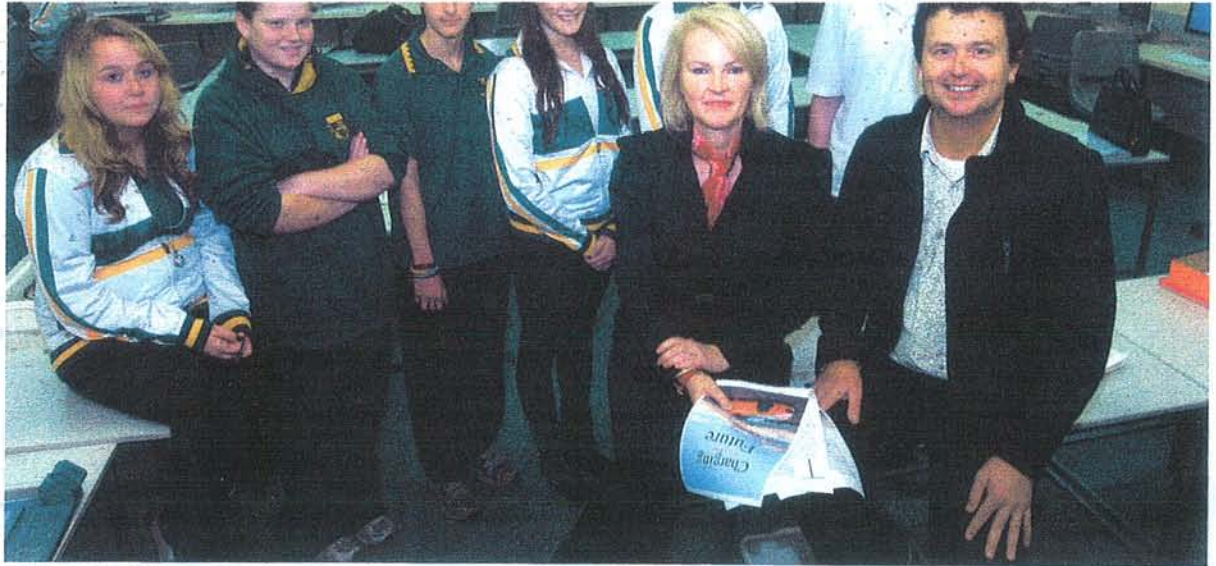


CONNECTING  
WITH

ASIA

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and people.



Jacinta McKenzie, Paige Metcalfe, Chris Gibbons-Eyre, Jordina Quain, Alex Saurin and Ned Parkins with Claire Hanson and teacher David Marshall.

THE MULTI-CULTURALISM OF OUR society is ever increasing and our country is home to more and more people of Asian nationality.

Asian people make up a large number of our tourists, and many come here seeking to tap into our world-class education. Their countries are also among our strongest and most important trade partners.

With Asian people playing such an important role in our economy and society, a program undertaken recently at a local school was designed to educate students on Australia's role in the Asia-Pacific region and help them better appreciate and understand our Asian neighbours.

The Asia Literacy Ambassador scheme – a program of the Asialink Centre, an initiative between the University of Melbourne and the Sidney Myer Foundation – engages skilled business professionals with high school students to give them a greater understanding of the myriad career opportunities available to those with a deeper understanding of Asian culture.

The program came to the Great Southern this year, and is being run at Albany Senior High School.

The ambassador who worked with the school was Claire Hanson, a local media and public relations expert who has been running her own company, Claire Hanson Executive Management, in Albany since 2009.

Claire is a perfect fit as a program ambassador, having worked between 2005 and 2009 as editor, then later editor-in-chief, of the *Singapore Tatler* magazine group. As editor of the *Singapore Tatler* – the Asian arm of the long-running UK high society and luxury lifestyle magazine – Claire said she was thrown into the maelstrom of Singapore upper-class social life.

"We had *Tatlers* in 13 markets in Asia, so it was a really exciting time, the company was expanding and professionalising and corporatising, and it was just a fantastic time to be working there, so we underwent a multi-million-dollar revamp of all of our titles – we produced 17 by the time that I left," she says.

"It was just a fantastic time to be living and working there."

Claire says Singapore was a very events-driven town, and the nature of her work meant she was expected to

go out socialising every night and most weekends.

Unfortunately her hectic lifestyle didn't leave much time to be with her young daughter, so Claire made the decision to move back to Australia.

ON RETURNING TO PERTH, CLAIRE made the trip south to visit her parents in Narrikup, and realised what a "terrific lifestyle" the Great Southern offered.

