

Printing And Design Problems Solved

NEED A new letterhead for your business stationery? Or a flyer to promote a special offer for a limited time?

Or perhaps you've designed the perfect catalogue, but discover that you haven't got the perfect budget to get it printed.

Well relax. Go and make yourself a cup of coffee and get on the phone or the 'net to Neon Press.

Let John Taylor and his team, with over twenty years experience in the industry, find the right solution for your printing and design requirements.

Showcase Your Business

The best way to make an impression in the crowded visual environment of today is to have professional expertise and the latest in printing technology deployed in a way which gets your message across effectively.

Neon Press are specialists in small to medium-sized business printing and design, and can sit down with you to work through all the cost and logistic issues to your best advantage.

Because they have the experience, Neon Press can identify the range of print and design options which will suit you best.

One-Stop Shop

From one colour to full-colour, Neon Press can print promotional flyers, leaflets, office forms and envelopes, catalogues up to 56 pages, labels and packaging, docket books and diaries.

Newsletters can be scheduled for printing monthly, bi-monthly or quarterly to meet your critical deadlines. Neon also prints books of raffle tickets for charities, and has had a long involvement with the SIDS foundation raffles.

All work is prepared using MacIntosh computer systems and the latest in software technology such as Quark, but you can send in your work on disk or on line in most formats. Finishing services include folding, stapling, binding, shrink wrapping and labelling.

Service Plus

Neon Press has a well-deserved reputation for integrity, service and cost-effectiveness which is reflected in the loyalty of their clients.

Because they only take on jobs which they can complete in-house, pricing is accurate and competitive.

Conveniently located near the CBD in Richmond, they welcome the opportunity to be involved with your printing planning. So don't stress about printing and design, contact Neon Press.



Neon Press

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Australia, Great Today, ??? Tomorrow

MANY powerful people on all sides of politics have complained about Australia being viewed internationally as an old-fashioned economy focused on traditional areas like mining and banking and generally lacking in technology and innovation. However to be truthful it is a title we probably deserve.

Many in the business community have echoed this sentiment like **Richard Pratt** in his Australia Day address in Sydney earlier this year. He argued "Continual reinvestment in new technology leads to lower costs, better environmental performance and long-term competitive advantage. Tolerating so-called smokestack industrial performance does us all a disservice in the long run."

R & D Tax Breaks Cut

The Howard government cut tax breaks (which used to be 150%) for companies spending money on Research and Development (R&D) in the mid nineties but it goes further than that.

We have the lowest take up of things like broadband in the Western world, our telecommunication infrastructure is old and slow, pay television only came in the nineties (20 years behind the US) and many of our most innovative people are pursuing opportunities overseas. A lot of other evidence suggests that it is often coercion that finally forces us to look ahead.

Superannuation became a legislative requirement in 1992 under the Keating government to address two critical areas; planning for retirement for all citizens and our lack of savings available for investment. Unlike many other countries' retirement savings schemes, there are minimum ages as to when we are allowed to even access these funds.

Communications Industry

We continually utilise stop-gap type solutions in the communications industry like our version of fast broadband Internet. Canadians and Koreans would laugh. Some of our fastest speed offerings from Internet providers are not even options as their slowest speed.

Canada and Korea invested money years ago in upgrading their respective networks from the older copper wire technology and thus have not

only the fastest speeds but the highest take-up rates from their general population.

A company like Korean giant, Samsung is a prime example of what investing in research and development and innovation can do. It is now seen as one of the most innovative and dynamic technology companies in the world and a world leader in products like LCD screens whereas previously it was viewed as a poor cousin to Japanese giants, Sony and Sharp.

Reluctance To Plan

Essentially our problem is a reluctance to plan for the long-term or allocate resources and funds to R&D. In 2000, our spending on R&D as a nation was 0.67% of GDP according to the OECD, which was a drop of 7% from the last study and continued a downward trend since the mid nineties. Currently Australia ranks, ninth among OECD countries for total R&D spending and sixteenth among OECD countries for business R&D spending.

Talent Not The Issue

From a nation that produced the minds that invented the black box, the modern fuel injection system, the bionic ear, numerous medical advances, arbitrage pricing theory, etc it is not talent that is the issue. In fact much of this talent is heading off overseas where the opportunities and funding are greater to pursue their ideas.

In the end, it becomes those companies and institutions and other countries that see the primary benefit to their bottom line and economies.

Our Mindset Needs Changing

It is our mindset as a community that needs to change if we are not to be left behind in the next 25 years. It is not just the responsibility of business sector or the government but each of us needs to understand while it is great to live for the moment and we are only each here for a short time. Let us leave this place a better one to which we inherited by planning ahead and investing for tomorrow.

Chris Jacob is a director of Computer Troubleshooters Bayside (www.ctsbayside.com.au)



Adrian Jackson's Column

Democrats Demise

HOW COULD this party in a few years alienate 100's of 1000's of its voters? The answer is that this small membership party had a big influx of members from the left, including Save Albert Park and Friends of the ABC types, who set about turning this progressive centre party into a poor copy of the Greens.

Long standing policies like "Zero Population Growth" were dropped for an anti Liberal (and ALP) refugee entry policy. The GST did not kill them off nor did Meg Lees; it started with Chezza's tacky defection then Natasha's undergraduate leadership; constantly bleating about the cost of Uni text books.

Mature Aussies got bored and besides most of us never went to Uni and could not care less about their fringing books, tuition fees and dippy students union.

So a few hundred wanker stuffed up a good party when its policies and the membership became out of touch with their massive voter base that took 30 years to build. Poor old Don Chipp must be saddened by it all.

B'nai B'rith Defamation

In a recent B'nai B'rith Anti Defamation Commission Inc internet newsletter their writers claimed I had been expelled from the Liberal

Party for the use of a boycott when opposing the US lead Iraq War and the occupation of Palestine by Israel in 2003.

Sorry B'nai B'rith but I was not expelled for the Liberal Party and I would have thought your careless researchers and writers would have checked their sources before defaming me. However I won't sue your writers as I am pleased that they have used your site to promote some of my more colourful views on the Middle East. If you want a good laugh have a quick read of their silly website.

Naming Curtin University

Some years ago WA's Curtin University, in memory of the great 1940's PM John Curtin, was the subject of a naming debate.

Apparently it was to be names "Curtin University of New Technology" but then someone noticed what the abbreviated short name would be - you work it out! Yes it's a true story folks.

Telstra

If Telstra had to import an alien, from the USA, as their new CEO why didn't they look at NZ actor Russell Crowe. I am sure Russ would shake Telstra up too.



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