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OCTOBER 2020

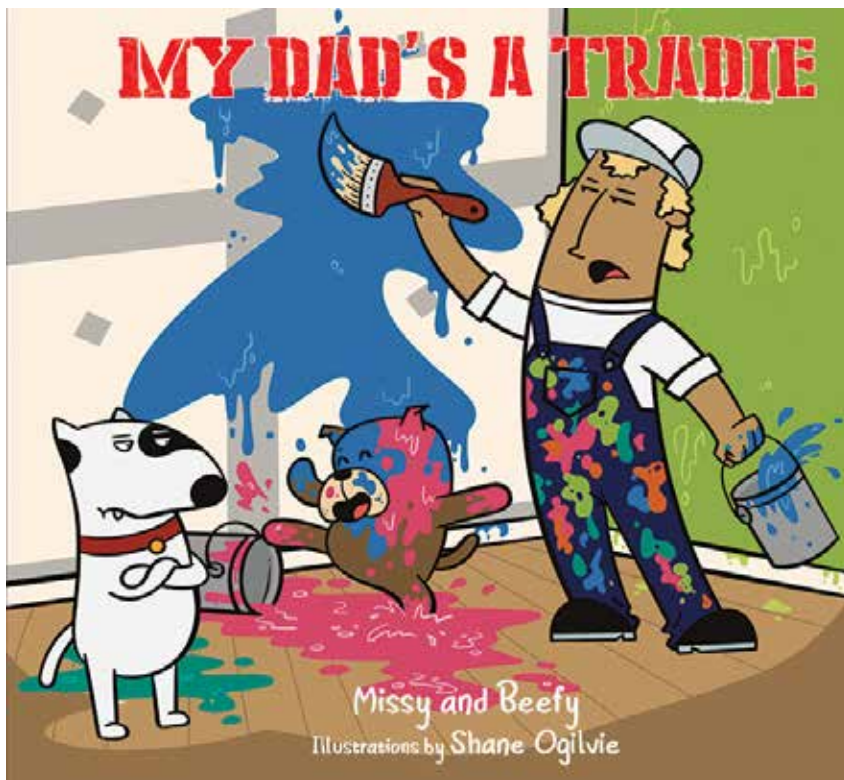


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INDIVIDUAL RRP: \$19.99

Missy is an Australian bull terrier, her little brother Beefy is an Australian bulldog, and their dad is a tradie. Missy and Beefy love to visit worksites with their dad and find out about all the different jobs that tradies do. But Beefy is so excited to meet the tradies that he keeps getting in the way and making a mess!

Join Missy and Beefy on an adventure full of mischief and trouble!

Media

- Social Media advertising
- My Dad's a Tradie website and advertising with children's audience and Mothers as well as Dad's and tradies around Australia
- Animation Book Trailer advertising and promotion
- Studio 10 promotion and giveaway
- Mamma Mia
- Better Reading Kids
- Instagram Influencers
- Nine Honey
- The Sunday Telegraph review and book cover
- News limited extract and kids colouring in page
- Kidspot

My Dad's A Tradie

Counter pack of 10 copies
including one free so you only pay for 9 copies

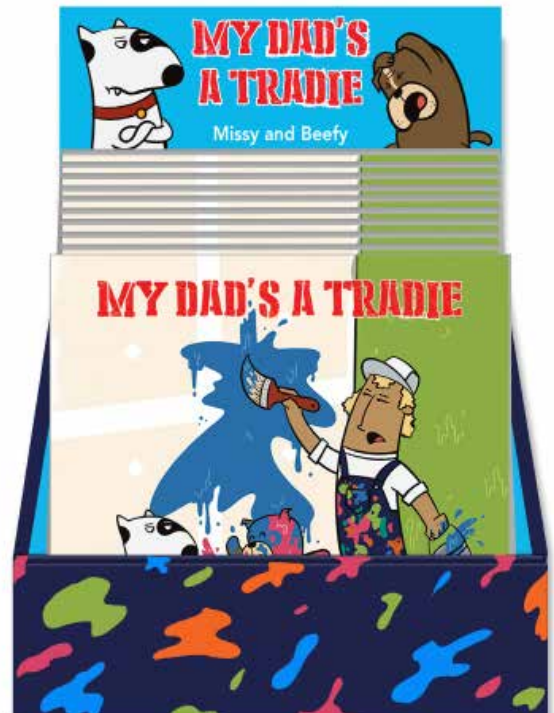
Authors : Missy and Beefy

Illustrations by Shane Ogilvie

HARDBACK

ISBN: 9781760792879

COUNTER PACK RETAIL PRICE BEFORE
DISCOUNT IS : \$179.91



Missy is nine years old. She is in charge of looking after her little brother Beefy on worksites.

Missy is used to being on worksites and knows the rules. Together they go and visit other tradies to see what other dads do on worksites.

And so their adventure begins.

"Hello," they say to the tradie. "Hello," says Dave.

"Are you a tradie?" asks Beefy.

"Yes, I am a tradie," says Dave. "I'm a concreter."

Beefy is so excited to meet another tradie like his dad that he jumps into the wet concrete.



"Hi I'm Beefy. Are you a tradie like my dad?"

"Hi Beefy. I'm Ben, and yes, I'm a tradie. I'm a plumber."

Beefy is so excited to meet Ben he runs towards Ben to see what he is doing.

"Watch out!" yells Ben.

Beefy goes flying up in the air and lands in the toilet.

"OH NO!" says Ben.



Missy is still searching for her naughty brother. Where is he?

Beefy sees a man on a ladder.

Beefy steps onto the ladder to see what the man is doing.

"Hi, I'm Beefy. Are you a tradie like my dad?"

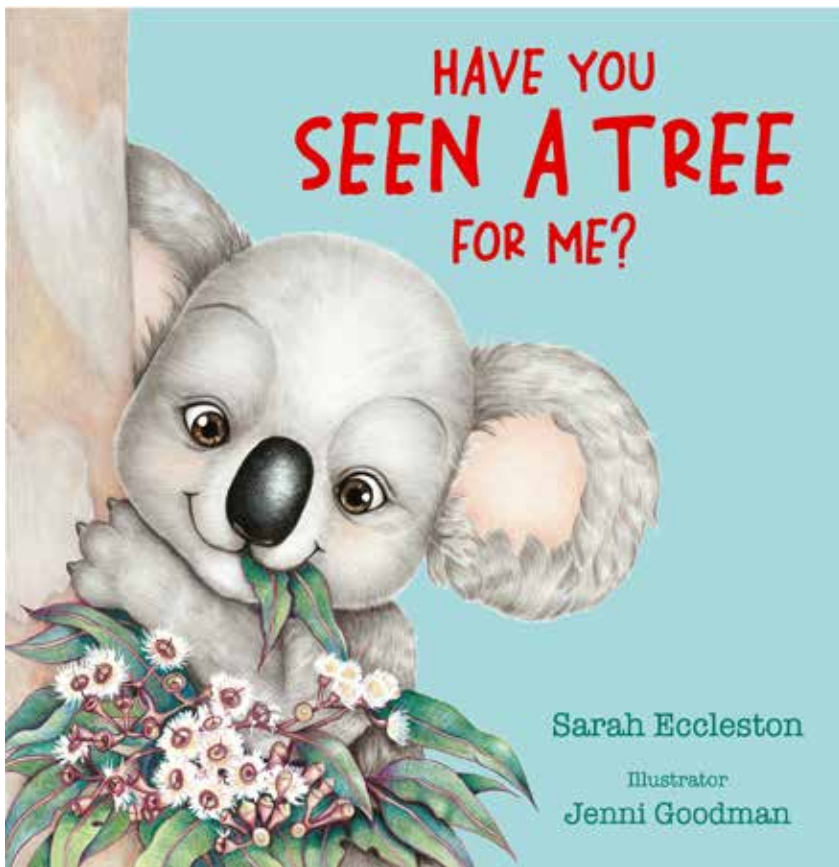
"Yes, I'm a tradie," says Andy. "I'm a plasterer and I plaster walls."

Beefy is so excited to meet the tradie that he starts to climb up the ladder.

Andy the plasterer yells out to Beefy. "Be careful!" but it's too late.



HAVE YOU SEEN A TREE FOR ME?



**Join ENZO the lovable
Koala on his journey
growing up in the wild**

Have You Seen A Tree For Me?

By Sarah Eccleston

ISBN: 9781760791247

RRP: \$19.99

HARDBACK

32 PAGES

For ages: 3+



Enzo the koala had grown into a big strong boy and he thought it was time to find a tree of his own. Like all koalas living in the wild, Enzo has to deal with lots of challenges in his search for a new home. Join Enzo on his journey to find 'a tree for me'.

