

# GAMAA

# UPDATE

Winter 2009

INSPIRE\*CREATE\*INVEST

Welcome to the Winter 2009 edition of the GAMAA Update

LAST CHANCE TO SECURE YOUR PLACE AT THE  
AUGUST MELBOURNE WORKSHOP

Book Now for GAMAA's August Workshop  
in Melbourne 7th August

## SURVIVING AND THRIVING IN AN AGE OF CHANGE

At the Business Forum sessions at PacPrint09 this year a key message came through in all the presentations – companies need to invest in their people to ensure they are motivated, trained and ready to act on opportunities as the market recovers.

This workshop was held in Sydney in March and received enthusiastic praise from participants who walked away with practical tools and solutions to help them move through the current financial environment and plan for the future. The cost per person is \$990 (incl. GST). Venue: Fenix Richmond.

**Book before 10 July and save 10%**

### Workshop presented by Jason Clarke

Jason Clarke is one of the most sought after creative minds in the country. His company *Minds at Work* consults on issues of leadership and innovation to some of Australia's biggest companies and institutions. He has developed and taught courses in Innovation, Logic and Problem Solving for two of Australia's most prestigious Business Schools, the *Melbourne Business School* and the *Australian Graduate School of Entrepreneurship*, and lectured at the *Stern Business School, New York*.



Jason and his team have worked with oil industry executives, teachers, lawyers, CEOs from a range of companies including *Johnson & Johnson, ANZ, NAB, CBA, OPTUS, IBM, HP, Pepsico, Rabobank, eBay, Maddocks* and *Mattel*. Behind everything *Minds At Work* does is the desire to unlock people's innate creativity; to slake the thirst for new solutions and to empower people to think creatively for themselves.

**Book now**—[www.gamaa.net.au/workshops](http://www.gamaa.net.au/workshops)  
OR [enquire@gamaa.net.au](mailto:enquire@gamaa.net.au)  
OR call (02) 9869 0010.

## GAMAA INDUSTRY PROMOTION TASK GROUP

In line with the mandate handed down at the biennial GAMAA Retreat last year the Industry Promotion Task Group has convened to explore opportunities to promote the industry to the wider community with particular focus on attracting youth.



The GAMAA Industry Task Group is currently exploring the possibility of working with Re-engineering Australia (REA), a not-for-profit organisation that works with over 300 secondary schools throughout Australia to promote engineering and associated fields.

REA conducts an annual project in the schools which forms part of an international competition based on the creation of Formula 1 model cars designed and built by students from more than 20 countries. These cars are 'raced' at local, regional, state, national and international levels. The winners of last year's international prize, the team from Australia, won full scholarships to the London University!

Part of the process in the development of these cars is the creation of logos, brand collateral and signage for the car teams. This is the area that GAMAA is exploring. Stay tuned for more information in the next GAMAA Update.

## PRINT'S ENVIRONMENTAL CREDENTIALS

At the June GAMAA Quarterly Phillip Lawrence a respected authority on the printing industry and the environment addressed the meeting to discuss the print industry's green credentials. The over-riding message of his presentation was that the printing industry doesn't do enough to promote the fact that the industry has made some incredible steps forward in the reduction of waste and the use of chemicals; more so than many other manufacturing industries.

Phillip's thesis on this topic will be published later this year.

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