



Prospectus

Overview

This book is a visual feast of amazing tourist attractions and unique Australian recipes designed by leading culinary experts.

“Australian Signatures” is designed to be a

- Collection of signature Australian recipes
- Tourism keepsake
- Frequent culinary reference
- High quality coffee table book
- Treasured Australian gift

This book provides details of outstanding restaurants and cafes to visit, dishes to taste, unforgettable images and essential tourist landmarks.

“Australian Signatures” is designed to whet the appetite and fuel the desire to explore more of Australia and do it more often.

“Australian Signatures” includes:

- List of 20 tourist attractions in each of the six (6) Australian states & two (2) Territories
- Signature recipes from selected Australian Regions
- Each participant will have two full pages-one for the recipe and a photograph of the dish
- The participant website and book website is to appear at the bottom of the page
- Quality photography of natural tourist attractions from each state
- Full contact details of each participant

Hunter Food & Wine 1 and Hunter Food & Wine 2

MAP Marketing has a 10 year track record in publishing best sellers in the most exacting test market in Australia, the Hunter Valley.

Our last two Hunter books Hunter Food & Wine 1 & Hunter Food & Wine 2 have become regional best sellers because they have used a formula that allows participants and the region to gain a high level of promotion and internet traffic.

These books have set the foundation for the success of “Australian Signatures” that contains:

- Top tourist attractions from each region
- Stunning tourist photography
- Simple Australian recipes that a home cook can recreate
- Full page photograph of each dish or product
- Photo of the chef, cook or product manufacturer

Visit www.hunterfoodandwine.com.au

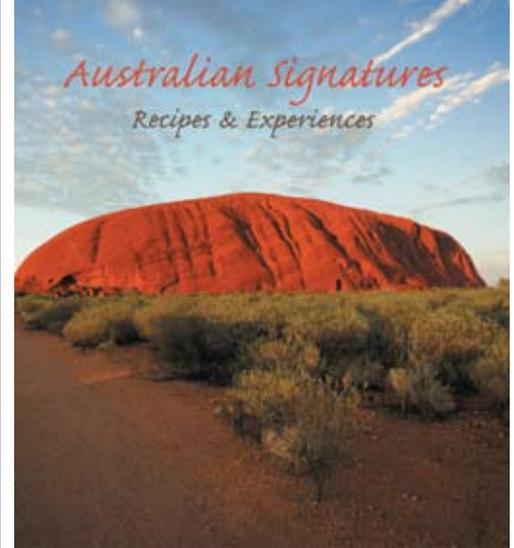


Table of Contents

Australian Capital Territory

Canberra

New South Wales

North Coast

Hunter

Sydney

South Coast

Inland

Northern Territory

Red Centre

Darwin

Queensland

North Queensland

Sunshine Coast

Brisbane

Gold Coast

South Australia

Adelaide

Wine Areas

Islands

Tasmania

Hobart & Surrounds

East Coast

West Coast

Victoria

Melbourne

Murray River

Inland Victoria

Western Australia

Perth

Margaret River

South West Beaches

True North

Who Can Enter

“Australian Signatures” benefits owners of hospitality establishments and manufacturers of Australian foods who wish to promote their offerings to Australian and international visitors.

Although participation is free, each participant needs to be willing to produce a simple, unique Australian recipe and provide this recipe and its photograph to the publishers and buy 30 books at cost (\$20 plus GST each). The recommended retail price of Australian Signatures will be \$60.00

