

'Leadership in Challenging Times in Rural Communities'



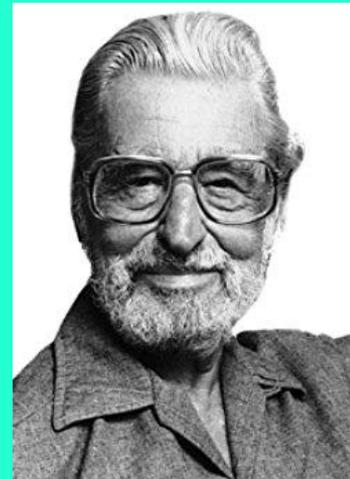
Keeping it **Rural**

2017 Conference

SOUTHERN INTERIOR BEETLE ACTION COALITION

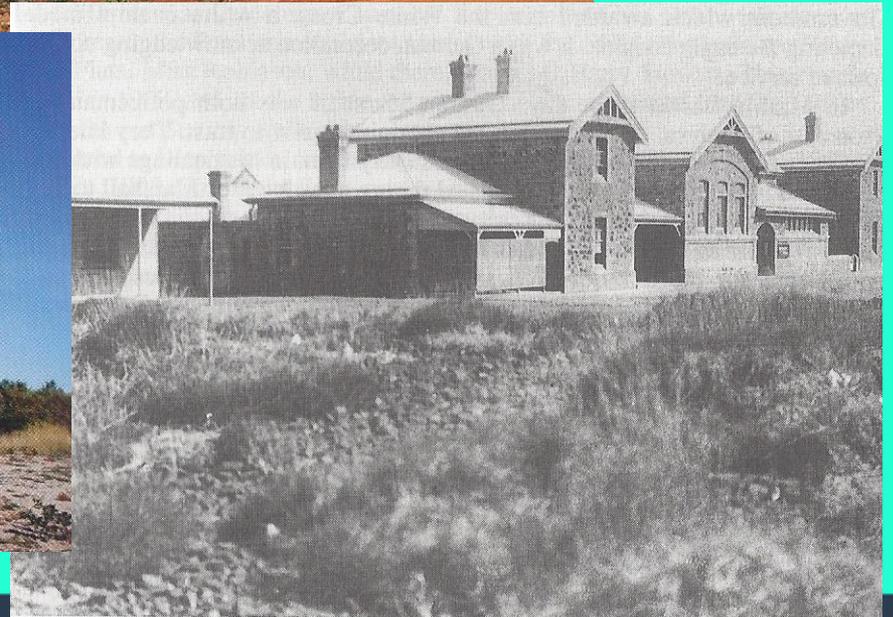
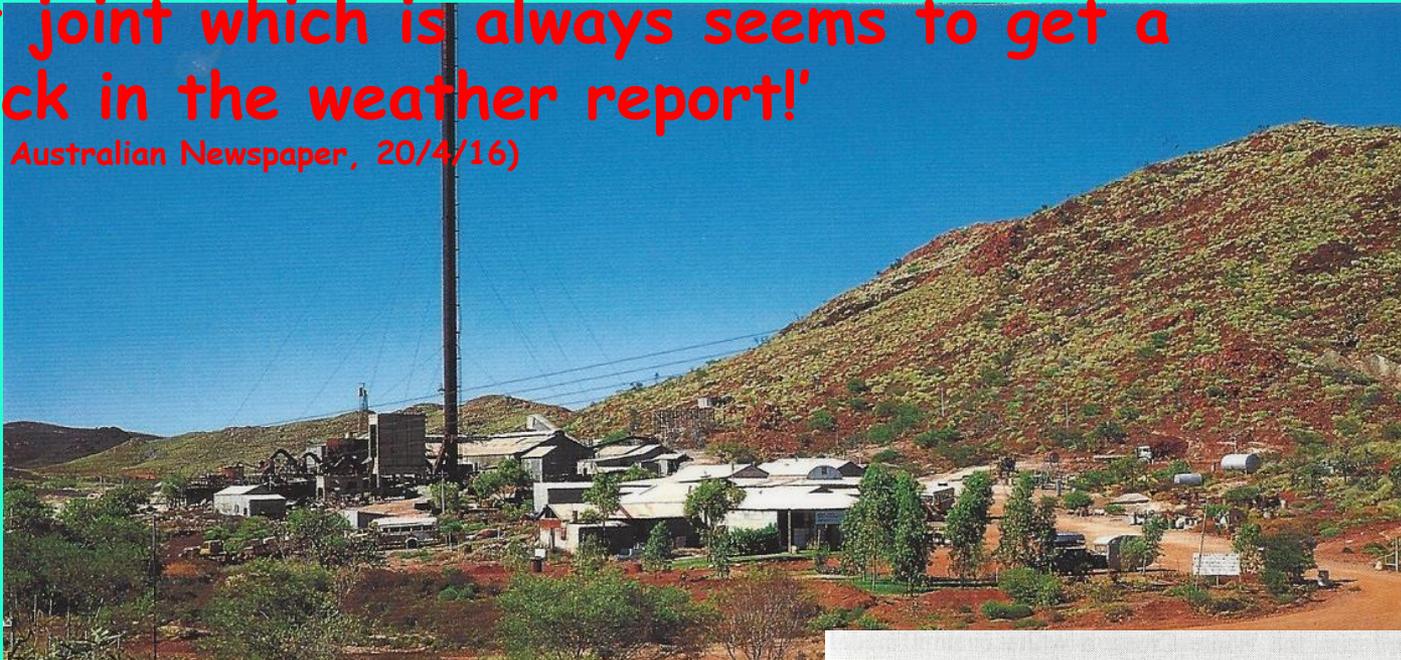
**“Unless someone likes
you cares a whole awful
lot, nothing is going to
get better. It’s not”**

-Dr Seuss



'Marble Bar is best known as the stinking hot joint which is always seems to get a crack in the weather report!'

(West Australian Newspaper, 20/4/16)



'The nice thing about living in a small town is that when you don't know what you're doing, someone else does'

-Source Unknown





Apple town is the ugliest

DONNYBROOK is one of the ugliest towns in Australia according to an international community development expert, and Dardanup doesn't rate much better.

Mr Peter Kenyon last week gave Balingup, Bridgetown, Collie and Manjimup full points for community initiative and effort.

But Donnybrook and Dardanup got the thumbs down.

Mr Kenyon said Donnybrook was so ugly people just wanted to drive through the town.

Apple town is the ugliest

DONNYBROOK is one of the ugliest towns in Australia according to an international community development expert, and Dardanus doesn't rate much better.

Mr Peter Kenyon

Donnybrook - Bridgeman Mail
30/8/94

Businesses capitalise on town's 'ugly' tag

DONNYBROOK is gearing up for the town's first official "Ugly Day" on Friday.

The event is the result of criticism of Donnybrook by consultant Peter Kenyon who described the town as being "ugly".

Twenty-seven local businesses have agreed to support the day, five have refused, and six are yet to decide.

The businesses are planning to offer "ugly" specials such as "ugly" oil, "ugly" apples, "ugly" stationery, and "ugly" meat displays.

T-Shirts featuring the slogan "if you think I'm ugly, you should see Donnybrook" will be on sale at the Donnybrook-Balingup Tourist Information Centre, Donnybrook Mechanical Services, the Fruit Barn and the Donnybrook Recreation Centre.

One of those to support the sale of T-shirts is Rec. Centre manager Steve Bennett, who said the town should capitalise on being called ugly.

"I think being called ugly is positive for the town, as it has brought everyone together," Mr Bennett said.

"I think most people don't think Donnybrook is particularly ugly but most people do believe the town could do with some work.

"We're certainly getting a lot of publicity from being called ugly, and that is uniting the town in a common cause."

Mr Bennett said the idea of being considered ugly is "a short term thing, but the energy that being called ugly has created will go on a more positive cause".

"People from outside Donnybrook are commenting on this. It is the most publicity the town has received," he said.

"People have heard about us in Perth, Denmark, Collie and Harvey, and they have commented on it.

"Word has got around."

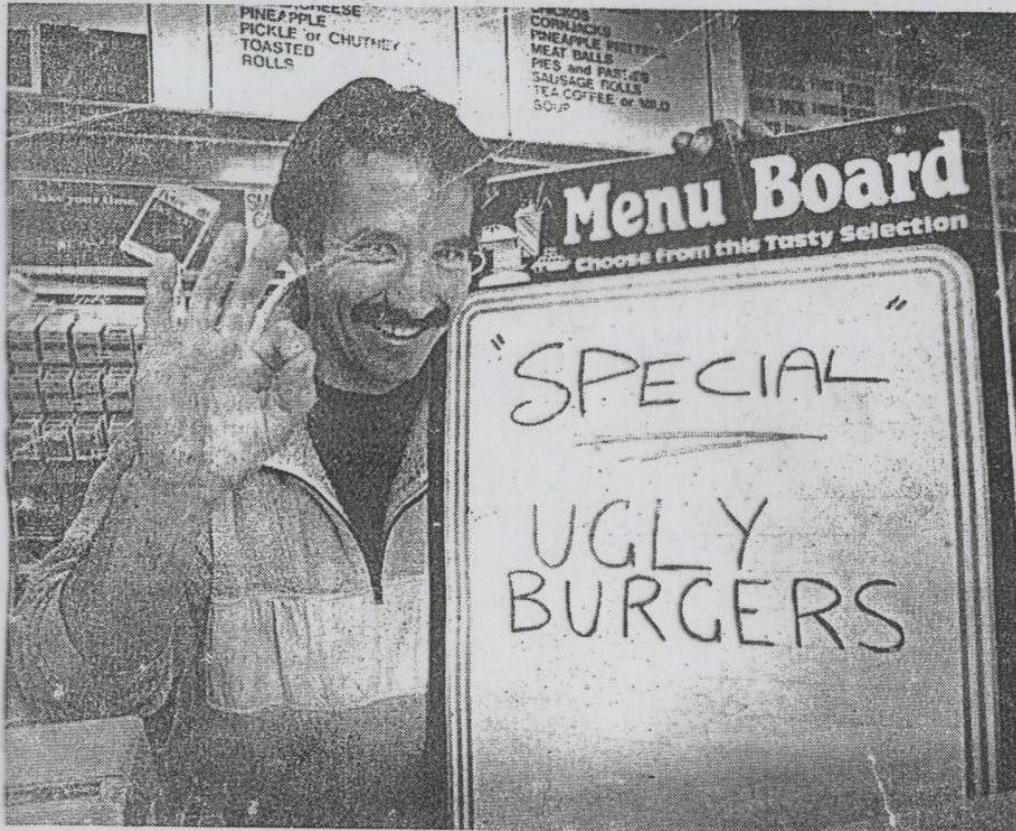


UGLY TO A 'T': Chamber of Commerce vice president Craig Clark and local businessman John Sheehan display a T-shirt which will be for sale on Friday's "Ugly Day".

