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OCTOBER 2009

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THE AUSTRALIAN WAY

Romancing the stone

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Madhya Pradesh

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the Subantarctic

Dining out in
Melbourne

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in South America

Top test drives

Neil Perry's
LA stake-out

LUXURY SPECIAL

The glitterati

World's best watch
& jewellery design



channel 1
selected international



THE SPIRIT

WITH ROBBIE BUCK

A celebration of Australian music.

With special guests, singer Sarah Blasko and Stephen Page from Bangarra Dance Theatre.

- Pack Yr Suitcases
Custard
 - Physical
Olivia Newton-John
 - Confide In Me
Kylie Minogue
 - Original Sin
INXS
 - Down To My Soul
Paul Kelly & The Stormwater Boys
 - Enter Spacecapsule
(Radio Disko Remix)
Gerling
 - Country
Empire Of The Sun
 - Too Many Times
Mental As Anything
 - Getting Wise
Yves Klein Blue
 - Down On Love
Sarah Blasko
 - The Price
Dappled Cities
 - Heavy Heart
You Am I
 - All I Want
Sarah Blasko
 - Rock'n'Roll Boogie
Johnny O'Keefe
 - Over & Over
Sarah Blasko
 - Universe Can Wait
Leena
 - Variations
Josh Pyke
 - I Never Knew
Sarah Blasko
 - The Show
Lenka
 - Fractions
Decoder Ring
 - No Turning Back
Sarah Blasko
 - Under The Milky Way
The Church
 - Howzat
Sherbet
 - Jukebox In Siberia
Skyhooks
 - Turn Up Your Radio
The Masters Apprentices
- Indigenous radio:
- Traditional Broilga (Gudurrku)
David Page
 - Algudau Tonar
David Page
 - The Light
David Page

channel 2
selected international



SYMPHONY

WITH PAUL DYER

Timeless works for the classical music enthusiast.

- Concerto Grosso Opus 6/1
(Handel)
Australian Brandenburg Orchestra
Director: Paul Dyer
- Symphony No 39 In E Flat Major,
KV 543
(Mozart)
Orchestra Anima Eterna
Conductor: Jos Van Immerseel
- Mbayi Mbayi
- Zebra Crossing
- Zulu Lullaby
(Khemese/Mnguni/Beggs)
- The Paul Simon "Graceland"
Collection
(Simon/Shabalala)
- Bossa Baroque
(Dave Grusin)
- Shut Up And Listen
(Khemese/Mnguni/Beggs)
- St Agnus And The Burning Train
(Sting)
- Ntyilo Ntyilo
(Khemese)
- Where Were You Taking Me To?
- Nkosi Sikelele Africa
- Mbayi Mbayi (Reprise)
(Khemese/Mnguni/Beggs)
Soweto String Quartet
- Concerto Grosso Opus 6/11
(Handel)
Australian Brandenburg Orchestra
- Concerto For Violin And Orchestra
In D Major, Op 35
(Korngold)
Violin: Anne-Sophie Mutter
Conductor: André Previn
- Les Chemins De L'Amour
- Valse Chantée
(Poulenc)
Soprano: Felicity Lott,
The Songmakers' Almanac

channel 3 or 11



TALKING BUSINESS

WITH PETER SWITZER

Our monthly business brief.

Peter's guests include:

- Launa Inman**, Managing Director of Target Australia and former Telstra Australian Business Woman of the Year, talks about the retail industry, from managing finance to changing consumer trends. www.target.com.au
- Jeff Bresnahan**, MD of SuperRatings, talks about superannuation and funds shifting attention to sales rather than performance. www.superratings.com.au
- Robbe Sefton**, a sheep farmer and successful businesswoman, explains how corporations can do business in the bush. www.seftonpr.com.au
- Katherine Strong**, who started out with a UK Subway franchise and now has a Blue Mountains guesthouse and restaurant, discusses reinventing business ideas and strategies. www.glenellabluemountainshotel.com.au
- Peter Steidl**, an author and partner in Mindshare, discusses strategic challenges for companies during the recovery phase. www.mindshareworld.com
- Sue Forrester**, Chief Executive of The CEO Institute, on creating workplace diversity and equality. www.ceo.com.au
- Karen James**, General Manager of Direct Services and Sales of Local Business Banking at the Commonwealth Bank, discusses current business conditions. www.commbank.com.au
- Peter McGauran**, CEO of Aushorse, discusses the present and future of the Australian thoroughbred breeding and racing industry. www.aushorse.net.au
- Robbee Minicola**, CEO at Hybrid TV, enlightens us on the new digital wave, set to revolutionise how businesses interact with consumers. www.mytivo.com.au
- Fabio Grassia**, creator of the Vivo electronics brand, reveals how he penetrated the Australian market. www.vi-vo.com
- Kirsty Spraggon**, a writer and motivational speaker, shares her experiences on growing your business through social networking.
- Max Walker**, media personality, tells us what can be achieved by stretching our thinking and becoming a part of the new world marketing. www.maxwalker.com.au

channel 4 or 12



fmQ

WITH TREVOR SINCLAIR

A classic mix of popular music from the '60s to today.