How to Enter

Three Steps

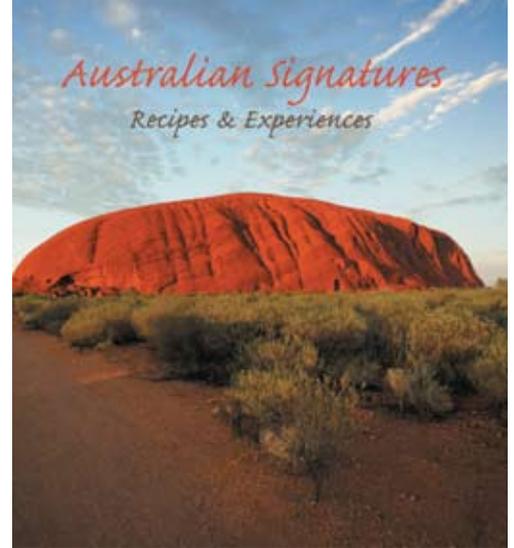
1. Read all the information in this prospectus
2. Fill either the electronic or hardcopy reservation form
3. Send/submit your reservation to MAP Marketing

Numbers from Each State

The numbers below are only a guide. These numbers are based on the population of each state. But, MAP Marketing reserves the right to vary these numbers based on the quality of the applicants.



Australian State / Territory	Numbers
New South Wales	36
Victoria	27
Queensland	22
Western Australia	11
South Australia	8
Tasmania	5
Australian Capital Territory	5
Northern Territory	5
TOTAL	120



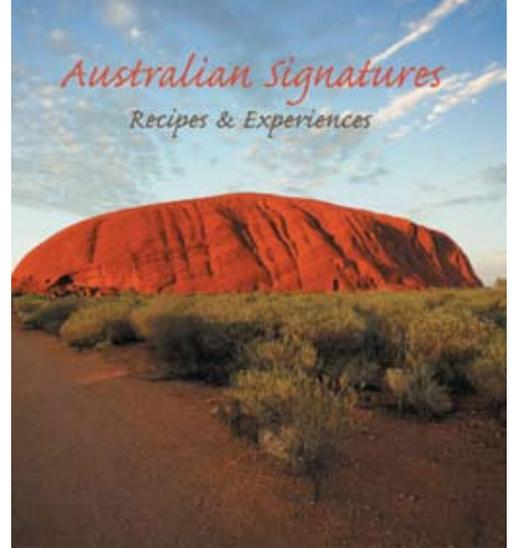
Why Participate?

1. Our nominated book distributor will take Australian Signatures to bookstores throughout Australia and overseas
2. We undertake to offer this book to councils, airports, hotels, motels, government authorities, businesses and tourist organisations.
3. "Australian Signatures" will be marketed Australian-wide and overseas
4. You will be given the opportunity to buy as many books as you wish at wholesale price
5. You enrich your reputation
6. You promote yourself, your business and/or product
7. It is designed for frequent use
8. Published as a best quality coffee table book
9. "Australian Signatures" and its website increases your internet traffic
10. We plan to promote this book in the USA through shows such as Martha Stewart and The View

Cost of Participation

1. Participation is free of charge.
2. Each participant is required to buy 30 books at wholesale price of \$660.
3. Each participant is to pay \$330.00 upon entry and the other half at the publication date August 2011.
4. Each participant is required to give, distribute or sell the books within 6 months. This creates a critical mass that increases bookshop sales, the export drive and the market appeal of "Australian Signatures".
5. Each participant is to provide a simple, unique Australian signature dish/product.
6. Each participant is to provide a colour photo.

Note -The recommended retail price of "Australian Signatures" will be \$60.00



Participant Checklist

Your Recipe

- Needs to be an Australian signature recipe
- Appeals to Australian and overseas visitors
- Recipe needs to be easy for the home cook to make
- Can be entrée, main, dessert or product recipe
- Use unique Australian ingredients that are found on global markets
- Use short sentences and/or points
- Minimum of ingredients preferably under 10
- Text copy of your recipe in electronic form (text/Word)
- The recipe method needs to be under 200 words

Your Photo

- Full colour photo
- Decorate with Australian elements
- Unique and creative photographic expression
- High resolution image (300dpi)
- Supply photo in electronic format
- Zoom in on the main features of your dish

Publication Date

August 2011

The recommended retail price of “Australian Signatures” will be \$60.00.

Enquiries

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