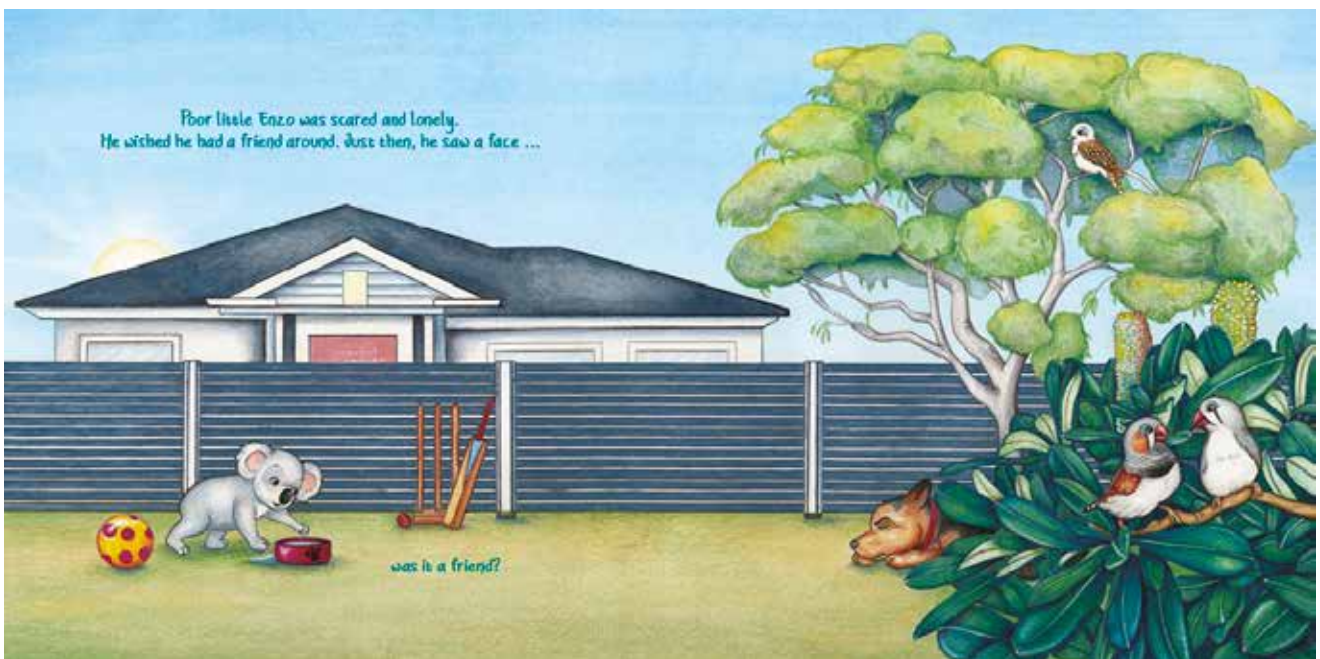
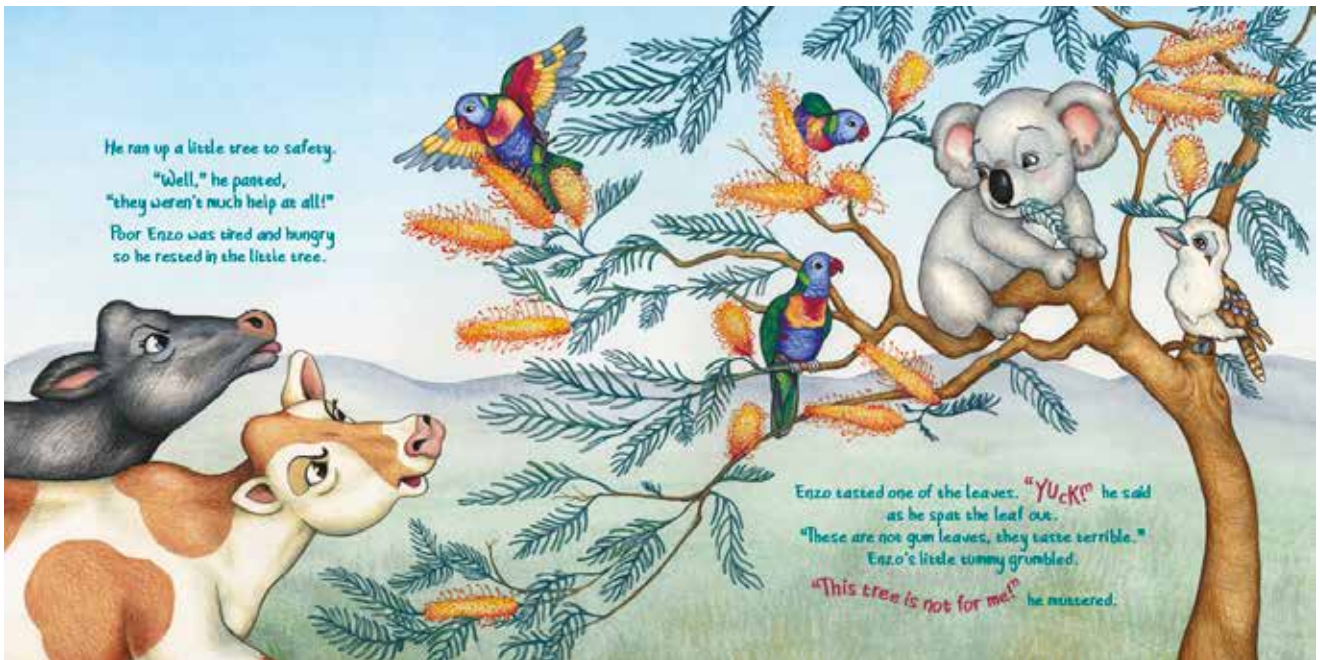
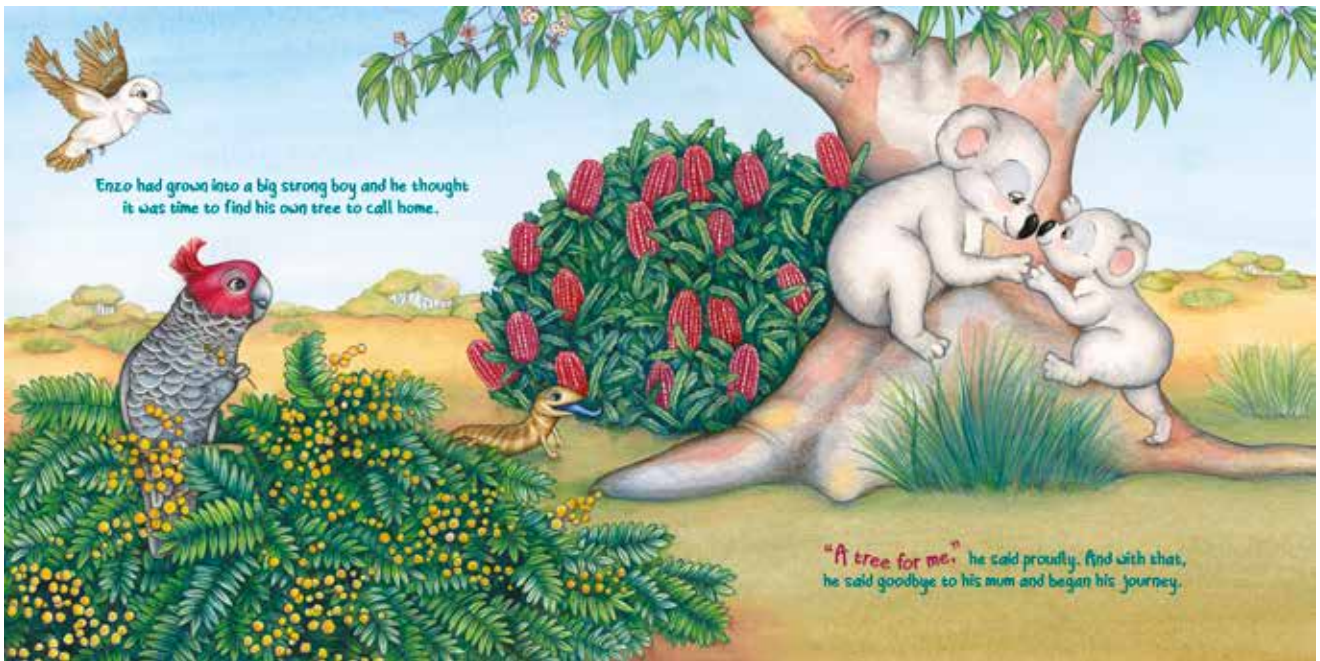
Enzo features on an actual koala that lives at the Currumbin Wildlife Sanctuary on the Gold Coast of Queensland, Australia. He is loved by visitors and staff and is featured in the sanctuary's Koala Experience. Enzo was born at Currumbin Wildlife Sanctuary in 2018 to his mother, Caramello and father Gianni. His brothers and sisters include Osha, Chardy, Moet and Brut.

Currumbin Wildlife Sanctuary is surrounded by some of the most important koala habitat in South East Queensland and is dedicated to protecting habitat and animal health through its specialised Koala Hospital.

Media

**Sunrise Filming Channel 7 breakfast show at Currumbin Wildlife Sanctuary.
Bus Advertising promotion with Currumbin Wildlife .**

Promotion with children's magazines, social media, children's reviewers,
Brisbane Courier Mail, The Sunday Mail, The Sunday Telegraph, Sun Herald, plus more
to come to confirm.



ADAM McNICOL | ANDREW CHAPMAN | JAIME MURCIA | MELANIE FAITH DOVE | NOEL BUTCHER | ERIN JONASSON | PHIL CAMPBELL



THE MALLEE

A journey through north-west Victoria

Television

Landline, Today Show, Sunrise, Mornings, Breakfast TV, The Drum, 7.30, Mornings, Regional ABC News, Sky News, The Project, 10 News, Studio 10, Back Roads, The Mix, The Weekly.

Newspapers & Magazine Supplements & Online Mags

Saturday Age, Spectrum, Sunday Age, Sunday M, the Australian, Weekend Australian, Australian Financial Review, Life & Style, Sydney Morning Herald, The Guide, Sun Herald, Traveller, Weekend Herald Sun, Herald Sun Homefront, Travel, Books, Sunday Herald Sun, Good Weekend, Herald & Weekly Times, The Land, Wimmera Mallee News, Mildura Sunraysia Daily, Riverland Weekly, Mildura Independent, Loxton News, Murray Pioneer, Big Issue, Sunday Mail, Courier Mail, Dimboola Banner, Country News, The Border Chronicle, Daily & Sunday Telegraph, Shepparton News, Town & Country Magazine, The Advertiser, Cairns Post, The Guardian, Saturday Paper, Northern Dairy Farmer, Stock and Land, Country Leader, Australian Veterinary Journal

Good Reading Magazine, Country Style, Men's Health, Man of Many, Trouble Magazine, Broadsheet, Time Out, Australian Women's Weekly, National Geographic, Outback Magazine and specialist publications and newsletters.