- Everybody Wants To Rule The World
Tears For Fears
- Stand By Me
Seal
- Sweet Surrender
Wet Wet Wet
- Tell Me
Go West
- Separate Lives
Phil Collins
- Georgia On My Mind
Michael Bolton
- Bette Davis Eyes
Kim Carnes
- Wouldn't It Be Good
Nik Kershaw
- She's Gone
Hall & Oates
- It's You | Dionne Warwick with Stevie Wonder
- Fairground
Simply Red
- Moondance
Van Morrison
- A Time And Place
Mike & The Mechanics
- If This Is It
Huey Lewis & The News
- Fields Of Gold
Eva Cassidy
- Like Only A Woman Can
Brian McFadden
- Because You Loved Me
Celine Dion
- True | Spandau Ballet
- Everything Love Is
Olivia Newton-John and Jimmy Barnes
- The Saw And The Tree
Tim Finn
- When You Know
Dianne Reeves
- Sailing | Rod Stewart
- One Day I'll Fly Away
Randy Crawford
- Josephine
Chris Rea
- Arthur's Theme (Best That You Can Do) | Christopher Cross

Don't miss a word

Transcripts of Talking Business are available on the Qantas website. Visit qantas.com/entertainment, then follow the links to Q Radio and Talking Business.

Plane Speaking

Flying In Turbulence
What turbulence is and how pilots avoid it for your comfort.

Robbie Sefton

is both a sheep farmer and successful business woman. Bringing her bush skills to the boardroom, Robbie created Sefton & Associates, a company that advises both national and international corporations on how to do business in the bush. She shares some of her unique insights with us today.

www.seftonpr.com.au

PS Eleven years ago Robbie Sefton, Founder of Sefton & Associates, a communications and marketing company, took a business, along with 4,000 sheep, from WA across the Nullarbor Plain to country New South Wales. Robbie has advised national and international businesses, as well as government ministers, about rural and regional Australia and to farms on a wide range of issues including mulesing, bio-security and child safety. Today we're going to talk about business in the bush.

Welcome to *Talking Business* Robbie.

RS Hello Peter.

PS Robbie, why don't you just tell us your background? I think my producer actually called you *The Farmer's Wife* and I thought, no, no, it's not the farmer's wife, it's the publicist and the farmer, because in a sense the poor old farmer lives in your shadow doesn't he?

RS Oh Alistair sometimes gets called Alistair Sefton, which is often amusing, and I sometimes get mistaken for being a bloke having a name like I do, but I think it's interesting that sometimes women who live and work on the land often get called farmer's wives, yet there's so many more dimensions to women in the bush than being a farmer's wife. They're often the people that are shaping and influencing the decisions on farms and they're often the people managing the business as far as often doing strategy as well as doing the finances, the farm books. They're the ones that liaise with the accountant, the banker, that type of thing, and they're sort of the glue of the farm in many ways, and of course the glue of the family, but importantly the glue of the community which is just so vital for farming communities.

PS I always argue, behind every successful man's a very surprised women, Robbie, and I'm sure your husband would agree with that. Now, you do a lot of public relations for businesses in the bush, therefore you've got a very good finger on the pulse of what's going on in the bush, so how is the bush going?

Robbie Sefton

RS It's going okay, it's pretty tough. As in the general media, what you hear are the really highs or the really lows, particularly, you know, we've really had some challenging times. We've had seven years of drought in Eastern Australia, we've had the horrendous floods and fires in Northern Australia and Southern Australia, and we've found that, for farming and particularly the rural communities that those farms are in, has been really challenging. But the enormous resilience and the robust and can-do attitude of rural people is quite remarkable, so we're seeing that farms are actually getting bigger. There's recent research out by Westpac which their Agret Business Index demonstrates that in the next five years, 45% of farmers and businesses associated with farming in rural and regional Australia will be exiting or they'll need a succession process, so they'll either be selling, closing up or changing. So in five years we're going to see some remarkable change. We have seen young people leaving the bush but I'm really passionate about encouraging a different conversation for rural and regional Australia. I think it's great for young people to leave, have a great education and get fantastic jobs and great expertise, but I really encourage them to bring those back. You often see, like I meet with people all around Australia in major cities, when I'm with people in the city environment I see these young people with young children that are going, oh my god the kids in the bush get to kick a footy, play netball, do all of that weekend sport, have a great life with not lots of security around them, and so I'm encouraging people to think about coming back in their late 20s or early 30s and bring the skills and expertise with them and be entrepreneurial, start a great small business and then create careers for young people in the bush.

