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Excellence Award and
City to Surf T-shirt

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Dimension Data Passport ~ used as part of the new employee induction process

- Design, artwork and production. Four page A5 document, printed 4 colours plus silver



1: Dimension Data Passport (front and back cover)

Design for Print



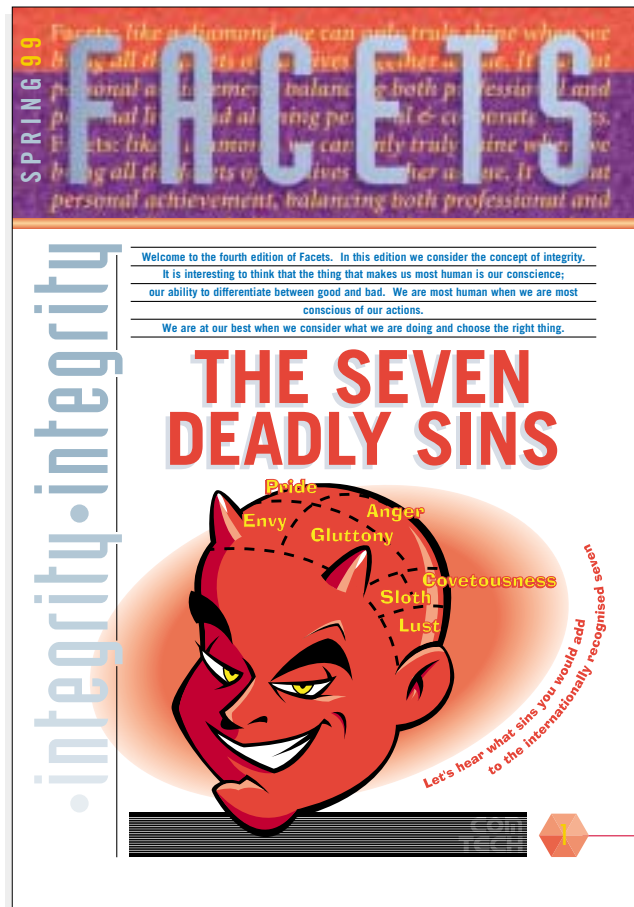
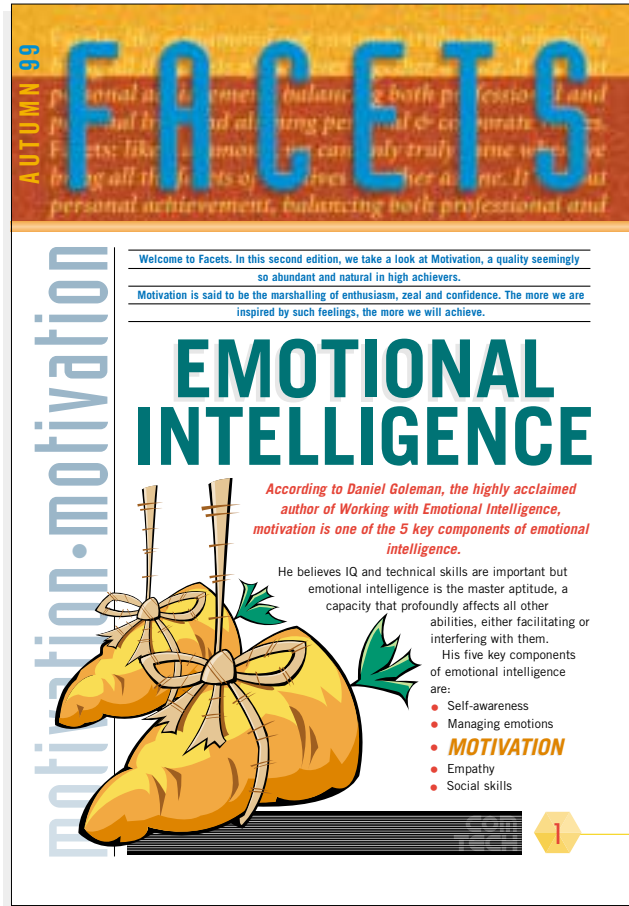
2: Dimension Data Passport (inside spread)



Com Tech (now Dimension Data)
Facets quarterly Newsletter

- Masthead design
 - Design/layout, artwork and production.
- Four page A4 newsletter, printed 4 colours

Design for Print



Facets Newsletter (front covers)



- Masthead design
- Design/layout artwork and production.
- A4 newsletter printed with 4 colour cover and 8 x 2 colour internal pages



1: Food for Thought Newsletter (cover). Edition 25



2: Food for Thought Newsletter (cover). Edition 28



3: Food for Thought Newsletter (inside spread)



- Masthead design
- Design/layout, artwork and production. Four/six page A3 newsletter, printed 1 colour

Goodman Fielder Interim Report to Shareholders

- Cover design
- Design/layout, artwork and production. 12 page 1/3 A4 report, printed 2 colours

Design for Print

IN FOCUS

KEEPING YOU INFORMED ABOUT THE GF STRATEGIC REVIEW INITIATIVES

MONDAY 2 JULY, 2001



David Hearn

July 2 seemed a long way away when we first announced our Strategic Review action plan on March 9 earlier this year. But here we are and I am very pleased to be able to provide a very positive scorecard on our progress.