Mr Bennett said he believed Donnybrook residents had come to laugh at the situation, "with their tongue in their cheek".

Proceeds from the sale of T-shirts on Friday would go towards providing T-Shirts with a more positive slogan later.

DONNYBROOK DIVIDED



AND THE UGLY: Shell service station takeaway proprietor Jack McDonald, is selling 'ugly burgers' to capitalise on the ugly town label. Pictures: PAUL WEBSTER

Label stirs a bit of fun

UGLY

DONNYBROOK'S new 'ugly town' tag has inspired some comical antics among Donnybrook business people.

Shell service station takeaway manager Jack McDonald claims he is the ugliest man in Australia.

"But I do have some stiff competition from the guys working at the recreation centre," he chuckled.

Mr McDonald capitalised on the 'ugly town' label by advertising a special sale on ugly hamburgers last week.

The community aquatic recreation centre is getting lots of mileage out of Donnybrook's 'ugliest town' epithet.

"We think it is fantastic," assistant manager Ron Hartman said.

The recreation centre has launched a program of 'ugly' activities for the 'ugly' people of the 'ugliest town'.

"I don't think it is anything for people to get upset about," Mr Hartman said.

"The beauty here is more in the people than the surroundings," he said.

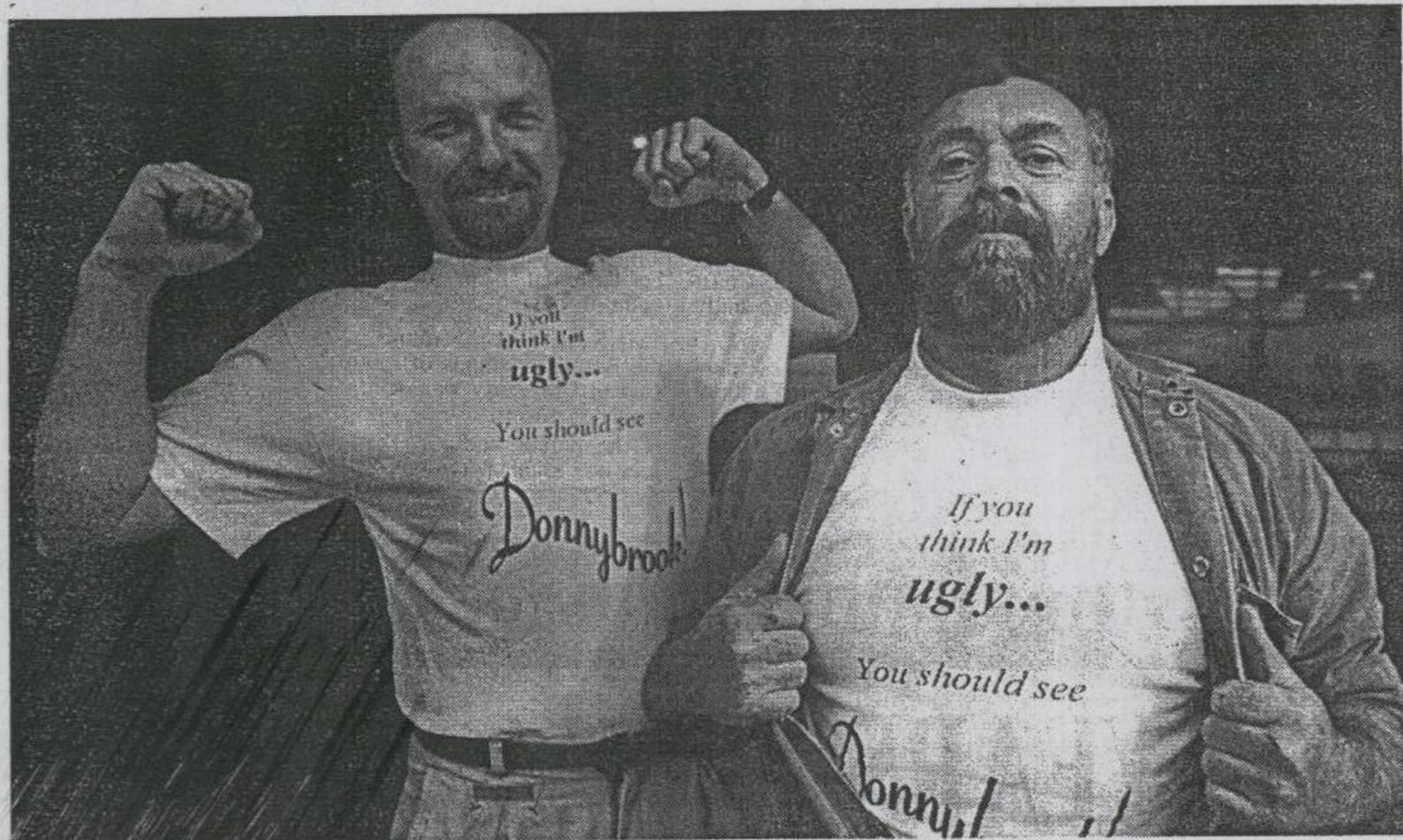
Recreation centre manager Steve Bennett said it didn't matter whether the main street was ugly because Donnybrook boasted the best used aquatic and recreation complex per capita in Australia.

He said the recreation centre project was a community effort and illustrated the community's pride and unity.

"About \$50,000 worth of voluntary labour goes in to this centre each year by local people," he said.

But Mr Bennett too thought Mr Kenyon's point of view had been positive.

"Sometimes we all need a slap in the face, a kick up the bum and a poke in the eye," he said.



IF YOU think these two look ugly, check out some others in Donnybrook tomorrow. Steve Bennett (left) and Roger Flecknell are helping the town celebrate its 'ugliest town' label with an Ugly T-shirt Day tomorrow. The T-shirts will be launched under the green apple lights on the

'Ugly town' Day

main street at 11am. They are the brainchild of Mr Bennet, who manages Donnybrook's Recreation Centre. And town maintenance worker Mr Flecknell says he's proud to

support the community program. There will be an ugliest trader contest and specials on ugly apples and other ugly products all day. More than 100 T-shirts already have

been snapped up by local businesses, leaving only 150 left to sell on the day. Ugly Day coordinator Judy Daniels says profits will fund the production of a 'beautiful T-shirt' to be launched at Telecom's Rally Australia Day this month. Picture: PAUL WEBSTER

'If you think
Donnybrook is ugly,
you should see Peter
Kenyon'

T Shirt

Apple centre needs to shine for visitors

BY CARMELO AMALFI

DONNYBROOK'S apple-shaped street lights are losing their lustre to the hundreds of visitors who shoot through the town without looking back, according to rural development expert Peter Kenyon.

Mr Kenyon, who has been working with WA, Victorian and South African councils finding ways to invigorate their towns, said the main reason people were not stopping was that Donnybrook — like many country towns — was visually unappealing.

First impressions were vital to encouraging longer pitstops and spending.

Mr Kenyon said the residents of Kaniva, near the Victorian-South Australian border, built Australia's most attractive toilet block to get visitors to stop.

Donnybrook-Balingup shire clerk John Attwood initially found Mr Kenyon's assessment a little hard to swallow but said council was taking steps to reverse the growing drive-by trend.

Donnybrook tourist information centre says that last month, an extra 200 people stopped in town compared with the same time last year.

Most of them were searching for apples and apple souvenirs, said centre manager Anne Chapple.

Errol Clay, 85, who has been in business in Donnybrook since 1928, was adamant the Granny



Fruit drive: Shire clerk John Attwood tries the Donnybrook product. PICTURE: JOHN EVANS

Smith street lights must stay.

"I'll admit they look a little old," she said, pointing to the suspended plastic apples from the old railway station entrance.

"But apples, which represent Donnybrook's fruit and vegetable growing history, are part of our heritage.

"I wouldn't have stayed here so long if I thought Donnybrook was ugly."

46/182

Main street set for a new look

A NEW look for Donnybrook's main street is planned by the Donnybrook Chamber of Commerce.

The Chamber's inaugural president, Christine Huts, said owners of buildings in the main street and business representatives in the Chamber have accepted the plans for change.

"It's a progressive and workable plan, which is gaining support," Mrs Huts said.

Architect Bevan Knott, who drew up the plans, said the concept was to bring people back into Donnybrook to shop.

"What we hope to do is to make Donnybrook a far nicer place to shop," he said.

The plans include widening the footpath on the Eastern side of the South Western Highway, to encourage "commercial and social use".

Mr Knott said this would allow the footpath to be used for displays, as a social meeting area and for sitting.

"We hope widening the footpath will encourage people to put back the verandahs that were taken down in the mid-60s and bring buildings in the town back to their original architectural style," he said.

"At the same time as widening the footpath, we could put electricity supplies underground, and plant suitable trees.

"Also, street furniture such as tables and chairs could be incorporated."

The plan also allows for a service road between the rear of shops which front the South Western Highway and the Preston River.

Mr Knott said a service road and walkway with carpark space, and areas for pedestrian traffic and social

activities, would add to the use of the Preston River.

"Another very important thing is to promote the idea of a village square and look at re-developing the area in front of the Railway Station," Mr Knott said.

Mr Knott said the plan incorporated the carpark in front of the Donnybrook-Balingup Tourist Information Centre and Ayres Gardens into a town square, which could also incorporate the historic former station master's house.

He said the plan also included putting shelters on the Southern side of the proposed square for people using public transport and school buses.

"In the square, one possibility is to put a rotunda for bands and concerts," he said.

Mr Knott said at this stage, there

were no plans to have a similar paint scheme for all the properties fronting the South Western Highway, but some cohesion could be established by the use of similar street furniture, light fittings and trees.

"From there, we think people may wish to develop similar colour schemes," he said.

Mr Knott said there were also no plans for a bypass route for heavy vehicles, but plans were being made to promote a lower speed for traffic through town.

He said a lot of businesses in the town rely on passing traffic for income.

Mrs Huts said the plans are to be discussed with a number of community groups in town, to allow for full community consultation.

*Donnybrook Balingup Tourist
14/3/95*

Funding bonus will allow street revamp

DONNYBROOK is the latest regional centre to receive Government support to help revitalise its business district.

