

Suggestions Wanted for 60th Anniversary Year

The AAP Group celebrates its 60th anniversary next year and staff suggestions are invited on how the company should mark the occasion.

One function already planned is the official opening of the new headquarters in the World Trade Centre building in Lang Street, Sydney, in February, 1995.

Other social and promotional events are under consideration, but we'd like to have your ideas on how the anniversary can best be commemorated - in Sydney and around the country.

Please fax your suggestions to AAP Today on (02) 231 6929.

The actual anniversary falls on May 20, when in 1935, Australian Associated Press Proprietary Limited was incorporated with the register number 19255, and its offices on the 1st Floor, 377 Little Collins Street, Melbourne.

Head office moved to Wynyard House in George Street, Sydney, in 1964, and then to 364 Sussex Street, Sydney, in 1974.

TIMETABLE FOR MOVE

Senior management will be the first to move into the new building, to offices on the 17th floor, in the week ending on Sunday, November 13.

They will be followed by AAPIS Engineers (Level 7) and Racing Services (Level 6) in the week ending November 20, Human Resources, the Asia Economic Unit, Technical Development (all on Level 11) and Electronic Products (Level 7) in the week ending November 27, Editorial (Level 5) in the week ending December 11, Group Finance (Level 15) and Corporate and Public Affairs (Level 3) in the week ending January 15, and AAP Reuters Economic Services (Levels 8 and 11) in the week ending January 22.

AAPCS ACHIEVES INTERNATIONAL QUALITY CERTIFICATION

AAP Communications Services has won the right to display the internationally-recognised symbol of a Quality Endorsed Company by achieving certification to the exacting AS 3902/ISO 9002 standards.

The achievement is an important part of the company's commitment to quality standards and comes after two years of work, implementing recognised quality procedures and systems.

"Certification to AS3902 is not the sort of thing you can go out and buy," said General Manager Jeffrey Roll.

"It comes as a result of a lot of hard work by a lot of people and I would personally like to thank each member of staff who contributed to AAPCS achieving accreditation. It was an extremely time-consuming process, but everyone pulled together and we got there."

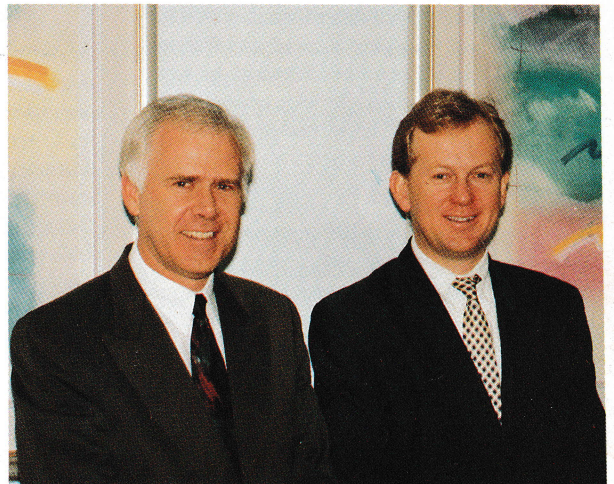
The AS 3902 standard covers quality systems for production and installation for the company's NSW-based operations. Jeffrey said the goal is to have every state branch of AAPCS certified within the next 12 months.

The driving force behind achieving certification was government regulations favouring quality endorsed suppliers, which Jeffrey said dovetailed with AAPCS management's determination to implement a "quality mindset".

"Essentially if you aren't able to state you are certified to Australian Standard 3902 or show you have substantial implementation towards achieving it, then you find it very difficult to do business with some governments.

"Increasingly, we are being asked to deal with those people who are accredited or are undergoing accreditation. Likewise, our customers are being asked to do the same and those companies not accredited or substantially down the accreditation path have to show good cause why they should deal with you.

"There is a focus on quality within the entire company," he added. "We have a mission statement that says we will deliver a standard of service second to none. We're always trying to do things better.



AAPCS General Manager Jeffrey Roll (left) with National Sales and Marketing Manager Peter Firth.



**Quality
Endorsed
Company**

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"Once the spirit of quality is embedded in the everyday work ethic of people, everything is focused towards the customer - and a customer can be someone we deliver a service to, or a supplier who delivers goods and services to us, either external to the company or internally.

"Achieving certification is part of our determination to achieve Total Quality Management, which is not as structured as the Australian Standards but is really an ethos where we continually look at what we're doing and attempt to do it better."

Achieving the AS 3902/ISO 9002 standard was the result of nearly two years of intense work identifying the entire internal workings of the company, said Quality Manager Owen Keogh.

"The process focused people on what they had to do and forced them to document their jobs, and as a result we introduced a lot of changes in the way we do things.

"It has given us a lot more confidence in what we do because we had to meet an awful lot of criteria to become certified. Whereas we were often doing things the right way, now we know we're right, we know our equipment is right and we know our procedures are right. It's lifted the morale of staff tremendously."

Two hundred and thirty different procedures were written during the certification process, together with a quality manual and a policy document which is given to all customers and which states how the company will comply with the standard.

The company was then audited over three days in April this year by two assessors from Quality Assurance Services Australia, which is endorsed by the International Standards Organisation.

"They found four major non-conformances, which is normal for a company this size and which we then put in a lot of work to rectify," Owen said.

"They came back on July 22 and checked those non-conformances and were very impressed with what we'd done and the work we'd put into it. They advised us verbally that day that we'd achieved certification and we were notified formally on August 16th."

As a Quality Endorsed Company, AAPCS can display the Quality Endorsed Company symbol and will now be independently audited every six months, with a complete audit every three years, to ensure it is maintaining quality standards. Companies not complying with the standard can be de-registered.

"Certification has been a tremendous win for AAPCS and its staff," Owen said.

Quality Standards Win Boosts AAPCS Sales Efforts

Achieving AS 3902 certification is just part of AAPCS' commitment to quality systems. The company's next challenge is to become Australia's leading computer, communications services, networking and integration company.

"We're effectively repositioning the organisation away from a reseller of products towards delivering a whole host of value added professional services," said National Sales and Marketing Manager Peter Firth.

"The focus is on the delivery of network services, which is the supply and installation of local and wide area networks, and we're expanding that to incorporate the provision of consultancy services, and facilities management, where we actually undertake to perform a task which is fairly specialised for customers who don't want to go through the pain of investing in a skills set to do themselves," General Manager Jeffrey Roll said.

"The next step is to implement remote network management facilities, whereby we will set up a number of computer systems in a central location such as Sydney or Melbourne and offer to take control of customers' networks at various levels. This could vary from simply performing a monitoring task to reconfiguring the software on the network, or we could effectively manage their entire network for them, at this remote location.

"That's a big step for a lot of people, because their entire business is running on their network of PCs and they're effectively passing on the security of running their business to someone else. So they have to feel very comfortable and confident that we have the skills and the people to do what we say we can do."

"In terms of delivering quality service, certification is the key," added Peter. "It means we are recognised as a quality company. And it's a good marketing tool. Implementing TQM is the extension of that, in terms of improving a result for a customer."

Peter said the company is pursuing a "best of breed" strategy, and now has agreements with 25 key resellers, the best in each market, such as Novell, Compaq, Lotus and Octel. "That enables us to be aligned with the needs of the customer rather than the supplier."

"There has been a deliberate strategy to take the company out of the screwdriver era and position us as a supplier of networking integration services, into a market area where skills and expertise are recognised and the opportunity exists to make reasonable profits in the facilities management and supply of networking products," said Jeffrey.



Quality Manager Owen Keogh relaxes at an AAPCS staff picnic.

"The company is achieving a higher profile as every day goes by. We've achieved success and we're becoming a force to be reckoned with." The client list reflects this, with names such as Westpac, CBA, CSR, AVCO, NRMA, Arthur Andersens, St George Bank, Vodafone, Telecom NZ and Fairfax.

Optimism is running high in the company. "We've had good results this year and we're working with higher margins than our competitors. We're also strengthening our team around the company," said Peter.

Both he and Jeffrey believe AAPCS has an inbuilt advantage as part of the AAP Group. "AAPCS can provide everything from one source - from satellite and microwave to network design and support. And we can bring information and telecommunications into the equation. That gives us an enormous competitive advantage," Peter said.

"In my view, we're unique," said Jeffrey.

"You can't compare us to any other one company out there in Australia that has the same breadth of product range. No one company does all that we do. I think opportunities for the company are excellent and while we've still got a way to go, we've done a lot of the ground work."

