



# GRAPHIC DESIGN WITH INTEGRITY

[www.bluesquarecreative.com.au](http://www.bluesquarecreative.com.au)



# AGENCY



Blue Square Creative leads the pack in Graphic Design and Copywriting. We have the skill, experience, and expertise to make your business stand out from the crowd. We enjoy working with all businesses – large, small and in-between. Developing projects from concept to finish is our forte.

Blue Square Creative bring over 60 years of knowledge to the table. Always having an eye on market changes, we stay ahead of the game.

Resting on our laurels and letting the grass grow under our feet is not an option. We understand the importance of working in partnership with business. The need to listen, pay attention is never underestimated.

Adapting material to fit specific needs is a specialty. Companies who use international logos and design sometimes find they just don't suit the local market. So, we adapt them to suit.

Blue Square Creative has such an array of expertise and experience we can list but a few:

- Catalogues, point of sale materials, merchandise branding.
- Creating visual art displays that demand attention.
- Working with photographers, stylists, creative directors, infographics, media...
- Partnering with merchandise teams.
- Consultancy services for inhouse Graphic Design teams.
- Re-arranging websites to suit the language and brand of companies.
- Overseeing targeted marketing programs.
- Keeping to detail, and deadlines.
- Working under budget parameters.

The list goes on.

We have worked with: Loreal, IGA, AFL, Anthea Crawford, City of Albury, Jewish Care, Bar Crusher Boats – to name just a few.

Graphic Design, and Copywriting  
is our business.

If you have a need for these -  
Blue Square Creative can help.



# DIRECTORS

## Mannie Cohen

Even though Mannie has over two decades of experience in the design printing industry, he still remembers his first introduction to it. It was way back when his teacher introduced Graphic Design into the art class. Who knew this would be his vocation? Mannie was fascinated by design and colour arrangements, the stories it could tell. He decided to study this art form, and the enthusiasm for it has never waned. His formal studies ended with a Bachelor's degree in Design and Visual Arts. This was just the beginning. Not satisfied with working for others, Mannie formed his own business called Blue Square Creative. This has gone from strength to strength. Little wonder when you consider his experience, skill set, and work ethic.

Some of these include:

- Developing briefs from concept to finished art.
- Putting together marketing material that produce expected outcomes.
- Working closely with private, public, and government sectors.
- Creating catalogue and point of sale materials.
- Adapting international company designs, logos, and materials to suit the national landscape.
- Tailoring strategies that enhance programs, through Graphic Design.
- Working with people and staff at all levels... speaking their language.
- Listens to client needs, ideas, and requirements. He expects close scrutiny, and doesn't think his way is the only way. Constructive criticism is welcomed.
- Understands deadlines, and budgets.
- Has a great grasp of technology and media.

The list goes on.

Mannie loves to work with all sections of business and community. He has a special passion for non-profit organizations. For the past two decades Mannie has done work for: Disney Productions, The AFL, Loreal, Anthea Crawford, City of Albury, Jewish Care, IGA, Swiss Products and so many more.

Make no mistake, Mannie is a leader in the Graphic Design industry, always looking to improve himself and his clients.

Teaming up with Mannie and Blue Square Creative will bring great results.



## Philip Hammond

Philip Hammond joins the Blue Square Creative team.

He has owned and managed small business for 32 years, and brings a wealth of talent with him. During this time, he has seen the importance of Graphic Design and CopyWriting grow.

As an author, it was the writing side that drew his attention. The journey of studying, and learning the art of CopyWriting began.

After a time, he decided to concentrate on b2b copy. He now specializes in email, web analysis, case studies, blogs, but still loves to write for non-profit organizations.

The combination of Manfred and Philip bring outstanding knowledge to the table... a combination that will have you standing out from the crowd.





# THE NEW GOLD STANDARD IN PRINTING IS HERE

New technology, stunning outcomes.  
Printing and embossing in 1 seamless  
step... take a look.