Last Friday, local MLA Dr Hilda Turnbull presented a cheque for \$30,000 to the Donnybrook Mainstreet Committee to help pay up to half the cost of employing a project officer for a year.

Regional Development Minister Hedy Cowan said the funds were provided through Project Mainstreet, co-ordinated by the Department of Commerce and Trade.

"Donnybrook aims to increase economic activity in the town cen-

tre by upgrading the area's appearance, developing business skills and attracting new businesses and customers," he said.

"The project officer will co-ordinate streetscaping enhancement, organise promotional activities, help arrange retail and service training for local business managers and staff.

These activities will require additional funding support from local business and the Shire.

"The Government is pleased to support this initiative which has strong support from the local Shire, the Chamber of Commerce, and the business community generally, and

from the South West Development Commission.

Mr Cowan said Project Mainstreet, which commenced only two years ago, was already providing its worth.

"Donnybrook is the tenth town to win approval for Project Mainstreet funding and I'm sure it will benefit immensely," he said.

A survey of four town centres which have had funding for two years has shown impressive results, including 50 new businesses and 90 new jobs in areas covered by Mainstreet projects.

Chamber maintains Mainstreet push

Proposal catches eye of paint company

DONNYBROOK Chamber of Commerce is keeping the Mainstreet project firmly on the agenda for the coming year.

Chamber president Peter Shervington said the proposal is a major issue for the Chamber.

He is keen to hear from anyone in the community with comments on a suggested plan to revitalise the Central Business District of the town.

The plan, yet to be finalised, includes:

- widening the footpath to encourage "commercial and social use";
- planting suitable trees; and
- encouraging street furniture.

Also suggested is a scheme to

provide a service road between the rear of shops which front the South Western Highway and the Preston River.

Another section of the plan proposes a village square, including re-development of the area in front of the Donnybrook Railway Station and surrounds.

The proposed plan has already attracted interest.

A report on the plan published on the front page of the *Donnybrook-Bridgetown Mail*, March 14, was seen by a major paint company representative.

After contacting the *Mail's* Donnybrook office, the company sent in a proposal to the Chamber of Com-

merce with a proposal to become involved if the Chamber decided to suggest a common paint scheme for businesses in the town.

Mr Shervington said the proposal had been forwarded to the Chamber's image and design committee for consideration.

"It's very early days yet," he said.

Mr Shervington said also on the agenda at last Monday's Chamber of Commerce meeting was discussion on encouraging membership to the Chamber.

The Chamber meets on the first Monday of each month at the Donnybrook Recreation Centre.

The next meeting will be held on Monday, May 1 at 7.45pm.



THE WEST AUSTRALIAN 17/4/98



Good oil: Steve Trigwell with his family orchard's cider, the first brewed in Donnybrook since 1954. PICTURE: JOHN EVANS

'Cider the apple of brothers' eyes

BY GEORGE BOYLEN

CIDER is being made at Donnybrook, reviving memories of the South-West town's first factory which closed in 1954.

Brewed from apples grown in the Trigwell orchard 6km south of the town, the new cider is sold under the Reef label, a reminder of Donnybrook's brief but colourful gold mining era.

It is served in the Trigwell family's orchard-based Old Goldfields Tearooms.

Russell Trigwell, 47, and his brother Steve, 45, chose apple cider as another way of diver-

sifying on their 85ha property, making 30,000 bottles in their first year.

Their dry cider won a bronze medal at the 1997 Perth Royal Show.

The Trigwells had no cider-making experience and relied on trial and error before coming across Beat Keusch, 22, a Swiss-trained food and drink technologist with cider-making experience. He helped with the first brew and now acts as a consultant.

Apple juice also is marketed, under the Old Goldfields label, and will be sold

this year under apple variety names such as gala, golden delicious, fuji, granny smith and pink lady.

The property was taken up by Russell and Steve's great-great-grandfather, Henry Trigwell, in 1862 after he had spent several years as sergeant-in-charge of convicts working on public works at Bunbury.

In the late 1890s, the farm played host to 200 miners and was the scene of some of Donnybrook's best finds during the South-West gold rush.

The brothers took over from

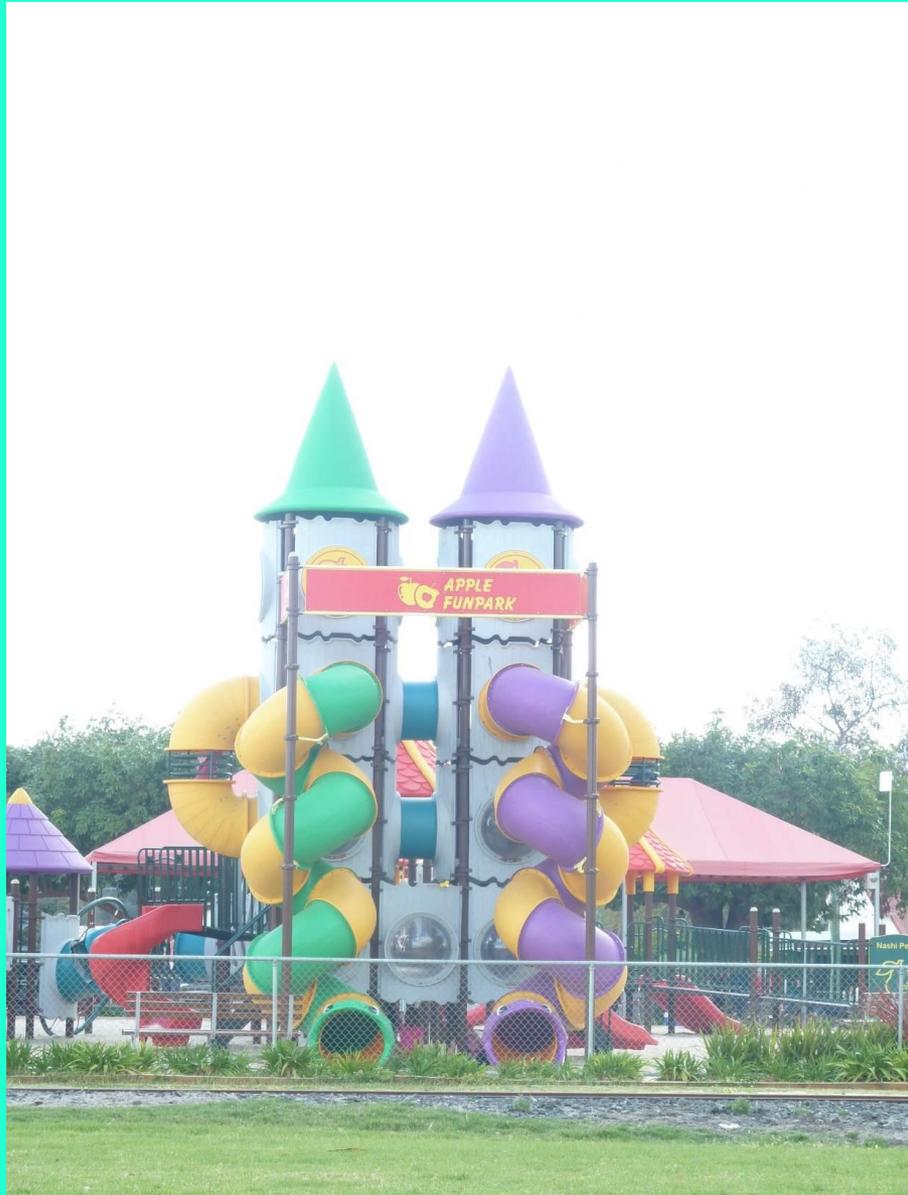
their father Murray in 1980 and concentrated mainly on fruit and a few cattle.

A couple of years ago they turned to tourism and rebuilt a poppet head, a wooden structure above an old mine shaft.

Other tourist attractions include the tearooms, which overlook a 54-million-litre dam and the orchard, an information centre, the cider and apple juice factory. Marron breeding ponds which were built four months ago.

"The marron will taste good when served with the cider," Steve Trigwell said.





Ugly duckling Donnybrook fights back

A TOWN which was dubbed one of the ugliest in Australia, is changing its image.

The central business district of Donnybrook in the South West will be transformed under a Mainstreet project.

A town square will be created, the main street will become more pedestrian friendly and the Preston River foreshore will link in more with the shopping area.

Donnybrook is famous for its apples but it gained national notoriety last year when a community development consultant reported it ranked as one of Australia's ugliest towns.

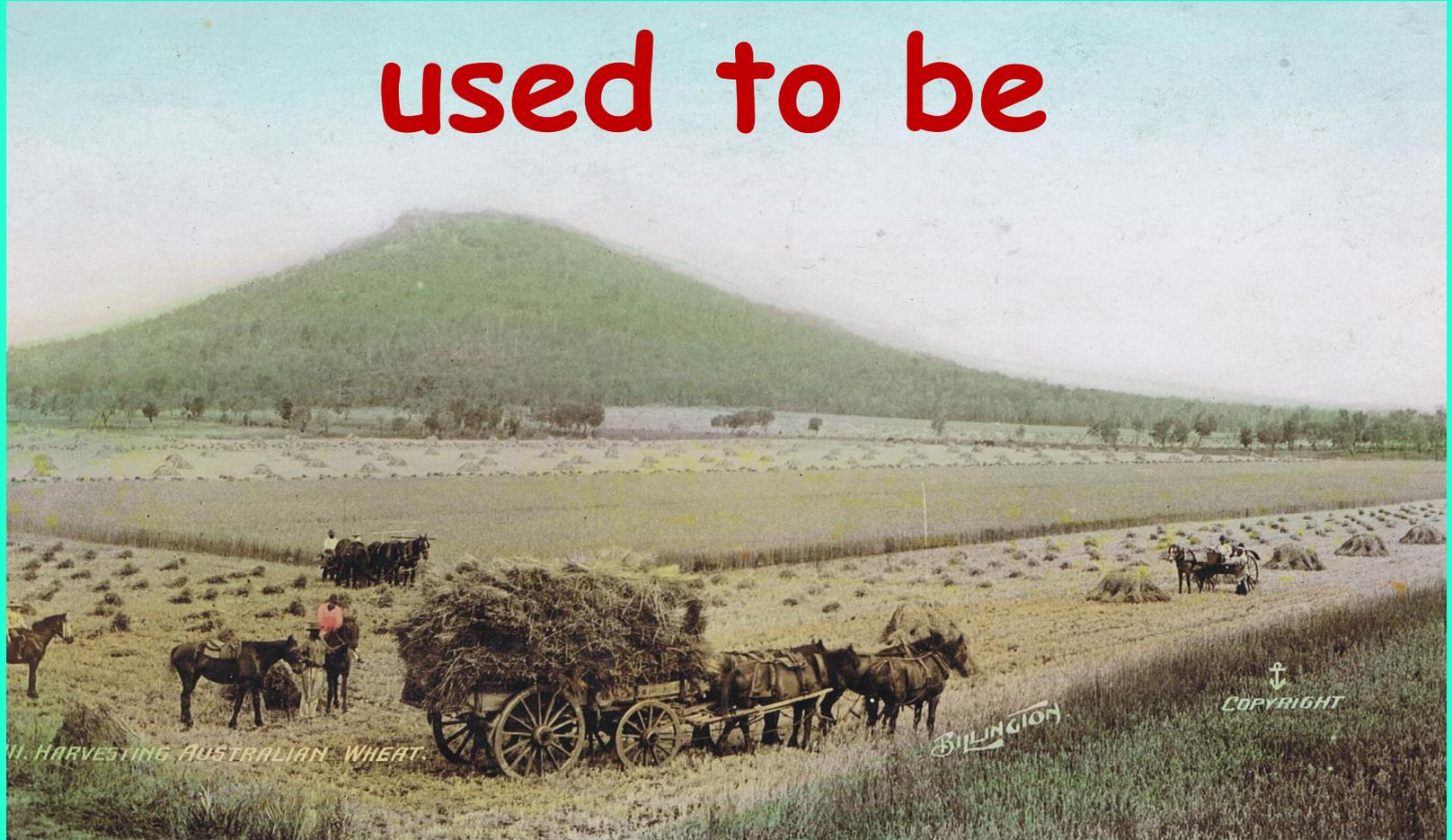
The first stage of the beautification will be a town square between the old railway station and South Western Highway, which is the town's main street.

