

## Special Interest Articles:

❖ RAILINGS COMPLETED

❖ GREAT SOUTHERN  
HOTEL SAUCER  
ACQUIRED

❖ BIRTHDAY CELEBRATED

❖ SEGHI MEETING

## SPECTACULAR AQUISITIONS



Recent new items added to the collection include the above image on glass negative donated by John Ireland. This image was published in the Magnet in relation to Eden's Sesqui Centenary. It is the vessel "Seagull" at the Eden Regatta 1908. Readers may remember the acquisition of a trophy in 2007 won by Bourne Russell's "Torpedo" in the Regatta of 1891.

Pieces of the puzzle come together as new

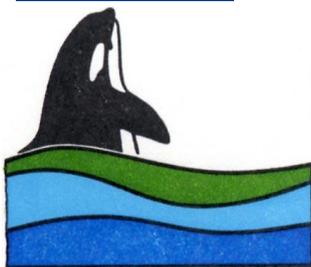


acquisitions appear on the scene. As you read on yet another story will unfold and amaze you.

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## CARPARK RAILINGS COMPLETED

Many will now note the car park railings across the road from our entrance have now been installed, finally completing the project.

Plans for the car park were first drawn up in 1993, and since then work has been progressing at a steady rate.

The extra parking spaces are well used and help provide places for our patrons when court is in session and parking in the area is at a premium.

Our thanks to all involved for their energy in seeing this project through to completion.



Dan Wright and Jason Smith of Guideline South Coast completing the car park railing.

### ***Inside Story Headline***

ONE BENEFIT OF USING YOUR NEWSLETTER AS A PROMOTIONAL TOOL IS THAT YOU CAN REUSE CONTENT FROM OTHER MARKETING MATERIALS, SUCH AS PRESS RELEASES, MARKET STUDIES, AND REPORTS.

WHILE YOUR MAIN GOAL OF DISTRIBUTING A NEWSLETTER MIGHT BE TO SELL YOUR PRODUCT OR SERVICE, THE KEY TO A SUCCESSFUL NEWSLETTER IS MAKING IT USEFUL TO YOUR READERS.

A GREAT WAY TO ADD USEFUL CONTENT TO THIS NEWSLETTER IS TO DEVELOP AND WRITE YOUR OWN ARTICLES, OR INCLUDE A CALENDAR OF UPCOMING EVENTS OR A SPECIAL OFFER THAT PROMOTES A NEW PRODUCT.

YOU CAN ALSO RESEARCH ARTICLES OR FIND "FILLER" ARTICLES BY ACCESSING THE WORLD WIDE WEB. YOU CAN WRITE ABOUT A VARIETY OF TOPICS BUT

TRY TO KEEP YOUR ARTICLES SHORT.

MUCH OF THE CONTENT YOU PUT IN YOUR NEWSLETTER CAN ALSO BE USED FOR YOUR WEB SITE. MICROSOFT WORD OFFERS A SIMPLE WAY TO CONVERT YOUR NEWSLETTER TO A WEB PUBLICATION. SO, WHEN YOU'RE FINISHED WRITING YOUR NEWSLETTER, CONVERT IT TO A WEB SITE AND POST IT.

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FIRST, DETERMINE THE AUDIENCE OF THE NEWSLETTER. THIS COULD BE ANYONE WHO MIGHT BENEFIT FROM THE INFORMATION IT CONTAINS, FOR EXAMPLE, EMPLOYEES

OR PEOPLE INTERESTED IN PURCHASING A PRODUCT OR REQUESTING YOUR SERVICE.

YOU CAN COMPILE A MAILING LIST FROM BUSINESS REPLY CARDS, CUSTOMER INFORMATION SHEETS, BUSINESS CARDS COLLECTED AT TRADE SHOWS, OR MEMBERSHIP LISTS. YOU MIGHT CONSIDER PURCHASING A MAILING LIST FROM A COMPANY.

IF YOU EXPLORE THE PROJECT GALLERY, YOU WILL FIND MANY PUBLICATIONS THAT

MATCH THE STYLE OF YOUR NEWSLETTER.

