



# The new Kellyville Business Directory

As business owners, we all like to have our finger on the pulse and know what is happening and where. We also like locals to support our businesses as well as for them to know about our services or products. With this in mind, **white river design** is proud to announce that we will be producing a Kellyville Business Directory commencing in February 2007.

For businesses in The Hills area, this is the best value in town! Don't miss your chance to finally get **COST EFFECTIVE** advertising to the Kellyville and Rouse Hill market!

The benefit of advertising in a directory is that your customers can contact you when they need to – and not have to wait for newsletters or newspapers to be delivered.

Please note that the Kellyville Business Directory does **NOT** get thrown out as soon as it's read. How do



we ensure this? That's the easy part – we include:

- a map of Kellyville
- a bus timetable
- savings coupons
- emergency telephone numbers
- year calendar

Printed in full colour and professionally designed to showcase your business at its best, the directory is delivered **FREE OF CHARGE** to the residents of Kellyville and Rouse

Hill. This is an opportunity that only comes around once a year. Don't let your competition get a stronghold in this area.

Applications are now open, so hurry to secure your advertising space by simply calling Debbie or Michelle on 4733 7668 or log onto our website **www.whiteriverdesign.com** and download an application form.



2007 is well on it's way and sees us moving ahead with leaps and bounds as we launch our new Kellyville Business Directory this month.

Based on the same profile as the Glenmore Park Business Directory, which will see the fifth edition released in 2007, we are hoping that Kellyville will be as much of a success as our original product has been.

We would also like to welcome Katia who has joined our team.

Katia is our Kellyville sales consultant. She will be on the front line in Kellyville meeting businesses and selling space in our new directory.

Apart from business, I am now on the committee for the Altitude Ball which is being held to raise funds for The McGrath Foundation and NNICUPS. This year the Ball will be held at the Waterview Convention Centre in Homebush on 27 July 2007.

If you would like to attend this gorgeous event or have a donation for our auction items, please give me a call.

Until April's newsletter, keep your chin up and your spirits high!

Kind Regards



Debbie O'Connor

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**Outstanding Professional Services**

**Outstanding Professional Services**

## VOTE FOR US!

**Can we make it three in a row?**

With your support we can...

If you think that we are worthy of your vote, please log onto

**www.thebusinessawards.com** and vote under 'Penrith' - we are in the **Professional Services** category.

**Your vote is much appreciated.**

**www.whiteriverdesign.com**

## FEEDBACK



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becsbksolutions@optusnet.com.au

Hi Debbie and Michelle,

It was great to chat with you this afternoon.

I think the business directory is a fabulous idea for the Kellyville area. I still have an old copy of the Glenmore Park directory and used it many many times whilst living over there.

I will be in contact regarding advertising for ourselves and any of our other clients who are interested.

**Rebecca Quinlan**  
**Bec's Bookkeeping Solutions**

Hi Deb

Just a quick note to let you know I saw the e-newsletter you prepared for Melissa Hewitt from Accounting and Taxation Advantage, and I must say I was absolutely impressed!

You are a genius, everything you do looks fabulous!

**Antonella Sanderson**  
**Sanderson Partners**  
**Lawyers**

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**white river design**

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# Women With Altitude Book Launch

The Women With Altitude networking group have put together a compilation of stories from a number of their members who have shared their business experiences. This inspiring and uplifting coffee table style book is being launched in March.

Anyone is welcome to attend, as there will be an opportunity to network and meet the contributing authors. Debbie O'Connor from **white river design** is one of the authors.

13th March 7.00pm - 8.30pm  
Rydges Parramatta, 116 James Ruse Drive, Rosehill  
\$20 per head is to cover our costs.

RSVP: 9 March by clicking on this email link  
[enquiries@womenwithaltitude.com](mailto:enquiries@womenwithaltitude.com).



women with  
**ALTITUDE**



## DESIGNER BRIEFS

Now! That image got your attention! Onto the topic at hand which is about putting together a design or creative brief. A design brief is a written explanation given to a designer outlining the goals and objectives of a design project.

A detailed brief is a crucial part of the design process; it helps to establish an understanding between the client and designer which ultimately serves as a reference tool throughout the project. Here are some very helpful areas to include in your brief.

Introduce your company with a short description of your organisation. Tell your designer what product or service you provide, mention your company mission statement or philosophy, give a concise company history and describe your company niche and industry sector.

Define the project and desired outcomes. Good design can influence the success of a company but clear goals must be set. Sitting down to write the design brief will help you set those goals.

Identify your primary audience and address new markets you want to reach. Be specific with any demographic figures about your audience that you have. These figures will be useful to the designer. Include age, gender, household income level, occupation, and geographic location.

Providing budget expectations will give the designer a good idea of the type of solution they will be able to provide. Withholding this information for fear of being over-charged is a common misconception about working with designers. Start with honesty up front and most likely you will receive good service in return. Let your designer know if there is a specific deadline, such as a holiday or special event, that has to be met.

If your project involves the approval of other people in the organisation make sure they have helped you write the brief or thoroughly reviewed it. Resolve any differences at the beginning to ensure the brief is as effective as possible.

Start a "swipe file" of any visuals you like as you prepare the brief. Design is a visual medium so a verbal description of "the cool business card with a taupe background" has little meaning. Include a few of these examples in the brief describing what you like about the colors, imagery and typography. Also attach samples of your company's current marketing materials for further reference.

Review and refine the brief before sending it out. This is the first step of the project and the attention spent now will guide its future success.

extracts from [graphicdesign.about.com](http://graphicdesign.about.com)

[www.whiteriverdesign.com](http://www.whiteriverdesign.com)