Uncle Tobys and Meadow Lea are now fully integrated as Goodman Fielder Consumer Foods. Bluebird, Milling & Baking NZ, and Meadow Lea NZ are now fully integrated as Goodman Fielder New Zealand. Our new Marketing & Innovation group are up and running in both New Zealand and Australia with some very exciting work already begun on our power brands. Our restructuring of the food services business is also underway and we expect to announce the results of the review of the Milling business very soon.

Unfortunately, the news hasn't been all positive - it was with great sadness and regret that we made the decision to shut down GF Fresh. It was, and remains, a good idea that is probably ahead of its time. I would like to take this opportunity to thank Alison Pederson and all her team who have done such a good job in developing the business this far, as well as for the professional way in which they are handling the closure.

With all this going on, it is very reassuring to hear people speaking positively of the future and genuinely looking forward to tackling all the new challenges that lie ahead. This restructure has been as big as any in the company's history. We've made some fundamental changes to the way we run our business that will change not only the way we do things, but, in time, the way that others see us as well.

As implementation of the restructuring is well under way, and I near the end of six years at GF, it was appropriate to announce management succession arrangements. The next phase of business development will require a dedicated focus well after my current contract expires, so it is important that we find my replacement as CEO for the next five years. However, it is essential that we remain focussed on our business goals in the short term to ensure a smooth transition - that's what I will be doing and I urge everyone to do the same.

Thank you all once again for your hard work this year - I can assure you we'll start to see the positive results very soon, certainly in the businesses, and hopefully in the market.

David Hearn, Chief Executive Officer

Goodman Fielder delivers BILLION DOLLAR BABY

ON July 2, 2001, Goodman Fielder's newest family member, Consumer Foods, officially opened its doors for business.

From now, consumers and customers purchasing icon brands such as Meadow Lea, Uncle Tobys and White Wings will be buying them from GF Consumer Foods, while the previous businesses of Meadow Lea Foods and Uncle Tobys Company will, to all practical intents and purposes, disappear.

Following the initial announcement by David Hearn in March this year to merge the businesses of



Members of the Consumer Foods Senior Team, from left to right: Jim Van Bruinessen, Rob Gordon and Andrew McIver.

Uncle Tobys Company and Meadow Lea Foods to create a billion dollar grocery business, Monday 2nd July marks the culmination of a three month intensive integration exercise to bring the two diverse businesses together, and to shape the operations and processes for the new organisation. The new organisation will employ over 1700 employees at nine sites

around Australia. Its brand portfolio of predominantly retail products, complemented by a strong commercial range, is expected to generate around a billion dollars a year in sales, and around \$100 million in EBIT (profit before interest and tax). > page 4

Finding the power in our brands

OUR new Marketing & Innovation function, consolidating marketing, research and development into a focused centre of excellence, is now fully operational.

M&I is part of a central strategy to focus investment on fewer, power brands and to dramatically increase the effectiveness of the overall marketing spend. It is also the aim of M&I to work on building deep functional competencies in areas such as



M&I Senior Team, from left to right: Steve Marshall, Lisa Miles, Mark Barr, Bruno Madonna and Ian Shaw.

consumer insights, advertising, brand equity management, product development and technology.

One of the first tasks of this new group is to establish which of our brands are power brands. A common misconception is that our power brands are the ones that we sell most of. "However", explains M&I Marketing Director, Lisa Miles, "to find our power brands, we first have to understand the relationship between our products and the brand equity of the product."

"Power brands are not necessarily those that make the most money, they are the ones that capture the hearts and minds of the consumer." > page 4



IN FOCUS Issue 8, July 2001 1

1: In Focus Newsletter (cover sheet)



3: Interim Report 2002 (cover)

deliver significantly improved performance.

The sale of Leiner Davis and Germantown is part of our plan to move quickly to simplify the business and focus on our core portfolio of retail branded food businesses.

The next major step will be to integrate our three major businesses in New Zealand, GF Milling & Baking, Bluebird and Meadow Lea into a single powerful national food business.

We will then move quickly to replicate that process in Australia by combining Uncle Tobys and Meadow Lea into a billion dollar retail grocery business that will have the resources to more than match any competitor in Australia.

These organisational changes will enable Goodman Fielder to focus on and increase our investment in fewer 'power brands' such as Uncle Tobys, Meadow Lea, Praise, Buttercup, Sunicrust, Helga's, Country Bake, Quality Bakers and Bluebird in Australia and New Zealand.

We intend to split out our non-retail businesses which we will run more aggressively for cash.

As a result, we will separate out GF Milling from GF Baking to run as a separate and lean, cost-competitive business on a stand alone basis. We will also combine all of our food service operations into a single focused business unit.

The clear objective of the management team is to implement these changes on time and deliver the projected benefits to shareholders in full.

