

Shane wrote the book on the Murray



Shane Strudwick's new book, *Australia's Great River Landscape* is a landmark effort that cuts through barriers to promote Australia's great waterway as a magnificent whole.

The 172-page coffee-table book is a pictorial essay in "pure Murray River and Mallee beauty" and takes an encyclopedic look at the river system from source to mouth.

Shane says the book takes readers on a journey along the Murray from the time traditional landowners protected and managed the river, to paddle steamers, explorers and bushrangers, the locks and weirs, architecture, the flood of '56, abundant wildlife, outback river and much more.

"Sustaining the energy and resources has been a huge challenge and this plan is a complex, interwoven series of strategies we've been developing over the six years to develop products, brand and business model," Shane says.

"I have created a book that not only looks beautiful on the coffee table but also contains a concise history of the Murray that can be used as a source of information for people both young and old.

An entrepreneur, Shane operates a small business and has faced "sharp and strategic decisions" over the project during its long years in production. There have been times when "it's all been very close to the edge".

"My family has also faced the long-term challenges and time apart. I have two young boys and my wife has gone through breast cancer during this time so we've had to really keep strong and connected; not to mention the financial challenges of a small business," he says.

"The thousands of kilometres and thousands of hours I've spent researching, listening, exploring and just connecting has allowed me to start to see the stories that bind everyone along its banks and millions of others that rely on the river.

"I'm also a passionate designer, brand developer and photographer and seeing an opportunity to unite the region and develop the story of Australia's great river was a challenge I was up for, no matter how long it took.

"Changing perceptions on how things can be done using design strategies is a long process and only time will show the results."

Shane, the director of graphic design group Design Train, identified the need to create a significant and



Shane Strudwick and his comprehensive *Australia's Great River Landscape*...



sustainable design studio with a sustainable edge. Design Train developed a national tourism marketing strategy for the whole Murray River – which was rejected by the Victorian, NSW and SA State Tourism bodies.

"We felt if (a collective strategy) was to succeed we needed to fully fund and resource the project ourselves. I also had to make the kind of commitment to success and there was no turning back or giving up," Shane says.

"We went about developing an innovative website that connected the region for the first time and allowed users access online unlike ever before. We also created a new national brand and identity 'Discover Murray River'.

The website now has more than 750,000 visitors per year, recording a 7% increase over 2009.

"We've also estimated it generates in excess of \$50million back into the local communities in tourism and other spend," Shane says. "As part of the plan we also needed to develop an outstanding coffee table book which helped educate, inform and showcase the river and Mallee's sheer beauty and character – something locals and Australians can be proud of and international visitors will find very appealing."

The book took about five months to design and was printed at Hyde Park Press in Adelaide on sustainable paper sources. It's 100% Australian.

To order a copy of or see a sneak preview of the book visit www.murrayriver.com.au and click on the link. The book retails for \$69.95 with \$3 from each purchase going to Wombat Conservation.

Images from the book can be previewed at www.murrayriverphotos.com.au

ARE YOU SERIOUS ABOUT KICKING GOALS THIS YEAR? — Bram Lagrou (left), official ambassador of the Brian Tracy Program



REGISTER NOW
MORE THAN 4 MILLION GRADUATES WORLDWIDE

SAVE \$500

www.xsellpartners.com
E-mail: bram@xsellpartners.com
or call 0415 273 352.

SPECIAL AUGUST OFFER TO BOOST YOUR SALES BRIAN TRACY TRAINING PROGRAMS

- The Keys to Peak Performance and Personal Leadership - "Maximum Achievement" on 10 and 11 August.
- How to Set and Achieve Sales Quotas on Schedule - "Strategic Planning for Sales Professionals" on 17 and 18 August.
- The Key to Building a World-Class Sales Force - "Superior Sales Management" on 24 and 25 August.
- Selling Today is More Competitive than Ever Before - "Advanced Selling Skills" on 14-15 September.

Drive Your Performance

Register before 31 August and receive a voucher worth **\$500** towards any future Brian Tracy program facilitated by Xsell Partners. Conditions apply.

Accredited Licensee of
BRIAN TRACY
A World Leader in Professional Development
Australia • New Zealand

xsellpartners
INTERNATIONAL