Radio & Podcast

Radio National, 774, Regional ABC, 3AW, RRR, PBS, 3MBS, Sunraysia Radio, Son FM, Mallee Border Radio, ABC Mildura and other regional radio, Swanny & Friends, Motherland, Ninety or Nothing, The Rural Compass, The Mail Run, Bindis n Bulldust, Book Lovers Review, Booktopian, Whispering Gums/Books (there are many which will be researched further) – including special interest (arts/photographic/historic/travel) – including Catriona Rowntree Travel (Getaway).

THE MALLEE

A journey through north-west Victoria

Authors: Adam McNicol, Andrew Chapman, Jaime Murcia, Melanie Faith Dove, Noel Butcher, Erin Jonasson and Phil Campbell

Foreword by Heather Ewart

ISBN: 978-0-646-82244-0

Recommended retail price: \$59.99

224 Pages - Hardback

Firm Sale title

Publisher : Ten Bag Press

About the book

Between 1880 and 1930, a series of schemes brought thousands of settlers to Victoria's Mallee region. At the same time, a number of railway lines were constructed through the area, with towns constructed approximately every 10 miles.

Now, almost a century after the settlement schemes ended and the depopulation of the Mallee began, a team of Australia's best rural documentary photographers, along with writer Adam McNicol, who grew up in the Mallee town of Manangatang, retrace the railway lines to see what remains. The result is a stunning photo book, containing over 150 full colour images.

The Mallee: A journey through north-west Victoria is a portrait and celebration of the small communities that dot north-west Victoria and the people who call them home. The book, which has a foreword by Backroads presenter Heather Ewart, captures life in the small towns of the Mallee and on the farms that surround them. One particular focus is the growing interest in the area from tourists, who in recent years have flocked to the Silo Art Trail and Lake Tyrrell, breathing new life into a region becoming famous for its brilliant sunsets and hospitable locals.

The Mallee is a 100 per cent Victorian production by a publisher based in Ballarat in regional Victoria.

The book has been designed and printed in Victoria.

SEA LAKE

Town established: 1891
Peak population: 1,026 (1916)
Population at 2016 census: 714



Located seven kilometres south of the shoreline of Lake Tyrrell, the town of Sea Lake began taking shape in the early 1890s. The railway line arrived in 1895 and was not extended further for 10 years. Being at the terminus of the line for so long was very beneficial for Sea Lake's development, as it became a service centre for a large area.

It wasn't until after the First World War that the line was extended further north to Nandaly and then Kolwin.

Just a decade after its establishment, Sea Lake was described in the 1902 edition of the *Australian Handbook* as having two pubs, an agency for the Commercial Bank, numerous churches, a state school and a court of petty sessions. By then it also had an agricultural and pastoral association that held an annual show.

By 1911, Sea Lake had more than 800 people, demonstrating quite remarkable early growth by the standards of Mallee towns.

The population periodically rose and fell until reaching a peak of more than 1,000 in 1916. Since then, however, it has fallen by more than 40 per cent.

Sea Lake's fortunes risen in recent times thanks to the popularity of Lake Tyrrell. The town has also benefited from its inclusion on the Silo Art Trail.

The local silos were transformed into outdoor artworks by Brisbane-based duo Travis Vinson (DRAPL) and Joel Regis (The Zookeeper). Their work depicts the serenity of the outback and features an Indigenous girl sitting on a swing and looking across Lake Tyrrell. Sculptures by Indigenous artist Robby Warramanda are also depicted on the lake bed, while another scene focuses on the night sky and the local Indigenous people's deep knowledge of astronomy.

Sea Lake 100



Sea Lake 100



Sea Lake 100

Royal Hotel restoration

The people of Sea Lake had already used a co-operative model to ensure the viability of their supermarket and hardware store before they turned their attention to the building boarded-up pub in their main street. John 'Nuff' Cleary and Alison McClelland were the driving forces behind a project that began with the formation of the Sea Lake Hotel Co-operative. Financial commitments were secured from 42 investors, enabling the co-operative to purchase the pub at auction. An extraordinary community effort followed, resulting in the 100-year-old building being meticulously restored. An experienced chef was lured north from Melbourne to run the dining room, which now operates as The Duke restaurant, and the project culminated with a grand opening in 2018-2019. The pub is the centrepiece of a revival that has well and truly put Sea Lake back on the map.



Sea Lake 100

PIER MILAN



Pier Milan 100

The end of the line

Following the stretch of railway line that runs from Sea Lake to Kolwin can be an eerie experience. The line has been officially closed for only a decade, but in fact it was rare to see a train on the line after the end of the 1950s. A couple of grain sites are all that's left of Kolwin, once a bustling town at the end of the line. Kolwin was established in the early 1920s to cater for the many returned soldiers who took up blocks in the area. But the town lasted barely 50 years. In 1971 its post office was closed and the building sold to be repurposed as a shearing shed. The local hall was sold to Swan Hill's Pioneer Settlement. The site remained in use for another couple of decades, but even they now sit idle as another nature reclaiming what's left.

Pier Milan 100



RAINBOW

Town established: 1900
 Peak population: 1909 (390)
 Population at 2001 census: 171



Rainbow was originally named Rainbow Rise, after a nearby crescent-shaped sand ridge, which was often covered with wildflowers and said to resemble a rainbow. Situated between Lake Hindmamb and Lake Albury, which are fed by the Wimmera River but have rarely seen water in recent decades. Rainbow was a boom town in the early 20th century. The first town blocks were sold in 1901 and by 1911 the town was home to more than 1200 people. This led to Rainbow being dubbed the 'Mallee Metropolis'. At its peak, Rainbow had three pubs, an oyster saloon, its own newspaper, a butter factory, a cinema, a Federal Stores emporium, a magistrate's court, various car dealers and farm equipment suppliers, along with numerous sporting clubs and community groups.

A large number of the early settlers were immigrants from Germany who brought surnames like Strauss, Petrich, Fischer, Schumann, Schulz, Kruger and Heinrich to the district. You can still see some of these names on the team sheets if you look up the scores of the Apariti-Rainbow Football-Netball Club.

Today's Rainbow is a far cry from the town of a century ago, but the locals are making a great fist of reinventing the place, with a thriving arts and culture scene developing in recent years. The town has also benefited from the multi-million dollar project that united the town's primary and secondary schools in one location.

Opposite Rainbow 11



Opposite 12



Opposite 13



Hidden art

The artist who painted the glass grain silos that make up the Silo Art Trail also left some hidden gems behind in some hard-to-find locations. Just north of Hepburn, on a property owned by the Ferguson family, a rambling stone cottage became a canvas for the Australian street and contemporary artist known as Kallistos who painted the site in 1960s and has produced other works as far afield as Germany, France, the United States and the Philippines. These dominate Kallistos' work in the Mallee. The artist left a picture of a horse on the wall of another derelict stone cottage not far from the Ferguson farm, and also painted two prancing horses on a well cover in the Victoria Hotel in Broulee.



Opposite 14



VEGEMITE

**THE 'HAPPY LITTLE VEGEMITES'
CHILDREN'S PUBLISHING PROGRAM**



VEGEMITE partner with NEW HOLLAND PUBLISHERS

We are extremely excited and pleased to announce our collaboration and exclusive partnership with the good people at BEGA Foods, the makers of VEGEMITE, with the launch of a fun and wonderful Children's book range and series to be released over the next few years, introducing...

The Happy Little Vegemites!

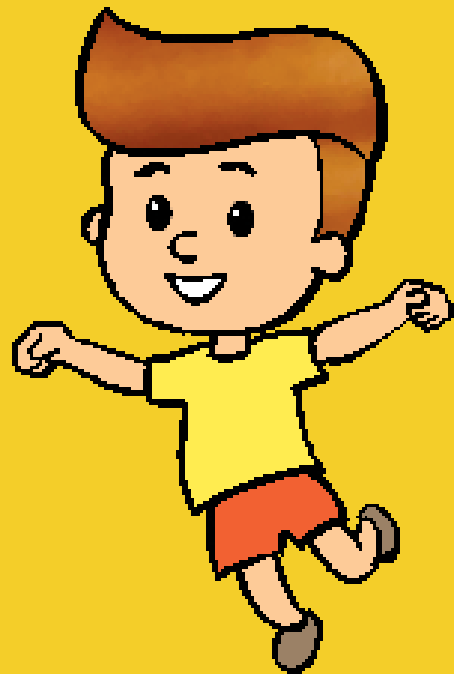


Our Central Characters

Vegemite: This lovable dog is Vegemite the brand, personified. The larrikin, the joker, he is always ready to play or to help out a mate. Vegemite loves everyone, and everyone loves him.

Fred is a distant relative of the man behind the original Fred Walker company. **Vegemite** is Fred's dog and constant companion.

Fred's friend is **Rosie** 'a rose in every cheek', **Kirra**, **Pete** the surfer, **Jack**, **Aisha**, **Henry** and **Leela**.