Architect Bevan Knott said the square would feature a rotunda, children's play area and flags of the nationalities associated with the town's history — Aboriginal, Irish, English and Italian.

"It will be a town square that really represents the people," Mr Knott said.

The national flags are also the basis for a new colour scheme suggested for shops fronting the highway.

Lesson No 1-
The future ain't what it
used to be



Realities for many Australian regional communities-

- *Stagnant population growth*
 - *Ageing population*
 - *Loss of youth*
- *Declining levels of social capital*
- *Decline in importance of traditional industries*
 - *Impact of mining*
- *Growing youthful indigenous population*
 - *Regionalization of services*
 - *Impact of climate change/water shortage*

Lesson No 2.-

Whatever the
issue, community
is the answer

**Rule No 1: Citizens
have the answers**

**Rule No 2: When in
doubt, refer to Rule
No1**

**‘Great communities
don’t just happen! -
They are created,
nurtured and sustained
by caring, connected
and involved residents.’**

(Peter Kenyon)

Lesson No 3.-

Importance of local leadership

“Given the task of rejuvenating a region and the choice of \$50 million, or \$2 million and 20 committed local leaders, we would choose the smaller amount of money and the committed leaders.”

(McKinsey and Company (1994) Lead Local Compete Global: Unlocking the Growth of Australia's Regions)

'Leadership is the thing
that wins battles. I
have it, but I'll be
damned if I can define
it'.

(General George Patton)



1. Making Things Happen

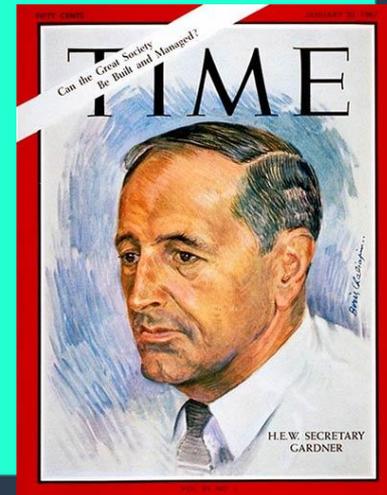
'Leadership is not necessarily a title or a powerful position; it is a process, it is relational, it is making something happen, it is leaving a mark.'

(Lorraine Matusak)

Opening Possibilities

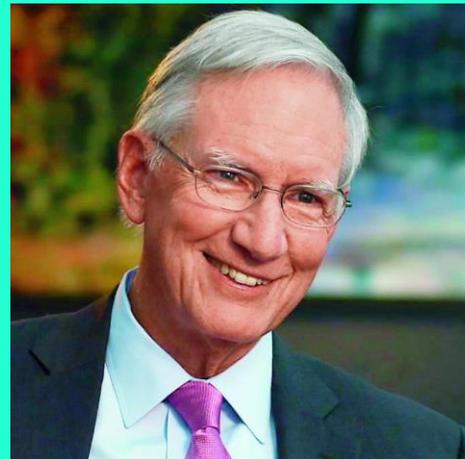
‘A leaders task is to open doors and windows’.

-John Gardiner



“Sooner or later, all
the thinking and
planning has to
degenerate into
work”

-Tom Peters



Kulin



MISSION

Stop depopulation and loss of
town services
through-

- Becoming a more than a dot on the map
- Building local pride and commitment



KULIN BUSH RACES

FACEBOOK & EVENT GUIDE



30TH OF SEP. 1ST @ 2ND OF OCT 2016



For more information please contact:

Marketing Manager and Membership Coordinator, Kulin Bush Races, kulinbushraces@outlook.com

Special Expenses Group, Kulin Bush Races, PO Box 1001, Kulin, SA 5108. www.kulinbushraces.com.au Open Mon - Fri 9am - 4pm



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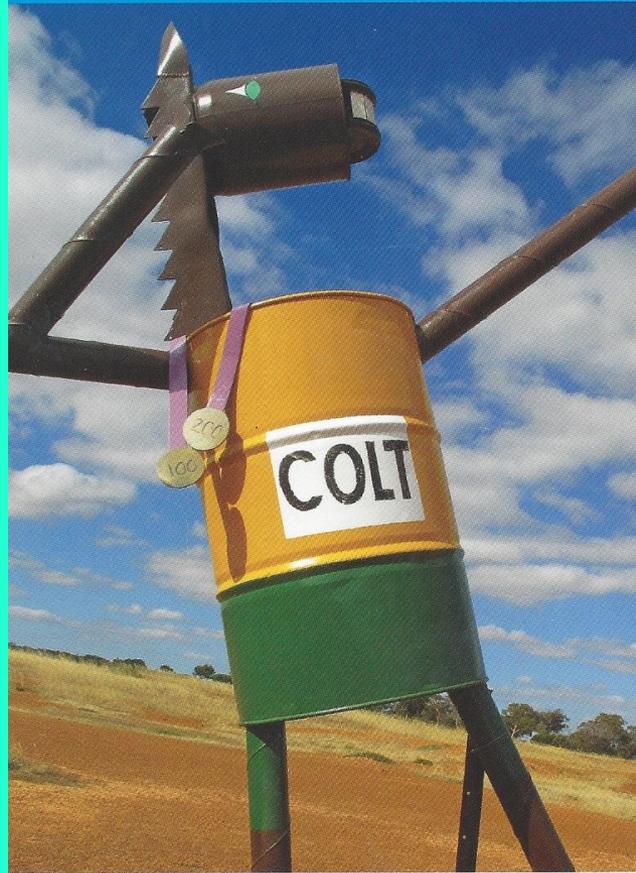


Kulin Community Bank[®] Branch of Bendigo Bank



TIN HORSE TOURIST ROUTE

SELF DRIVE TRAIL & ATTRACTIONS



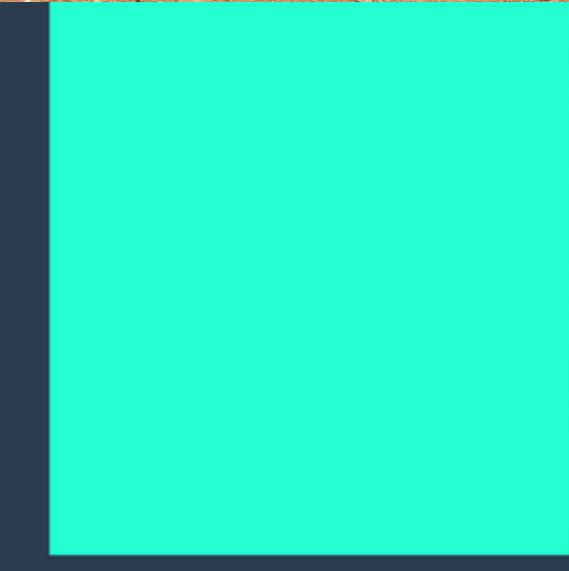
KULIN,
WESTERN
AUSTRALIA







Lamara Davis







'Kulin
Open
Doors'
and 'Kulin
By Night'

FESTIVAL FROLICS

While most of WA will be unwrapping Easter eggs on Sunday, hundreds of people in the Shire of Kulin will be preparing to burn a giant wooden effigy.

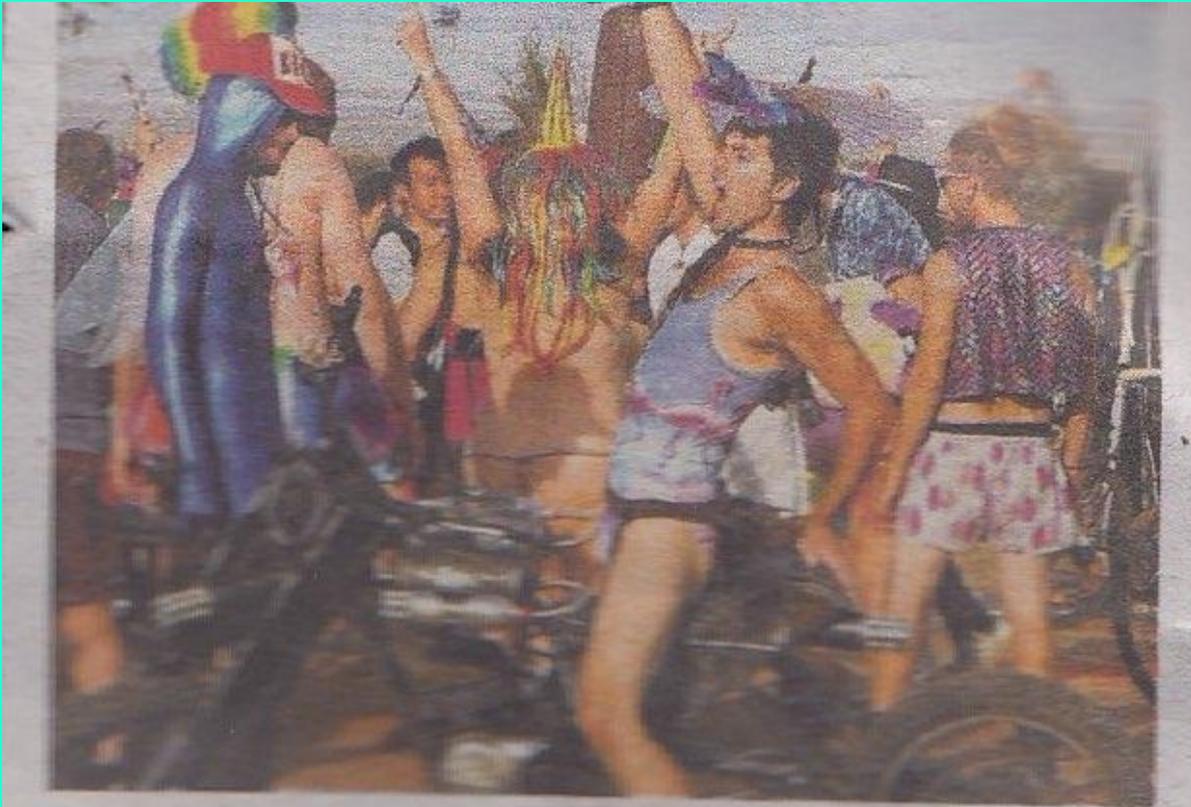
For some, this pagan ritual will exorcise personal demons, for others it is a way to honour Gaia, the mother of all things.