"Singapore is not that far geographically speaking, but in terms of culture and lifestyle it's probably the biggest sea change I could have made," Claire laughs.

Beginning in April and finishing in June, Claire worked with a group of nine Year 11 and 12 ASHS media studies students as part of the Asialink program.

"What I did initially was present the kids with a Powerpoint presentation detailing information about myself and my company, and then we went on to talk about Asia to just demystify some assumptions people have about Asia," Claire says.

"Then I presented them with a project, which was basically to develop

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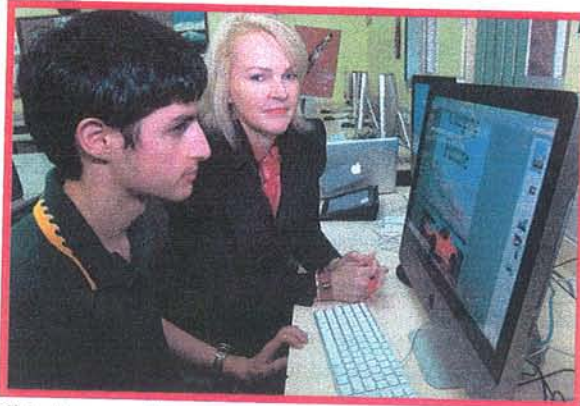
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Photo courtesy of  
Mike Barrett

They had to come up with storylines, ideas that had concrete contacts attached to them so they could follow the story through, they had to



Claire Hanson with student Chris Gibbons-Eyre.

source high-resolution images, they had to conduct interviews, then they had to design the story.

CLAIRE HANSON

some print-ready feature stories for a hypothetical luxury high-society magazine based somewhere in South East Asia."

Claire says the students were forced to come up with their own concepts just as if they were working in a real-life magazine.

"They had to come up with storylines, ideas that had concrete contacts attached to them so they could follow the story through, they had to source high-resolution images, they had to conduct interviews, then they had to design the story," she says.

Claire says the students were "fantastic".

"They did really well, I'm really proud of them," she says.

"I think for them it was really out of their ball park, so they had to think quite globally about how they could make it work.

"A lot of it was about building their capacity in terms of thinking about contacts, for example how could we get in touch with people at Rolls Royce in Singapore or Malaysia, or how can I get in touch with a high net worth individual who might be interested in buying some diamond jewellery."

One of the three stories the students produced was a "fantastically well researched" article about environmentally friendly cars in the luxury sector.

"They interviewed a lot of people, got a lot of terrific images and they brought the whole kind of celebrity angle in, so they researched which celebrities were driving which green cars and why, and which ones they thought were cool," Claire says.

"Their story had to be Asia-specific, so it had to be cars that could be bought or imported into Asia."

ASHS teacher Dave Marshall says he didn't anticipate how valuable Claire's wealth of industry experience and knowledge of Asian cultures would be for the students.

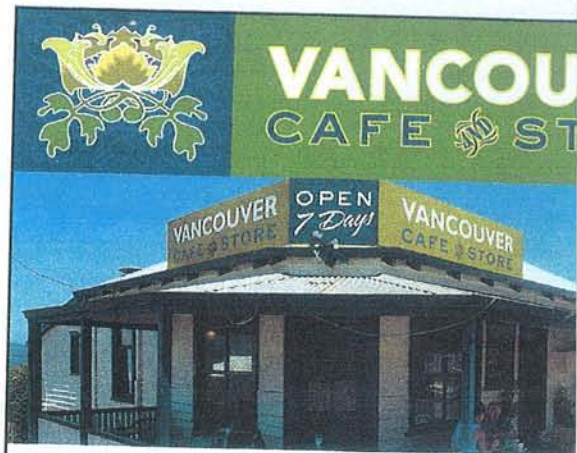
"When I found out that Claire was running it that sparked my interest, a magazine editor is exactly the kind of person you'd like to speak to in a media production analysis class," he says.

"To have access to someone who understands how the professional media works, Claire's incredibly well connected and networked.

"Everything from her own business profile through to the manner in which she does business is highly professional, and it was a really good insight for the kids."

Claire says she hopes the Asia Literacy Program will be embraced by more high schools in the Great Southern in the future.

"But I couldn't wish for a more terrific group than those at ASHS," she said. ☺



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## Tour of Vietn



Alison Teede is of the Vancouver Store in Albany. fortunate enough to realise that she has a passion for food that reflects in the served at h

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