Fred

Vegemite



Kirra



Pete



Rosie



Jack



Aisha



Henry



Leela

The Happy Little Vegemites



123 Learn with Vegemite

ISBN: 9781760792930

BOARD BOOK

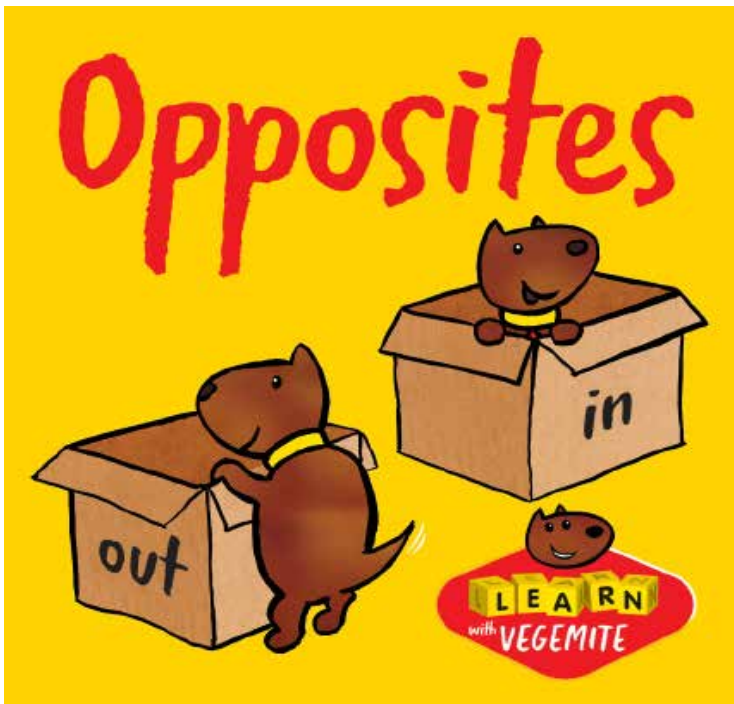
Pages: 10

Size: 170 x 170mm

RRP : \$15.99



Much like a puppy, our board book readers are curious about the world around them, easily excitable, and have the attention span of well, a two-year-old. With that in mind, we have developed a series of board books to capture this curiosity and excitement. Learn with Vegemite as he too discovers the wonders around him.



OPPOSITES Learn with Vegemite

ISBN: 9781760792961

BOARD BOOK

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Join Vegemite on an adventure learning about opposites!





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COLOURS Learn with Vegemite

ISBN: 9781760792954

BOARD BOOK

Pages: 10

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♪ THE ♪
Happy Little Vegemites
SONGBOOK



____THE HAPPY LITTLE VEGEMITES SONGBOOK

ISBN: 9781760792992

RRP : \$ 16.99

Size 190 x 190

Pages: 10



Introduce our Aussie babies and children to the iconic 'Happy Little Vegemites' song with this bright board book.

Including all the characters along with Vegemite and the song notes at the end.

We're happy little Vegemites

as bright as bright can be.

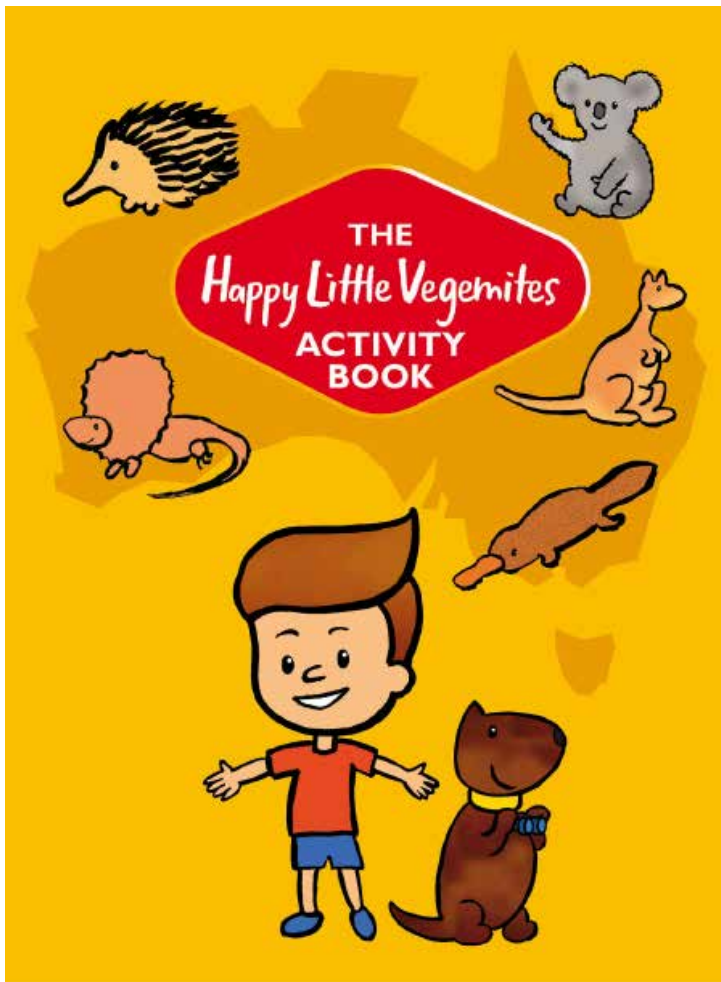


We all enjoy our Vegemite

for breakfast, lunch, and tea.



The Happy Little Vegemites
 Words and music by Alice White (1946)



____THE HAPPY LITTLE VEGEMITES ACTIVITY BOOK

ISBN: 9781760793005

RRP :\$ 16.99



Pages: 10

Size: 280 x 210 mm

PAPERBACK

This book includes Puzzles, Quizzes, Word Searches, Stickers, How-To-Draw.

Filled with information on Australian Birds, Australian Wildlife, Dangerous creatures and the Outback, as well as information about our culture and heritage. Join Vegemite and Fred as they learn more about Australia in this activity book.

A fun filled activity book with bright colours and engaging text. Age 4+ years



VEGEMITE MEETS SANTA

ISBN: 9781760792985

RRP: \$ 24.99

Pages: 32

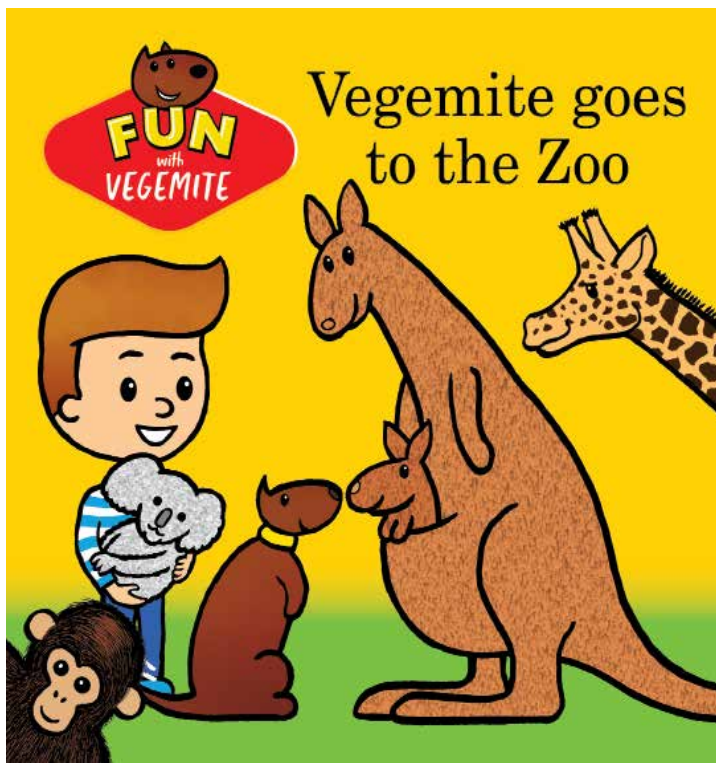
Size: 230 x 230mm

Hardback

32 Pages



Fred is eager to stay up all night and meet Santa but Vegemite prefers his beauty sleep. Eventually though Fred is unable to stay awake and falls asleep. Suddenly Vegemite wakes up to a noise coming from the loungeroom, he walks in and finds Santa with his elves!