Fleeting Memories Of A Famous Street

John Coomber, who spent three terms with AAP London, the last of them as bureau chief in 1986-89, looks back on the company's long association with Fleet Street.

For the first time in almost 60 years, AAP journalists no longer tread the Street of Shame.

AAP London has moved its offices from 85 Fleet Street, the old Reuters and Press Association headquarters in the heart of what was once the greatest newspaper street on earth.

The newspapers have all gone to less expensive parts of London, and Reuters has bought the lovely old neoclassical building at No. 85 to be its corporate headquarters.

AAP's London team of Don Woolford and Karen Noack were among the very last journalists to work on Fleet Street, which has an association with the inky trades dating back to the 15th century, when Wynkyn de Worde set up the first printing press there.

AAP was created in Fleet Street on May 29, 1935, by an amalgamation of the Australian Press Association and the Sun-Herald Cable Service. It was formed primarily to share cable costs for sending world news to Australia's newspapers. The first AAP cable message was sent on July 1, 1935.

Fifty-nine years later, almost to the day, Don and Karen closed the door on the office on the second floor at No. 85 and moved half a kilometre or so northwest to Norwich St and a new office in the Associated Press building.

They were the last in a distinguished AAP line. Generations of AAP's most senior

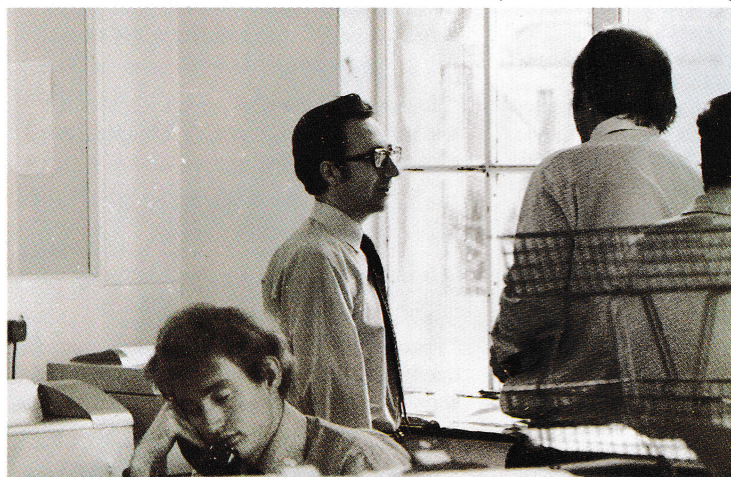


Fleet Street circa 1978, as seen from the AAP office.

journalists have cut their teeth as foreign correspondents at 85 Fleet Street and done incalculable harm to their constitutions in the many pubs which surrounded it. Favourites were the Punch Tavern, which claimed to be the first pub in England to sell Australian beer, and The Old Bell, where Sir Christopher Wren victualled the workers who built St Paul's Cathedral in the 17th century. Most infamous perhaps was The Falstaff, alias Mother Moon's, a dungeon-like retreat presided over by a ferocious old matron called Mrs Moon. She dispensed beer and vitriol in equal measure, but generally had a soft spot for the Aussies who ventured down her stairs.

The industry has come a long way in recent years, but it's a sad thing that the journalists who work at AAP London in the future will never get to feel the rumble of the great presses beneath the footpath, nor hear the delivery trucks thunder through lanes built for the horse and cart.

It was a wonderful experience to stroll up Fleet Street late at night, when the presses were rolling and the hacks were crowding the pubs.



Pictured in the London office in 1973, from left: John Coomber, John Davies and David Jensen.

It is 21 years since I first walked into 85 Fleet Street as a nervous 21 year-old, assigned from Sydney for the summer season. I was in awe of the place then, and perhaps I still am now. Or at least I was, until I last walked down Fleet Street a couple of years ago. The heritage-listed newspaper buildings, made famous in Evelyn Waugh's satirical novel *Scoop*, were boarded up or had been turned over to insurance companies and Japanese banking houses. There were no presses, few journalists and barely a newspaper seller. And Mother Moon's had been turned into a supermarket.

Cathay Winner Enjoys London

Cathay Pacific scholarship winner Kendall Hill brought back many happy memories from his month in London, not least of the airline's splendid Business Class service.

But he writes: The highlight undoubtedly was watching brother and sister fish, Tammy and John van Wisse of Melbourne, attempt their dual Channel swim.

It was awe-inspiring and made me feel very humble when I spoke to them about the preparation, determination and sacrifice that went into reaching that point.

The nine-hour crossing from Dover to Cap Gris Nez in France was definitely no cruise for either the van Wiesses or those on board their support boats. The final leg was plagued by doubts about whether John's exhausted, debilitated body could actually make the distance.

Which brought everyone on board, including the interloper journalist, together in a kind of manic cheer squad to urge the 21-year-old over the final 200 metres despite intense pain, bone-shivering cold and total mental and physical exhaustion.

The sense of exhilaration and relief when John finally crawled onto the French shore was unforgettable. But there was also a vicarious sense of achievement that we had been there to witness what may seem like a pretty mundane event nowadays, but which, seen first hand, is a completely awesome endeavour despite the relative ease with which Tammy completed her swim.

It was brilliant and taught me more about human achievement, abilities and goals than I doubt anything else could. If that had been the only thing I had done during my wonderful month with AAP London, it would have been enough.

Life With a Whirlwind - The Joy and Hard Work of Learning to Live with Genius

For the past four years, Bill and Jacqueline Bowen have lived life at a whirlwind pace, learning to cope with the genius of a profoundly gifted child, identified as having abilities available to only one in a million people.

"Trent wakes at dawn," Jacqueline said. "And our mornings are not mad, they're frantic."

"There are so many things he must do all at once - maths, science, music, Japanese, everything - and he is so exuberant about it all."

Bill, Group Manager, Western Australia, and Jacqueline Joseph-Bowen, a psychiatric therapist by training and Director of Achieve International, say that what they've discovered about Trent's abilities is beyond their wildest expectations, particularly after some traumatic early months.

"Trent appeared to have so many problems as a little boy," Jacqueline said. "Doctors believed he may have been brain damaged after an emergency caesarian birth and for many months we feared the worst when he didn't speak or want us to read to him."

"He would say letters from the alphabet and the occasional word. Then at the age of 17 months, we discovered suddenly that he could read and spell."

"He was sitting on the kitchen bench when he pointed to a tin and spelt out m-i-l-o and said 'milo' and then m-i-l-k, 'milk'. We showed him the newspaper and he said, 'West Australian', and its masthead is printed in Gothic script."

"Then we realised why he had never wanted us to read to him, why he would pull the book away and study it himself. He was able to read."

That was the first of many startling discoveries the Bowens were to make about Trent, now aged five-and-a-half, and who already excels in a range of subjects.

At his present age, when he should be just starting school this year, he does science with Years 3 and 4, maths and English with Years 4 and 5, Japanese with Year 6 and works on his own PC.

"He regards them all as activities rather than learning," Jacqueline said. "He always says, 'I do maths,' or, 'I do Japanese,' rather than, 'I learn,' in the same way any child might say, 'I do fingerpainting,' which he also loves."

Trent taught himself Japanese and one of his current projects is rearranging the Hiragana alphabet, because he likes it better that way. During his recent school holidays he enrolled for a week at Perth's Japanese School, where the entire curriculum is in that language.

Jacqueline said that after having to remove him from the private school he first attended,

known as Eclectic Stratified Accelerative Progression."

Chief coordinator of the program, for children beyond the range of merely gifted, Kate Coughlin, has written the initial study of the system, featuring Trent, which was published in July.

"Trent is also a member of the Primary Extension and Challenged (PEAC) group, initially set up for gifted children in the upper primary years. He joined at the age of four and attends one day a week with very gifted children from 17 other schools in Perth."



Trent Bowen in front of NewsTrack in Bill Bowen's study at home. Trent is very interested in national and international news.

they had found a small, local, public school where all the children and teachers had taken Trent to their hearts, "not as a gifted child, but as a friend."

"He started the year in a home class with children his own size but has now progressed to the Year 4 home class. He still does drama, sport and singing with the Year 2s and skips over four or five other classes for other subjects and upgrades himself when he thinks he is ready. He enlists the help of eight different teachers and his progress is checked every few months."

