

WELCOME

FOCUS ON EXPORTS

Asian Popular Culture
Enhances Export Revenue
Through Soft Power

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Welcome to our first newsletter for 2017...I know it's March right, where has that gone!

A few things happening...

Jackie and I have been talking and it is very hard to determine how many of our customers are opening and reading our newsletters and how beneficial they are to our customers. If you can please reply back to Jackie to let her know you have read it and love it or would like to see in it or would like to read more about Any feedback you can give us would be appreciated. We are looking into mail chimp and this would be a good way for us to obtain some statistical data in the future.

This week our China partners NAF (Raymond Wong and Alvin Choi) have been in Sydney. We have had a great week visiting some existing and some potential customers. This is always a fantastic opportunity to discuss any China/Hong Kong opportunities. NAF visit annually and if needed bi-annually. We have been working with NAF for 10 years, we were very fortunate to have stumbled upon them and for them to open their doors to us and form a mutually beneficial partnership. Together we have grown this trade lane however this year we would like to take the next step and look at the possibility of hiring a Chinese Sales rep to focus on this market and to build this route even further. If you happen to know someone that may suit this role please feel free to let me know.

On April 3, we have a new staff member joining Brett in Operations. Gary Hunt will take care of Import Operations. Gary has a wealth of experience and is very customer service focused. He will be a great asset to our company and our customers.

Last but not least, last week Jackie emailed you a questionnaire regarding the possibility of Precision Forwarding offering insurance to our customers. Thank you to everyone who has responded. We will look at the results and make a decision as to if this extra service will benefit our customers. We will be sure to let you know the outcome.

Until next month...thank you for your continued support!!
Julianne

Soft power is a concept developed by Joseph Nye of Harvard University to describe the ability to attract and co-opt as a means of persuasion rather than by coercion, using force or giving money (known as hard power). Soft power is the ability to shape the preferences of others through appeal and attraction. "The ability to attract, and attraction leads to acquiescence" (Vuving 2009). The currency of soft power is culture, political values, and foreign policies. Nye explained that with soft power, "the best propaganda is not propaganda", further explaining that during the Information Age, "credibility is the scarcest resource".

Definition Source: www.wikipedia.com / www.internationalrelations.org/soft-power/

The rise of the Asian middle-class consumer is a trend now widely expected to drive Australia's economic prosperity. In the past few years we've seen some interesting examples of how Australian products and services interact with Asia's consumer markets.

Tourism and Events Queensland's "K-Pop" campaign promoted Brisbane as a backdrop to a music video by South Korean entertainer, Rain. Rain won Time Magazine's Top 100 most influential people in world in 2011, as chosen by Time Readers. Recently the state of Queensland attributed a large share of the 18 per cent increase in Korean tourists over the past year, to this specific promotion of the state through Korean **pop music**. You can watch the music video here: [Rain Music Video](#)

An unplanned celebrity association The appearance of Weet-Bix in China's Ode to Joy television series has led to strong popularity of the Australian cereal brand in China. This has led to higher prices and re-branding for Weet-Bix in that market, as well as a new and authentic celebrity advocate. Much like the insatiable demand for infant milk formula and vitamins, Weet-Bix has become the hot new commodity as 'daigou', or Chinese professional shoppers, strip Australian supermarket shelves of cereal boxes with some of their China-based clients prepared to pay as much as \$50 a box for Weet-Bix.



Demand for Blackmores Vitamin E cream 'rocketed' when it was filmed falling out of a Chinese actresses' handbag in late 2014. This helped to boost product sales to China. In its 2016 annual report, Blackmores estimates Chinese consumers influenced at least 40 per cent (over \$200 million) of Australian sales over the past year through sales to Chinese tourists in Australia and exporters (including daigou), while in-country sales in China increased by over 500 percent to \$48 million.

What these examples have in common is accidental or purposeful placement of Australian product/services within Asian popular culture.

Last year's Australian Entertainment & Media Outlook report emphasised the need for Australia's media, advertising and entertainment industries to access higher growth Asian markets and chase growth through geographic diversity. The report's authors recognised that Asia will be home to 3.2 billion members of the consuming class, many of whom will live in 21 of the world's 37 megacities - located in Asia. Not only are there commercial benefits for companies involved, but the promotion of Australian products and services within Asian cultural contexts can leverage off, and also build, Australia's soft power – a term that encompasses a wide range of attributes, including perceptions that underpin decisions to trade and invest.

According to Portland's Soft Power 30 Index, measures of soft power can include: perceptions of cuisine; of a place being welcoming to visitors for holiday, work and study; its music and film; number of tourists etc - these are all soft power factors that are enhanced when goods and services associated with a 'made in Australia' concept are placed in an Asian consumer context.