We will ensure that shareholders are informed as implementation milestones are reached.

David Hearn, Chief Executive
April 2001

Financial Summary

First Half (\$M)

	31/12/2000	31/12/99	% Change
Net external sales	1,533.4	1,607.1	-4.6
Total trading EBIT	120.3	126.3	-4.8
Net Interest	-31.5	-28.9	
Tax	-30.0	-27.4 ⁽¹⁾	
Minority Interests	-1.1	-1.6	
Net operating profit	57.7	68.4	-15.6
Net restructuring charges	-20.2	-19.6	
Net profit	37.5	48.8	-25.2

⁽¹⁾ Includes \$7.5million benefit from change in Australian tax rate

Divisional Results

Earnings before interest and tax \$M

	31/12/2000	31/12/99	% Change
Milling & Baking	54.2	57.2	-5.2 ⁽¹⁾
Edible Oils	30.0	30.2	-0.7
Cereals & Snacks	30.9	21.4	44.4 ⁽²⁾
Ingredients	8.1	10.1	-19.8 ⁽³⁾
International	16.6	12.0	38.3
Other	-21.5	-13.8	
Trading EBIT	118.3	117.1	1.0
Discontinued businesses	2.0	9.2 ⁽³⁾	
Total EBIT	120.3	126.3	-4.8

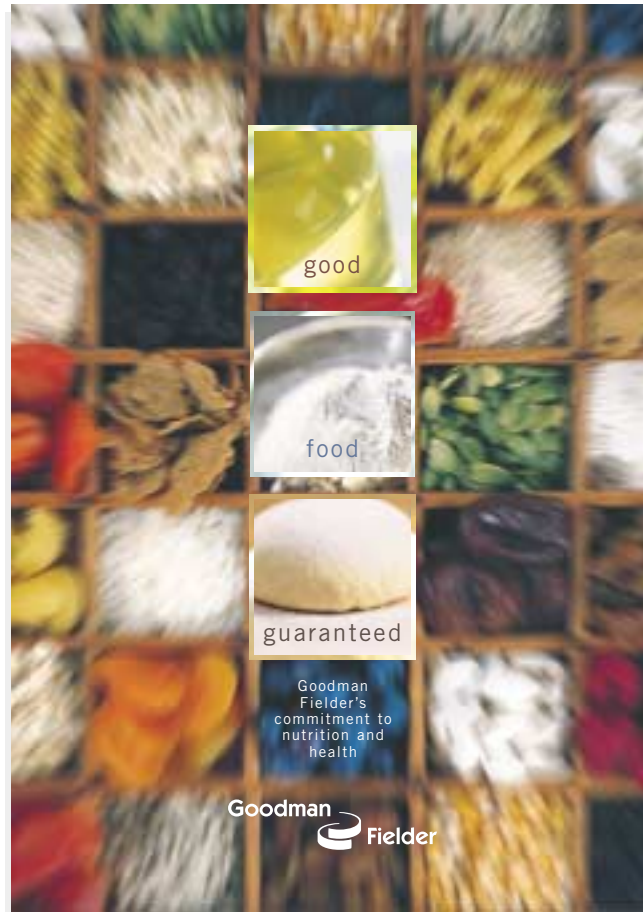
⁽¹⁾ Food service business of Ernest Adams transferred to Bluebird
⁽²⁾ Adjusted for the sale of Starch Australasia
⁽³⁾ Discontinued businesses include Streggles, Vetta and Starch Australasia

4: Interim Report 2001 (pages 8 and 9)



**Goodman Fielder
Nutrition Policy
Handbook**

- Design/layout, artwork and production. 12 page A3 handbook, printed 4 colour plus spot gloss/matt varnish on cover
- Art direction for photography



1: Nutrition Policy Cover

Design for Print



2: Nutrition Policy (inside spread)



NRMA Employee Share Plan

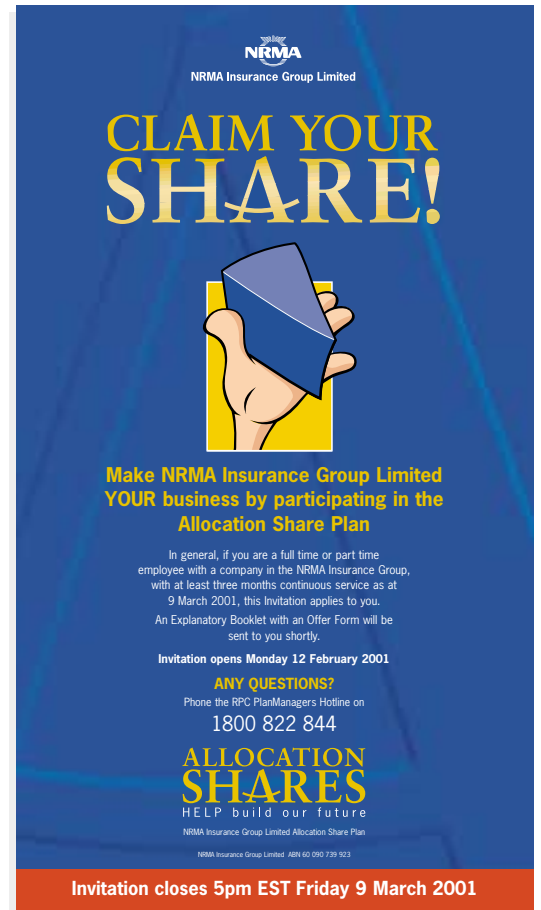
- Allocation Shares logo
- 28 page explanatory booklet
- Posters