"We have had to struggle with our traditional beliefs of how children learn," Jacqueline said. "Trent just spontaneously, or intuitively, learns."

"All our preconceptions have had to be put aside. I have had to challenge my every belief. He is taking part in a system new to Australia

"His current project is a compendium on Greek mythology," Jacqueline said.

"None of the other children at school sees him as odd. At the CSIRO's Double Helix club, he's known as 'the short guy,' and that is also how he's known at school. He sits in classes with bigger kids and his feet don't even touch the floor from the chair."

Jacqueline describes Trent as chameleon-like in his matter-of-fact acceptance of his abilities.

"He doesn't try to impress anyone. He doesn't even see what he does as anything special. I sometimes wonder if

he even knows that he is gifted.

"At one time, when he was being mobbed by the kids and treated as something of a celebrity, he told them, 'Every child is gifted. My gift is language.'

"He thinks people who can play basketball and other sports are fantastic. He takes great pleasure in what his friends can do."

But Jacqueline admits that living up to Trent's high expectations can be taxing.

"He interacts with us a lot and challenges us to have a more interesting life," she said.

"There's always an absolute bombardment of questions, and he really believes that adults should know everything. Sometimes I can see that I frustrate him."

"But he references things for himself by computer or from the library and that's a great help. It is a very vast mine that he feeds from."



Trent playing chess with his father Bill, while his mother Jacqueline looks on.

takes his Cookie Monster toy with him. We have tried to let him be both an adult and a child. We want him to have a nice long happy childhood, but not one that is stagnant.

"We have seen what has happened when he is not allowed to progress. He becomes

extremely unhappy. The balance is how to ensure he has a harmonious childhood as well as an advanced education. "I act as his guardian to see that he is not over-extended or under pressure."

Jacqueline said that at school, Trent is placed so far as possible with children who are small in stature like him, "but his brain is allowed to run wild.

"A couple of the teachers have a cubicle under their desk where he can sit and think when he has had enough, or he goes off to the library. He is very much a team person, but he also likes to spend a lot of time just sitting and thinking."

Bill and Jacqueline say they have no idea at this stage what Trent will eventually want to do, but are happy to leave that decision to him.

"Trent is so decisive and spirited about what he does," Jacqueline says. "He has his own little fantasies. But he's very quiet about his achievements. He never says, 'I can do this,' and he doesn't tell us in advance. He just goes ahead and does it.

"For example, classical music. He loves to play the piano. He's only had two months of lessons, but he composes and reads music fluently. Sometimes he will be lost in a piece he is listening to on the radio and weep at the beauty of it."

Jacqueline, who describes herself as a "med school dropout" is a consulting therapist, specialising in rehabilitation management and counselling. She has a Masters Degree in addictive behaviour and is doing her PhD in Esteem Programs for Gifted Children, in part to study why some of them appear to lose their gifts later in life.

"The study has its private value but it also gives me the objectivity I need in dealing with Trent," she said. "We feel that we are doing well so far and that we are on the right track. But it is great to have the confirmation of unbiased professionals."

"He's studying at the moment kinetic and potential energy. At the same time he is equally fascinated by the life of a character from Sesame Street or Bananas in Pyjamas as by that of one of the Greek gods."

Bill has the AAP NewsTrack service at home and Trent reads its world and national news files avidly before and after school with his father.

"He is very interested in AAP and business generally and talks with his father about it all the time," Jacqueline said.

"Just the other day, he said, 'If AAP is not extinct when I grow up, I would like to take up the licence for it. I will give up all my other jobs.'"

Extinction is another of Trent's current favourite subjects. He is investigating why, if the dinosaurs are extinct, God is also not extinct.

"He just picks up books from everywhere," Bill said. "Our agreement is that he can read anything so long as he asks us if he does not understand something. Recently when he was browsing through a Frederick Forsyth novel, he asked what the word excrement meant. When we explained, he said, 'Oh, that's what that other story was about, Winnie the excrement.'"

Trent was one of the youngest member of MENSA ever at the age of four years and four months. His IQ was placed in the range of exceptionally to profoundly gifted - from 169 to upwards of 180.

"We are still keen to keep his prodigious gifts low key," Jacqueline said, "I've always been reluctant to talk about it. We've shied away from television and no pictures of him at school are allowed. We don't want to become a circus."

She said that Trent was still a little boy in so many ways and needed someone to look after him. "When he goes to opera or concerts he

Flying High at the Canberra Casino

Veteran Canberra Bureau journalist Craig Skehan was in the Canberra casino the night former Prime Minister Bob Hawke gave fellow gamblers his candid political views and some blunt advice on how to play their cards.

He discusses the ethics of how he handled a difficult story: There was no pre-thought plan to catch Mr Hawke off guard. I just happened to be at the casino that night and joined his table out of curiosity because I'd had several contacts with him during my years in the parliamentary press gallery.

We exchanged greetings and chatted about past encounters on overseas trips and so on. In other words, there was no doubt Mr Hawke knew a reporter was present.

Some of his comments to other gamblers were extremely sharp, including strings of four-letter words. There were also angry words from a young man whose female companion ended up sitting on Mr Hawke's lap.

But in writing my story on the events of the evening, I decided to concentrate on Mr Hawke's political comments. When a patron asked what he thought of the new Opposition Leader Alexander Downer, Mr Hawke replied, "He will be the next Prime Minister of Australia - he will be." I made a written note of that comment and my story made front-page headlines across Australia and got good play in the electronic media. Editor in Chief Peter Brown gave me the go-ahead to do a series of radio and television interviews.

One tricky point came when a Melbourne radio interviewer asked if Hawke had been paralytic, pissed as a parrot or blotto. I could only reply that my story had described him as being "highly animated" with a drink in one hand and a cigar in the other.

Mr Hawke was in a very public place, surrounded mostly by people he did not know. He made his comments about Downer in a loud voice to the gathering at large. Later, in a newspaper interview, he described his behaviour that night as "stupidity." To his credit, he also told a press gallery colleague that he thought the AAP story had been a "fair cop."

I went to considerable lengths with my story to take ethical considerations fully into account. Going on the feedback I've received, I believe there has been wide acceptance that the story was fairly handled.

Racing Services Take Form Off Shore

Nags to the World. It sounds improbable, but Kerry Packer's Channel Nine subsidiary Sky Channel aims to broadcast Australian racing live to a global market of 600 million, 24 hours a day, by the year 2000.

At present, three meetings each day are broadcast into 18 Nevada Casinos, where Akubra-wearing tote tellers hand out cans of Foster's beer to patrons who can bet on Aussie meetings after racing in their own country is finished for the day.

While no-one expects the American invasion to yield massive profits, it is a perfect barrier trial for a discriminating but lucrative Asian market.

The satellite service is also broadcast to Mexico, Papua New Guinea and New Zealand.

And in a matter of weeks, Australian races will be transmitted into Thailand, Malaysia, Singapore, Taiwan, The Philippines, Sri Lanka, Fiji, Nauru, Noumea and Tahiti. Punters of the world, unite!

The obvious problem is that despite being bombarded with attractive pictures and having a state of the art betting facility available, Nevada punters, like those anywhere else in the world, really don't know the difference between, say, Quirindi and Rosehill. "Is Gundagai a big venue?" one American punter was heard to ask.

Australian racing is an attractive proposition for big and small punters alike because bigger fields mean you're more likely to pick a roughie - but it may as well be conducted in a different language because the cultural and stylistic differences invite confusion.

That's where AAP steps in. Like the NSW TAB and other parties involved in this ambitious marketing experiment, AAP has taken a punt, so to speak, and has been involved from the early stages.

AAP Racing Services can help sort the jumble of racehorses out, by translating the form in a way that is familiar and palatable to international customers.

Racing Services Director Geoff Want says form and stories are being snapped up by America's long-established racing bible, Daily Racing Form.

"This is giving us entree to an offshore market that otherwise would have been difficult for us to penetrate," he said.

"It's a long term venture from which solid revenue will be generated. Apart from the casinos, we're now getting racetracks in the States interested in our product.

"We are supplying to publishers initially but we have scope to have private contracts with gamblers and I envisage that becoming our major revenue stream."

Geoff paid tribute to all in Racing Services for their efforts in getting the off shore project up and running, particularly Production Manager John Moir, Racing Services Editorial Manager Ken Boman and Development Engineer, Mike Sloan. "It's been a real team effort but the production effort has been superb."

John Moir said American punters sought detailed information that Australian punters weren't interested in.