PS We're talking to Robbie Sefton, of Sefton & Associates. Well Robbie, you've actually created a great business. Tell us about your business in the bush?

RS Well, we've been around for a while. Like many small businesses it's pretty tough, cash flow is king. We've been around for 20 years. We started in Western Australia and specialising in agribusiness communication work

**Robbie
Sefton**

there, and then we moved across here, as you said, with 4,000 odd sheep, all enjoying canapés and cocktails on the trip over the Nullarbor with our Border Collie dogs and stock horses, we looked like The Griswolds gone bush when we arrived here. And our business is a public relations and communication company that specialised in getting messages into the bush for our clients. They're all corporate, or government, or scientific type of clients, so organisations like Westpac, Woolworths, Grant Thornton as our corporate examples, and then Federal Government, we do a lot of work for the Feds in looking at getting some of their policies out into rural and regional Australia. Plus we do work for the research development corporate such as Meat and Livestock Australia, those type of organisations.

PS But you've also had employees who don't actually go to work where you work.

RS That's right.

PS You actually have home based business...?

RS Right across Australia. The model of the business is one of a lot of flexibility, but because of the work we do it's really quite pressured and deadlines are extraordinary. And also when you're working in a very high strategic level you really need to have the smarts about you, so we found that they're a fantastic bunch of people in the bush who have had really great jobs all around the world and have married these farmers and gone, *oh my god what am I going to do?* So we've sort of found those people or they've found us, and they work in our team, usually they've got young children and so we have all this great flexibility, and they're very skilled. So they're the people who are working with us externally, we rely heavily on good internet speed as well as our phones and things, and then we'll often travel to major metro areas on an as needs basis. I'm travelling all the time, I'm Qantas' most frequent flier from regional Australia, and so we're very flexible with our attitude. The good thing is with the time zones, we work with three creative teams across Australia, so some of our creatives, the best ones

**Robbie
Sefton**

we work with, are in WA and they can turn work around overnight, so the time distance really helps for us. Then we get to work in this sort of, a bit like a, pressure cooker, then we walk outside and go, oh god we're in the bush. Sometimes you feel like you're in the middle of Pitt Street or Burke Street or whatever. We all have this great balance in our lives, so on the weekends I go home, like this weekend we're sheering at the moment so I'll be mustering sheep this weekend and just doing some drenching, things like that.

PS So you're mustering politicians and business clients during the week and sheep on the weekend? [laughter]

RS And I don't know who's harder to muster sometimes. As they say, herding cats, but let me tell you, it's always a great challenge.

PS Clearly the internet age has really made it easy for someone like you to create this entrepreneurial operation in the bush, and I guess that's why you're saying other people should be thinking laterally to see how they can actually create businesses in the bush?

RS Absolutely. I walk and talk that opportunity. We really need fast broadband, there's no denying it, if there is ever a divide between rural and regional and our urban cousins it will be helped managed by having good broadband access, so that's critical.

PS So you mean to say some National Party voters might be looking at Labour saying they're delivering what I want?

RS I guess the beauty of Sefton & Associates is we do not walk any political line but we do demonstrate what's needed, and then what you can then do with the infrastructure that you've got. So when we moved across the Nullarbor we moved to a really beautiful little community called Coonabarabran, which is where the Warrenbungles are, most magnificent, in North West New South Wales, and that was 10-11 years ago. The internet only had just come in so we've been right at the beginning of it and we've used it strategically

**Robbie
Sefton**

daily, live on it. So just like most others, we've got all the gadgets that you need and life without it, everything stops for us. Like most other businesses, we all rely so heavily on it, so it's just critical, and I do encourage people to consider it. So you can literally be in a community of around 3,000 people or on a farm or sitting in a back paddock, which I often have been, and you could be working.

PS It sounds very alluring for many people on the plane I'm sure. Robbie, thanks for joining us on *Talking Business*.

RS Thanks so much Peter.