VEGEMITE GOES TO THE ZOO

ISBN: 9781760792978

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Pages: 32

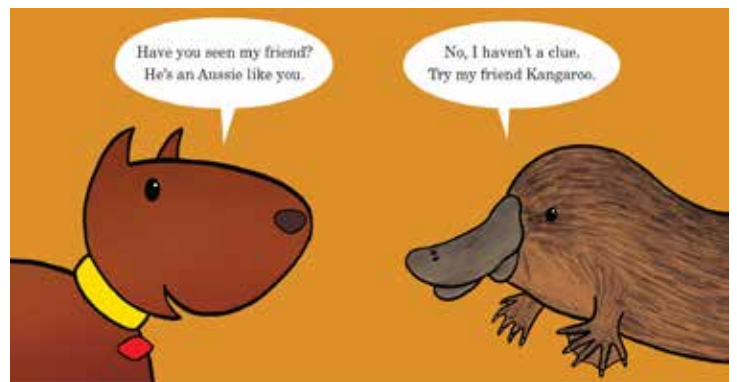
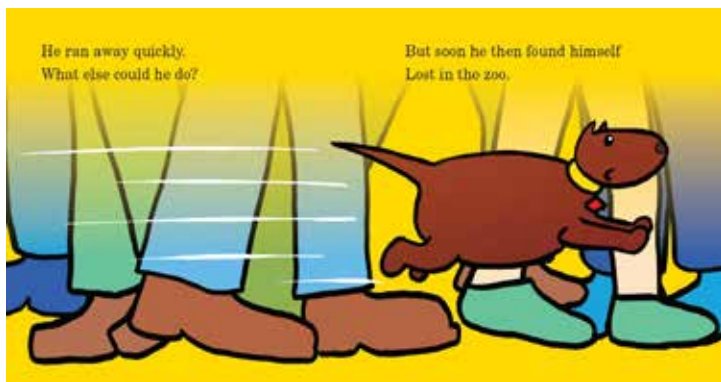
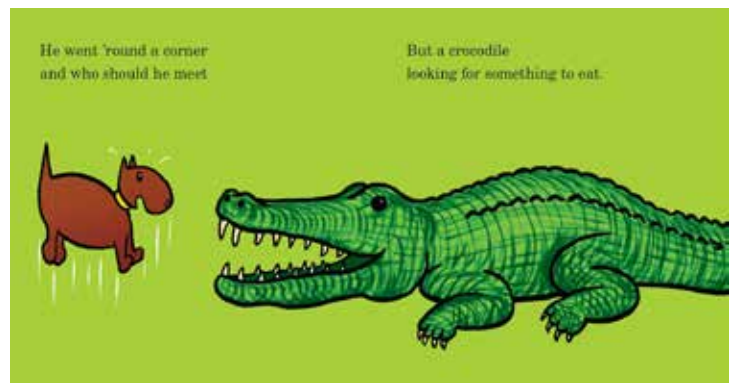
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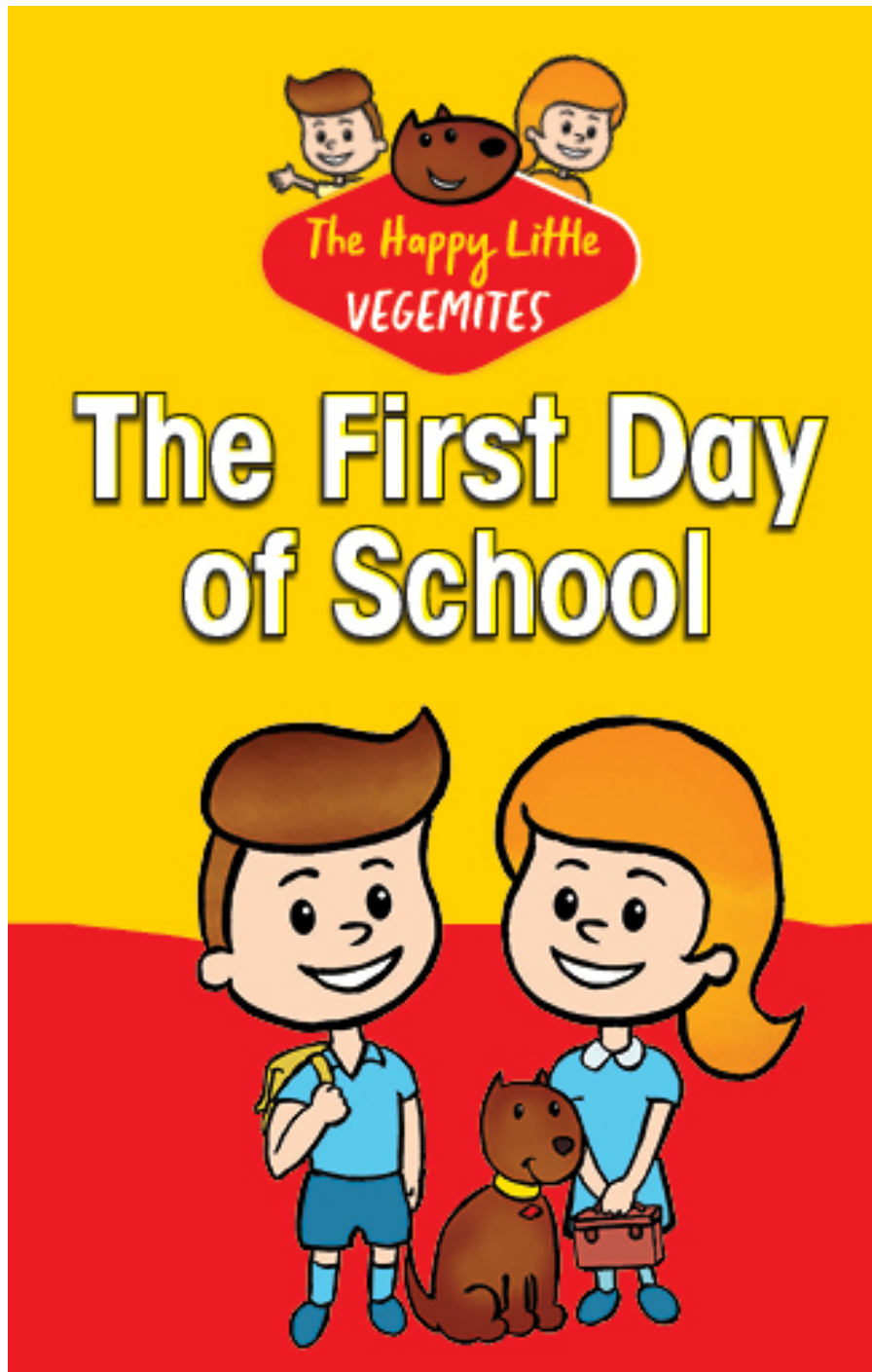
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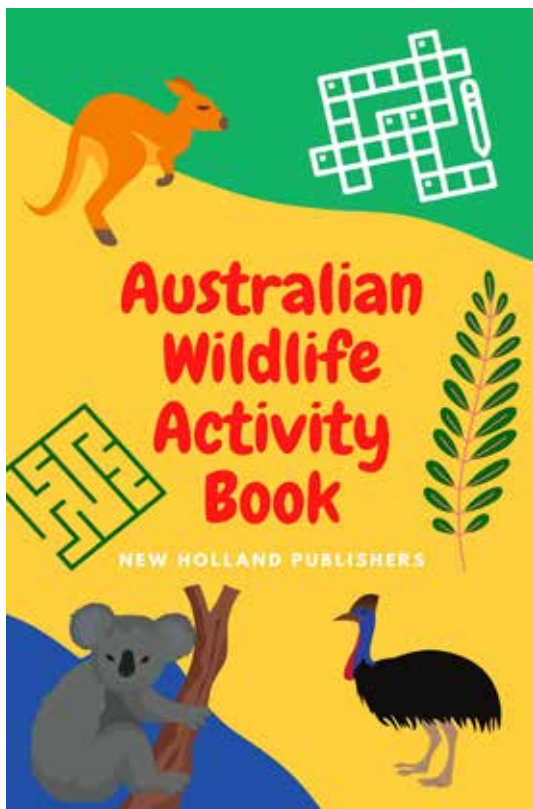
Join Fred and Vegmite venture through the zoo to meet new friends. But when Vegemite becomes lost he'll need his new friends help to find Fred!



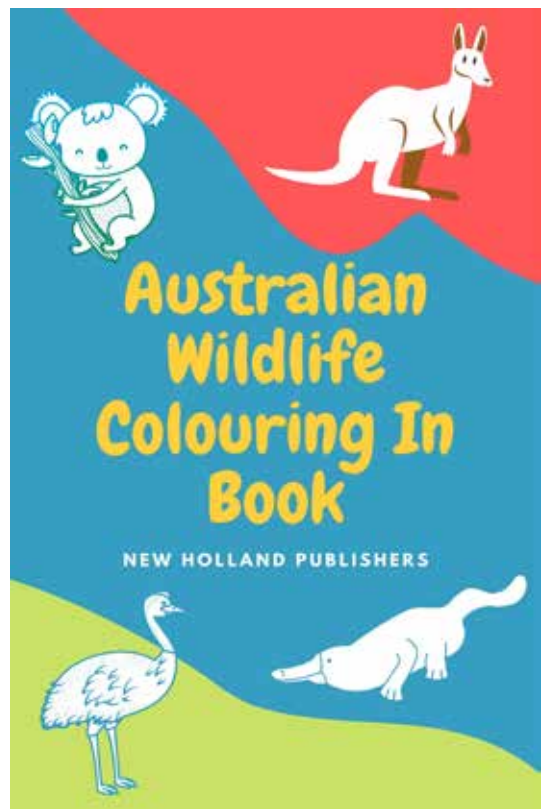
Coming Soon



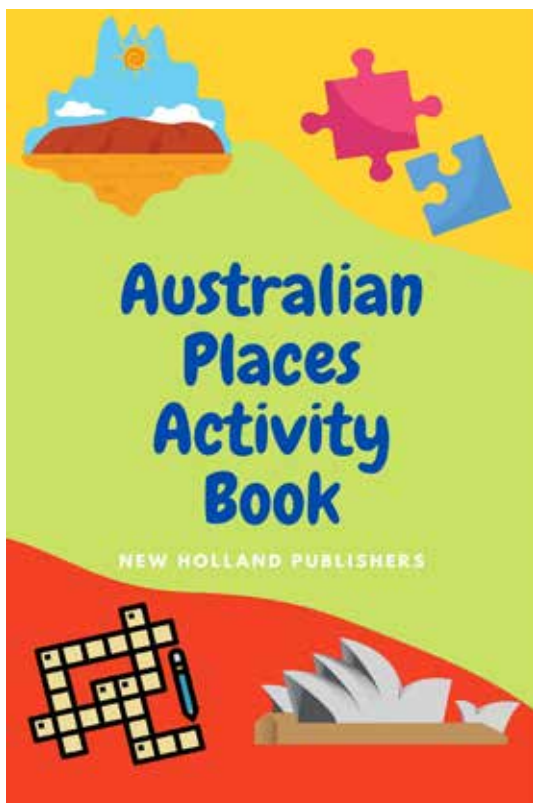
Australia's iconic brand now in print.



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Pages: 24 plus stickers pages
RRP: \$16.99



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**Really Fun Activity Books For 5+ Years
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Kids love activity books and these carefully selected fun colouring images, mazes, jokes, riddles & puzzles are perfect to keep them entertained for hours.

Find the Farter



Illustrated by Shane Ogilvie



Sound buttons here, but you might want to cover your ears!