## ABOUT

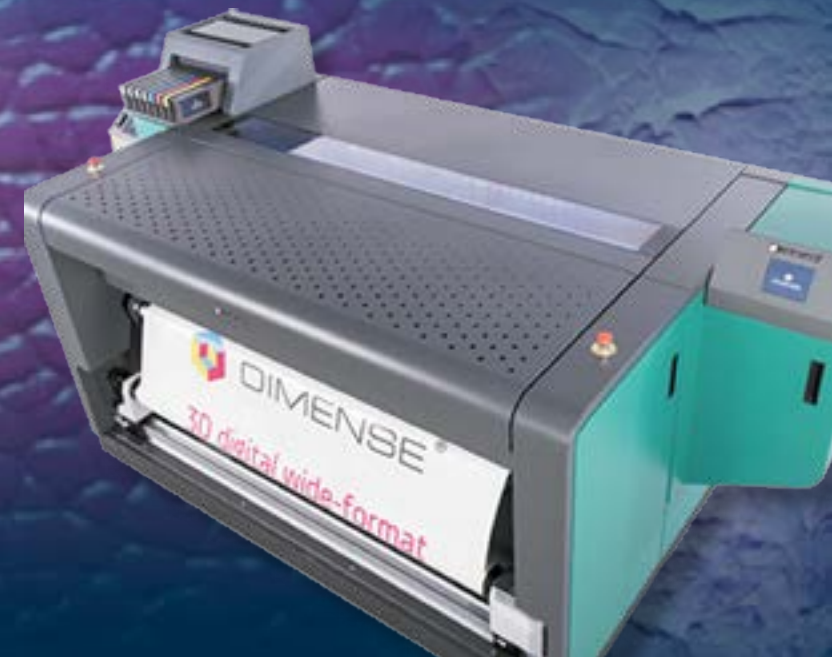
DIMENSE™ technology does exactly what its name implies – it “dimenses” digital printing.

This pioneering technology makes it possible to print unique embossing at the same time as the item is digitally printed at virtually any size and without repeating the embossing pattern.

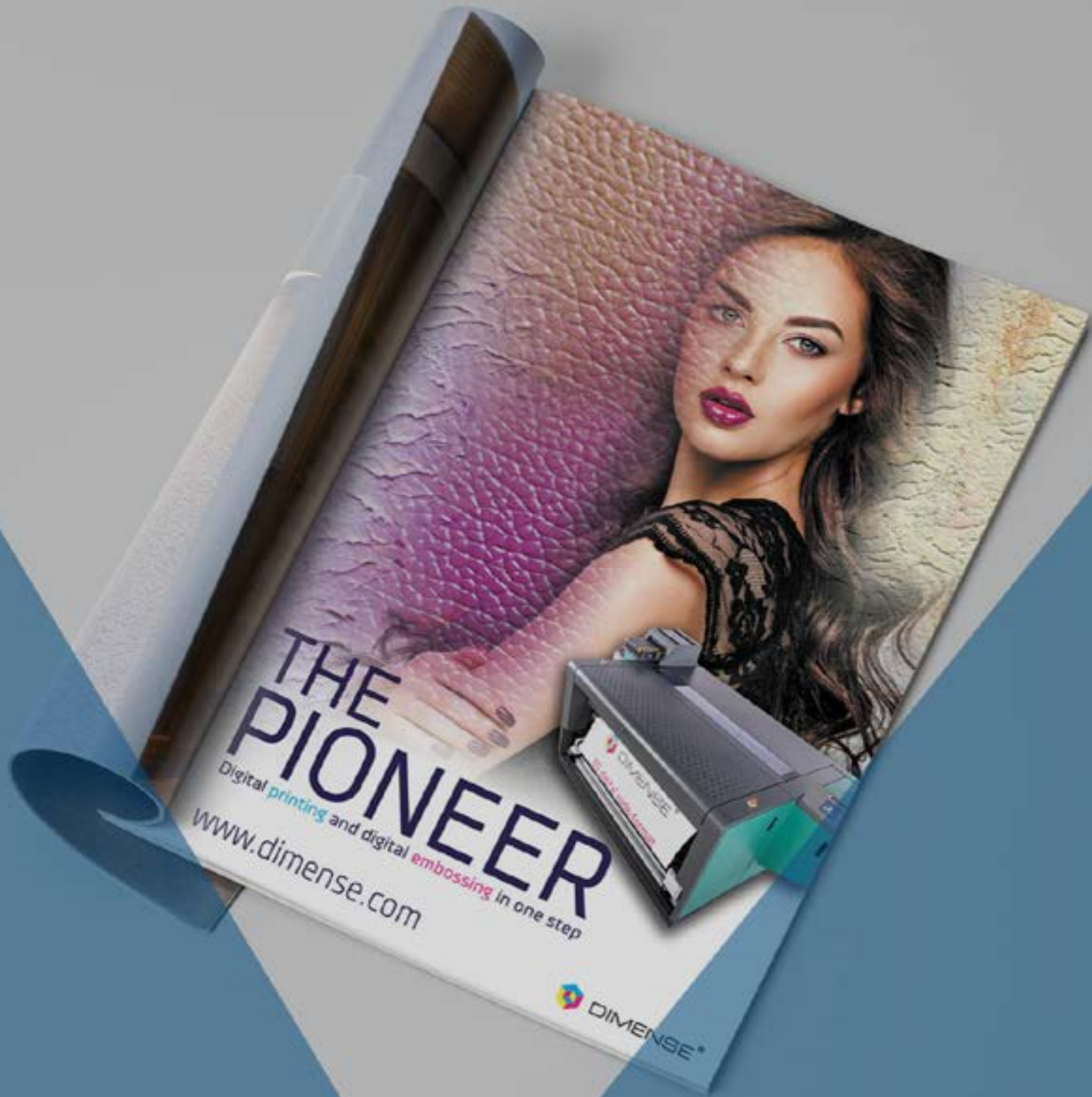
So structure and motif can be perfectly matched to each other, or the structure may be completely different than the picture itself – it all depends on the designer’s creativity. In order to achieve this result, Veika offers a complete solution: the Dimensor S printer, media and water based latex inks.