Other items designed and produced included:

- Miscellaneous stationery (envelopes, letterheads, etc.)
- Display panels for NRMA foyer during offer period



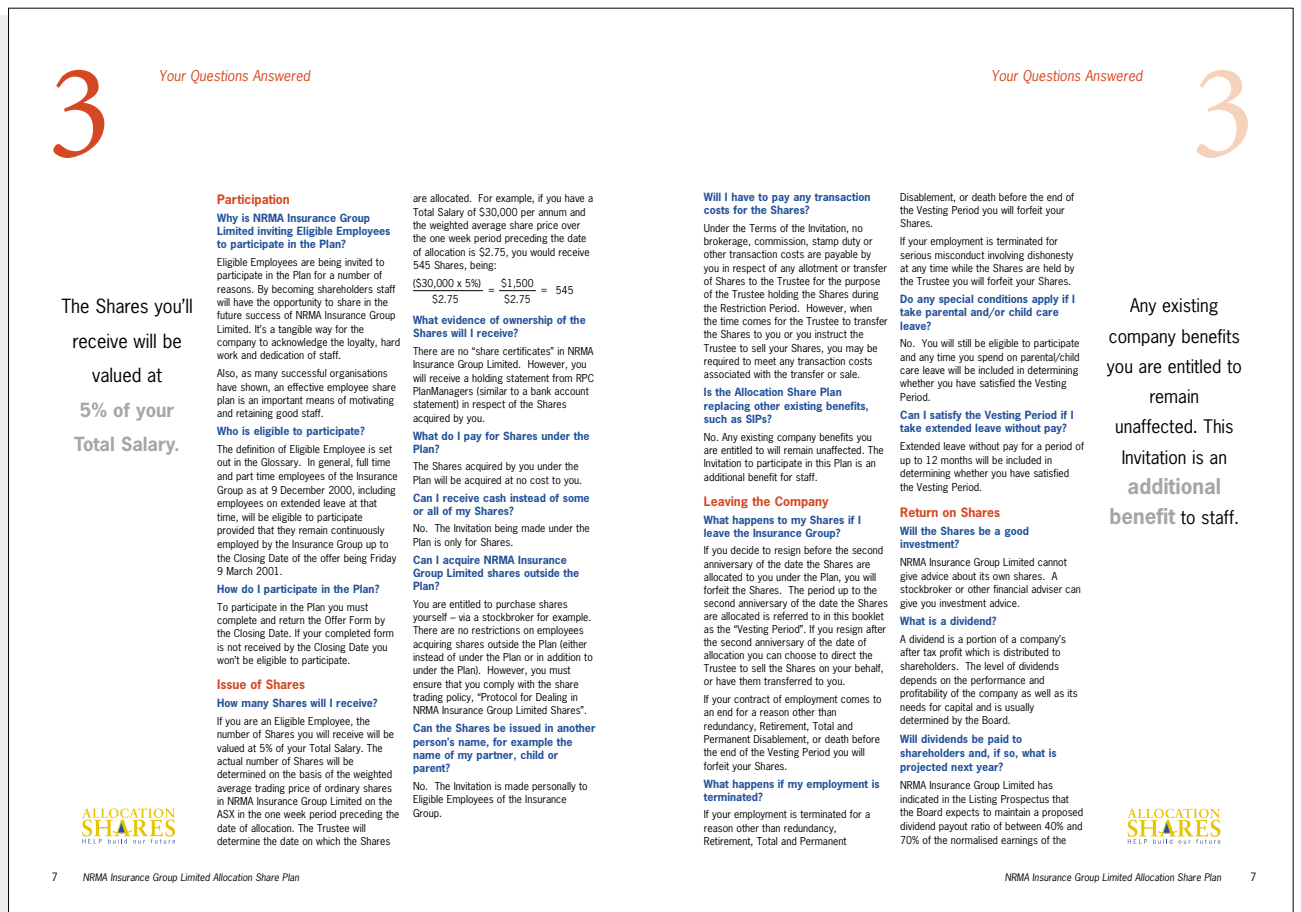
Explanatory Booklet



1: Explanatory Booklet (cover)

2: Poster

Design for print



3: Explanatory Booklet (inside spread)