And then there are the people who just like to watch stuff burn.

The "temple" burning will be the culmination of the fourth annual Blazing Swan festival, a week-long event starting on Wednesday that is both an exercise in temporary community and unfettered hedonism.

It is based on America's Burning Man festival, a famously weird annual gathering of 50,000 or so like-minded, and often scantily-clad, individuals in the Nevada desert.

The 11 principles of Blazing Swan encourage "radical self-expression", "civic responsibility", "gifting" and "decommodification", among other things, and the result is a Mad Max-esque society, only with less fights to the death.



Blazing Swan revellers.





2. Creating vision

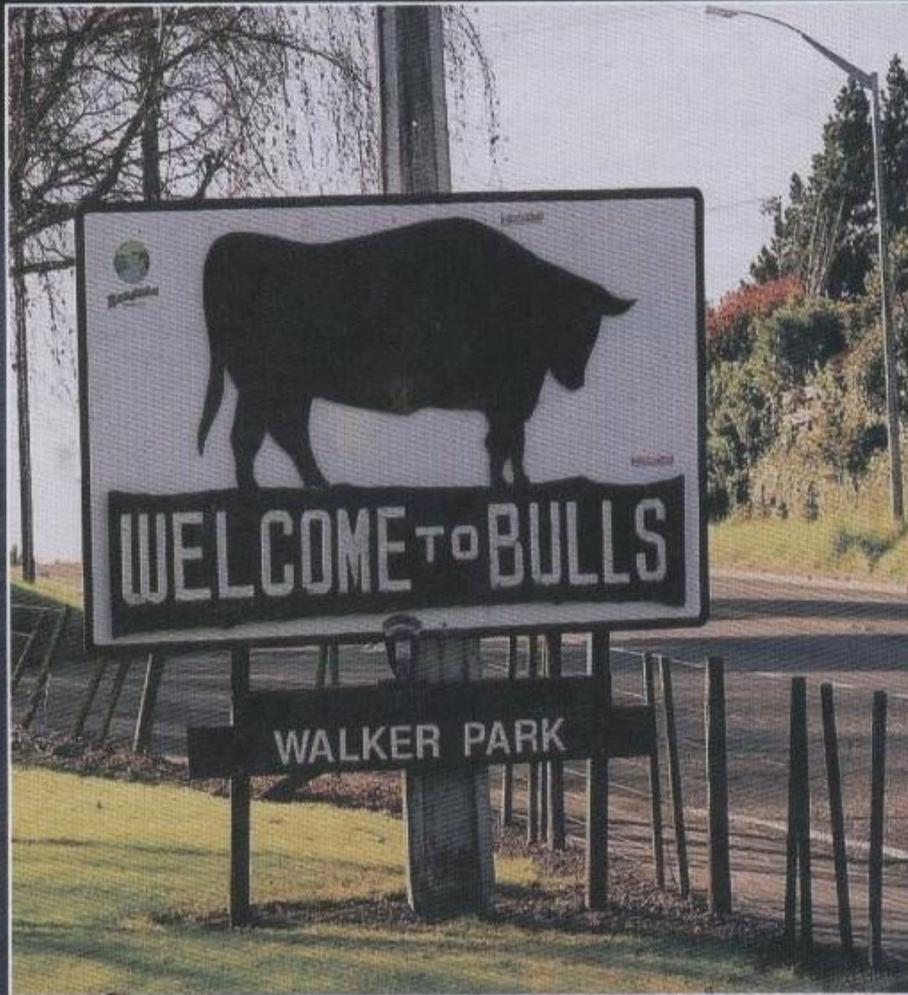
'If any one idea about leadership has inspired organisations and communities for thousands of years, it is the capacity to hold a shared picture of the future we seek to create' -Peter Senge



*'True leadership
involves a vision and
inspiring those around
you and working with
you to make that vision
a reality'*

-David Karpin

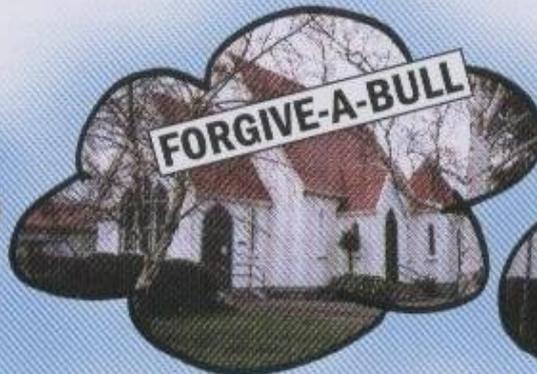




Unforget-a-bull



EXTINGUISH-A-BULL



FORGIVE-A-BULL



SOCI-A-BULL

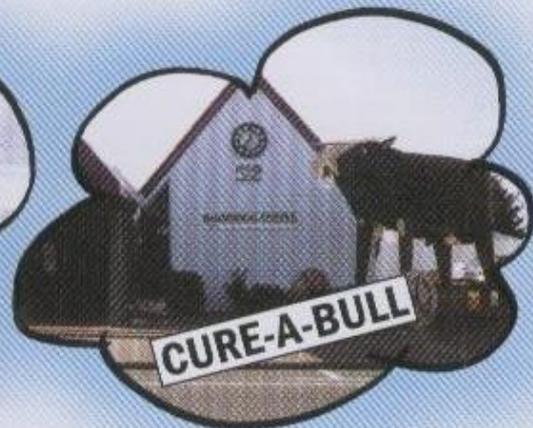
BULLS



CONST-A-BULL



ANIMAL HOSPIT-A-BULL



CURE-A-BULL





BULLS
BANK-A-BULL

Cash

20 10:04AM

BULLS



RELIEV-A-BULL





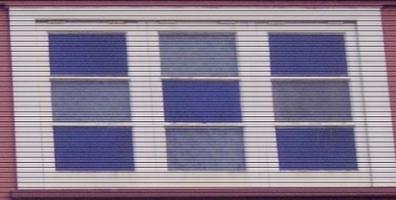
PARISH
OF RANGITIKEI
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ANGLICAN CHURCH**

SERVICES:- 9:30am. SUNDAYS
CONTACT:-
JUDITH TAMBLYN 322-1278
REVDS.-
L.W. WAYNE BUNNY 327-8494
W.D. BILL ANDERSON 327-4429



FORGIVE-A-BULL

TOWN HALL



SOCI-A-BULL



20 11:29AM



Greetings
from



top town where

People are RESPECT-A-BULL, HOSPIT-A-BULL and AMI-A-BULL



The town is LOCATE-A-BULL, REACH-A-BULL
and ACCESS-A-BULL



You will be safe here as we have a CONST-A-BULL
who is RELI-A-BULL and INDEFATIG-A-BULL



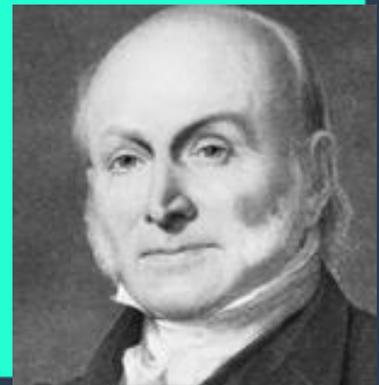
You will not be hungry because food variety is
AVAIL-A-BULL and DIGEST-A-BULL

This town is IRRESIST-A-BULL

3. Inspiring Others

'If your actions inspire others to dream more, learn more and become more, you are a leader.'