Find The Farter

ISBN: 9781760792015

Format: Sound and Board Book

RRP: \$19.99



Uh oh! Who made that noise and what is that awful, awful smell?

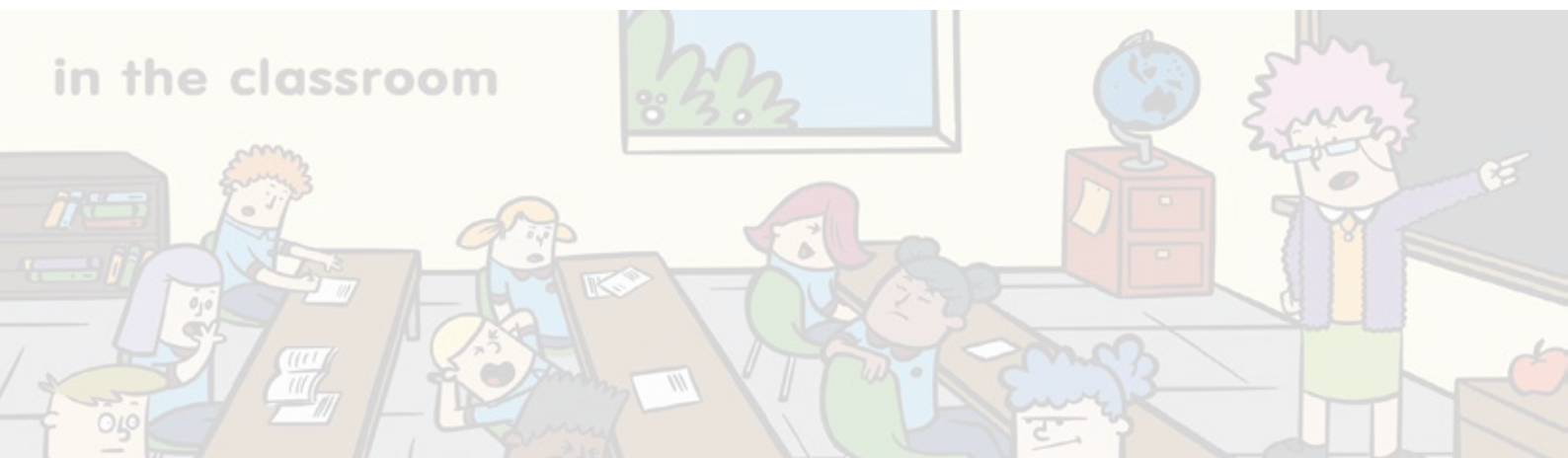
Ooppps - it's a pant's burb... a stinky fart...

All over town people are letting off stinkers and there is a culprit on each page, do you think you can find the farter?

Try to guess who made the fart and then you can press the button to hear the fart!

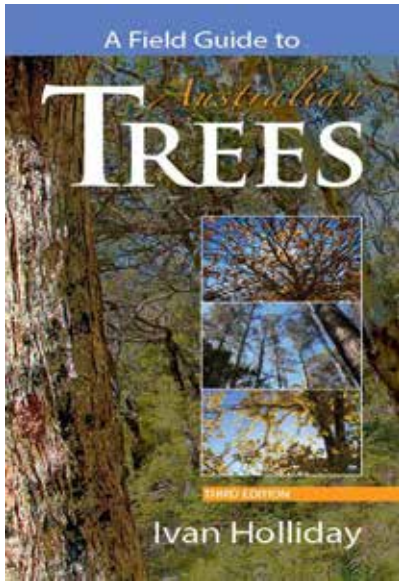
This fun board book with a sound panel full of various fart sounds is perfect fun for sharing with small children. Little fingers will not be able to resist pressing the buttons to make the noises of the farters in different situations; in a lift, at the movies, in the pool, at the zoo, in the supermarket, in the playground, on the train, at the doctor, at gym and at the dinner table.

in the classroom

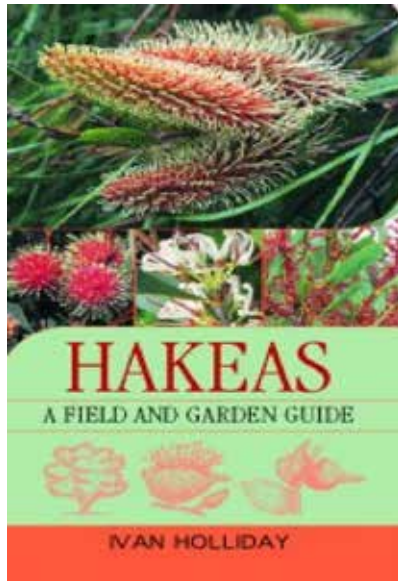




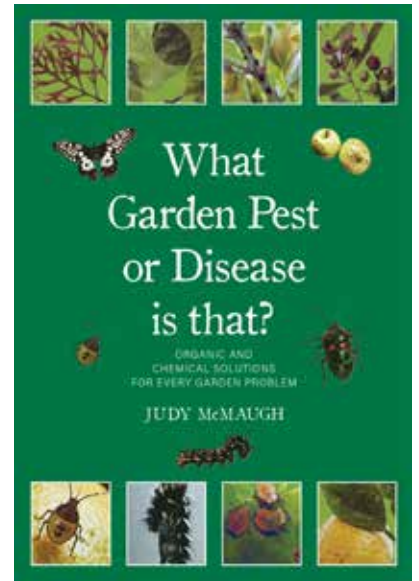
Spring Selection



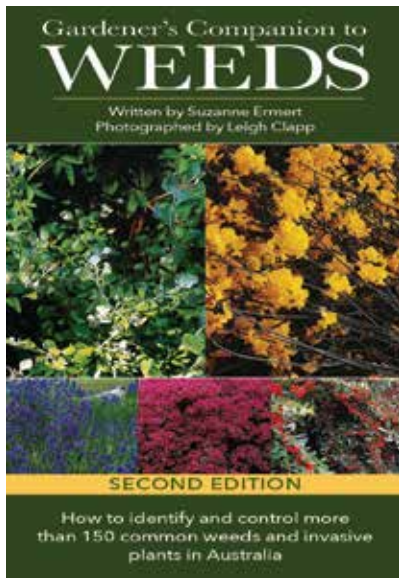
__A Field Guide to Australian Trees
by Ivan Holliday
ISBN: 9781876334796
RRP: \$35.00



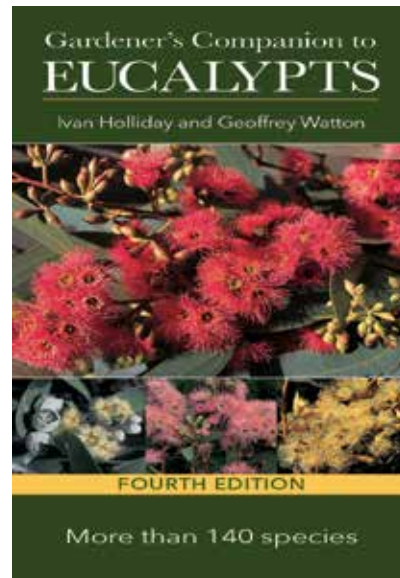
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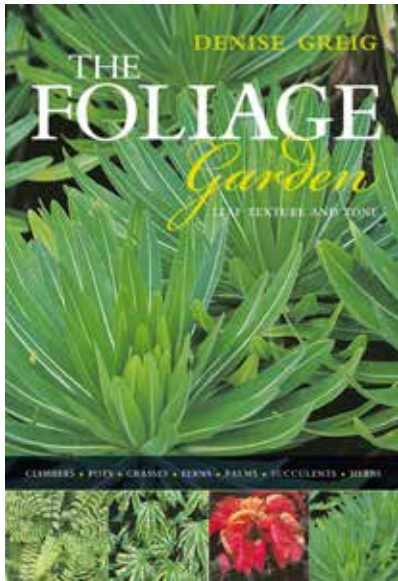
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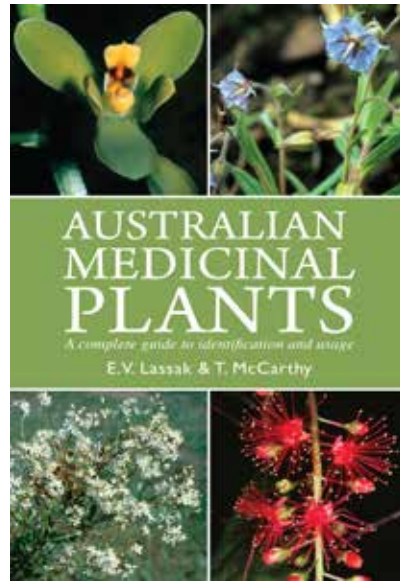
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Spring Selection