World's top chefs plate up Australian native plants

In the drought of the early 2000s, a lack of rainfall caused the mouth of the Snowy River – east of Melbourne – to close. Newly formed sand banks blocked the entrance, sending millions of litres of water to the low-lying flood plain where the Snowy River flows into Bass Strait. Trapped behind the newly formed sand banks, rainwater mixed with salty water from the estuary and sat for several weeks on some 200 acres of Andrew and Gabrielle French's 2,500-acre farm – Snowy River Station.

The French's thought their once verdant grazing land was going to be permanently devastated by the salty stagnant water and that they would never farm the fertile soils again. Then something extraordinary happened. After the floodwaters receded, the native plants that grew around the drainage canals erupted into life and spread out across the barren paddocks. In a matter of months, hardy native succulents, accustomed to salty terrain, not only grew but began to thrive on the bare paddocks.

New beginnings One of the most prolific plants was a variety of kalkalla, a creeping succulent known colloquially as pigface and commonly used as a food source for the Indigenous people of the area. French, an inventor and a man accustomed to novel ideas, and his wife saw an opportunity.

They cleverly named the unique variety of kalkalla they grow at their farm as Beach Bananas which they have now trademarked. Green with fine skin and no bigger than your little finger, the Beach Bananas have succulent, slightly salty flesh with an earthy taste and the tang of iodine.



Snowy River Station's now saline paddocks also became home to Samphire aka Sea asparagus. This sea vegetable is packed with phytochemicals that protect the liver, heart and cellular DNA. It is also rich in vitamins A, C, B2 and B15; amino acids;

and minerals, such as iron, calcium and magnesium. Perhaps it is these healthy properties which have made them popular with the likes of Shakespeare and Henry the Eighth as well as some of Australia's most critically acclaimed chefs.

Early adopters The French's sent samples of their products to Australian chefs. The response was very positive, "chefs love the texture and flavour of the plants but also the clean and green way in which they are grown and harvested," French says.

International success Five years ago, Snowy River Station secured a distributor in The Netherlands. The Frenchs continue to work with the same distributor today, airfreighting 100 kilograms of freshly picked succulents to the Netherlands every week. Production for export is soon expected to increase to up to 500 kilograms per week. The increase is due to a strong possibility that Snowy River Station sea vegetables will soon be available on supermarket shelves – with Delhaize supermarkets in Belgium leading the retail push.

A bright future Another unexpected bonus of having salt-tolerant plants growing on your farm is that they act as natural anti-parasitics. This means the purebred Hereford cattle that graze on the farm – large swathes were unaffected by floods – do not need to be treated with chemical drenches. The minerals and iodine in the salt-water vegetables get rid of worms and other parasites. The flavour of the beef is also dramatically enhanced by the naturally occurring plants. The Frenchs sell their prime cuts of meat to restaurants. Shortly, their other cuts of beef will be minced and mixed with their pickled samphire to make a range of top-quality breakfast sausages aimed at the five-star hotel market.

The French's are also exploring the idea of aquaculture, using the natural flows of salt water to meet a burgeoning demand for seaweed. In the same ponds, they will grow fish native to the region such as mulloway, flathead and bream.





I came across this simple concept a few weeks ago, below is extracted from the website www.daveramsey.com I hope you find it to be an interesting read as well:-

When you make a snowball the best way to do it is to pack some snow into a tight ball, then start rolling it through the snow on the ground. The snowball becomes a snow boulder much quicker than it would if you just built it up by hand. That's exactly how the debt snowball method works.

To begin, list your debts smallest to largest by the amount owed. Don't worry about interest rates. We don't care if one debt has a 2% rate and another one has a 22% rate.

Start by paying minimum payments on all of the debts except the smallest one. Attack your smallest debt with a vengeance, we're talking gazelle intense, sell-out, get-this-thing-out-of-my-life-forever energy. Once it's gone, take the money you were putting toward that debt and attack the next debt on the list. Once that debt is gone, take that combined payment and go to the next debt. Knock them out one by one.

Here's an example. Let's say you have the following debts:

- \$500 medical bill (minimum \$50 payment per month)
- \$2,500 credit card debt (minimum \$63 payment per month)
- \$7,000 car loan (minimum \$135 payment per month)
- \$10,000 student loan (minimum \$96 payment per month)

Start by making the minimum payments on everything but the medical bill. For this example, let's say you find an extra \$500 each month by taking an extra job

Since you are repaying \$550 a month on the medical bill (the \$50 payment plus the \$500 extra), that medical bill won't even last a month.