-John Quincy Adams



‘Leadership is that special quality which enables people to stand up and pull the rest of us over the horizon’

-John Gardiner



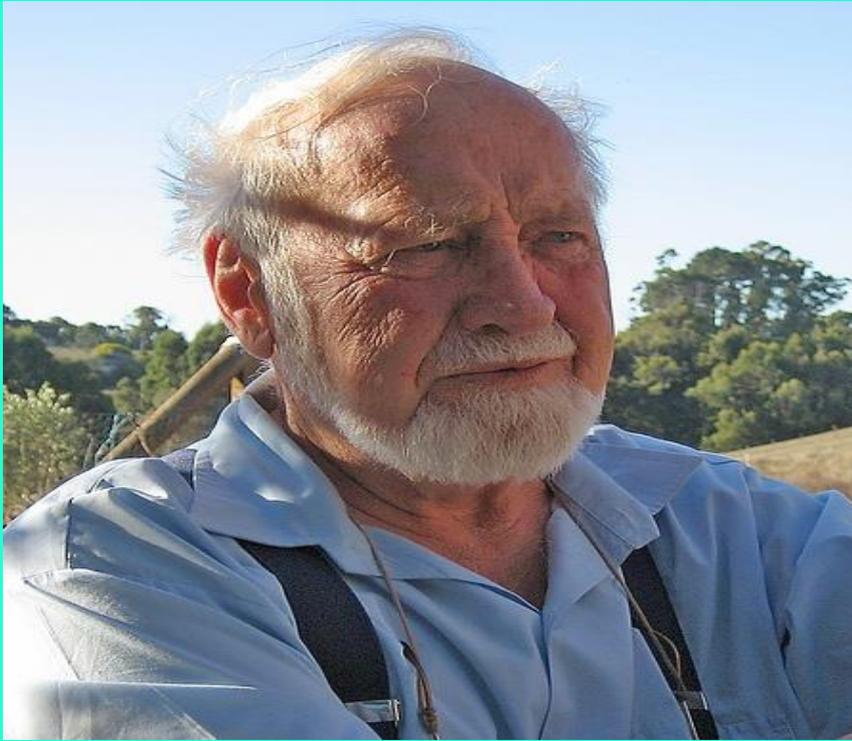


Saturday, July 26, 14



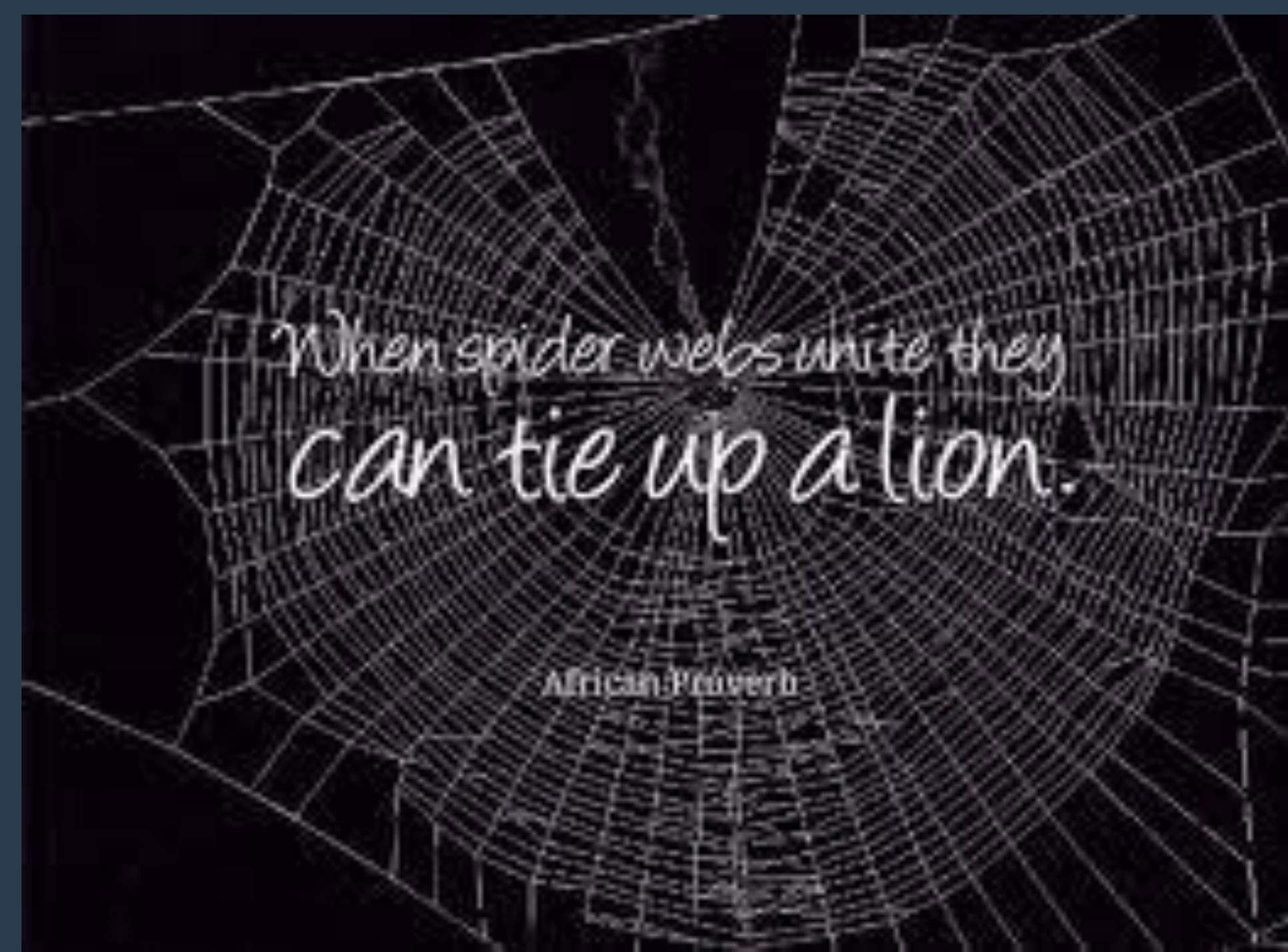
Saturday, July 26, 14

4. Facilitating Collaboration



(Bill Mollison, a founder of the Permaculture Movement)

'I can't save the world on my own...it will take at least three of us.'



When spider webs unite they
can tie up a lion.

African Proverb

Building Relationships

'Relationship building is the fundamental action of community and economic building.'

Libby Ozinga
- Creator of
the Mainstreet Movement
in Australia



Beechworth, Victoria







BAKERY



TODAY'S SPECIAL BAKE
Delicious Fresh Cream Scones
Cherry Delight Slices
Hot Buns
Hot Pies



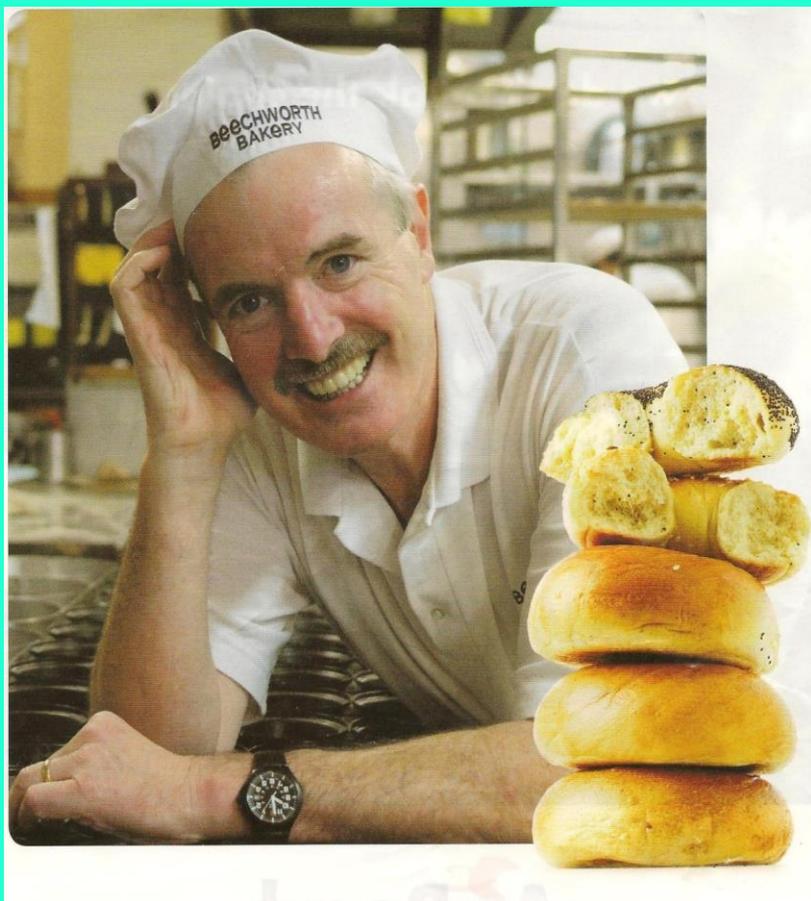


Case Study Beechworth Bakery

- Employs 76 people
- Turns \$8 million plus per year
- Took \$30,000 over the counter on one day
- Attracts over 800,000 customers per year
- Offers 200 products
- Seats 300 customers
- Has won the most significant Regional Tourism Award in Victoria 3 times

Replicated the bakery in 5 other towns (255 staff and \$17 million in total turnover)





How do
you make
dough
Tom's
way?

**‘We are not in business
to build products or
services. We are in
business to build
relationships’**

(Michael Leboeff)

1. The Customer

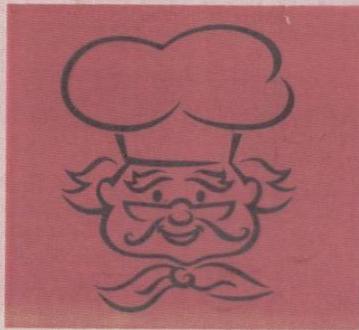




*Australia's
Greatest Bakery*

C O M P L I M E N T A R Y
ONE VOUCHER PER CUSTOMER PER TRANSACTION ONLY

CS 31001



BEECHWORTH BAKERY
27 CAMP STREET,
BEECHWORTH VICTORIA 3747

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Your choice of...

Hot chocolate, cappuccino, coffee or tea



BEECHWORTH BAKERY







We hope you have
enjoyed your visit
to Beechworth Bakery.

How can we serve
you better?

Your suggestions are
most welcome.

Thankyou.

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www.beechworthbakery.com.au

Tel 03 5728 1132

Date

Time

Comments:

Name

Address

Postcode

Location visited

Tel

2. Staff

‘I spend a lot of money training my staff. Some locals think that I’m investing too much money in my people and they say to me: “Tom, what if you train them and they leave?”’

To which I usually reply: “What if I don’t train them and they stay.”