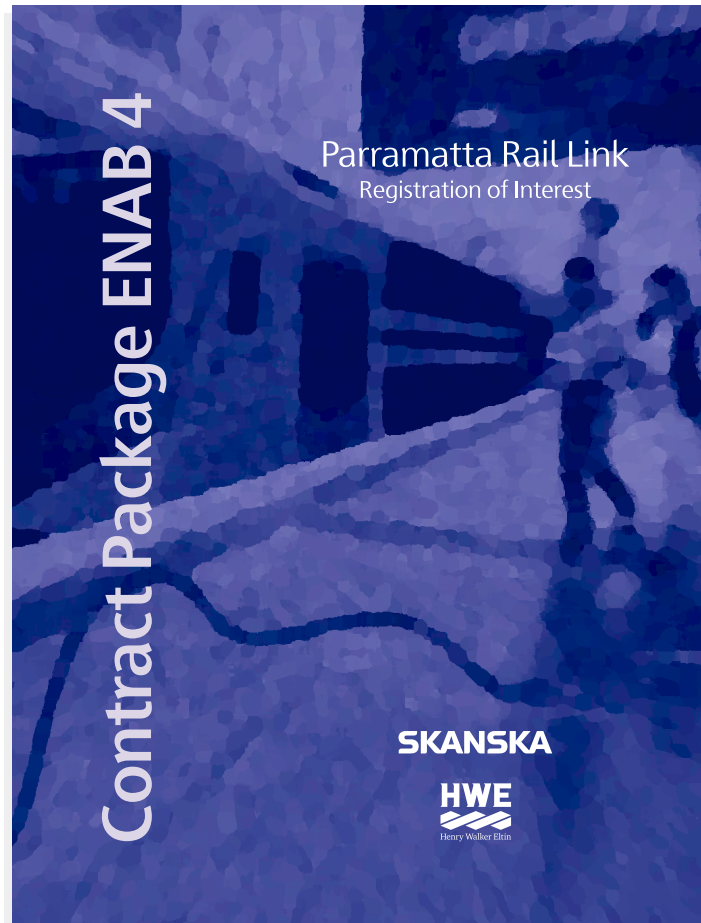


Skanska Report Cover (Tender Document)

- Design/layout, artwork and production of a series of report covers (digital output), and design/supply of custom-made presentation boxes for the final tender documents

Stabilator Promotional Brochure

- Design/layout, artwork and production. 8 page A4 brochure printed 4 colours



1: Report Cover

Design for Print

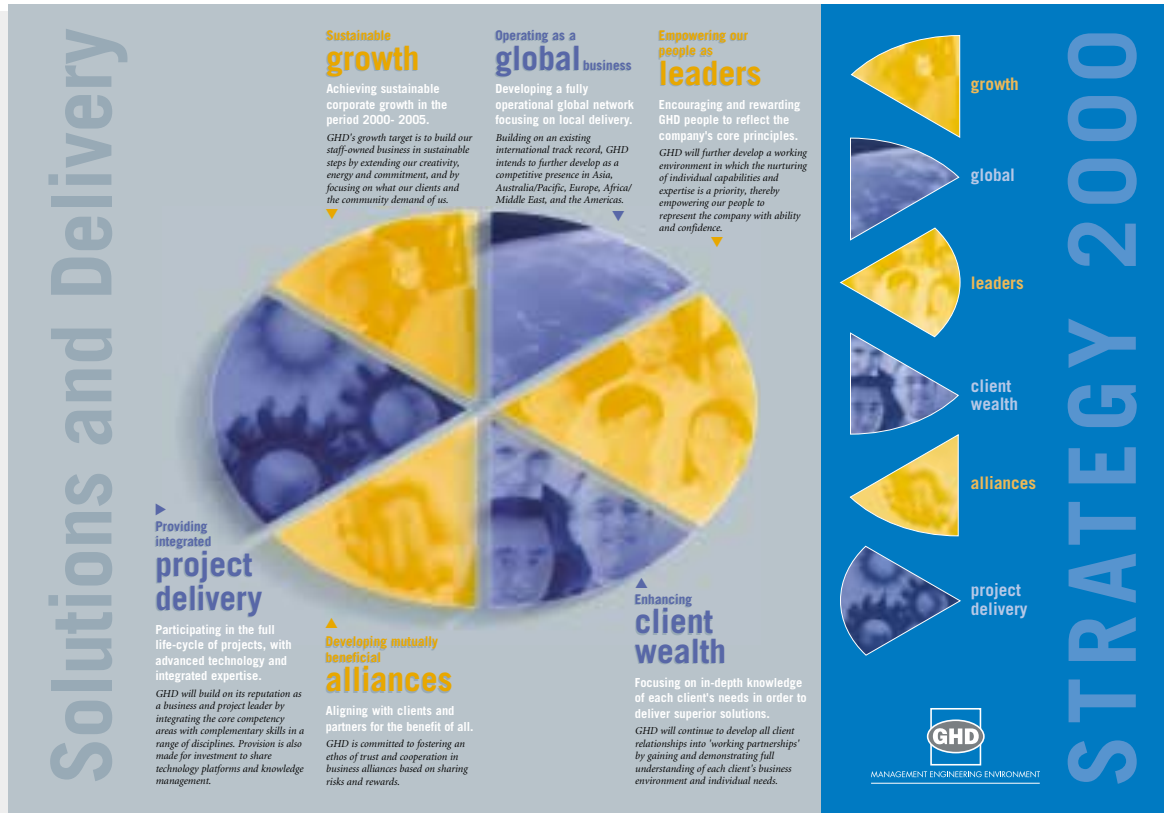


2: Promotional Brochure (inside spread)



