Edition 2

**AUTUMN 2008** 

FREE TO A GOOD HOME

Steven D'Elia from the Guide Dog and Campbellfield, Victoria. ask Magnus

as a Guide Dog. Campbellfield's newest and youngest apprentice is showing potential, but he still has about a year of training left before he's fully qualified...

From the age of eight weeks to about one year old, Guide Dog puppies like Magnus are raised by volunteers like Steven D'Elia from Worldwide Campbellfield.

Steve has had his 'apprentice' since Magnus was seven months old, and trains him how to behave like a Guide Dog in public and private places.

"Magnus is with me 24 hours a day. The longest I am allowed to leave him alone is three hours, or he has to be left with another person who can stay with him and who knows all the rules. He comes with me to work, shopping, everywhere

most of the day, apart from some enthusiastic (and chew-toy ruining) games of tug-of-war with Steve, and playing chasey outside with Campbellfield's team members. Already a star pupil, Magnus is very well-behaved and sits quietly for most of the day, apart from some enthusiastic (and chew-toy ruining)

responsibility Steve is delighted that his team helps out. "I thought it would be really good for staff morale to give them a part to play and a little bit of the

"I guess it helps show that just being a busy person is no excuse to not help out. Life is not all about making money and material gain!"

Even if you don't have room in your Centre for an 'apprentice' like Magnus, you can still contribute! Just contact your state or territory's Guide Dog association through www.guidedogsaustralia.com to volunteer or make



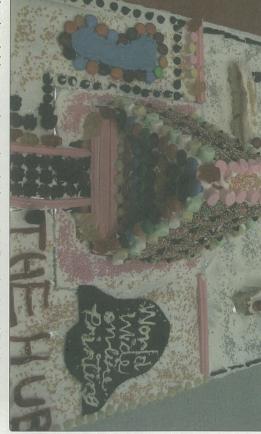
## Build a House in QLD for Less Than \$100!

Spiralling house prices cause Queensland Centres to take drastic measures

tad perishable. for less than \$100 for less than \$100 - as long as you don't mind it being a just a You can get a house in Brisbane

Staff from Fortitude Valley, George Street and Milton Centres (all owned by Peter and Fran O'Brien) and the QLD Digital the best gingerbread house from who could construct and decorate Hub held a competition to see

Milne Manager Giselle Gabbani and Administration Manager Ian progress, judges were kept informed Manage QLD



QLD's brand new hub has and lots of creamy icing

proceedings began. strictly secret until the official

winner and that was s independently by th "They were all spectacular said Official Tasting Judge judges as Milton. Ian Milne. "The D Hub entry tried to be but there of their machines onalised with miniatur could be only one Digital

"They were very tasty indeed," added Ian, "and I am happy to offer my services to this type of competition again." Sweet!

## CONTENTS

WHAT'S HOT in 2008

CHARITY Matters p2
Charity doesn't have to be tasteful.

A big welcome to a me to all the newbies! .p2

MEDIA Matters
We've done it again **p**3

GOSSIP Matters
Why should Woman's Day have

THE OVERS Bin

WHO THE HELL'S WHO in Marketing? s this for a rogues' gallery?

Plus: Gingerbread, weddings, and running shorts...

We have just the watchamacallit. Got a client who's stuck for words?



Ask about our latest newsletter offer on quotes@wordplaymedia.com.au