"Seminars are being held in Phoenix about using the form and betting and they have been very successful. The US has a totally different way of reading form and we've designed our product to meet their requirements," John said.

Moir said substantial private clients would come from gambling-mad Asia. "Because of the amount they invest it is worth their while to subscribe privately," he said.

Ken Boman said he was delighted to see AAP copy being used in the US with stories and tips from our journalists abounding in Daily Racing Form.

"Call of the Card" Goes Public

The traditional Melbourne Cup "Call of the Card", held just over 24 hours before the big race, will be open to the general public for the first time in 1994 and AAP Racing Services is to co-sponsor the event.

Legendary for determining the prices of all Melbourne Cup runners on Cup Eve, the "Call of the Card" will move this year from the Victorian Club, opposite AAP's Collins Street office, to be staged at the inaugural Racing, Pacing and Chasing Expo at the Royal Exhibition Building.

AAP Racing Services will have a stand at the Expo, to be staged in conjunction with the VRC Spring Carnival, and Director, Geoff Want, expects the "Call of the Card" to generate tremendous product interest.

The Expo will be one of 18 major promotions undertaken by Racing Services during a three week period over the Victorian Spring Carnival.

Christine Wins Rookie of the Year

Australian Associated Press racing journalist Christine Williams was awarded the 1994 Rookie of the Year Award at a lunch hosted by the New Zealand Thoroughbred Breeders and the NSW Racing Writers Association on August 22.

Williams, who previously won the TAB Racing Writers Award, won for breaking a story about handicappers being sacked by the Australian Jockey Club several months ago.

She succeeds 1993 winner, The Daily Telegraph Turf Editor Ray Thomas, in holding the perpetual trophy.

Others to have won the award since 1989 include former Sydney Morning Herald reporter Craig Young.

Williams, 26, who hails from the northern New South Wales town of Glen Innes, joined AAP in July last year.



US and Taiwan racing paper formguides.

Record Team Entry in the City To Surf

AAP fielded a record team of 81 in Sydney's annual 14 km City to Surf run held on Sunday, August 14.

The run was held in perfect weather conditions and an estimated 40,500 entrants made their way along the challenging course that winds its way through Sydney's eastern suburbs.

First AAP entrant over the line was AAPT's Mick Watts, running in his 5th City to Surf, in a time of just 58.07, which just left Dick Kelly's unofficial AAP race record of 57.39 set in 1988 intact. Close behind was Brad Weier in 59.23, followed by Max Gerlach in 73.09 and Martin Finniss in 75.37.

Teresa Peni from the Photo Library was the first AAP woman across the line, completing the course in 79.03, placing her 10,585th overall.

(131.40), Julia Moss (133), Michele Cullen (110), Hoa Lieu (113 minutes), Matthew Parry (who carried son Josh on his back as a handicap and walked the distance in 132.01 - "Josh beat me by a second!" Matthew said) and Melissa Van Huizen (121.56).



Relaxing after the run are (from left) Max Gerlach, Martin Finniss, Teresa Peni, Brad Weier and Raymond Lo.



Members of the AAP team head towards the finish line at Bondi.

The team also had its share of City to Surf veterans like Hugo Uribe (his eighth run, completed in just 79 minutes. "I had a knee injury and the time was down on my previous best, so I was a bit disappointed,"), and Mark McDacy (his sixth race run in 95 minutes, which he said is one of his worst times).

Members of the team wore strikingly designed white T shirts with the AAP logo and enjoyed a delicious post-race buffet lunch at the Ocean View Restaurant in the Bondi Diggers Club, where the view over the finish line gave everybody a chance to feel smug as they watched the stragglers come home.

Sore muscles, aching feet and big grins attested to the effort everyone put in and their satisfaction in getting over the line, whatever their time.

But Teresa Peni, Martin Finniss, Max Gerlach, Lisa McCarthy and Craig Ridley all dismissed their efforts over the 14 km distance as nothing more than a light jog - for them, the City to Surf was a mere warm-up for the Sydney Marathon on Sunday August 28!

The AAP team included a number of first timers, most of whom said they'll be back for more next year, such as Dale Dawson (whose time was a mere 66 minutes), John Coomber (161 - "I started at the back of the Back of the Pack and it took about 16 minutes to get to the starting line,"), Julie De Gennaro (131.41), Megan Naylor



Relaxing after their effort (from left) Christine Fraser, Dawn Willis and Carol Crawford.



The buffet lunch at Bondi Diggers was a big success.

AAPCS Chief Sees Group's Future as an Integrated Telecommunications, Networks, News, Information Company

Terence Nickolls, Chief Executive of AAP Communications Services, says that AAP has all the components to lead the way into the 21st century as an integrated telecommunications, network and news and information group of companies.

"All the other players - the big carriers, computer vendors, software companies or the print and broadcast media - lack at least one fundamental ingredient," he said, "be it the information obtained or the ability to deliver it, and so they must outsource or contract out for their non-specific skills.

"That is the reason for the constant trail of mergers, acquisitions and strategic partnerships.

"In essence, the AAP Group does not need to pursue this path at all, only do what we do better and, more importantly, believe in our ability to do it!

"In my view, other than funding, there is no reason why our group cannot be the powerhouse of the late '90s and into the 21st century in this market."

AAPCS and AAP Facilities have a total staff of 180, projected revenue this year of \$34 million and strong growth potential but, in Terence's view, that is only part of the picture.

"Imagine an organisation that employs AAP for its telecommunications requirements, to install and manage its MIS needs, service all its computing hardware and software and, ultimately, deliver to its desktop PCs the latest news and industry-specific information relative to that company," he said.

"What you are talking about then is a quantum leap in services, market position and market share, not only in Australia, but of a platform with international potential."

Terence said his philosophy was based on a simple view of consumerism, the needs of the end user, where applications were used to drive revenue, not just boxes or telephone lines.

"AAPCS has positioned itself to act as the network specialist, or the link between carriage, information and customer," he said.

"The future direction of the company is as a quality provider of local and wide area networking products and services.

"The next phase of our strategy is to grow the business by establishing technology centres in Melbourne and Sydney to meet the demands of clients who want to outsource their network management requirements.

"The opportunity will then exist to provide significant value added services such as access to Internet and other global databases and to facilitate exchange of corporate data between those organisations wishing to participate."



AAPCS Chief Executive Terence Nickolls in his Glebe office.

Terence Nickolls, 45, has come a long way from the mean streets of East London where he worked five jobs a week as a teenage schoolboy, though much of his present philosophy appears rooted in those experiences.

"I have been working since the age of 11 when I started delivering newspapers at five o'clock in the morning," he said.

"At 14 I had five jobs - two paper rounds, paraffin and meat delivery runs on my bike and a job at the greengrocer. I worked every school holiday until I left school at the age of 16," he said.

The workplace is still clearly central to his existence and he is both a hard task master and a hard worker himself.

"Business is business," he says. "There is no room for weakness or sentiment, half measures or vacillation. You succeed by careful planning, hard work and persistence, not by magic. The commitment must be total."

Terence says he recognises that this style of management does not endear him to everyone or make him the most popular or admired person in the company.

"But if I had set out with that aim, I would have changed my profession a long time ago.

"What very few people seem to want to face is that the balance sheet is the ultimate judge of performance and the profit and loss account is the scorecard," he said.

"This has been the very basis of my tenure with AAP. From day one I treated the business as one of dollars and cents. These simple rules preclude emotional involvement, love of technology, affection for the product, or the baggage of past relationships.

"That is not to say that I do not care for the company or the many people employed by it. I am a strong advocate of loyalty and team effort, but someone has to lead and take the hard decisions and I am not a great admirer of weakness, indecision or political positioning."

Until he joined AAP Reuters Communications five years ago,

Terence had spent most of his life working in the rag trade - from factory floor to international haute couture, with some of Britain and Australia's largest retail stores.

His first full time job, ironically given his current responsibilities, was with an advertising agency at 71 Fleet Street, in London, delivering press releases by hand to the many famous newspapers and news agencies along that street and its laneways.

But after a year there, he left to become an apprentice in the textile industry, beginning a lifelong enjoyment of fashion, clothing and textiles.

He was taken under the wing of one of the leading figures in the British textile industry, David Stafford, after a chance meeting when Stafford's chauffeur knocked over his motor scooter.

"I was abusing him in my inimitable East End manner, when this very large and important-looking gentleman emerged from the car and told me that was no way to speak to his driver," said Terence. "He told me to see him in his office at 5 p.m.