## Applications

- Wall signage
- Packaging
- Advertising
- Banner design





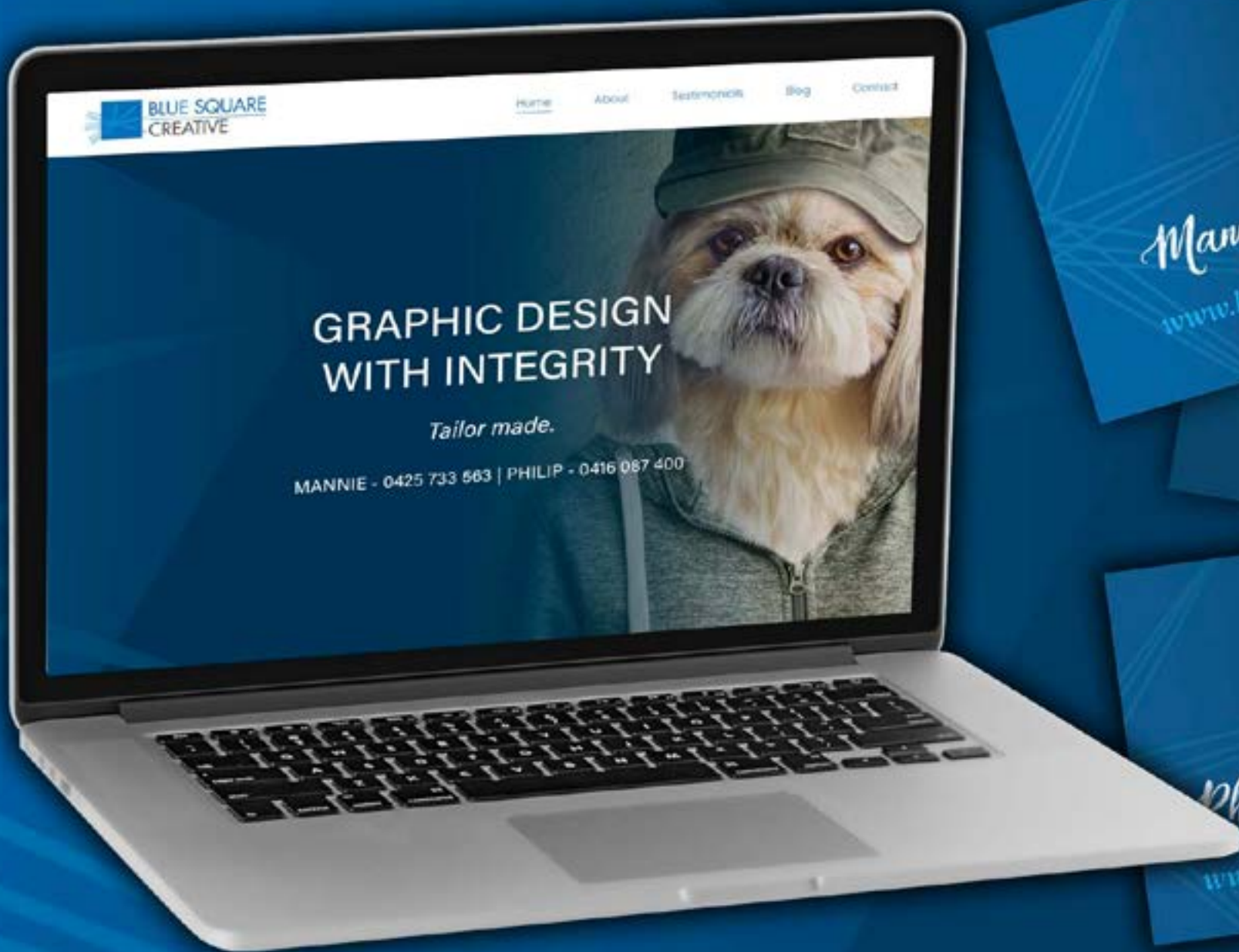


# THE PIONEER

Digital printing and digital embossing in one step

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



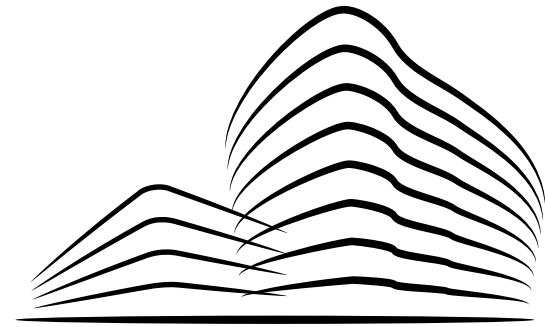