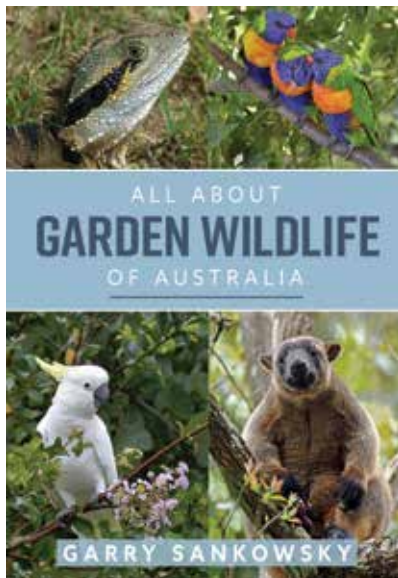
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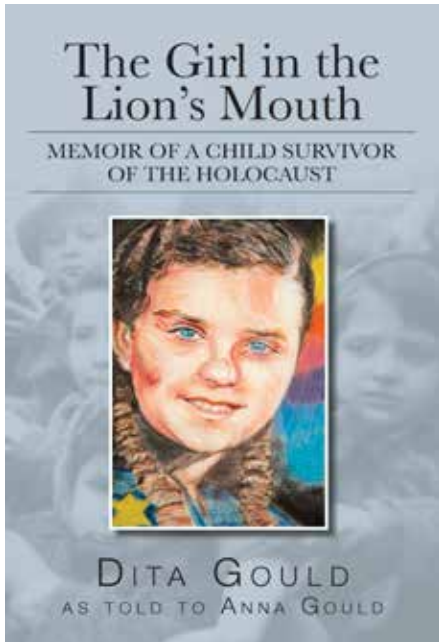
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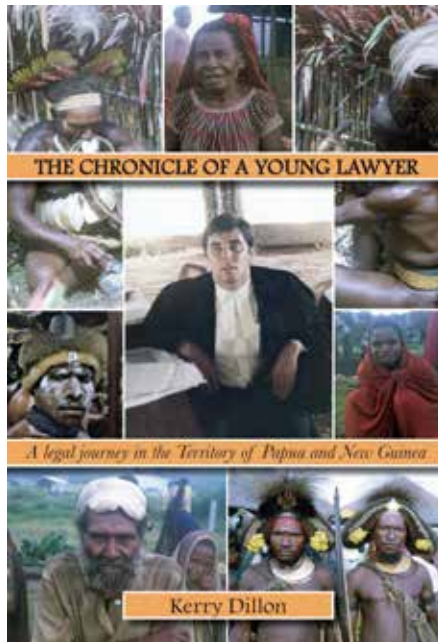




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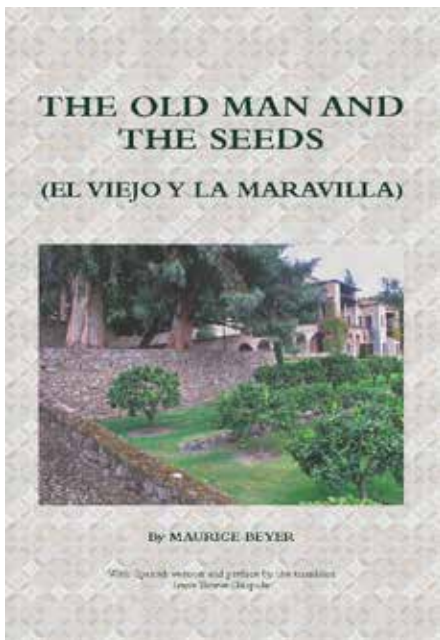


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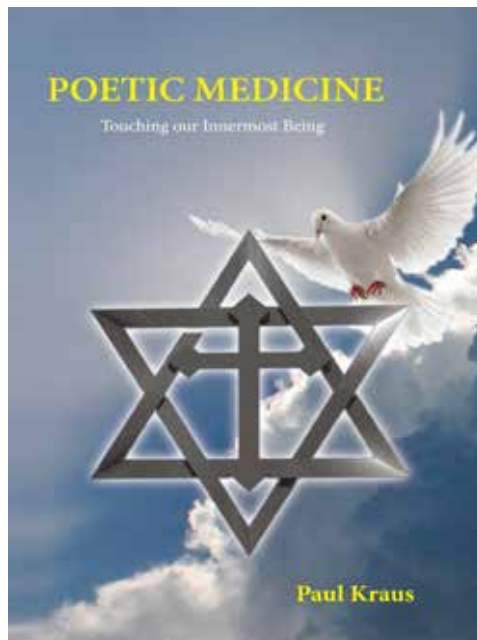


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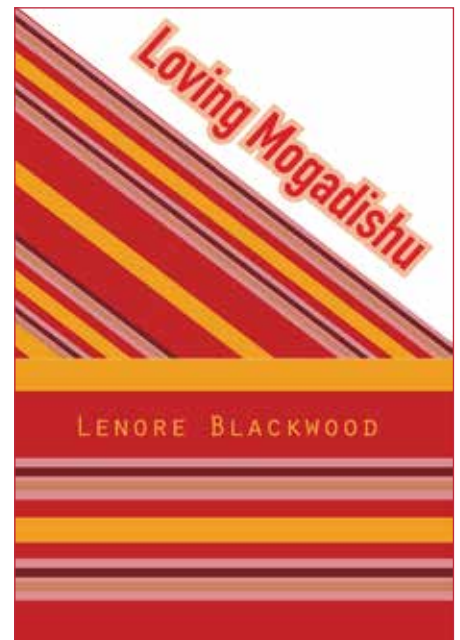
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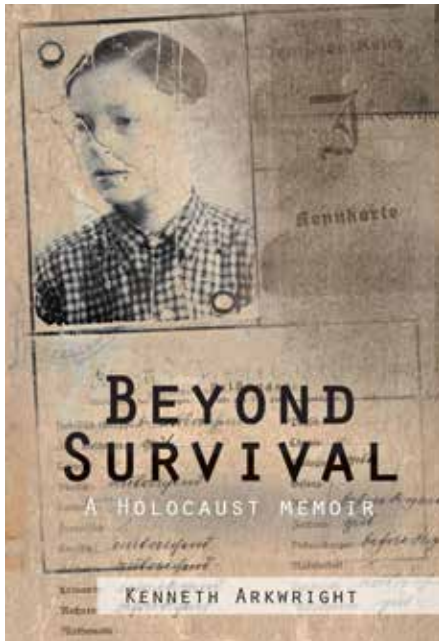


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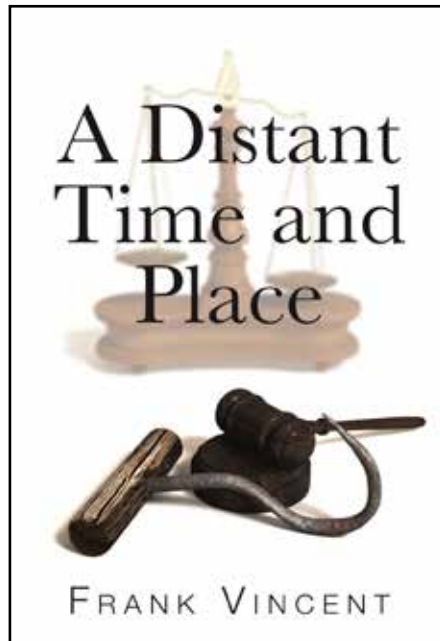




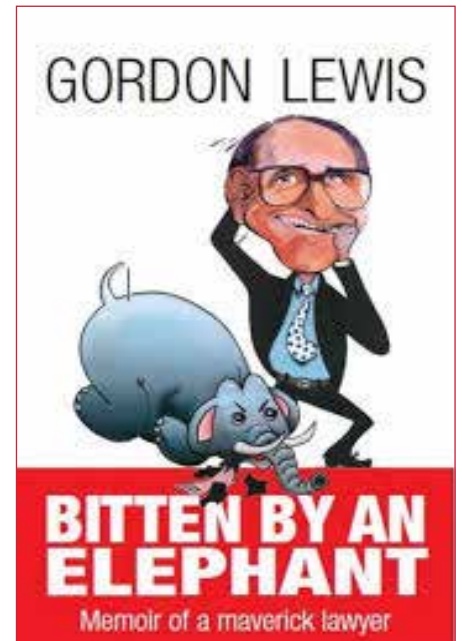
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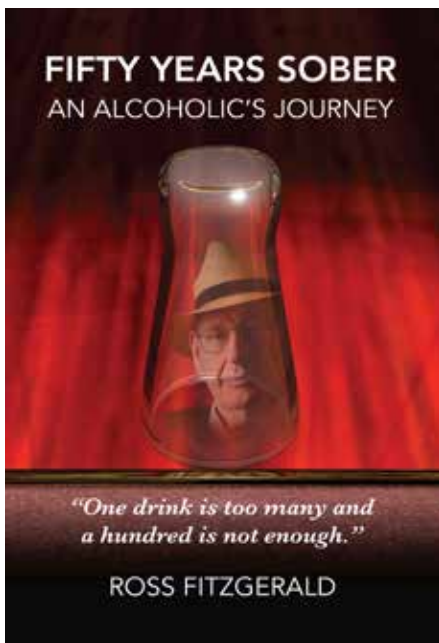
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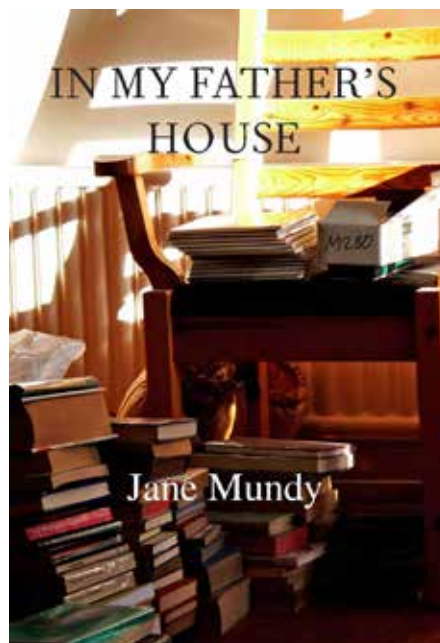
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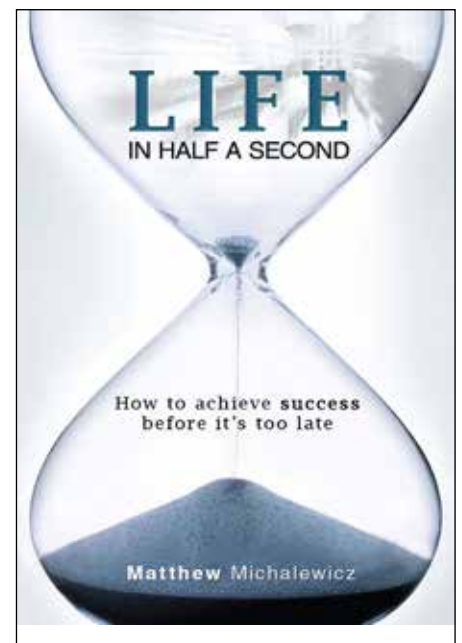
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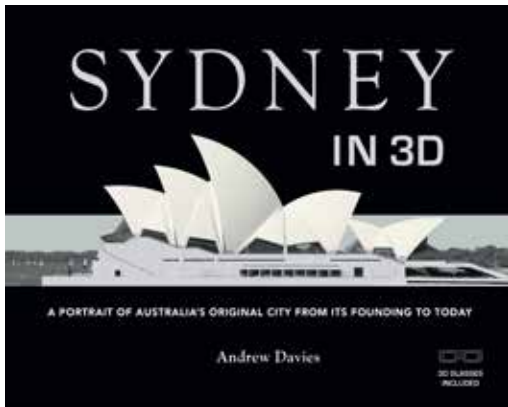
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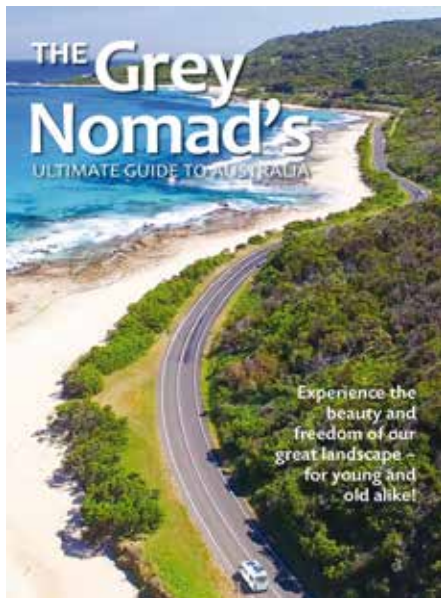