"I was then with a subsidiary of the Carrington Dewhurst group, which had acquired a company called Jersey Capwood, which was in the process of absorbing the subsidiary I worked for.

"When I walked into the boardroom in fear and trepidation that afternoon, I found I was the only one left. David had cleared out the whole company, my boss and his boss and the boss above him right to the top."

Stafford turned out to be a considerable benefactor, who provided Terence with the training and contacts that quickly gave him entree to the highest levels of the textile and garment industry.

"He offered me a management traineeship and took me to Nottingham, where I spent three years, followed by two years travelling throughout Britain and Ireland," said Terence. "He treated me like a surrogate son."

Terence recalls that on his first day in Nottingham, he arrived for work dressed in a suit. "I was quickly sent home and told to come back in jeans, an old shirt and boots. I didn't have any boots so they bought me a pair.

"I learned later that David Stafford told them not to go easy on me and I worked my way through all the roughest jobs in the mill, including pulling out the heated pegs used in the fabric finishing plant, which meant you had to wear gloves with steel tips to protect your fingers.

"My initiation was to be told to do the job without the gloves for the first hour until my fingers were red raw."

Terence says that his duties in Northern Ireland, where most of the mill workers were Catholic, and his image was that of a young man with money, led him into some tense encounters with both the IRA and the British Army.

These included having his car taken from him by IRA operatives, being stopped and searched by the British army, shot at on two occasions, followed for several hours at a stretch and being in a pub which was blown up with three minutes warning.

"I was fortunate to have been in a place where a warning was given and we all made it to the car park before the blast destroyed the bar," he said.

"When the shots were fired, I hit the deck and stayed there and my boxes of samples went everywhere."

Stafford's company owned one of the largest textile mills in the UK with a turnover in 1971-72 of half-a-billion sterling and Terence was account manager for their largest client, the British chain store giant Marks and Spencer.

At 23, he decided to try his luck in Australia when he lost his driver's licence for six months. "I had an E-type (Jaguar) and I had a race with an unmarked police car on the M1," said Terence. "I lost."

His nine months here were spent mainly on Sydney's Newport Beach when no attractive job offers were forthcoming. "I was regarded as too young, and without formal qualifications, I could not get in the door for the kind of jobs I wanted," he said.

So he returned to England and became a trainee merchandise buying manager with Littlewoods, a chain of quality clothing stores, in Liverpool.

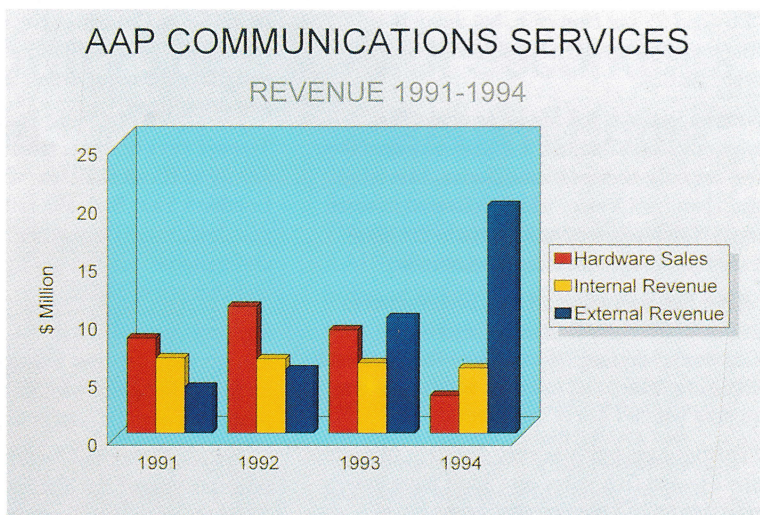
"At the age of 24 I had a budget of 125 million sterling a year to buy fabric and garments for the young women's market for their mail order catalogues and I travelled frequently to Europe and Asia," he said.

In 1975, he returned to Australia with an introduction to the Managing Director of David Jones and became Buying Manager for all their Miss Jones shops. After a year, he left to start his own fashion company, French Dressing.

Again, its target market was young women and Terence says that within two years he had built it up to a \$2.5 million company.

In 1978, he formed Fuller Industries in partnership with a fashion industry friend and by 1980 owned 30 per cent of a \$15 million business.

Severe financial problems brought on by a shipping strike which stranded more than a million dollars worth of fabric in Hong Kong



harbour and caused them to miss a season's deliveries and serious differences with his partner led to the breakup of the company.

"The day my son Alexander was born, I was negotiating with the banks over \$2.5 million of debt incurred by our six fashion companies here and one in Hong Kong," he said.

"My partner, who owned 70 per cent, had different views on how we should proceed. His ways I did not agree with for various legal and ethical reasons I don't want to go into here, and so I broke up the partnership."

At the end of the year long wrangle, he was left only with his original company, French Dressing, "which I operated in a low-key manner until 1984."

He then became General Manager of Katies manufacturing division until he decided to change his career path completely.

"The dynamics of the rag trade had changed. You had to be big to survive and I no longer had the capital behind me to play in that league. I took some more time out to search out industries that were approaching a growth take off point. One that stood out was information and the delivery of advertising and entertainment through the new technology which was becoming available.

"I spent a year looking at the possibilities and in that time enjoyed playing father to Alexander, who was then five years old, driving him to school and having time to spend with him at home."

Terence sold video poker machines in pubs for three months to get an understanding of that industry, then did a market survey for David Hooker, which led eventually to the setting up of the video wall in the Pitt Street Mall.

"The plan was for it to be networked to all capital cities and to provide in-store entertainment - a sort of outdoor television station," he said.

continued over

"I owned 25 per cent of it, but again it foundered on the greed and ambition of the other parties."

Next he joined Bond Media as marketing adviser to Sky Channel, and then managed their two recently-acquired subsidiaries, Movielink and Hammard Video, which delivered in-room movies and information systems to the hotel industry throughout Asia and Australia.

"After two years there, I was headhunted to join AAP Reuters Communications Company," he said. "I came into this high tech company, which, on my own admission, was an area which I knew little about.

"The business today is very different from the one I joined five years ago, and I have the satisfaction of knowing that I may have contributed in some small way."

Terence said his business philosophy was simple.

"In my view the shareholder is sacrosanct, and my job is to get him a good return on his investment with ethics intact, which means no cutting corners.

"Success in business is putting one foot in front of the other. It is about plodding on, not some magic formula. When you take all the highs and lows and average them all out, there is no easy way, no magical mystery tour. It is planning, hard work and more hard work.

"My whole life is work except for the seven hours a day I sleep. I'm at my workplace from 9 a.m. to 6.30 p.m., but from the moment I wake up to the time I go to sleep, my mind is on my work. It takes up all of my attention. I bore very easily and I bear fools not at all.

"I frequent the gym four or five times a week to keep fit and employ a trainer to put me through my paces. Unfortunately, he cares not at all what I do, he seems to enjoy beating me up.

"My weekends are spent, as I'm sure most parents are, ferrying round one's offspring to various school activities, in Shorty's case to rugby and cricket, depending on the season.

"The only positive side of cricket is that it gives me time to delve into my briefcase on occasions. On my rare holidays, I take my briefcase with me.

"I'm a great reader and enjoy dipping into several books at the same time. The seven I have on the go now include books on or written by Lord Beaverbrook, Ted Turner, Margaret Thatcher, Big Blue (IBM), Armand Hammer and a fiction book, The Chamber.

"I'm constantly looking for more information," he said. "I know I'm hyper. I get very excited. It's all about having a passion for what you do. I think that is very important."

Shorty has turned out to be a misnomer for Alexander, who, at 14, is about to overtake his father in height. He is breakaway and captain

of his Scots College rugby union team, represents the school at cricket as a batsman and plays the tenor drums in the school's pipe and drum band.

Terence says he came from a working class family at Ilford in Essex, which borders on London's East End. His father was an engineer and draftsman. He was the third of five children and has an older brother and sister and two younger sisters.

His parents have lived in Sydney since 1975, and his elder brother Michael, also an engineer, has been with Hoover here for the past 17 years. His sisters live in Perth.

"I can remember family arguments about business around the kitchen table since I was 12," he said. "The rest of my family were the practical, make it work, type of people and I was the entrepreneur. I always asked how much does it cost, will it make a profit etc? I

was also family monopoly champion, and always the banker."