# EXPERTS IN THE CREATIVE SECTOR





**THE ESPY APARTMENTS**  
**ST KILDA**

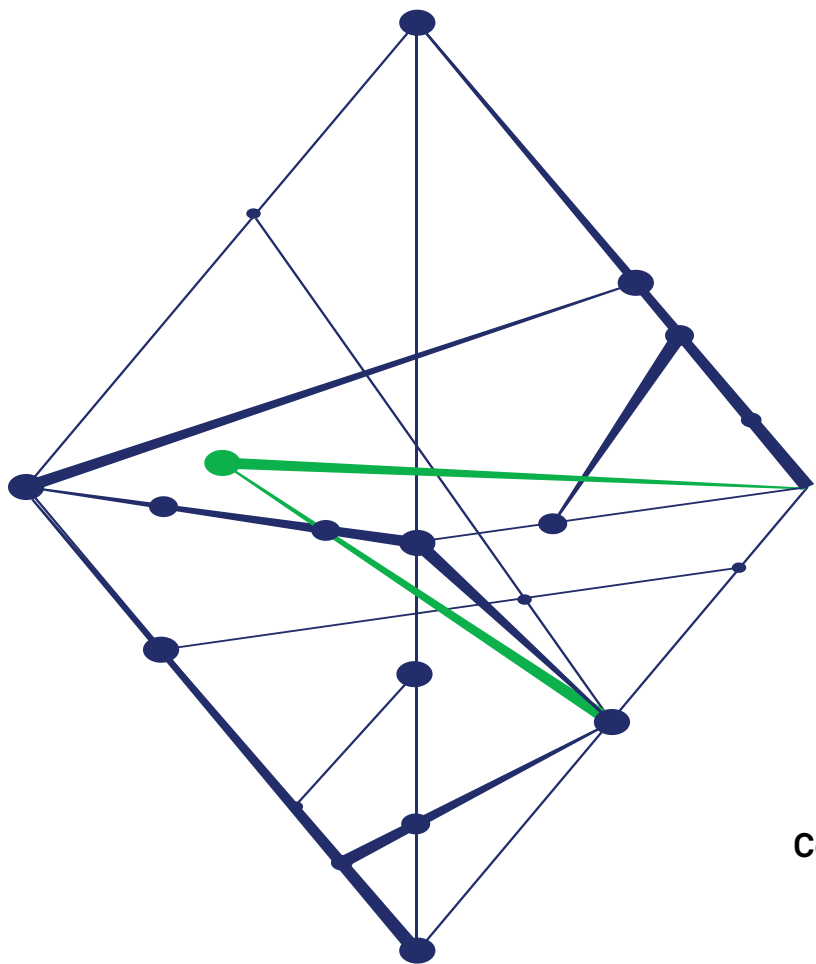


**THE ESPY APARTMENTS**  
**ST KILDA**

THE  
**ESPY**  
APARTMENTS



**THE ESPY APARTMENTS**  
**ST KILDA**



# BOOMA

## AUSTRALIA

Colour:



PANTONE 2747 C



PANTONE 315 C



PANTONE P 148-8 C

Font:

Akkarad Standard  
Akkarad Bold



CHABAD

*Double Bay*



CHABAD

*Double Bay*

**WATERPROOFING**  
MELBOURNE





Dr Daniel Lanzer  
and Associates



Dr Daniel Lanzer  
and Associates



**DR DANIEL  
LANZER**

SPECIALIST DERMATOLOGIST  
COSMETIC SURGERY





**YOUNG  
ADULT  
SUCCOT  
SOCIAL  
EVENT**

**19  
10  
19**

**SATURDAY NIGHT | 8:30PM**

AGE: 20-35

LOCATION: WOLSELEY RD POINT  
PIPER (HOME OF THE RABBI  
PLEASE CALL FOR EXACT ADDRESS)

- LIVE ACOUSTIC GUITAR SHOW BY LEVI
- SPECIAL SELECTION OF FOOD AND DRINKS

**CHABAD**  
*Double Bay*

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0450 650 770



Rebbitzen Leah  
Invites you to a  
Meaningful and uplifting

**Succot  
Womens Lunch**

AT OUR HOME WOLSELEY RD  
(PLEASE CALL FOR EXACT ADDRESS)

**17/10  
1:30PM**

LIVE MUSIC • LIVE SUSHI CHEF

RSVP: Ester 9327 1644 or text 0425 332 139

**CHABAD**  
*Double Bay*



**CHRIS WALLIS INDEPENDENT**

- Wipe out up to 3 years of HECS & VET Loan debts
- Superannuation top-up opportunity for over 55s
- Registered nurse 24/7 at every nursing home

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wallis4macnamara.com.au

**Reform the complex broken unfair tax system**

All policies at  
wallis4macnamara.com.au



**CHRIS WALLIS INDEPENDENT**

**NONE OF OUR MONEY FOR COAL**



**CHRIS WALLIS INDEPENDENT**

- Wipe out up to 3 years of HECS & VET Loan debts
- Superannuation top-up opportunity for over 55s
- Registered nurse 24/7 at every nursing home

All policies at  
wallis4macnamara.com.au



# CHRIS WALLIS

## INDEPENDENT



## FRIENDS OF MONTEFIORE


37TH YEAR

Dear Supporter,

As we navigate through the unprecedented challenges posed by Coronavirus we have an emergency situation with more people than ever calling on Jewish Care. Money raised this year will go towards helping those most impacted by the crisis.

Enclosed is a booklet of 10 raffle tickets. Please support us by selling as much as possible to friends and family. There are fantastic prizes to be won!

Simply return the ticket stubs and payment in the enclosed reply paid envelope by Monday 4 May 2020.



## RAFFLE 2020



# NOTICE OF ANNUAL GENERAL MEETING 2020

**GUEST SPEAKER: Alan Schwartz AM**

Alan Schwartz AM is the Managing Director of the Trawalla Group and has extensive experience in the not-for-profit and community sector. His involvement with Jewish Care began in 1996 and in 2001, Alan was appointed the inaugural President of Jewish Care Victoria following the merger of Jewish Community Services and Montefiore Homes.

Alan has held a number of senior board positions at Jewish Care including Treasurer (1996-1999), Senior Treasurer (1999-2000), Board member (1997-2000), Inaugural President (2001-2004), Member of Development Committee and Appeal Committee (2001-2004) and Capital Campaign Patron (2014-2019).

In recognition of Alan's enormous contribution to the community and business, Alan was awarded Life Governor of Jewish Care in 2005, a Centenary Medal in 2003) and an Order of Australia (AM) in 2007.

<b>DATE:</b> 18 November 2020	<b>TIME:</b> 6.00pm to 7.30pm
<b>VENUE:</b> Zoom details will be sent upon registration	<b>RSVP:</b> 4 November 2020
<b>REGISTRATION:</b> Members only <a href="http://www.jewishcare.org.au/agm2020">www.jewishcare.org.au/agm2020</a>	



Name .....

Address .....

Email .....

Mobile .....

**Enclosed is payment for:**

Grand Patron \$500    Gold Patron \$195    Patron \$95    Hostess/Guest \$70

Raffle Book \$20   Donation \$ \_\_\_\_\_   **Total Amount Enclosed \$ \_\_\_\_\_**

**Payment Method (please tick the appropriate box):**

Cheque enclosed payable to Jewish Care (Vic) Inc

Credit Card    Visa    MasterCard    American Express

Credit Card Number

Expiry Date \_\_\_/\_\_\_/\_\_\_   Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_    I do not wish to receive any future marketing material from Jewish Care.



