grab a reader’s attention and generate curiosity which is exactly what you need to do in your copy. For a tip within a tip stay within 140 characters so people can tweet your content.

And by partnering your headline with a bold image you will find your ranking increases. Just have a look at news websites to see how they do it.

**Tip 4: And repeat**

Consider using content that you can republish. People and Google like to keep things fresh so if you use content that you can republish annually, for example top ten marketing trends for 20... ranking will improve.

**Tip 5: Test and invest**

The first half of this tip is to test what works. Search results change regularly and what was once gold could become worthless overnight and vice versa. Avoid this by testing keywords and phrases to make sure your ranking is staying fresh. Google offer a few [tools](#) to help you do this. Secondly, invest in your content – make sure you take the time to do your research, come up with a strategy and a plan, write and edit your content. If you do this you will find people will want to read your content and engage with your brand. Result = increased rankings.

So remember for a better ranking website think content, detail, attention grabbing headlines and keep your content fresh. Even better you could engage a copywriter who can do this for you.

<b>Client:</b>	Jam Tin Copy Blog
<b>Date:</b>	January 2014
<b>Brief:</b>	A weekly blog update for my website.

I'm a pretty lucky man; I have a brewery located behind my apartment block in Newtown a suburb located in Sydney's inner west. I usually get to the brewery once a week to enjoy one of their many beers. Becoming a regular I have gotten to know the brewers and have spoken about my experience in grain – it's a story they are interested in. People are getting an appetite for learning about where their food comes from and appreciating quality food depends on quality ingredients. I have even heard of restaurants in my suburb who have served up beef, matched with locally brewed beer with the beef producer coming along to tell their story.

When not at the brewery, I venture to farmers markets where producers sell their produce direct to the customer. Each week the markets are bustling with activity. For me this reinforces the idea city dwellers are interested in and want to know the story behind food and the people who produce it. This should be seen as an opportunity for farmers to connect with them and promote agriculture.

I guess the next question is how? Social media is a very powerful way for you to connect with your customer and with the smartphones it's also accessible. For it to be effective you need to have a strategy behind it so for a start as a farmer I would think about my farm, the work I do every day, the philosophy I have behind my production and why I love it and then post photos and comments to showcase these points. I stumbled across these guys last year and really enjoy their comments and photos on Twitter. They make me want King Valley Beef plus I am also struck by the love they have for their animals and the land.

Now it's your turn – do you use social media? What's been your experience so far?

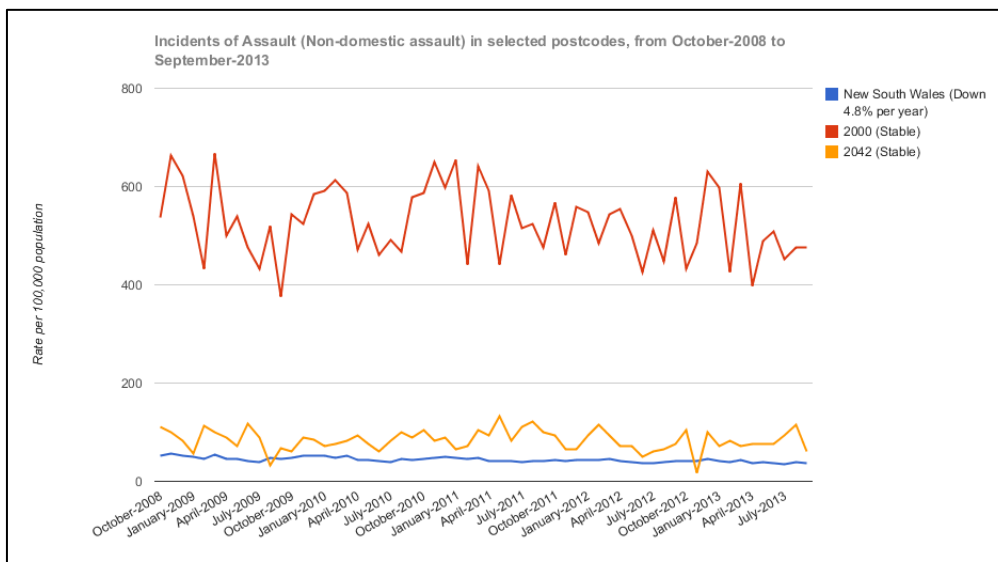


# PRESS RELEASE

<b>Media Release</b>	<b>Newtown Precinct Business Association</b>
<i>Prepared by</i>	<i>Jam Tin Copy Pty Ltd</i>
<b>FOR IMMEDIATE RELEASE</b>	
<b>Newtown Precinct response to changed liquor laws</b>	
Sydney, NSW – 24 February 2014	

From 24 February 2014 licensed venues across Sydney CBD, Darling Harbour and Kings Cross must comply with strict new rules including 1:30am lockouts and 3:00am last drinks. The Newtown Precinct Business Association (NPBA) has voiced its concern this will simply move the problems associated with binge drinking to neighbouring areas.

Newtown has a vibrant and safe nightlife with the community coming together in a spirit of tolerance and acceptance to enjoy a drink, meal or movie. Figures published by the New South Wales Bureau of Crime Statistics and Research (BOCSAR)\* confirms incidents of assault in the area are stable and significantly lower than Sydney CBD as highlighted in the graph below.