GHD Strategy Document

- Design/layout (including oval icons for demand streams), artwork and production. The use of a pie chart to distinguish delivery areas was stipulated by client.
- 6 page 'staggered fold' brochure printed 4 colours

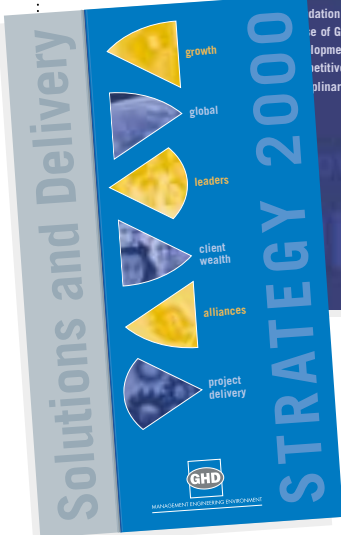


1: Cover (blue panel) is pulled to right to reveal key strategic areas (grey background)
Bottom left: Staggered fold allows 'Solutions and Delivery' heading to remain visible when document is folded

Design for Print



2: Reverse side of Strategy Document



Miscellaneous
Printed Material

AGL Newsletter

- Design and artwork for A3 newsletter/report about AGL 'Summit' Meeting

Landscape
Constructions
Brochure

- Design, artwork and production for 4 page A4 promotional brochure



1: A3 'Update' Newsletter (front cover)

Design for Print



2: A4 Promotional Brochure (cover and inside spread)



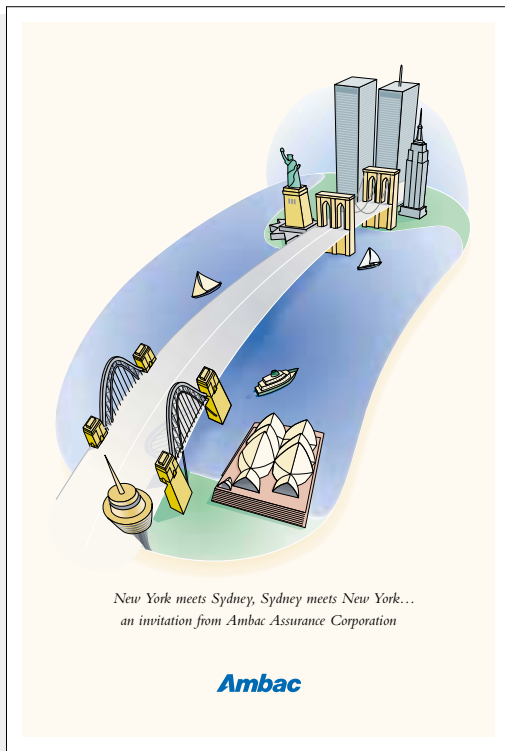
Miscellaneous Printed Material

- University of Sydney 12 page A5 document
- Ambac Invitation to the opening of their Sydney Office
- Reuters stickers printed 2 colours on polypropylene stock, with gloss cellophane for extra protection against cleaning agents, etc.
- Dealer Test Drive Invitation. Short run digital output with mail merge
- 'Immerse Yourself' concept/theme, miscellaneous printed items, signage, etc.



1: Brochure Cover and inside spread

Design for Print



2: Invitation to the Opening of Ambac's Sydney Office



3: Sticker to be attached to subscriber's computer monitor



4: Test Drive Invitation



5: PeopleSoft Conference Program



Knowledge Matters
Information Research
and Training



knowledge
matters

BabelSoft
Computer
Networking
Consultants



PHUM
PHUM Medical Unit
within UNSW



Implement
Project Management

Renaissance
Insurance Agency

**NRMA Planning
Your Success**

NRMA HR Staff
Development Plan

**NRMA Allocation
Shares**

NRMA Staff
Allocation Plan

CANNEX
Financial Star
Ratings



High-Tech Pools
Swimming Pool
Manufacturers

THE UNIVERSITY OF
NEW SOUTH WALES



Copernican
Financial Consultants

Corporate Identity



S&G Press Ad

Concept, copywriting, sourcing image, design/artwork

Cannex Press Ad

Reworking copy supplied, layout/design/artwork

Deposit Underwriters Press Ad

Layout/design/artwork

Cannex Press Ad/Leaflet

Concept, copywriting, design/artwork. The leaflet also included a brief user guide on the reverse.

Professional Indemnity: Never ignore the unseen!

In cooperation with the MIAA, S&G is delivering Professional Indemnity solutions for the individual needs of MIAA members.

The result is appropriate cover for your business activities. We'll help steer you clear of Professional Indemnity hazards – perhaps of Titanic proportions.