Terence says that looking back, there is nothing he would have done differently at AAPCS.

"The company now has a platform of growth that will take it through to good profits for the next 10 years, whether I am here or not," he said.

"I had a life before AAP and I will have a life after it, should that be the case. I build in my own obsolescence. I am all about building companies up and setting them off down the right path. I can lead but there has to be others following me with the same desire to want to do things.

"I haven't done it all. I've had good and able lieutenants. We can do nothing without good technicians and engineers who have the same desire to succeed."

National Gallery Sponsorship Merges Art and Politics

Art and politics have been combined in the major sponsorship AAP has taken up with the National Gallery in Canberra for the special exhibition of European Masterpieces from the National Gallery of Ireland.

The AAP sponsorship enables the Gallery to remain open on Saturday evenings throughout the 15-week exhibition which runs up to October 3.

It provides the company with naming rights to the evening openings, with two banners hung prominently in the foyer, acknowledgement in their advertising of the special exhibition and the use of Gallery facilities for corporate entertainment.

"The National Gallery has proved to be an excellent place to entertain important political and departmental clients and contacts and has certainly helped with our lobbying efforts in the national capital," ACT Group Manager Peter Monaghan said.

"Our guests have really appreciated the private tours of the exhibition we have been able to provide for them after its normal opening hours.

"The tours have been conducted by senior officials of the Gallery including its Director, Betty Churcher, and Director of Special Exhibitions, Allan Dodge.

"By the time it ends, the various companies within the Group will have held several cocktail parties, lunches and dinners with their Canberra contacts."

Staff have also benefited from the sponsorship with free tickets available on request to Rachel Fife in the Canberra office. So far more than 40 staffers have taken advantage of these, many of them travelling down from Sydney for the weekend.

The exhibition has been hailed as one of the most remarkable collections of Master European paintings in the world, covering the period from the 16th to the mid-19th century. Artists represented include Titian, Velazquez, Goya, Rubens, El Greco, Frans Hals and Murillo. It has already attracted 60,000 people and by October, Gallery officials estimate that 100,000 will have seen it - and the AAP banners.



Sweet Talkin' Georgia Brown - The Voice Behind Octel

"Welcome to AAP Voice Information Processing..." The voice is warm, authoritative, familiar, and an important part of the success of the Octel voice messaging system, which is used thousands of times throughout Australia and New Zealand every day.

The voice belongs to Georgia Brown, singer, actress, broadcaster, ABC newsreader, and now full-time freelance voice over professional.

Georgia has been the voice of Octel in Australia and New Zealand since 1989, when she was one of a select few chosen to audition. "The audition tapes were sent to the US to be digitised, then they were road tested and people were asked to comment on them," Georgia said.

"Octel is the most prestigious of the digitised voice systems in terms of voice overs, in that it goes to all the top corporations as well as Federal Parliament, which is a nice touch as I was the first woman to broadcast from Federal Parliament, as a link person for ABC Radio's parliamentary coverage."

The Octel work required thousands of words to be recorded separately, which were then digitised so they could be arranged by the system according to the user's instructions. "You have to know how it may be put together and you have to concentrate when you're recording, otherwise your timing may start to vary," Georgia said.

"I also had to be careful not to sound too Australian, to keep it fairly neutral. They wanted the voice to sound warm, but not too warm, so that it was still authoritative.

"My musical background comes in handy, because voice over work is very specialised. I use all the breathing and phrasing techniques, and my sense of rhythm.

"For example, I might be asked to take a quarter of a second off a 29 second read. When you're experienced, you just do it.

"You need to use your voice to give the product what it needs, because the product is the pivot. It's all about communication."

Georgia's career has included a wide range of work. A classically trained singer, she worked as a cabaret singer and actress before joining the world of broadcasting. She was the first woman breakfast presenter on ABC radio in



Georgia Brown

Canberra, and a news break presenter on ABC television during the days of The National before joining 2SM, where she worked as a producer, interviewer and morning presenter.

As well as being the voice behind Octel, Georgia's is the Telecom 018 voice, and she can also be heard on a touch screen presentation at The Australian War Memorial in Canberra and on numerous corporate videos and television commercials. She is particularly proud of being chosen to voice the presentation for Sydney's successful bid for the 2000 Olympic Games.

"I just love it," she says of her work. "I'm working with absolute professionals, top recording engineers in the best equipped studios. It's sheer joy to be working in that environment with people who are absolute perfectionists."

Although Georgia did the original voice over work for Octel several years ago, there are often additional 'pick ups' to be recorded, as equipment or services change. When that happens, she tries to record at the same time of day as the original voice work was recorded.

"The voice is different at different times of the day. I try to book the same time in the studio so that the voice is warmed up to the same extent. Then it's a matter of matching the pitch and pace.

"One of the nicest things about being the Octel voice is that friends often call me and tell me they had a lovely chat with me today - even though I wasn't there! It makes the work very personal, and very satisfying."

MCI Secondees Return Home

The changing of the guard is underway at AAP Telecommunications, with the return home of several of the senior Americans who played such a key role in the early development of the company.

The most senior of those leaving in August was Allan Palmer, National Sales and Marketing Manager for the past two-and-a-half years, who has returned to MCI in Virginia.

His duties will now be split between National Marketing Manager Barbara Noonan and National Sales Manager John Stuckey, who will operate autonomously. Both report to the Chief Operating Officer Larry Williams.

MIS Director Robert Tessaro returned to MCI headquarters in Atlanta, Georgia, on completion of his two-year assignment and was succeeded in that position by the newly-hired Peter Logan, who was formerly with TNT.

Sheleen Welty, who held a range of positions, but most recently that of Manager, Customer Order Administration, and Maureen McGrath, Billing Manager, have returned to Cedar Rapids, Iowa, where MCI's billing and order entry systems are located.

Jennie Sparke has been appointed Billing Manager and Kerry-Anne Meredith as Manager, Customer Order Administration.

Chief Executive Barry Wheeler said the departing Americans had made a terrific contribution towards the growth of the company and had become well known and liked throughout the group. There had been a lot of farewell parties and everyone was sad to see them go.



AAPT Marketing Manager
Barbara Noonan

But he said that Larry Williams and Oscie Brown would still be here for some time yet.

AAPT's total staff has now passed the 250 mark as its rapid growth continues.

NewsTrack Helps Sail Challenge

The AAP Group is sailing into the 1995 America's Cup with John Bertrand's oneAustralia Team.

Bertrand, known forever as the skipper who broke the longest-standing record in sport when he won the Cup from the Americans after 132 years, today taps into NewsTrack in his America's Cup office in Melbourne.



John Bertrand of the oneAustralia team.

There are also plans to deliver the service to oneAustralia's training compound at Southport, Queensland, and later to San Diego.

Said Bertrand, "AAP has at its fingertips the instant information that we need to keep abreast of the off-water activities.

"We're pretty comfortable about what is happening on the water with ourselves and the other seven challengers and three defence syndicates.

"But as everyone knows very well, the America's Cup is fought on-shore as much as offshore. We need to know who's proposing to protest, who's changing the rules, who shifted the goalposts when we were five miles out to sea."

AAP has long been linked to Australian challengers for the America's Cup from the early days of the syndicates led by former AAP Chairman Sir Frank Packer through to the historic 1983 win in Newport and the progressive challenges since. Former AAP Editor Lyall Rowe was Media Director for the 1987 defence of the America's Cup in

Fremantle, servicing 500 domestic and international news organisations.

AAP's support is acknowledged on the sailing training compound Honour Board at the Southport Yacht Club where the oneAustralia yacht, with its mast towering 24 metres above the deck, heads to sea for the 8 a.m. to 3 p.m. training regimen off Main Beach, every day except Sunday - strong winds permitting.

The America's Cup elimination series for the challenging syndicates begins off San Diego next January 14 with the Cup Final against the American defending yacht to be contested over a best-of-nine race series from May 6.

Impressive Speakers For Two AAP Gatherings

An impressive lineup of speakers has been put together for two major functions to be hosted by AAP in November - a Melbourne Cup lunch in Beijing and the Conference of Asian, Australian and Pacific Media Executives in Sydney.

Barry Humphries will be the guest speaker at the Beijing lunch on November 1, at the end of his first tour of China, with wine guru Len Evans as MC.

Foreign Minister Gareth Evans will open the media conference at the Park Grand Hotel in Sydney on November 21 and senior ministers from several Asian countries are expected to confirm their attendance within the next few weeks.