NEXT, ESTABLISH HOW MUCH TIME AND MONEY YOU CAN SPEND ON YOUR NEWSLETTER. THESE FACTORS WILL HELP DETERMINE HOW FREQUENTLY YOU PUBLISH YOUR NEWSLETTER AT LEAST QUARTERLY SO THAT IT'S CONSIDERED A CONSISTENT SOURCE OF INFORMATION. YOUR CUSTOMERS OR EMPLOYEES WILL LOOK FORWARD TO ITS ARRIVAL.

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THE SUBJECT MATTER THAT APPEARS IN NEWSLETTERS IS VIRTUALLY ENDLESS. YOU CAN INCLUDE STORIES THAT FOCUS ON CURRENT TECHNOLOGIES OR INNOVATIONS IN YOUR FIELD.

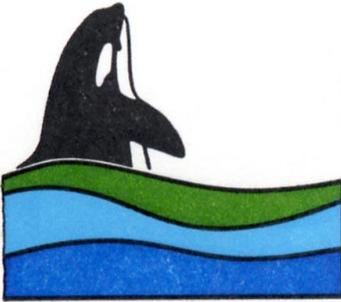
YOU MAY ALSO WANT TO NOTE BUSINESS OR ECONOMIC TRENDS, OR MAKE PREDICTIONS FOR YOUR CUSTOMERS OR CLIENTS.

IF THE NEWSLETTER IS DISTRIBUTED INTERNALLY, YOU MIGHT COMMENT UPON NEW PROCEDURES OR IMPROVEMENTS TO THE BUSINESS. SALES

FIGURES OR EARNINGS WILL SHOW HOW YOUR BUSINESS IS GROWING.

SOME NEWSLETTERS INCLUDE A COLUMN THAT IS UPDATED EVERY ISSUE, FOR INSTANCE, AN ADVICE COLUMN, A BOOK REVIEW, A LETTER FROM THE PRESIDENT, OR AN EDITORIAL. YOU CAN ALSO PROFILE NEW EMPLOYEES OR TOP CUSTOMERS OR VENDORS.

SELECTING PICTURES OR GRAPHICS IS AN IMPORTANT PART OF ADDING CONTENT.



COMING EVENTS:  
Transit of Venus  
6<sup>th</sup> June 2012

International Lighthouse  
Weekend  
18<sup>th</sup>/19<sup>th</sup> August 2012

Conservation Workshop: 25  
August 10.30 am to 1.30pm  
Venue:  
Eden Killer Whale Museum

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EDEN KILLER WHALE  
MUSEUM

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2551

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[promo@killerwhalemuseum.com.au](mailto:promo@killerwhalemuseum.com.au)

WE'RE ON THE WEB!

*SEE US AT.*

[www.killerwhalemuseum.com.au](http://www.killerwhalemuseum.com.au)

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## FEBRUARY SEGHI MEETING

IN A FEW WORDS, IT SHOULD ACCURATELY REPRESENT THE CONTENTS OF THE STORY AND DRAW READERS INTO THE STORY. DEVELOP THE HEADLINE BEFORE YOU WRITE THE STORY. THIS WAY, THE HEADLINE WILL HELP YOU KEEP THE STORY FOCUSED.

EXAMPLES OF POSSIBLE HEADLINES INCLUDE PRODUCT WINS INDUSTRY AWARD, NEW PRODUCT CAN SAVE YOU TIME, MEMBERSHIP DRIVE EXCEEDS GOALS, AND NEW OFFICE OPENS NEAR YOU.

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### **EDEN KILLER WHALE MUSEUM**

#### SCHEDULE OF MEETINGS:

BUSINESS MEETING	7PM 2 <sup>ND</sup> WEDNESDAY	MUSEUM THEATRETTE
CURATORIAL MEETING	1PM 1 <sup>ST</sup> MONDAY	MUSEUM LIBRARY
FRIENDS MEETING	9.30AM 3 <sup>RD</sup> WEDNESDAY	MUSEUM LIBRARY