

ALphabET sOuP

typography and design

who we are

Alphabet Soup Australia Pty Ltd is a graphic design, typography and photography business owned by Veronica Gillmer and situated in Sydney, Australia.

Established in 1991, Alphabet Soup is well versed in caring for a job from inception to delivery and works closely with clients to achieve great results with close attention to detail and personalised service.



what we do

We enjoy designing prospectuses, corporate capability brochures, annual reports, corporate identity, stationery, catalogues, packaging, press and magazine advertisements, website design and construction – and the photography for your project.

Alphabet Soup is an in-house, full finished art studio and we can also look after your print management requirements.

These are some of our awards.

NGINA Awards, Best Newsletter - 2013

Schools Prospectus Competition Silver Award - 2006

National Trust Heritage Award, 2000 Bushfires CD and Booklet - 2006



our work

Our work covers a broad range of graphic design and production areas and produce print, packaging, outdoor displays, websites, press and magazine advertisements, direct mail brochures and photography. Social media is fast becoming an important aspect which needs to be addressed in the digital world, however, we like to keep it in perspective and not get lost in the hype.

Digital ePublishing is also fast-growing in the graphics industry and we are happy to offer our services in this area.



Active Management

Yale actively manages its portfolio. As well as altering the asset allocation depending on the return/risk opportunities, it appoints active money managers in various asset classes, except for fixed interest, which is managed in-house. It focuses its active management efforts on less efficiently priced assets and uses less aggressive, diversified approaches for more highly priced assets.

At the dispersion of active management returns across various assets (see Figure 1), the spread is much larger for less efficiently priced classes, such as, private equity, leveraged buyouts and...

Yale's process for selecting managers is unusually rigorous, partly because the Investments Office staff is so well experienced and so in touch with the markets; partly because extensive 'due diligence' contracts are made; and partly because Yale selects only those managers who demonstrate considerable strength on several criteria: investment skills; organisational coherence; investment of business strategy; appropriate fees and incentives; and, most importantly, personal and professional integrity."

Yale's Record

The 'Yale Model' is because of the Endowment results: of 13.1% over the 20 years, well ahead of the average return of 8.8% per annum. A closer look at the investment reveals:

- the importance of private equity
- consistent out performance in asset class

print work

corporate identity ■ packaging

corporate identity



packaging



direct mail ■ web

direct



KEY PERFORMANCE INDICATORS

How to Develop KPIs That Link to Strategy

Learn how to:

- Develop outcome KPIs
- Design KPIs in service level agreements
- Develop KPIs at any organisation level
- Link corporate KPIs to unit and individual KPIs
- Make performance appraisals outcome-focused

SENSATIONAL OFFER
Includes a fully featured version of KPI successful software

BIRMINGHAM	18 October 2013	Hilton Hotel
SYDNEY	25 October 2013	Sir Stamford Hotel
MELBOURNE	1 November 2013	Windsor Hotel
PERTH	8 November 2013	Ovation Hotel

PLUS
"HOW TO DEVELOP A FLEXIBLE STRATEGIC PLAN THAT DRIVES PERFORMANCE"
held the day before

Presented by
Dr Graham Kenny
Expert on Performance Measurement
Managing Director of Strategic Focus
www.drgrahamkenny.com

MODERN STRATEGIC PLANNING

How to Develop a Flexible Strategic Plan That Drives Performance

Learn how to:

- Develop strategy for a fast-paced world
- Design a strategic plan that can be easily updated
- Turn strategy into action
- Link your strategic plan to your income statement or budget
- Promote strategic thinking in your organisation

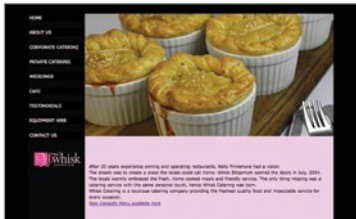
SENSATIONAL OFFER
Includes a fully featured version of Strategic Plan software

BIRMINGHAM	17 October 2013	Hilton Hotel
SYDNEY	24 October 2013	Sir Stamford Hotel
MELBOURNE	31 October 2013	Windsor Hotel
PERTH	7 November 2013	Ovation Hotel

PLUS
"HOW TO DEVELOP KEY PERFORMANCE INDICATORS THAT LINK TO STRATEGY"
held the next day

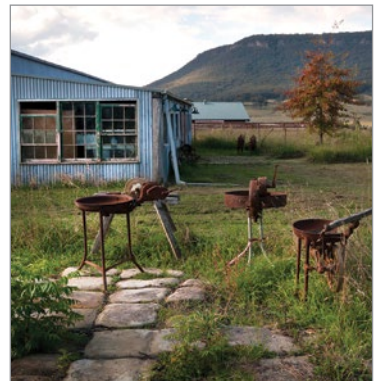
Presented by
Dr Graham Kenny
Expert on Developing and Implementing Strategic Plans
Managing Director of Strategic Focus
www.drgrahamkenny.com

web



photography

photography for brochures, websites etc.



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