Other speakers will include the former Australian and New Zealand Prime Ministers Bob Hawke and David Lange, Fairfax Deputy Chief Executive Michael Hoy, Johan Fritz, Director of the International Press Institute, Bill Overholt, Executive Director of Bankers Trust in Hong Kong and author of China: The New Economic Superpower, David Banks, Editorial Director of Mirror Newspapers and the Queen's former press secretary Michael Shea.

Several regional news agencies, including Kyodo, Xinhua, Yonhap, Antara and Bernama will be represented at a senior level.

World news agency speakers include the President Directeur General of Agence France Press Lionel Fleury and Vice President and Editor in Chief of Associated Press William Ahearn.

More than 300 media executives from Australia, Asia and the Pacific are expected to attend the conference, the first of its kind held in the region.

The Melbourne Cup lunch at the Sheraton Great Wall Hotel, for up to 500 Australian, New Zealand and other foreign business people resident in Beijing, will be used to launch AAP's Asia Pulse business information service and the facsimile service, AsiaNet.



The annual Melbourne AAP Reuters Economic Services Ball was held at St Kilda's Ritz Hotel on July 1 and 250 guests kicked up their heels and helped raise \$1600 for the Financial Markets Foundation For Children. "We had a good mix of bank and treasury clients, stock brokers and corporate fund managers," said AAP RES Manager Robert Mead. "The atmosphere was relaxed, everyone danced to the band Human Soup and had the chance to win some great door prizes." Pictured above looking pretty relaxed are AAP RES Melbourne staffers Ed Allen (left), Gabby Van Meirs and Shaun Doyle.

Philippa Combines Computer Keyboard with Concert Stage

Few classical compositions flow from the copytaker's keyboard, but the job is helping globe trotting violinist Philippa Allan complete her studies at the Conservatorium of Music in Sydney.

Philippa, 18, daughter of Sports Editor Bill Allan, has just returned from a highly successful tour of Europe with the Australian Youth Orchestra.

The four-week tour included such highlights as performances at the Tivoli Gardens in Copenhagen, the Concertgebouw in Amsterdam, at Mulheim and Gera in Germany, at Milan, Brescia and Salo in Italy, in Birmingham, at Aberystwyth in Wales and at the London Proms.

"The most exciting audience was at the Royal Albert Hall, where we were welcomed back to the Proms," said Philippa. "It

was like being at a cricket match. The audience called out 'g'day' and 'welcome back'.

"We had a standing ovation everywhere we played and did two encores. It was very uplifting and great fun."



Philippa Allan pictured playing with the Australian Youth Orchestra.

Philippa, who has been playing the violin since the age of three years and nine months, has been on four overseas tours with the highly-acclaimed, 96-piece Youth Orchestra.

"I joined the Sydney Youth Orchestra when I was in Year 6 and went on tour with the Australian Youth Orchestra to North and South America when I was in Year 10," she said.

"We were only a 40-piece orchestra that year because of the Gulf War, and I've toured every year since then."

Philippa, now a first year Bachelor of Music student, says, "If I make it in music, I hope to study in Germany and Austria. But the competition is so intense there. Music is on a far larger scale in Europe than in Australia.

"My great love is chamber music and I'd like to be part of a professional quartet or piano trio."

Philippa comes from a musical family. Her brother, Vincent, 16, and sister, Sonia, 10, also play both violin and piano.

Meanwhile, she is working as a sports copytaker in AAP Editorial two days a week while she completes her tertiary studies.

AAPT Supports The Environment

An initiative by members of the music industry to help protect Australia's environment has been given practical support by AAPT.

Earth Music Trust (EMT) is a non-profit organisation established to raise funds for environmental causes. Its first project is *Earth Music*, an album featuring the cream of the Australian music industry, with all proceeds going towards Greening Australia.

AAPT's support for EMT, as exclusive telecommunications sponsor, involves covering the telecommunications costs associated with the production, launch and promotion of the album.

The company's participation in the project came about through Melbourne Corporate Sales Representative Raymond Brown, who

was approached by client Scott Murphy of Mushroom Records.

"We felt the *Earth Music* album represented a great opportunity for AAPT to play a small part in the protection and restoration of Australia's environment," Raymond said.

Artists appearing on *Earth Music* were invited to record one of their favourite Australian songs. Kate and Phil Ceberano have recorded the Hunters and Collectors's hit *Throw Your Arms Around Me*, The Killjoys have reworked Cold Chisel's *Flame Trees* and Joe Camilleri gives the country hit *Gypsy Queen* his treatment.

Others appearing on the album include Daryl Braithwaite, Ross Wilson, The Badloves,



Musicians appearing on *Earth Music* include Daryl Braithwaite (left), Doug Falconer of Hunters and Collectors and Michael Speiby of The Badloves.

Weddings Parties Anything, Jimmy Barnes, Hunters and Collectors, Died Pretty and Diesel.

Earth Music is now available in stores at a recommended retail price of \$28.95 (CD) and \$19.95 (cassette).

Carolyn's Cycling Safari

Melbourne cyclist Carolyn Kelly has just completed an adventurous five-week tour through the spectacular mountain scenery of northern Pakistan and into Afghanistan as the only woman in a group of 10 Australian cyclists.

"Pakistan is very much a male dominated society and seeing a woman in cycling gear, especially shorts, was something of an oddity," she said.

So much so that she featured in a local newspaper under the headline, "1st Aussie woman cyclist visits KK and Jalalabad."

KK is the Pakistani abbreviation for the Karakorum mountain range, which includes the world's second highest peak K2.



Pakistan's spectacular Karakorum mountain range includes K2, the world's second highest peak.

Carolyn, 29, said, "The scenery was spectacular. It was a real break, seeing something entirely different, and it's a great way to see the country rather than travelling by bus. I'd love to go back next year if I can.

"It was fun to do. The majestic grandeur of the area around the Raka Poshi Base Camp, which is used for mountaineering expeditions in the Karakorums, was awesome."

She said the trip to Jalalabad in Afghanistan via the Khyber Pass was organised by a local group they befriended who were using cycling to help in the rehabilitation of landmine victims of the Afghan war.

Carolyn, a clerk with AAP's Formguide Service, said she had been looking at doing the trip to Pakistan by herself or with friends when

she heard of the Sydney-based Mountain Beach Safaris, which organised the tour.

"I had an accident the first day out, riding from Rawalpindi to Murree. I was clipped by a local truck and sent flying. I landed on my camera, which was smashed, and the back wheel of my bike was badly buckled. But



Carolyn was the first Australian woman cyclist to visit the Karakorum mountains - by bike.

otherwise I survived unscathed," she said.

"In fact the worst damage my bike suffered was on the Qantas flight back home. Thankfully they managed to get it there in good shape."

Carolyn was bitten by the cycling bug three years ago and after a couple of great Australian rides, including one from Sydney to Melbourne, wanted to venture further afield. The only training she did for the trip was the 10 kilometres each way between home and work each day, "which helps keep me fit."

In Pakistan they averaged 70 km a day six days a week.

"We had two backup vehicles, which was great, because some of the roads were so bad you couldn't ride a bike. They were suitable only for jeeps."

Alleycats Fight A Losing Battle

Journalists, sub editors and advertising reps put their health - and manhood - on the line to join the AAP-Fairfax Alleycat team in the New South Wales Rugby League-sponsored 1994 Media Challenge competition, a revamp of the legendary Journalists Cup.

The Alleycats attempted to win the \$5000 prizemoney the NSWRL promised to donate to charity ... though by the end of the tournament a few of the weekend warriors were themselves charity cases.

Big on heart - but light on tries - the Alleycats were on the wrong end of a few thumpings in the three match preliminary series, including a 44-9 loss to the ABC, a 72-0 thrashing courtesy of competition hot shots News Ltd and a gutsy 52-8 loss to Channel 10, where they had to make do with a team that was three men short.

Despite the drubbing and a broken arm for Jeff Dunne, AAP's league scribe, the media 'gypsies' captured the essence of the real purpose of competition; to



Pictured after their last stand against Channel 10: Back from left - Peter Rota, Daniel Lane, Stephen Mascord, Emmett Vermeulen, Glen Rota & Brad Walter, and front - Matt Kidman, Daniel Williams, Glenn Tobin & Brett Miller.

make friends and socialise at the cessation of hostilities at the beer and barbie marquee provided by the NSWRL.

