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ICF Publishing, a comparatively recent entry to Australia's publishing world, has just published an innovative and exciting project, entitled 'Profile Australia', which will be of major interest to librarians, the business community, marketing and advertising organisations, trade representatives, researchers and students. A general outline of the publication could be defined as an Australia-wide business directory format combined with a comprehensive reference section on Australia and featuring a broad spectrum of Australian commerce and industry.

A closer look finds the publication's 1272 pages full of useful, relevant and interesting facts and figures. The book is roughly divided into four main sections. In the first section Australia's history, discovery, settlement and exploration are covered, then modern day lifestyle, ethnic communities, our social system, education and health, the question of Aboriginal adaptation to a white society, the political system, international relations, political parties and the public service, defence, law, climate and geography. It then goes on to our primary and secondary industries, natural resources, mining and energy, trade and export, science and technology. Even the arts, media, environment, flora and fauna are given a good general coverage. A unique facet following on from this is an in-depth treatment of the States, expanding on the broader information parameters and highlighting the individual aspects of each region. The text is accompanied by hundreds of full colour and black and white photographs, maps and up to date statistical tables, including detailed tables of export trends based on the most recent figures as supplied by the Australian Bureau of Statistics.

The second section is composed of government listings, foreign embassies and consulates, banks and financial institutions and the top five hundred companies, featuring, among others, Qantas, MIM, TNT, IBM, Shell and American Express.

In the third section, Australian industry is covered in a way designed to present each industry in its most interesting light.

For the primary industry feature, editorial material was contributed on the meat, sugar, egg, wheat, wool and dairy industries by their respective Boards. A foreword was written by the Chairman of the National Farmers' Federation; similarly, material was submitted on such other industries as the motor industry, communications, computer and office equipment, fashion and jewellery, regional development and decentralisation, research and development, tourism, conventions, mining and oil, and telecommunications — all prefaced by a leading figure in the particular field. Readers will find, in fact, the amount of editorial material throughout the entire book to be quite outstanding. Prominent figures such as Sir James Hardy, Sir Peter Abeles, the Hon Al Grassby, all the State Premiers and State Ministers for Economic Development/Industry have contributed, while special articles have been written on how to conduct business in Australia, and how to deal with the trade unions.

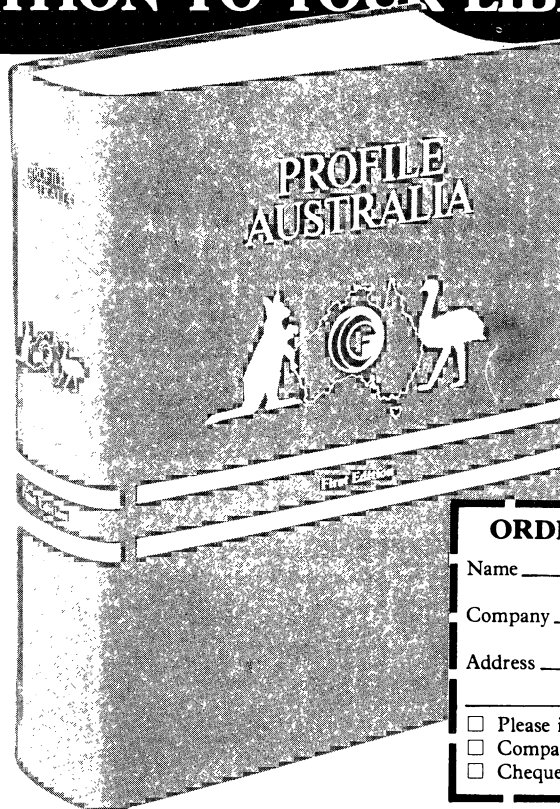
The fourth section is the actual directory, and includes as much relevant material as is necessary to provide a useful service, viz. names, addresses, telephone numbers, cable and telex numbers, capital, bankers and trade marks.

The aim of 'Profile Australia' is, simply, to promote Australian products and services, boost exports and trade from overseas, encourage a greater degree of interest in Australia generally and provide a comprehensive business directory — all within a framework of carefully researched, well-written information on Australia designed to supplement and complement the commercial content. It is, as Managing Director Sir Ronald Moreland points out, planned to fill a gap in the business directory market, as well as stand alone as a reference book on Australia which would be found highly useful by all Australians, not just business people and overseas users. In other words, not only would it be used as a conventional directory, but it would also be a valuable source of material for consultants, students, market researchers, commercial researchers or anyone simply wanting information.

A final word can be said on the appearance of 'Profile Australia'. It is a handsome, hard-bound, extremely impressive looking book, with a gold embossed maroon cover. This, plus the high-grade paper produced by APPM of Burnie, Tasmania, and excellent quality printing by HEDGES & BELL, DOMINION PRESS, Melbourne, will ensure a welcome to many libraries and desks. Its price also will be appreciated — \$89 + \$5 postage and packaging to non advertisers, but for statutory bodies, including libraries, a special run-on price of \$69 is offered plus a \$5 postage and handling fee. It is envisaged that 'Profile Australia' will be updated regularly, to ensure that all facts, particularly statistics on overseas trade, industrial production and demographic figures are as up to date as possible.

For further information, the phone number to ring is (02) 267 9694.

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PROFILE AUSTRALIA IS THE MOST COMPREHENSIVE DIRECTORY PUBLISHED IN AUSTRALIA.

To list just some of the vital information it contains in its 1272 pages

- 340 pages of colour editorial.
- Information on Finance, Banking, Exports, Law, Unions, Investment, Energy, Research, Business, Mining, Industry, Transport, Tourism, Fauna and Flora.
- More than 1400 specific business listing categories.
- Forewords by State Premiers and Minister for Industry and Commerce.
- Editorial secured with the co-operation of more than 50 Government departments and nearly 200 separate bodies.
- Editorial features from leaders in Industry and Commerce.
- Australian history from the first arrival of Aborigines through to Federation.
- Australia's nuclear policy.
- It's people — Lifestyle, Religion, Education, Migrants, Health and Social Welfare.
- Labour and Industrial Relations.
- Primary Industry.