(Tom O’ Toole,

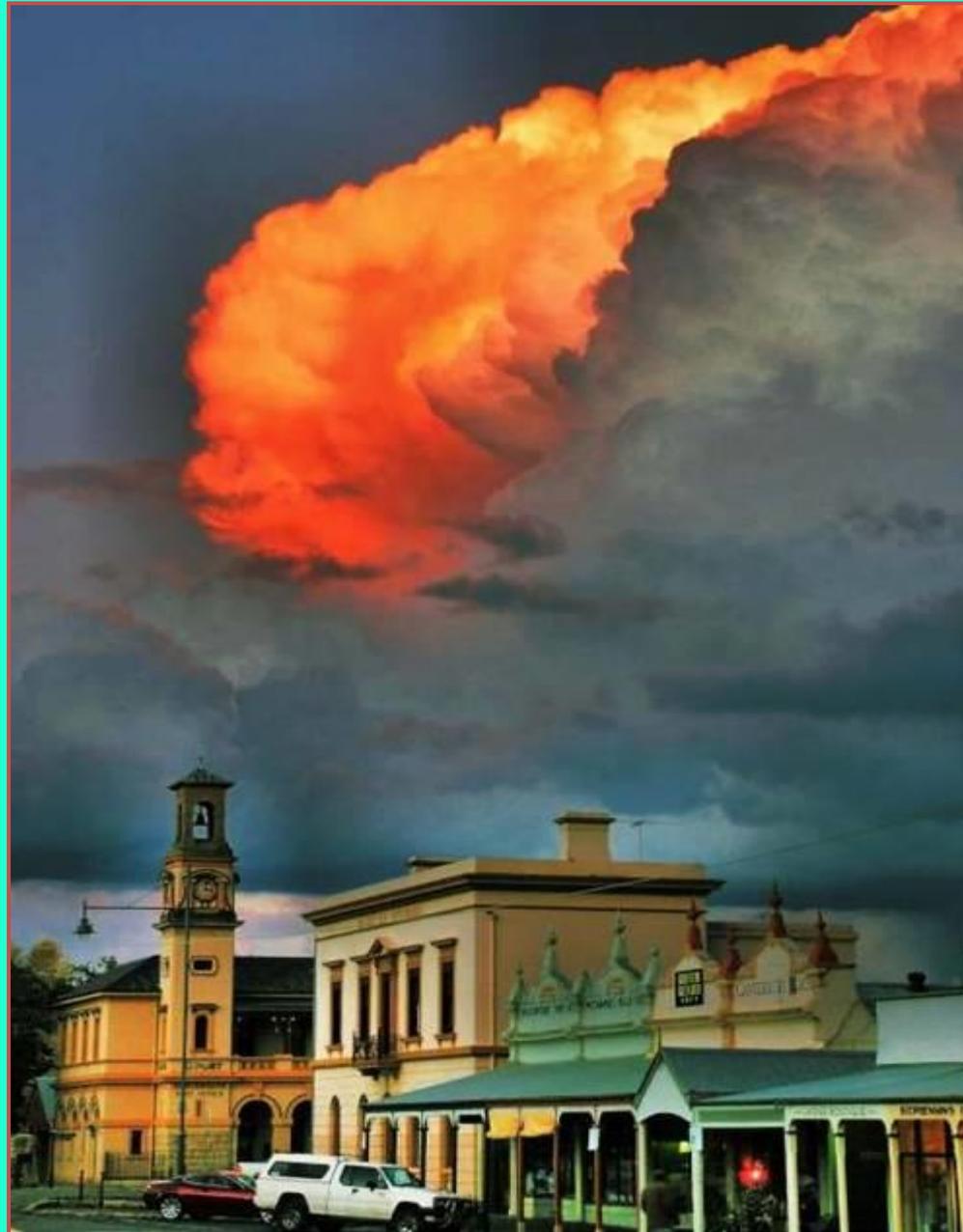








3. The Local Community





TOUR DE ALAUSTRALIA'S GREATEST BAKERY BEECHWORTH BAKERY

22-26 OCTOBER, 2014

5 FANTASTIC STAGES.

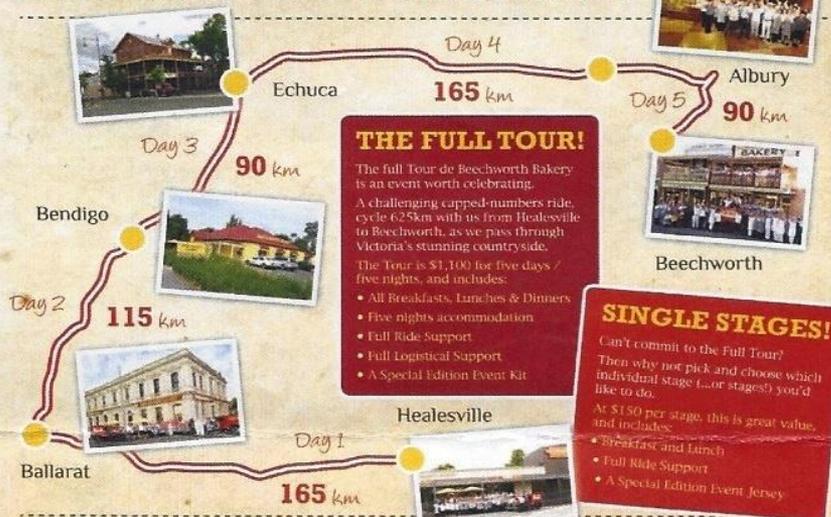
RIDE ONE DAY. OR ALL FIVE!



And help us to Raise Funds
and Awareness for the SES!

The Tour de Beechworth Bakery offers the chance to enjoy some of the most stunning scenery in Victoria whilst enjoying the pro-cyclist life. All you have to do is ride; we take care of luggage, meals, mechanics & accommodation. We really could not think of a better way to celebrate 30 years of the Beechworth Bakery really! Better still, we will be supporting the great work of the SES as we tour around, helping raise awareness and funds for this great service. For further information and entry, visit our website: www.BeechworthBakery.com.au

AN EVENT WORTH CELEBRATING!



THE FULL TOUR!

The full Tour de Beechworth Bakery is an event worth celebrating. A challenging capped-numbers ride, cycle 625km with us from Healesville to Beechworth, as we pass through Victoria's stunning countryside. The Tour is \$1,100 for five days / five nights, and includes:

- All Breakfasts, Lunches & Dinners
- Five nights accommodation
- Full Ride Support
- Full Logistical Support
- A Special Edition Event Kit

SINGLE STAGES!

Can't commit to the Full Tour? Then why not pick and choose which individual stage (or stages) you'd like to do.

At \$150 per stage, this is great value, and includes:

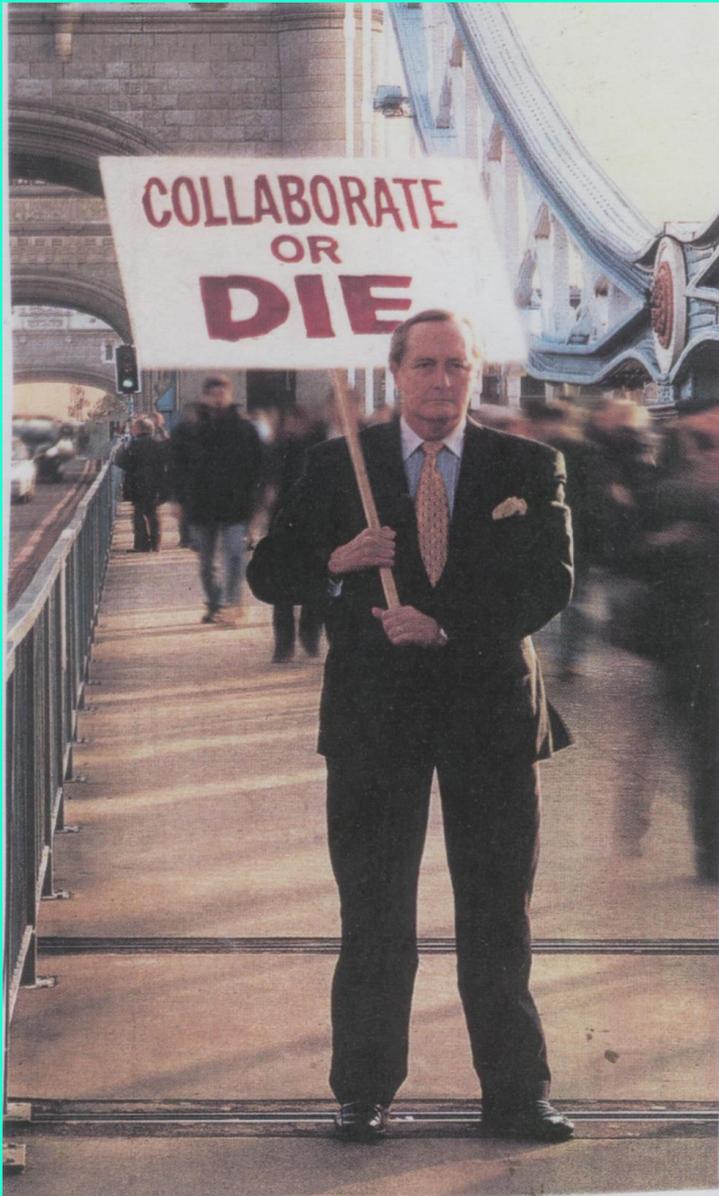
- Breakfast and lunch
- Full Ride Support
- A Special Edition Event Jersey



Healesville > Ballarat > Bendigo > Echuca > Albury > Beechworth

ENTER NOW!

www.BeechworthBakery.com.au



4. Other Businesses and Suppliers

5. Instilling Positive Mindset

The first duty of a leader is to
instill optimism.'

(Field Marshall Montgomery)

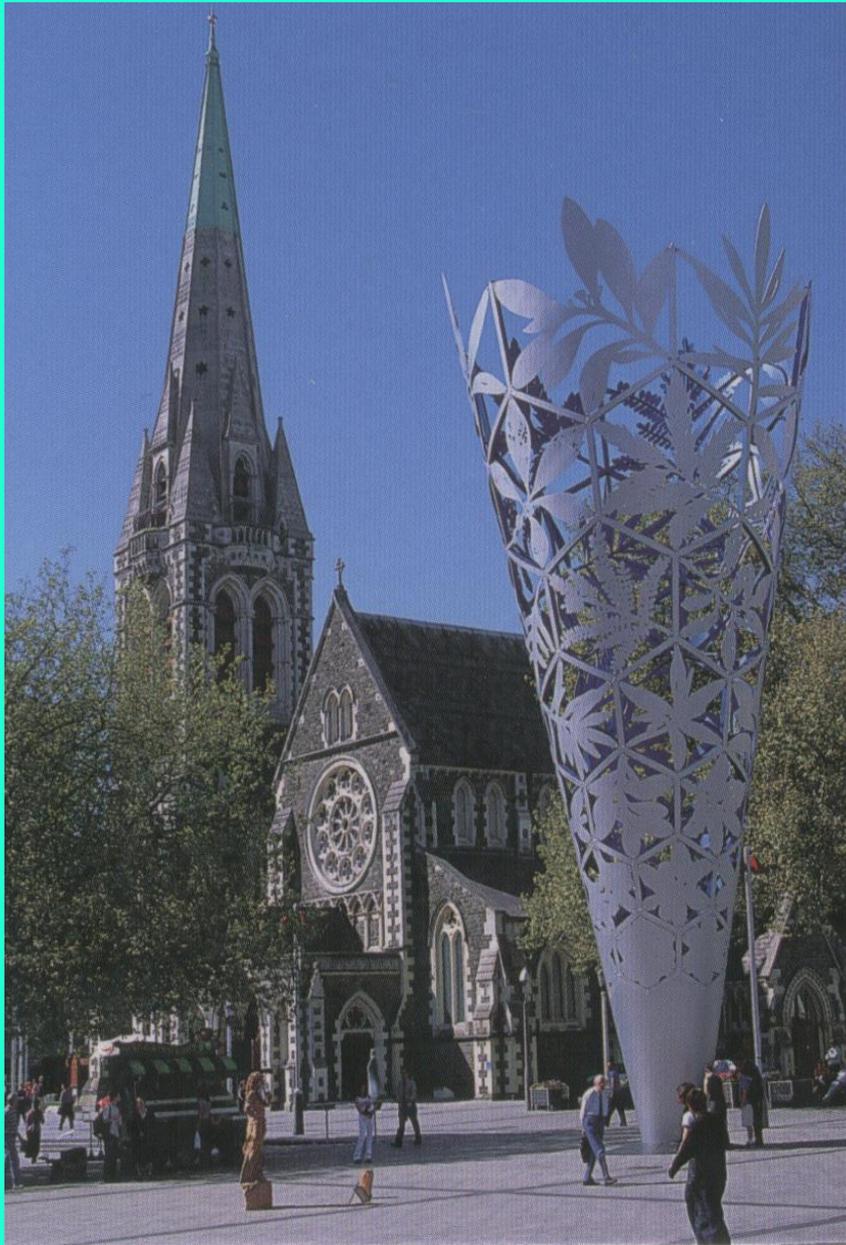
'A leader is a merchant of hope'
(Napoleon)

