

# Annual Reports

Cost-effective solutions for your business

The Slattery Media Group, the annual report specialists\*,  
can deliver high-quality annual report solutions for your business.

# Superior quality, simple & efficient

## About The Slattery Media Group

The Slattery Media Group provides publishing services and creates products for customers who require unique communication solutions across all media platforms.

## What we do

We are experts in publishing, both in print and online. We offer the full suite of services including writing, editing, design, photography, printing and digital. Our design ensures your message and brand is communicated to key stakeholders in an effective and memorable way.

## What makes us different?

In one word: quality. Our aim is to create commonsense and cost-effective solutions to help your business achieve its communication aims. We offer an integrated service approach.

\*Finalist in the 2001 Australian Annual Report Award

## Annual reports

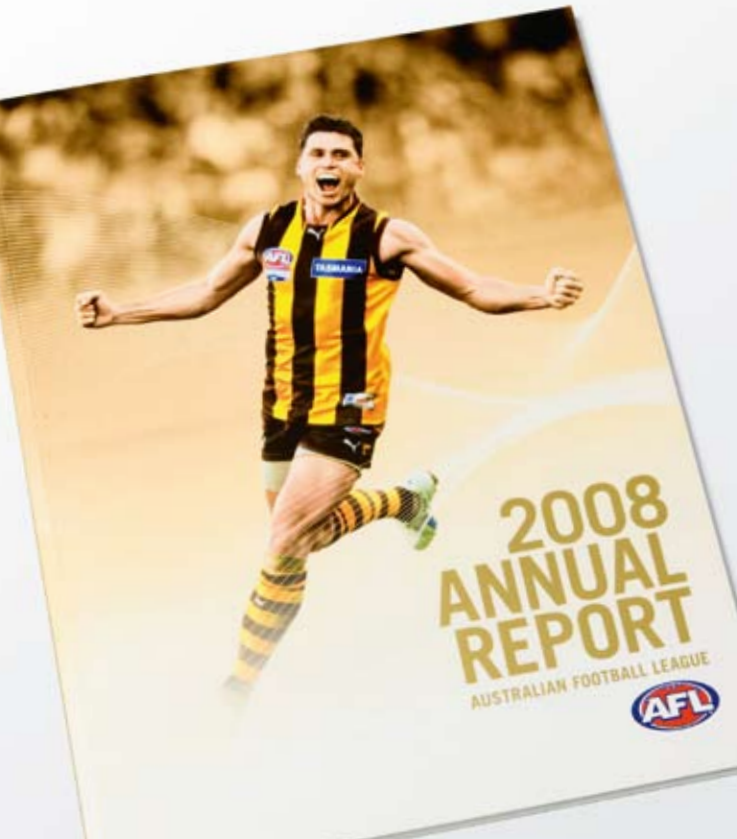
Annual reports are the cornerstone of your business communication. We have worked with a number of high-profile clients including:

- Australian Football League
- Victorian Football League
- Athletics Australia
- Country Racing Victoria
- Betcorp

‘An annual report allows you to build your company’s profile and reputation, so it has to look right and deliver the messages that are fundamental to your business’

**GEOFF SLATTERY, CEO, THE SLATTERY MEDIA GROUP**





**2008 ANNUAL REPORT**  
Australian Football League

The Slattery Media Group created an annual report that was effective in communicating key messages to all AFL stakeholders. Use of photography, colour and details presented the AFL brand in a dynamic and engaging way.



Printed full colour with sealer varnish. Text printed on 128gsm Satin Artpaper and cover on 300gsm Gloss Art. Burst bound and trimmed to 297mm x 230mm. 136 pages.

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## Strategy

The new Smart of Betcorp is re-defining the Casino into a family based, social, gaming and entertainment group offering a new, comprehensive range of gaming and gaming products to a wider geographical audience through the provision of new gaming options in several languages and currencies.

New betting options and products will include sports betting, covering a variety of sports for the global market, a wider range of casino games, poker and other card games relevant to an adult gaming audience, and games of skill suitable for single player or multi player activities.

It is the objective of the Group to expand to a wide range of international markets in order to extend the revenue base into new markets and to generate gaming products, income will be generated based on the traditional Australian market as well as sports and casino gaming, as participation fees from poker, bingo, or all other the Group control up to

2004 ANNUAL REPORT  
Betcorp

The Betcorp annual report produced by The Slattery Media Group was true to the Betcorp brand and effective in communicating key messages.

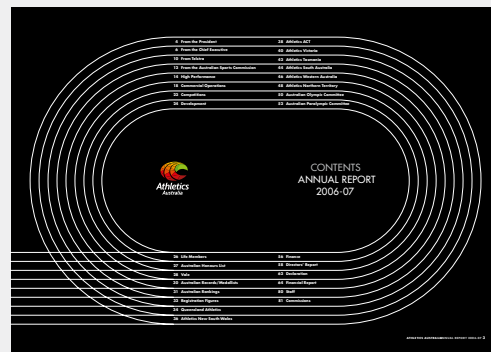
Printed full colour with two colour sections. Text printed on 150gsm Gloss Art and cover printed on 300gsm Gloss Art with a UV varnish. Burst bound and trimmed to 297mm x 210mm. 62 pages.

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**2006-07 ANNUAL REPORT**  
Athletics Australia

The Slattery Media Group produced a cost-effective solution for Athletics Australia's annual report in 2006-07. The publication was clear in its communication of key messages to stakeholders.



Printed full-colour cover and mono throughout. Text printed on 130gsm and cover on 200gsm Maxi Silk. Perfect bound and scored to 297mm x 210mm. 84 pages.