### Your Consent is Important

It is important to us that you understand what you are consenting to and for what purpose, so that your consent is informed, freely given, specific and current.

**Protecting Your Privacy**

Jewish Care is serious about protecting your privacy, in accordance with the following legislation:

- Privacy Act 1988 (Cth)
- Health Records Act 2001 (Victoria)
- Privacy and Data Protection Act 2014 (Victoria)


We respect the privacy and confidentiality of your personal information and are committed to protect and maintain the integrity of that information. We will collect, store and use your personal and confidential information responsibly.

**Our Values**

תמיכה  
ערכים  
קהילה  
חיים  
התנדבות

אנחנו מוקדים את אחריותנו  
על הפרטיות והגנה על  
מידע אישי.

**SERVICE CHARTER**

**Jewish Care (Victoria) Inc**  
101 St Albans Road  
Melbourne Victoria 3045  
ABN 78 242 451 342  
AFN 423427256

Head Office: (03) 8511 5555  
All Services: (03) 8511 5559  
info@jewishcare.org.au  
www.jewishcare.org.au



# ITZHAK

A FILM BY ALISON CHERNICK



*As charming and entrancing as the famous violinist himself, ITZHAK is a portrait of musical virtuosity seamlessly enclosed in warmth, humor, and above all, love.*

A complimentary screening for our valued supporters

Classic Cinema, Elsternwick  
Sunday 14 July 2019  
xxpm for a xxpm screening

RSVP by xx July 2019, 8517 5602  
[www.jewishcare.org.au/itzhak](http://www.jewishcare.org.au/itzhak)  
[ccc@jewishcare.org.au](mailto:ccc@jewishcare.org.au)

**JCCV  
2019  
APPEAL**

# MAKE YOUR VOICE HEARD

**ANNUAL APPEAL 2019**

The Victorian Jewish Community and the State of Victoria are well served by the JCCV. Our state benefits from the JCCV's leadership on social inclusion and strong stance against all forms of discrimination. The partnership between our government and the JCCV is strong and it is a partnership we are proud of.

**The Hon Daniel Andrews MP,  
Premier of Victoria**

YOUTH ALCOHOL PROJECT • MENTAL HEALTH • FAMILY VIOLENCE  
• CHILD PROTECTION • HOLOCAUST COMMEMORATION  
MULTICULTURAL BRIDGE BUILDING • INTERFAITH FRIENDSHIP BUILDING  
• GOVERNMENT ADVOCACY • POLICE SUPPORT AND LIAISON  
FIGHTING ANTISEMITISM • TRAINING FOR COMMUNITY ORGANISATIONS • PASTORAL CARE

Please insert this clip in the amount representing your donation.   
All donations over \$2 to the JCCV Cultural Fund are tax deductible.

\$36  \$54  \$72  \$100

\$150  \$180  \$360  \$1,080

# MAKE YOUR VOICE HEARD

**2019 | 5779 KOL NIDREI APPEAL**

- YOUTH ALCOHOL PROJECT
- MENTAL HEALTH
- FAMILY VIOLENCE
- CHILD PROTECTION
- HOLOCAUST COMMEMORATION
- MULTICULTURAL BRIDGE BUILDING
- INTERFAITH FRIENDSHIP BUILDING
- GOVERNMENT ADVOCACY
- POLICE SUPPORT AND LIAISON
- FIGHTING ANTISEMITISM
- TRAINING FOR COMMUNITY ORGANISATIONS
- PASTORAL CARE

## APPRECIATION

The Jewish Community Council of Victoria wishes to express its sincere appreciation to the following sponsors and supporters:

Tisher Lerner FC Law, the Council's Honorary Solicitors, and the Auditors for the JCCV, Jack Gaddie & Associates for their assistance during 2019.