'Nowadays towns are really not so different from businesses, they need to keep recreating themselves. Not so many years ago country towns were subject to general trends. They would all do well or all do badly. The picture is now very uneven. The successful towns are likely to be driven by people who are passionate and creative, who see an opportunity and go for it. You need communities with a bit of get up and go spirit. Some have it, some don't.'

-Roy Powell

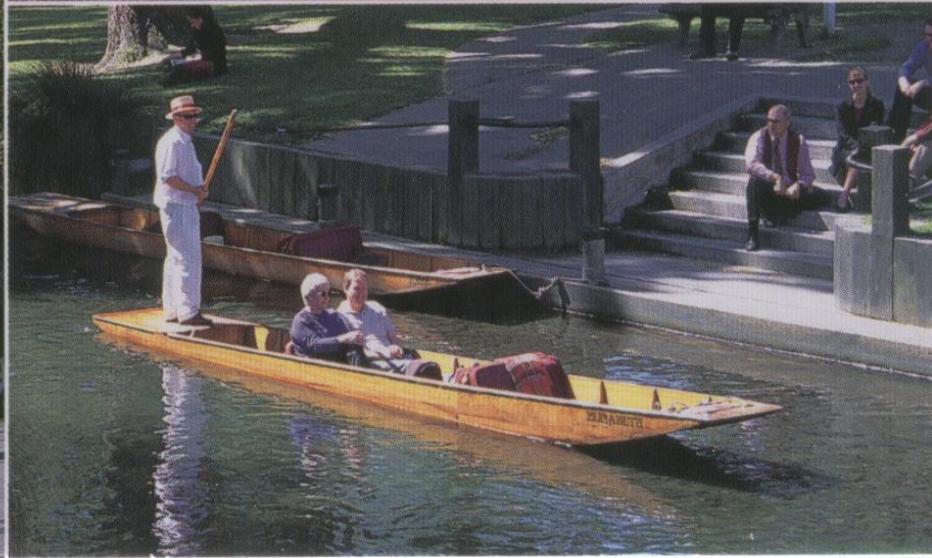
*'You can't move your town
to a different location,
you can move your town's
attitude in a different
direction'*

-Heartland Center for Leadership Development



CHRISTCHURCH

NEW ZEALAND





‘I think negative people should be taxed. They require an incredible amount of energy. They're like corgis nibbling at your ankles and I'm sure they exist to show us the difference between heaven and hell.’

(Vicki Buck, Deputy Mayor, Christchurch City Council)

'When facing a difficult task, act as if it is impossible to fail. When going after Moby Dick, bring along the tartar sauce.'

6. Fostering Leadership

**'A leader creates leaders
who creates leaders'.**

(Carol McCall)

**'Leaders don't create
followers - they create
more leaders'**

(Tom Peters)

‘If you want a year of prosperity, grow grass.

If you want ten years of prosperity, grow trees.

If you want 100 years of prosperity, grow people.’

(Scott’s Bluff Leadership)

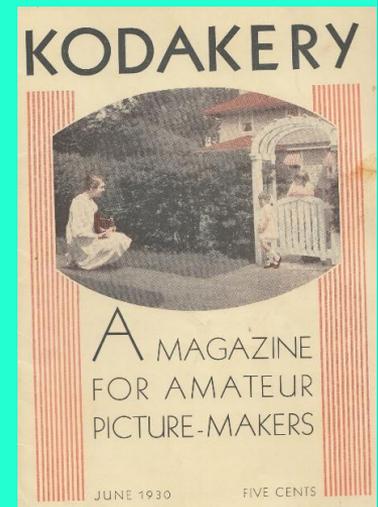
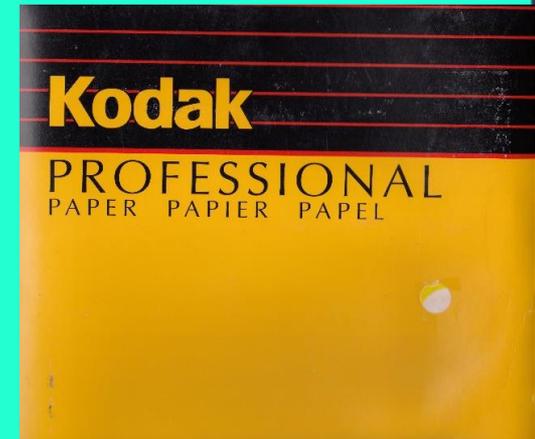


TUMBARUMBA2KOKODA



"The Future Ain't What it Used to Be"

In 1998, Kodak had 170,000 employees and sold 85% of all photo paper worldwide. By 2001, paper film was not being used again, and Kodak went bankrupt. Kodak did not see it coming and did not change their business model. Yet what is interesting is that digital cameras were invented in 1975.

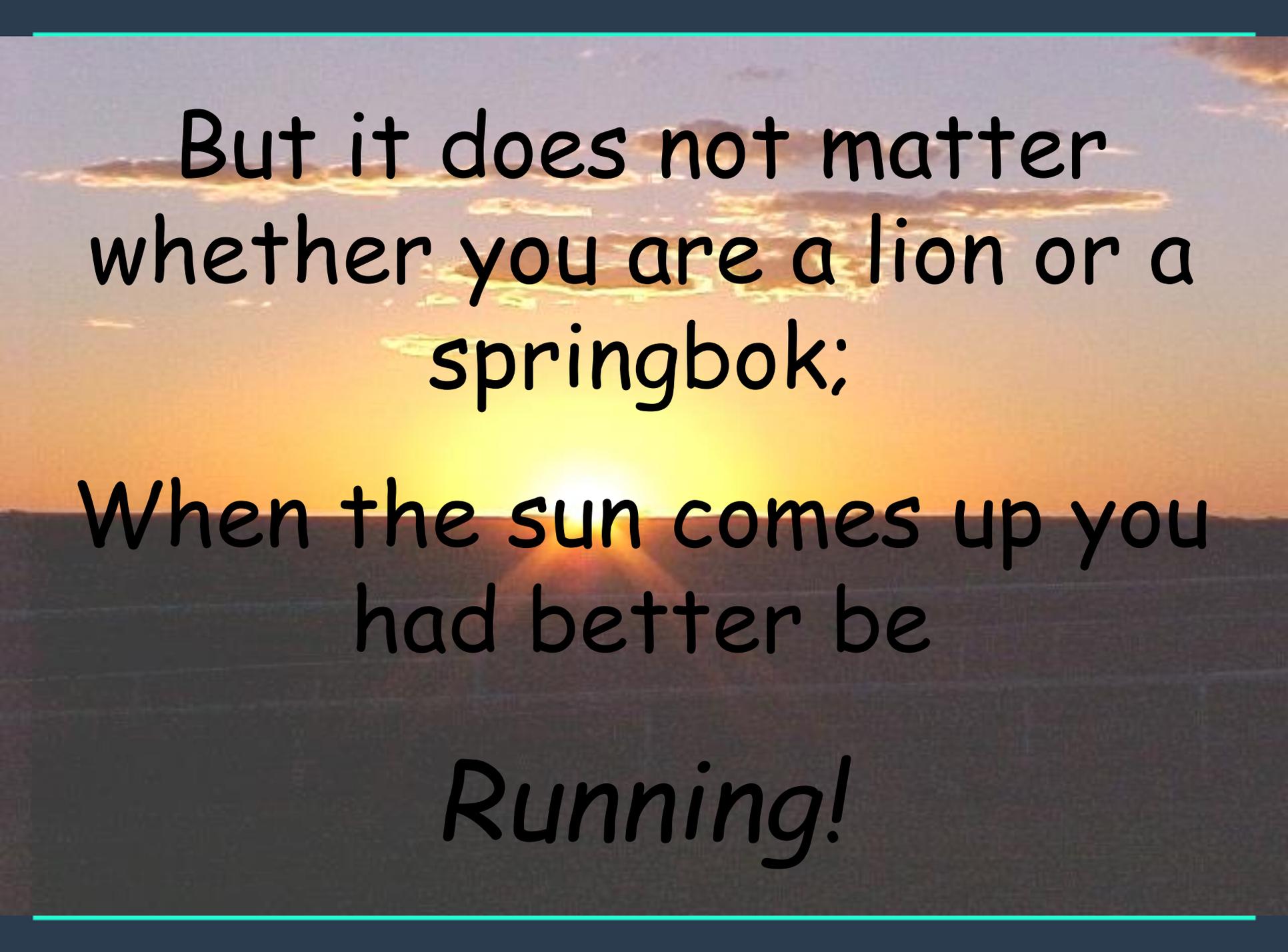


Every morning in Africa a
springbok wakes up.

It knows it must run faster than
the fastest lion or it will be killed.

Every morning a lion wakes up.

It knows it must outrun the
slowest springbok or it will starve
to death.

A sunset scene with the sun low on the horizon over a body of water, with a bright cyan horizontal bar at the top and bottom of the image.

But it does not matter
whether you are a lion or a
springbok;

When the sun comes up you
had better be

Running!

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