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Be Sure

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Surety & General
BROKERS PTY LTD

SUPPORTED BY
MIAA

1 Half-page Professional Indemnity Ad aimed at Mortgage Brokers

Advertising

Life Risk SEMINAR

DON'T RISK NOT BEING THERE!

Join discussions on

- Who will win from rationalisation?
- What are the direct selling models?
- What is the role of recommended lists?
- Do the Awards tell us anything?
- Can underwriting be simplified?
- How profitable is the risk market?
- What are the current trends?
- How do winners differentiate?
- Where is the money going?
- What is the overseas impact?

Speakers include
Bruce Madden, *Editor Asset Magazine*; Michael Rice, Kevin Pike and Phil Muir; Mark Baxter, *GM APRA*; Peter Kamjan, *Harvest Partners*; Michelle Hollis, *Navigator*; Kathlene Jones, *CANNEX*; Neil Sprackling, *Chief Marketing Officer Swiss Re* and others.

Full program and registration details available online at www.cannex.com.au
Phone 1800 81 87 87 Julie Foster or email admin@cannex.com.au
Registration Fee \$300 (incl GST) discount for multiple bookings available (all major credit cards accepted).

6 months FREE ACCESS to the latest online risk calculator included in registration (members only)

CANNEX financial services research group
RiceWalker ACTUARIES

2: Half-page Life Risk Seminar Ad aimed at all sectors of the Life Risk Industry

Deposit Bonds: could they help grow your business?

- Provide your clients with a cash deposit alternative until settlement
- A total finance package available to approved introducers
- Flexible bond terms from 3-48 months
- Competitively priced one-off premiums

To find out how Deposit Bonds can work for you, contact Deposit Underwriters on (02) 9929 9969 or visit www.deposit.com.au

The Deposit Bond is underwritten by QBE Insurance (Australia) Limited ABN 78 003 191 035 and issued by Deposit Underwriters Pty Limited ABN 18 090 935 765.

DEPOSIT Underwriters

3: Half-page Deposit Bond Ad

Making 'Life' easy

CANNEX adviserinfo

- Annuities
- Term Certain
- Lifetime
- Risk Insurance
- Risk Selector

Save time: Simply log into CANNEX *adviserinfo*, enter your client's details and needs, and *adviserinfo* instantly compiles a list of relevant policies for Life Insurance or Annuities – you can also compare and research policy features and use an independent scoring methodology to rank the products. Once you are happy with your selection, a portfolio comparing relevant policies and quotes can be printed or saved for presentation to your client!

Real time data gives results in record time

Everything On-line: No more searching through CD's and hard copy prospectuses. Up to the minute, on-line data and quotes means everything is in one place, and presented in a common format to aid product comparison. 24 hours a day.

Save money: Web-based information means we can deliver more for less.

FREE TRIAL: Don't take our word for it. For a free two week trial, register today at www.cannex.com.au/adviserinfo and try *adviserinfo* for yourself. You won't be disappointed.

FREE 2 WEEK TRIAL
*Registered/licensed advisers only

CANNEX financial services research group
Independent Scoring Methodology established by
RiceWalker ACTUARIES

Telephone: 1800 81 8787 or email: admin@cannex.com.au

4: Half-page Press Ad aimed at Life Insurance Brokers/Agents



Web Sites

Web site design for Aged Care Standards and Accreditation Agency (in collaboration with Imagica Design).



Web site design for Montek (in collaboration with Imagica Design).



Original web site design for Logicol™ (in collaboration with Loaded Interactive).