Allen Feigin Graphics  
Australian Intercultural Society  
Australian Jewish Funders  
Australian Jewish News  
Austrian Union of Jewish Students  
Violence Australia  
Street Hebrew Congregation  
Sharon  
Brighton Hebrew Congregation  
Benjamin & J-Wire  
Milk College  
Blue Square Creative  
Suzyn Chait  
Huffield Hebrew Congregation  
City of Glen Eira

Community Security Group  
Courage to Care  
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Ecumenical and Interfaith Commission  
Edo-1 Video  
Elwood Talmud Torah  
Embassy of Israel  
Estate of Jakob Frenkel  
Executive Council of Australian Jewry  
Faith Communities Council of Victoria  
Randi Grose  
Gandel Philanthropy  
Sam Gebreselassie  
Government of Victoria  
Henry Greener  
Quests Accounting  
Peter Haskin Photography

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Jewish Museum of Australia  
Jewish Holocaust Centre  
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King David School  
Lalor/Vivier College  
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Annie Joyce  
Father Bob Maguire  
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Rebecca Pils  
Polyvia Consulting  
Professor Andrew Marcus  
Rabbinical Council of Australia & New Zealand  
Rabbinical Council of Victoria  
Rabbi Rabin Gershte  
Rabbi Yehoshua Gattas  
Rabbi Philip Hillmann  
Rabbi Gabi Kallman  
Rabbi Denise Tabin  
Rabbi Yonatan Soboff

Jacob Sachs  
Michael Butler  
Sharon Aichorn College  
Justine Sess  
Spiritual Health Association  
St. Kilda Hebrew Congregation  
Temple Beth Israel  
Trink Pevart  
Paul Topol  
Peter Jager Catering  
Victoria Police  
Victorian Council of Churches  
Victorian Multicultural Commission  
Wiemna Nguyen  
Vietnamese Community in Australia - Victorian Chapter  
Coni Yildiz  
Zorin Victoria  
Zorin Federation of Australia

*and to the many volunteers,  
working group members and  
donors whose generosity  
has been outstanding and  
gratefully appreciated.*

# 2019

## ANNUAL GENERAL MEETING

MAKE  
YOUR VOICE  
HEARD



JEWISH COMMUNITY COUNCIL  
OF VICTORIA INC.



# 2019

**YEAR IN REVIEW**

MAKE  
YOUR VOICE  
HEARD



## GENERAL SIR JOHN MONASH AWARD

DR HELEN LIGHT AM

MAKE  
YOUR VOICE  
HEARD





# ECHOES AND REFLECTIONS

JEWISH DAY OF REMEMBRANCE

YOM HASHOAH  
COMMEMORATION **2019**

**TICKETS**

JCCV OFFICE  
T 9527 5566

JEWISH HOLOCAUST CENTRE  
T 9528 1985

**TICKET PRICES**

\$20 Adults  
\$12 concession

**COMMEMORATION**

WEDNESDAY 1 May 2019  
7:30PM  
ROBERT BLACKWOOD HALL  
MONASH UNIVERSITY  
CLAYTON



 **MONASH University**  
Australian Centre for Jewish Civilisation



# ECHOES AND REFLECTIONS

JEWISH DAY OF REMEMBRANCE  
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COMMEMORATION

**2019**

**COMMEMORATION**

WEDNESDAY 1 May 2019, 7-30PM  
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CLAYTON

**TICKETS** | **TICKET PRICES**

JCCV OFFICE | \$20 Adults  
T 9272 5566 | \$12 concession

JEWISH HOLOCAUST CENTRE  
T 9528 1985



 **MONASH University**  
Australian Centre for Jewish Civilisation



# ECHOES AND REFLECTIONS

JEWISH DAY OF REMEMBRANCE  
YOM HASHOAH  
COMMEMORATION **2019**

**COMMEMORATION**

WEDNESDAY 1 May 2019  
7:30PM  
ROBERT BLACKWOOD HALL  
MONASH UNIVERSITY  
CLAYTON



 **MONASH University**  
Australian Centre for Jewish Civilisation







KOSHER KINGDOM  

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FOOD MARKET



KOSHER KINGDOM  

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FOOD MARKET

aitsl

aitsl

Department of Education  
and Communities  
Australian Government

# InSights

Evaluation of the Implementation of  
the Australian Professional Standards  
for Teachers

Interim Report on Baseline Implementation  
2013 Key Findings

March 2014

Evaluation of the  
Australian Professional Standards for Teachers



Our key message is standards, standards, standards, that's really what we're starting to say when we go out to talk to colleagues...