Barrie And The Beatles

Photographic Manager Barrie Ward has spent 35 years behind the camera lens and Paul McCartney's 22nd birthday party at the Sheraton Hotel in Kings Cross in 1964 was just one memorable assignment in a fascinating career.

The Beatles were in town during their one and only Australian tour and Barrie was the official Mirror photographer charged with



June 18, 1964, Paul McCartney's 22nd birthday. Pictured from left are The Sun's Wally Easton (now deceased), Barrie Ward, The Daily Telegraph's Dennis Hornsey (retired), Australian Women's Weekly's Keith Barlow (retired) and The Sydney Morning Herald's Stuart McGladrie (retired).

getting exclusive pictures of their stay, and of McCartney's birthday party.

The party was arranged by the Daily Mirror, which selected 17 girls to attend on the basis of a letter stating why they wanted to go to the party - and a photograph.

The girls and a select group of VIPs, including Little Pattie and Bob Rogers, were the only guests, Barrie and Ron McKenzie the photographers and Blanche d'Alpuget the reporter. "Every other photographer in town was trying to get in," Barrie said. "One from the Telegraph was caught climbing up the back stairs.

"The Mirror let a few in beforehand to take a picture of Paul, but that was it."

Barrie, now 60, began his photographic career in 1950 when he joined the Sydney Morning Herald as a cadet.

His career has taken him around the world and in 1969 he won a Walkley Award for a photograph of an inmate of Long Bay Prison

with her baby, and a warder standing beside them. "It was a lovely picture but it wasn't a hard news picture. I think I got the award for perseverance - it took me three weeks to get it."

Barrie was given leave from The Mirror in 1968-69 to spend 13 months in Vietnam as Public Relations Officer for the RAAF. "I saw more of the war probably than most people," he recalled. "I was an observer on the first bombing raid by the Canberra bombers and I

wanted to make sure I could photograph the front line, so I became a gunner with the helicopters. We had a couple of very close calls."

The following year Barrie was back in the war zone as a correspondent for News Ltd.

Barrie estimates he has covered six each of the Olympic and Commonwealth games during his career, as well as numerous Royal Tours.

"Paul Keating wasn't the first to put his arm around the Queen," he says of the infamous 'Lizard of Oz' incident. "During the 1954 tour I got a picture of Pat Hills, who was then Lord Mayor of Sydney, walking down the steps of Town Hall holding the Queen's arm. The paper ran it as a full back page picture but had to pull it when protocol stepped in. So Keating wasn't the first."

Barrie also spent five hours in the operating theatre of the Children's Hospital in Camperdown in the mid 1960s, photographing Australia's first open heart surgery. The operation, on a 13-year-old girl, was a success.

The Beatles tour, with its mix of hard work and fun, was a career highlight. Barrie attended each of the band's Sydney concerts and estimates he worked 18 hour days. "After the concerts I'd come back and get all the pictures off to the paper, then I was up first thing, phoning the office continually and taking pictures of the band relaxing during the day. Then of course I had drinks with them a couple of nights."

Barrie recalled with glee how he pretended to be a Beatle from his own room in the Sheraton. "The crowd outside was about 10 deep, 24 hours a day. It was a lot of fun getting the girls to scream. I'd open the curtains slightly and put my nose to the window, or give them a wave. They'd go crazy."

Some 10 years later, when the Beatles had broken up and Paul McCartney was touring Australia as a solo act, Barrie did his best to round up as many of the 'Mirror girls' as he could, for a reunion photograph with Paul.

"I managed to contact most of them. We went out after Paul's concert at the Hordern for coffee and a chat. It was great, they all scrubbed up quite well really. Everyone posed for a picture, which the Mirror ran on page three." Two years ago, when McCartney was touring again, Barrie went out to his concert at Parramatta and reintroduced himself.

"I'm not sure if he remembered me - but he remembered the girls," Barrie said. "He's become a bit more reserved over the years and his wife's on tour now, she keeps him in line."

Barrie also had a close association with former Prime Minister Billy McMahon and his wife Sonia, taking the family photographs they used for their Christmas cards for many years.



One of Barrie's McMahon family portraits.

Perth and Brisbane Golf Day Winners



Members of the winning team line up their putts in the gathering gloom at Perth's inaugural AAP Group corporate golf day - from left to right John Daljac of Banque Nationale de Paris, Chris Hilton of Wesfarmers and Jim Cunningham of Oakvale. The fourth member of the team, Dave Fitzgerald of BankWest, was tending the flag. Perth's unusually cold, wet weather cleared right on cue for the first players off the tee, and although the course was damp, it turned out a splendid day to be on the golf course.

The golf day was held on Thursday, July 14, at the picturesque Burswood Resort course, with its spectacular views of the Swan River and city skyline.

One of the most notable results of the day was a hole in one scored by DOS-PC Hardware Services General Manager Garry Carter - not on the day but soon afterwards. In a note of thanks to Western Australian Group Manager Bill Bowen, he wrote: "You will be interested to know that I saved one of the golf balls your company so kindly provided and last Saturday I used it. I had a hole in one with it on the 9th at the Western Australia Club."

Eoin Cameron, the Federal member for Stirling, turned up to present the prizes at a cocktail party afterwards despite a heavy cold. Bill said the day was a great success judging by the enthusiastic feedback from players and he's already planning how to cope with a much bigger field next year.



Relaxing in Brisbane are (from left) Sue Cebula, Tamara Fisher, James Cuming and Clark Chappel.

A field of 120 players took part in the Brisbane's Financial Markets Charity Golf Day on August 5, which Queensland Sales Manager and event organiser Clark Chappel said was the most successful so far.

The 4 ball ambrose event was contested at one of the city's premier courses, Indooroopilly.

"Support was overwhelming," said Clark.

"Sponsors and participants were still coming in the day before the tournament.

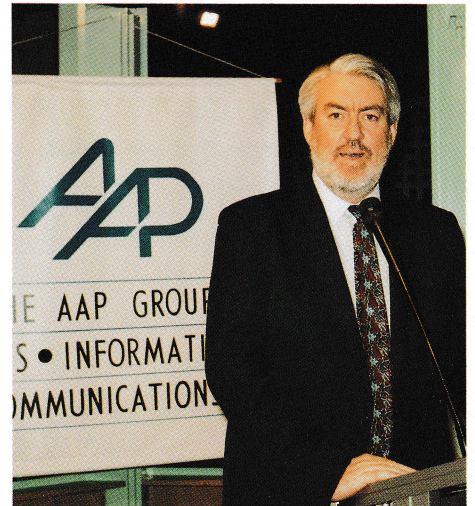
"There was a great mix of business people from systems (as in computers) to solicitors and from brokers and bankers to bakers," he said.

"We raised \$4,000 on the day for the Financial Markets Foundation for Children."

Ken Farrow, Executive Director of AFMA, who

represented the Foundation at the presentation function, thanked AAP and the Brisbane markets for the donation.

Winners, with 52.375 points were Dave Argus (CUB), Phil McAlpine (Northwest Airlines), Ken Hose (4BH) and Ralph Moloney (Moloney Marketing) by a narrow margin from Shaun Doyle (Metway Bank) Richard Seaborn (NAB) and Darren Raward and Shane Dallman (Qld Treasury Corp), who had 53 points.



Eoin Cameron MHR presents the prizes at Perth's inaugural AAP Group corporate golf day at the Burswood Resort.

Cricket Team Needs Captain

The AAP cricket team is desperately seeking a new captain and organiser extraordinaire.

Finance Editor Giles Parkinson has decided to step aside after six years at the helm and a new leader is required for the coming season.

"It's been good fun but I've got family commitments and it's getting harder to find the time," he said.

The team, based mainly round Editorial up to now, played 10 matches last season and has several fine cricketers to offer a new leader. But a few of the stalwarts have retired, and Giles feels it is time to broaden the side's base.

"We should get together a combined company team," Giles said. "There's no shortage of teams to play against. All it needs is someone with the time and energy to organise it.

"We have a good kit, donated by the company, and I'm sure there are enough people out there interested in the occasional game.

"It's not so long ago there used to be an annual match between Sussex Street journalists and the Glebe office down at Birchgrove Oval."

Games traditionally have been played around the inner west - at Glebe, Balmain, Paddington or Sydney University.

Giles can be contacted on 8604 by anyone interested in organising and/or captaining an AAP Group team.