Design for the Web

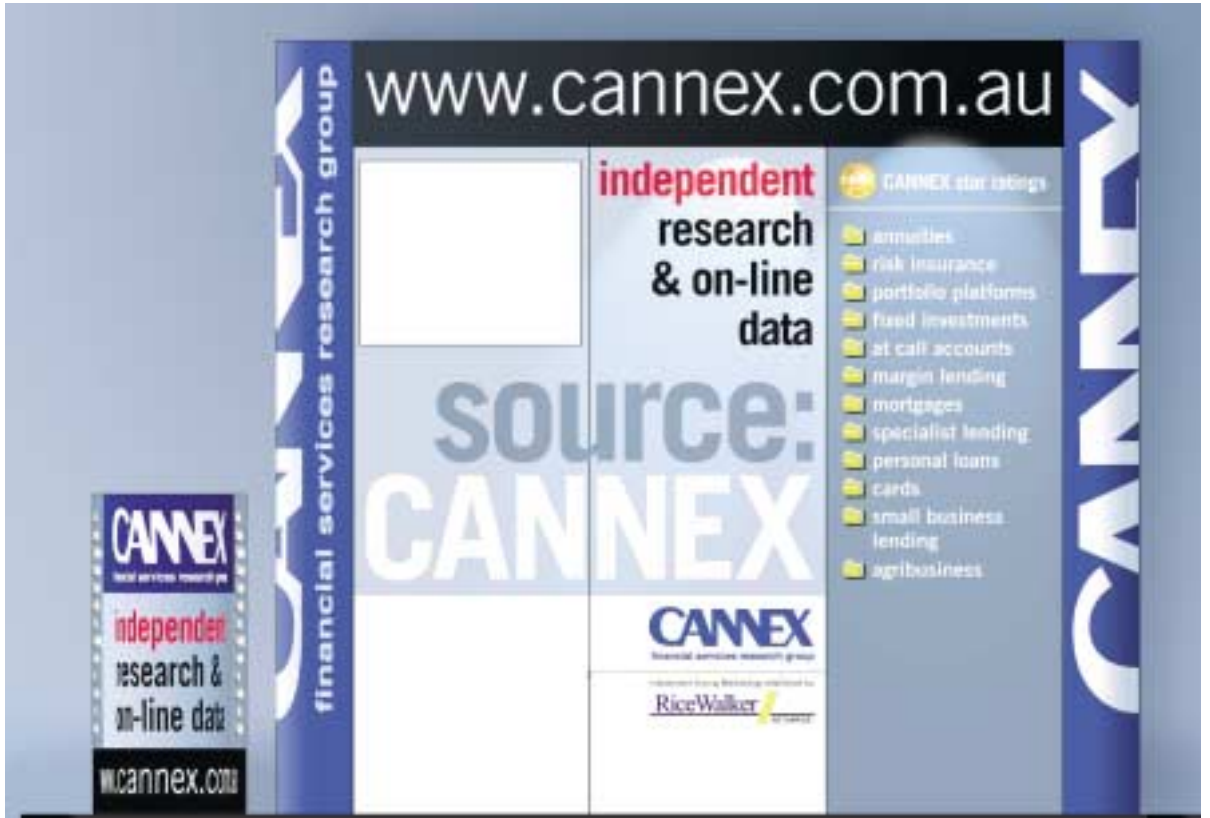


**CANNEX
Exhibition Stand**

- Establishing content, and design/production of mobile exhibition stand and counter module.

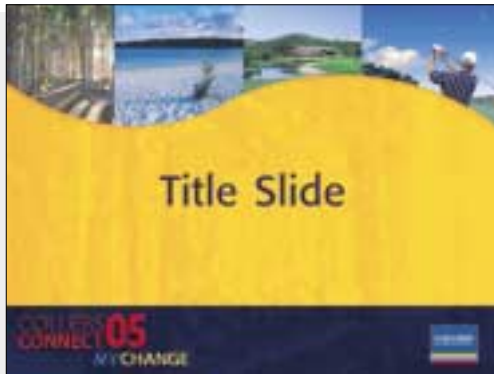
PowerPoint presentations

- Design/artwork for PowerPoint presentations.



1: CANNEX Mobile Exhibition Stand – Design/Visual

Miscellaneous



2: Selection of PowerPoint Slides prepared for OutLoud! Events

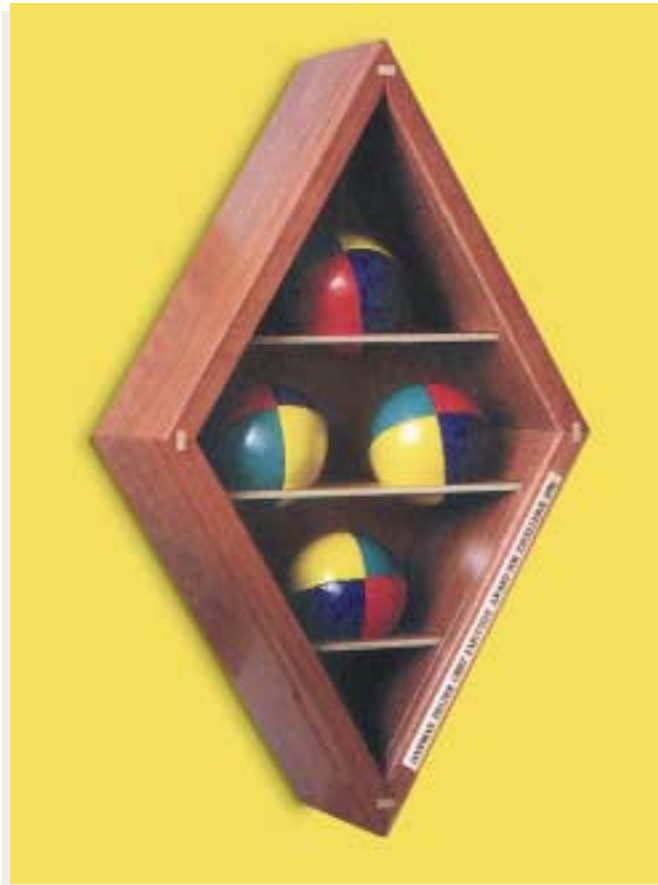


Goodman Fielder
Excellence Award

- Concept and production

Goodman Fielder
City to Surf
T-shirts

- Concept, artwork and production



1: Award for Excellence top award, (three lesser awards with 3 balls)



2: Goodman Fielder T-shirt for City to Surf 2000

Awards and Promotional Items