Now, the medical bill has been paid off, take that \$550 and attack the credit card debt. You'll be paying \$613 per month (the freed-up \$550 from the medical bill plus the \$63 minimum payment). In about four months, wave bye-bye to the credit card debt. You've paid it off!

Now we're at the car debt, \$748 a month. (\$613 from the credit card debt + \$135 minimum repayment). In 10 months, it will drive off into the sunset.

Once you have gotten to the student loan, you will be putting \$844 a month on it. It will only last about 12 months.

The point of the debt snowball is **behavior modification**. In our example, if you start paying on the student loan first because it's the largest debt, you won't see it leave for a while. You'll see numbers going down on a page, but that's it. Pretty soon, you'll lose steam and stop paying extra, but you'll still have all your debts hanging around.

But when you ditch the small debt first, you see progress. That one debt is out of your life forever. Soon the second debt will follow, then the next. You build momentum, which changes your behavior and helps you get out of debt and stay that way. When you see that the plan is working, you'll stick to it. By sticking to it, you'll eventually succeed in becoming debt-free!

The Department of Infrastructure and Regional Development will address the Standing Committee on Industry, Innovation Science and Resources as hearings into its inquiry into driverless vehicles commence.

Committee chairwoman Michelle Landry MP said the committee was looking forward to taking evidence on how driverless vehicles have the potential to improve many aspects of life for all Australians.

“Testing of driverless vehicles has begun here in Australia and in many other countries around the world.

“It is time to consider not just the technological developments but importantly the social issues that will impact all Australians in the near future. Driverless vehicles have the potential to significantly improve road safety, environment outcomes, and productivity of the economy while also assisting people with mobility issues,” Ms Landry said.

During the inquiry the committee will focus on issues such as:

- Safety concerns for passengers and non-passengers.
- Security risks and privacy requirements of automated technologies.
- Legal frameworks and changes to regulations.
- Management of labour market impacts.
- Accessibility outcomes for rural and regional Australians.
- Accessibility outcomes for disability groups and the ageing population.



A number of public hearings have been scheduled in Canberra and interstate during March, April and May.

And here is an [interesting video](#) from the Australian Driverless Vehicle Initiative, a peak advisory body focusing on driverless vehicle technology across Australia and New Zealand.

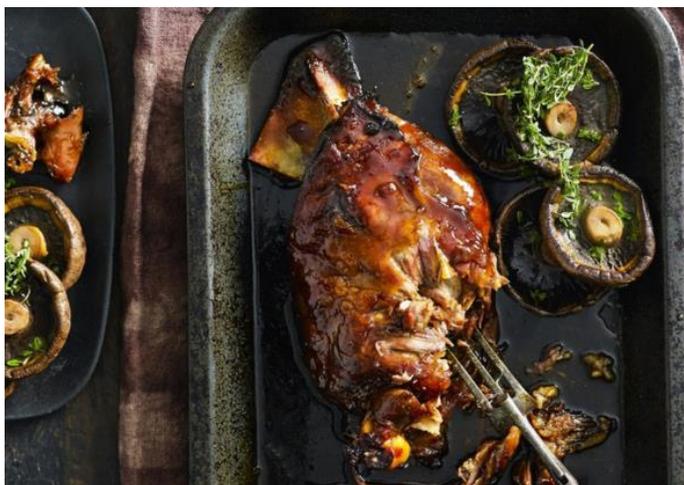
Source:- www.tandlnews.com.au

Food Glorious Food

Simple Slow Cook Maple Lamb

This recipe was a family pleaser on Christmas Day and I've made it 3 times since. Enjoy !!

Maple syrup, soy and mustard make a wonderful marinade for this slow-cooked shoulder of lamb.



Ingredients

- 1 cup pure maple syrup
- 1½ cup chicken stock
- 2 tbsp soy sauce (or gluten-free alternative)
- 1 tbsp Dijon mustard
- 1.4 kg shoulder of lamb
- Sea-salt flakes and freshly ground black pepper, to season

Method

Preheat oven to 150°C. Combine maple syrup, stock, soy and mustard in a large jug. Put lamb in a roasting pan. Pour over syrup mixture, then season. Roast for 1 hour.

Baste with syrup mixture. Cover tightly with foil and roast for a further 3½-4 hours or until very tender. Transfer to a chopping board and cover to keep warm. Stand for 10 minutes. Shred meat. Serve with a carrot and parsnip mash and garlic mushrooms. So Simple and so delicious, give it go you will not be disappointed!

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