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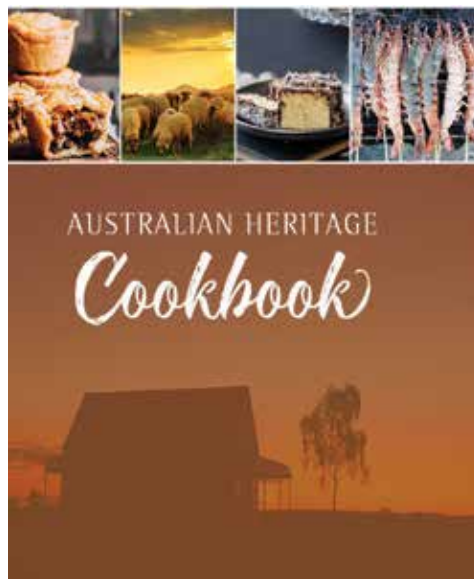
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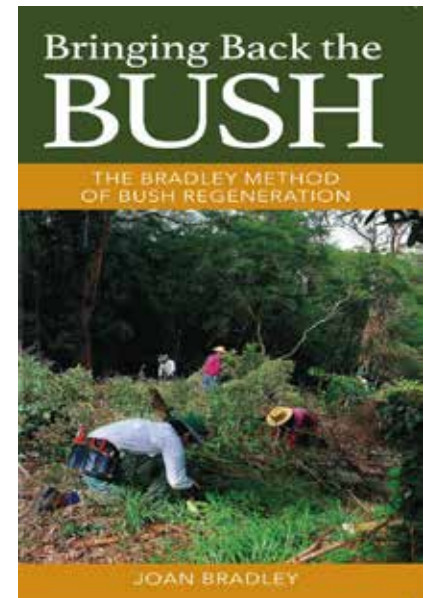
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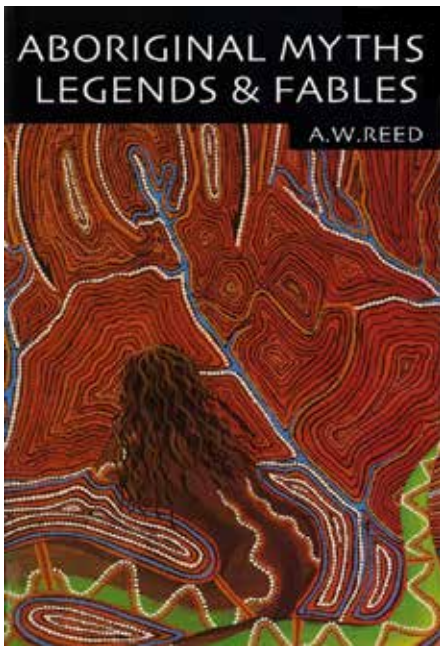
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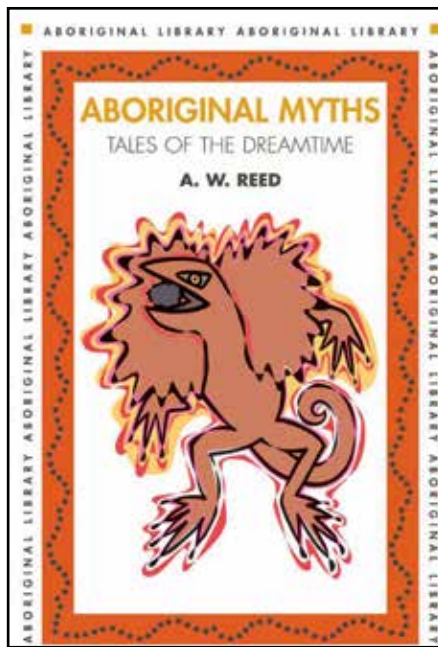


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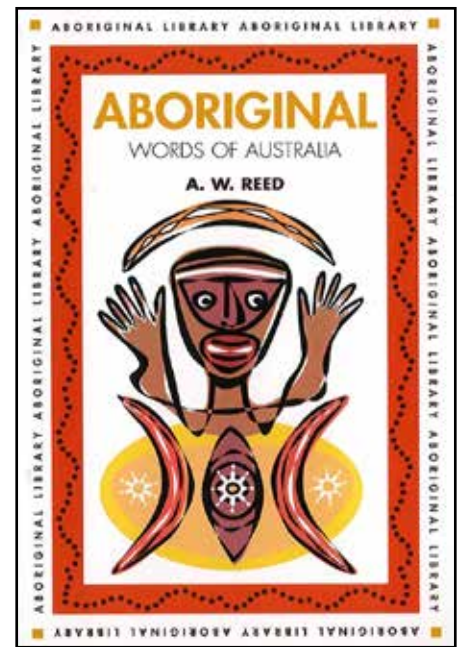


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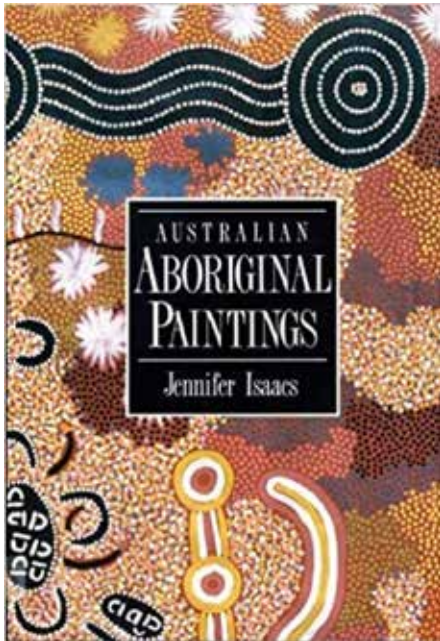


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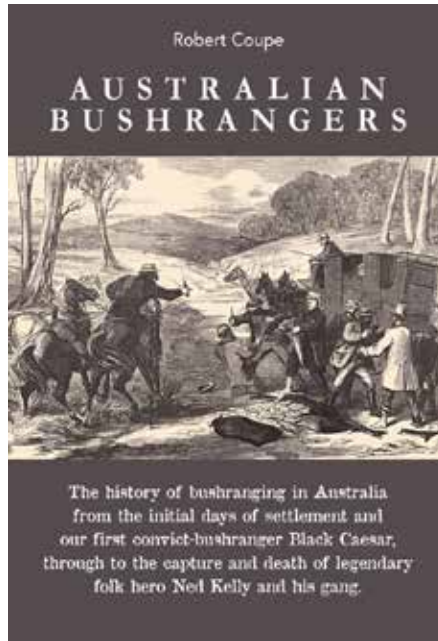


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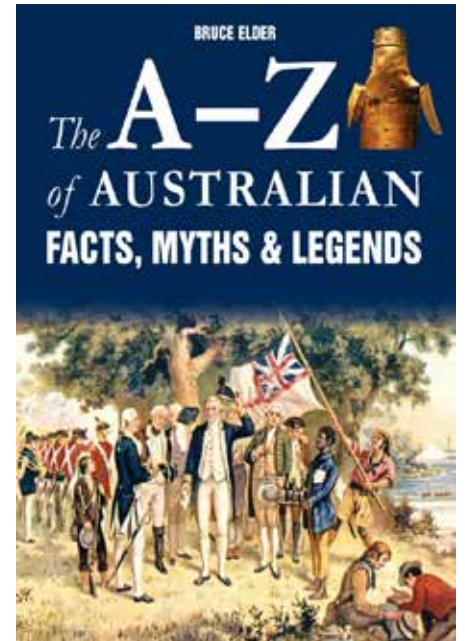


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