The graph illustrates incidents of assault (non-domestic assault) per 100,000 people from October 2008 to September 2013. The red line represents postcode 2000, yellow being 2042 with blue being the state average.

The NPBA wants Newtown to remain a safe place to go out and as part of its advocacy for local business will be working closely with council and police to monitor incidents and changed patterns of behaviour.

*About the NPBA:*

The NPBA is a collective of local businesses working together to promote Newtown and to support business.

Media enquiries should be directed to Mark Ely 04XX XXX XXX or email

*\* Figures taken from the NSW BOCSAR website February 2014.*

**ENDS**

<b>Media Release</b>	<b>Black Star Pastry</b>
<b>FOR IMMEDIATE RELEASE</b>	
<b>Black Star Pastry 2 to open in Rosebery</b>	
Sydney, NSW – 16 November 2013	

Christopher Thé has developed a following over the last five years with his unconventional pastries created in a converted terrace in Newtown’s Australia Street. On any given day the small shop is busy with people buying slabs of Strawberry Watermelon Cake or an award-winning pie or enjoying the simple delight of a croissant with a Little Marionette coffee.

Since opening the store in 2008, Christopher has grown the Black Star Pastry Team and now employs 40 staff who continue his tradition of pushing the boundaries of pastry-making. With the large team, space is cramped, making the next chapter in the Black Star Pastry story an obvious one – the opening of a new store.

Black Star Pastry 2 will provide patrons with all the traditional treats they have come to expect from Black Star Pastry but with more room to sit, relax and enjoy. And with the additional kitchen the team will be able to be even more creative and try new things.

“The new store has been two years in the making.” Says owner, Christopher Thé. “I am excited to be able to take Black Star Pastry to the next level and give the room for the bakers to really get creative.”

With the new store due to open just before Christmas, it’s sure to be a busy festive season.

Black Star Pastry 2 opens on 21 December, located on the corner of Dunning Ave and Hayes St Rosebery and like the Newtown store it will be open seven days a week.

*About Black Star Pastry*

Located at 277 Australia Street Newtown, open from 7am to 5pm seven days a week, baking pastries since October 2008.

02 9557 8656 [www.blackstarpastry.com.au](http://www.blackstarpastry.com.au)

**ENDS**

<b>Media Release</b>	<b>Black Star Pastry</b>
<b>FOR IMMEDIATE RELEASE</b>	
<b>Black Star Pastry opens its doors to Rosebery</b>	
Sydney, NSW – 2 January 2014	

On 2 January 2014, tucked away in a quiet leafy area of Rosebery – corner of Hayes and Dunning Avenue to be exact, the second installment of Black Star Pastry opened its doors and welcomed customers.

Black Star Pastry is the hard work of owner Christopher Thé, who opened the door of his first shop in 2008. Since then he has steadily built up a reputation for cooking unconventional pastries. As word got out and the queues started to grow it became clear it was time to open a new store and in 2013 he started renovating a warehouse in Rosebery to create a space people could sit and relax in a modern but familiar setting. Gone are the wooden benches instead replaced with copper and steel benches, ample seating, and lots of light without losing the charm of the Newtown store.

“I want people to feel the familiarity of the Newtown store but also experience a different side to the Black Star Pastry story.” Christopher Thé said.

And while you can expect some old favourites including the Strawberry Watermelon Cake you should also expect some new pastries thanks to the large new kitchen.

“We are at our limits to what we can do out of Newtown. With the kitchen in Rosebery we have a lot more space so we are going to try new things in order to delight our customers. Christopher Thé said when asked about his motivation behind the second store.

So if you are a long time customer or just someone who has not tried the pastries venture over to Rosebery its well worth a visit this summer.

*About Black Star Pastry*

Located at 277 Australia Street Newtown and corner of Hayes Road and Dunning Avenue Rosebery  
02 9557 8656 [www.blackstarpastry.com.au](http://www.blackstarpastry.com.au)  
Open from 7am to 5pm seven days a week.

**ENDS**

<b>Media Release</b>	<b>Maersk Logistics</b>
<b>FOR IMMEDIATE RELEASE</b>	
<b>Supply Chain Carbon Check launched</b>	
Sydney, NSW – February 2008	

In March, Maersk Logistics will launch Supply Chain CarbonCheck, a product aimed at reducing the carbon footprint of businesses that operate a supply chain. It's an industry first and will put the company at the forefront of carbon emission reporting and reduction.

The Supply Chain CarbonCheck works by reviewing a client's current carbon footprint and running simulations of alternate supply chain scenarios to highlight where improvements can be made.

"Our clients have been asking how they can improve their carbon footprint so it is great to be able to offer a product that does just that." Peter West, Assistant General Manager for Maersk Logistics (Oceania) said. "As an added benefit we have found a cleaner supply chain model is often a leaner one delivering not only improved environmental outcomes but also cost savings."

As part of the Supply Chain CarbonCheck service a report is produced to outline the ease of adopting a particular model as well as potential costs savings in order for a client to make an informed decision.

More information on the Supply Chain Carbon Check is available at [www.maersklogistics.com](http://www.maersklogistics.com).

*About Maersk Logistics*

Maersk Logistics is one of the world's leading providers of freight forwarding and supply chain management services and is part of the AP Moller-Maersk Group.

**ENDS**

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