Forum participant, New South Wales

In implementing the activities outlined in Table 1, there is a range of approaches employed to implement the Standards to support teacher practice, performance and development. Key findings overall showed that:

- The Standards are being used as a mechanism for quality governance, public accountability and overall school engagement. There appears to be early stages of movement, supported by systems across the jurisdictions and sectors, towards implementation at the school and individual teacher level.
- There are cross-sectoral partnerships emerging within jurisdictions to promote knowledge sharing, professional learning and training in understanding the use and implementation of the Standards through the six initiatives.



There is high awareness and understanding of the Standards across the six initiatives as illustrated by the range of implementation activities across jurisdictions reported by the policy advisors, high level members of key organisations and education associations, school leaders and practising teachers at the Forum.



Given these findings, it is important for the Evaluation to provide insights into the contextual differences that influence successful implementation of the Standards. This is an element of implementation for further inquiry and understanding in the subsequent stages of the Evaluation.



Another area for further investigation is to explore the drivers for implementing Standards at system and school levels to further understand the intentions, goals and motivations for the implementation of the Standards.

## The National Forum (June – August 2013)

The National Forum consisted of a series of workshops and interviews with high level key stakeholders from each state and territory in Australia. The purpose of the National Forum was to build an understanding of stakeholders' perceptions of the implementation of the Standards at a national level, and capture perceptions of baseline implementation activity.

The National Forum explored stakeholders' perceptions of:

1. Success factors for effective implementation
2. Key implementation activities
3. Enablers and challenges for implementation.

A total of 174 participants attended the workshops and the interviews. Participants included policy advisors, high level members of key organisations and education associations, school leaders and practising teachers.

### National Forum participants



Figure 2: National Forum participants by stakeholder group

### Frequency of use

Respondents who reported they had used the Standards in their practice were then asked how often they had used them since the implementation of the Australian Standards, ranging from '1-3 times', '4-7 times', 'Monthly', 'Weekly' and 'Every day'. As displayed in Figure 8, 1-3 times and 4-7 were the most commonly reported frequencies. It is important to note that since the release of the Standards early in 2011, they have been implemented at different times in each jurisdiction and across the implementation initiatives. This affects the time period in which respondents to the survey have had the opportunity to use the Standards.

### Frequency of use across stakeholder groups



**Figure 8: Frequency of use of the Standards since implementation**

Note: Those respondents who reported they did not use the Standards are not shown in the above graph, and they were 45% of teachers, 21% of school leaders and 20% of teacher educators.

As shown in Figure 8, uptake of the Standards is high considering that they are at an early stage of implementation. The higher level of implementation may reflect their responsibility and support for the use of the Standards and outcomes. In addition, the early standards are likely to have been integrated into organisational

## The Australian Professional Standard for Principals



The Standard  
Practices  
always  
These  
lead  
A



**FEMALE  
LIPOSCULPTURE**

**DL** DR DANIEL  
LANZER  
FACIAL SURGEON



**THE MINI  
FACE LIFT**

**DL** DR DANIEL  
LANZER  
FACIAL SURGEON

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Harmony  
Travel

Travel Pillow

# Flexi pillow

Comfortable and Supportive Travel Pillow



**FREE**  
Bag Included

Now you can sleep comfortably when you travel



28cm x 27cm x 11.5cm



Roll up



**Travel in comfort:** The Travel Pillow rolls up to fit easily in your luggage so that you can have a comfortable supportive pillow when you travel.



**Features:** The moderate contour helps maintain neutral spinal alignment and good sleep posture.



**Comfort:** The high quality memory foam used allows the pillow to conform to the shape of your neck providing the highest level of pillow comfort available.



**Washable Pillow Cover:**

Soft cover includes TENCEL, an amazing eco-friendly natural cellulose fibre made from eucalyptus tree farms. TENCEL is soft, smooth & helps



Kids Pillow

# Flexi pillow

Luxurious Ventilated Memory Foam Pillow

**FREE**  
Pillow Case  
Included



Ventilated to  
improve airflow

Soft Memory Foam with the added benefit of ventilation holes  
provides the ultimate in comfort, support and pressure relief.

Kids  
Relief Classic Pillow

## For healthy sleep



**Features:** The classic shape is designed to put all sleep styles. For best sleep posture we recommend side and back sleeping.



**Comfort:** The ventilation holes are designed to create a uniquely soft feel for all body types, not usually experienced with Memory Foam.



**Pressure Relief:** The plush ventilated memory foam provides the ultimate in comfort and pressure relief of all remaining supportive.



**Temperature:** The ventilation holes improve air circulation which may reduce the temperature for hot sleepers.

**bamboo**







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