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SAM ARCHER TO APPEAR ON 2011/12 WAGGA WAGGA YELLOW PAGES® AND WHITE PAGES® COVER

Gundagai resident Sam Archer has been selected to appear on the cover of this year's Wagga Wagga Yellow Pages® and White Pages® book which will be distributed throughout Cootamundra, Griffith, Hay, Leeton, Narrandera, Temora, Tumut, Wagga Wagga and West Wyalong from 11 June 2011.

Each year, Sensis, the publisher of the Yellow Pages® and White Pages®, recognises the contribution of local residents in the community by featuring them on the cover of its books.

The theme for this year's covers, *Australians Creating a Better Future*, recognises people throughout Australia who have made a positive contribution to their community through projects or initiatives that help to make a better future for Australia. These projects have contributed environmentally, economically and/or socially to the local community and will benefit the next generation of Australians.

Sam's selection recognises his commitment to sustainable farming and promoting environmental management techniques with other farming communities.

A third generation farmer who took over the family farm 10 years ago, Sam redesigned his farm to be more resilient and sustainable. Striking a balance between productivity and sustainability, Sam has also managed to attract native wildlife back to his land by protecting and enhancing the native habitat.

The farm is now a research site for leading Australian institutions including the CSIRO and the Australian National University. In 2002 the farm was selected as a pilot site for the Federal Government's national environmental stewardship program.

Sam's passion led him to receive a prestigious Nuffield Australia Farming Scholarship in 2008, allowing him to travel abroad to learn from international leaders in sustainability. He continues to travel – at his own cost – and share his knowledge with farming communities in Australia.

"When I took over the farm I realised traditional practices needed to change for the land to thrive, to resist future environmental pressures and to remain profitable. As farmers, we are constantly trying to find a balance between production and the environment. This is true for many farmers and I think it is really important that we all share our experience and lessons in sustainability. To be recognised for this work is very humbling," said Sam.

Rachel Peile, White Pages® Marketing Manager, says, "We felt the *Australians Creating a Better Future* theme was particularly relevant in the current environment, and Sensis is committed to promoting more sustainable practices in the community."

"Australians are known for their passion and patriotism, and the initiatives and projects we have discovered is a great reflection of the dedication that local residents across Australia have for their community. Sensis is proud to recognise these people," said Ms Peile.

"We were impressed by the number of people from all walks of life who commit their time and knowledge to ensure a sustainable future for generations to come."

"We felt Sam was a great example of an *Australian Creating a Better Future* and we are delighted to feature him on the cover of the 2011/12 Wagga Wagga directory," said Ms Peile.

Distribution of Wagga Wagga Yellow Pages® and White Pages® is planned to start on 11 June 2011 and will take approximately six weeks for the books to be delivered to all homes and businesses.

The Yellow Pages® and White Pages® print and online directories have received Australian Government endorsed carbon neutral certification. This has been achieved through the Australian Carbon Trust under the National Carbon Offset Standard (NCOS). The carbon emissions created through the production and distribution of our directory products are offset using NCOS eligible offsets.

Sensis is committed to helping small to medium sized businesses, who make up 90 percent of enterprises in Australia, to grow their bottom line and reduce their impact on the environment through *Small Business, Big Opportunity: Sustainable Growth*. A book produced in partnership with leading environmentalist Jon Dee to help Australian businesses increase their efficiency and productivity. You can download or order your free copy of the book by visiting www.about.sensis.com.au/small-business

Sensis encourages residents and businesses to recycle their old directories. In most areas, Yellow Pages® and White Pages® can be recycled as part of normal kerbside recycling services. Visit www.recyclingnearyou.com.au to find out about recycling services in your area.

Residents and businesses can choose not to receive a copy of the Yellow Pages® and White Pages® by calling Sensis on 1800 008 292 or visiting www.directoryselect.com.au

Did you know? The last three local people to appear on the Wagga Wagga Yellow Pages® and White Pages® cover were:

2010/11: The 2010/11 Yellow Pages® and White Pages® featured Wagga Wagga resident Eamonn Purcell on the cover under the theme Courageous Australians. Ian bravely risked his life to save a young boy trapped inside a burning house.

2009/10: Cootamundra local Jennifer Roberts appeared on the 2009/10 Yellow Pages® and White Pages® cover under the theme Creative Australians: Inspiring our Communities. Jennifer plays a pivotal arts role in the region as director of the Cootamundra Amateur Dramatic Arts Society (CADAS) Inc Kids.

2008/09: Junee resident Neil Druce graced the Celebrating Australian Flavour theme cover, acknowledged for his business Green Grove Organics, which produces Australia's only certified organic licorice.



Yellow Pages



2011/12
Recycle me in June 2012

Wagga Wagga,
Griffith, Leeton,
Tumut, Cootamundra

Emergency & important numbers 4
Local events & attractions 9

Postcodes - refer to back of directory

'Australians Creating a Better Future'
Sam Archer, farmer, on his property, Gundagai

White Pages®

It's how we connect

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About Sensis:

Sensis helps Australians find, buy and sell. Our integrated network of local search and digital marketing solutions delivers real, measurable business leads to Australian businesses. Sensis' multi-channel network includes Yellow Pages®, White Pages®, the 1234 and 12456 Call Connect voice services, Whereis® digital mapping solutions, the Sensis Digital Media™ advertising business, and request-for-quote service, Quotify. This increasingly diverse network spans print, online, voice, mobile, iPhone, iPad, Android, Telstra's T-Hub and satellite navigation, and information can also be shared from online to mobile and social networking sites. Sensis helps ensure our advertisers are found by more customers than ever by managing their presence across a growing number of advertising platforms including search engines like Google, Bing and Yahoo!.