

Young Voices for AusBiz.

Kickstart your career and help change the world



**Win a laptop +
two Rex flights
and have your
voice heard**

Introducing *AusBiz*.

AusBiz is a highly engaging read that is published online and in print as part of *True Blue* magazine, the inflight title for Rex airlines, and *Alliance Airlines* magazine.

From agriculture to philanthropy, small business, technology and environmental issues, *AusBiz* brings together news, stories, reports and investigative features that **inspire and inform**.

So, what is Young Voices?

Young Voices for *AusBiz* is a platform for young people aged between 13 and 21 to have their voices heard.

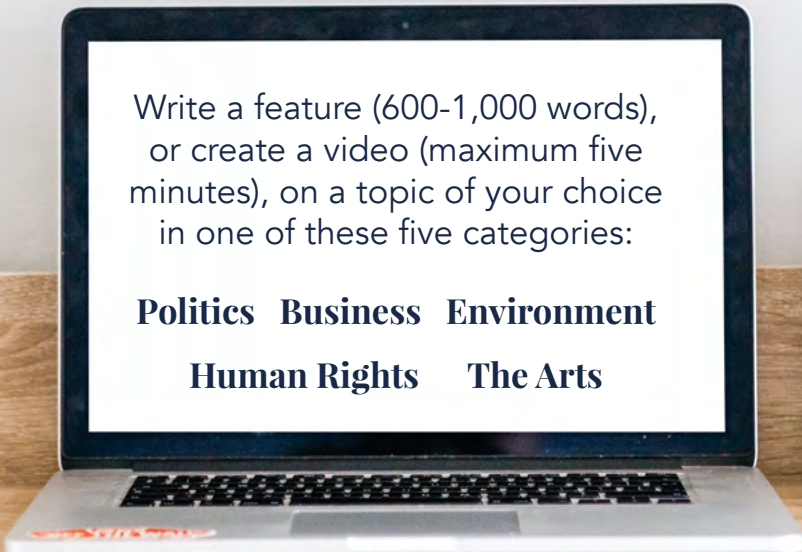
We know how important young people are to the growth and advancement of our communities, so we decided it is time you had a professional, multi-platform outlet where your stories can be heard and read by thousands of people.

That outlet is a magazine called *AusBiz*, part of the inflight titles for Rex airlines and Alliance Airlines.

Good journalism and storytelling are more important than ever.

We know this platform will provide students with a springboard into journalism and the exciting world of content creation.

What students need to do



Write a feature (600-1,000 words),
or create a video (maximum five
minutes), on a topic of your choice
in one of these five categories:

Politics Business Environment

Human Rights The Arts

What's in it for **you**?

Your story – **YOUR VIEW** – will be read by thousands of people across the country and around the globe

You can **WIN** a \$3,000 Lenovo laptop, plus two flights to any destination on the Rex network

You can **SCORE** an awesome internship at a publishing company in Sydney to gain hands-on experience

You can **KICKSTART** your career

You can make a **DIFFERENCE** to the world

You can help others to find a **NEW WAY** forward

Together we can make *young voices* heard



Your questions answered

How do you submit your story?

Simply visit AusBizMedia.com, click on Young Voices and follow the prompts.

What kinds of articles are needed?

The five categories are politics, business, environment, human rights and the arts. This may grow as we receive more entries and consider other sectors of interest.

Is there something teachers can use as 'advertising' material?

We will provide schools with posters and a 'flyer' for the school's newsletters.

Are there incentives for students to be involved?

Yes, students can win a laptop, two flights with Rex and an internship at our company working in travel or business journalism.

As an intern, students will be able to partake in some amazing experiences that they can then write about. For instance, staying at Taronga Zoo for the night and interviewing an animal keeper, and having the story published. We might invite them to a press conference in the sector they are interested in – be that farming, politics or activism – and guide them through reporting on the event, introducing them to a journalists' newsroom so that they can experience things from the frontline.

Will the communication between students and AusBiz be the responsibility of the student or the teachers?

We don't want to put pressure on teachers or increase their workload. Once the students have entered, we take care of the publishing aspect – editing, designing, publishing, and sharing stories on social media.

Do students only submit the text and who does the design work?

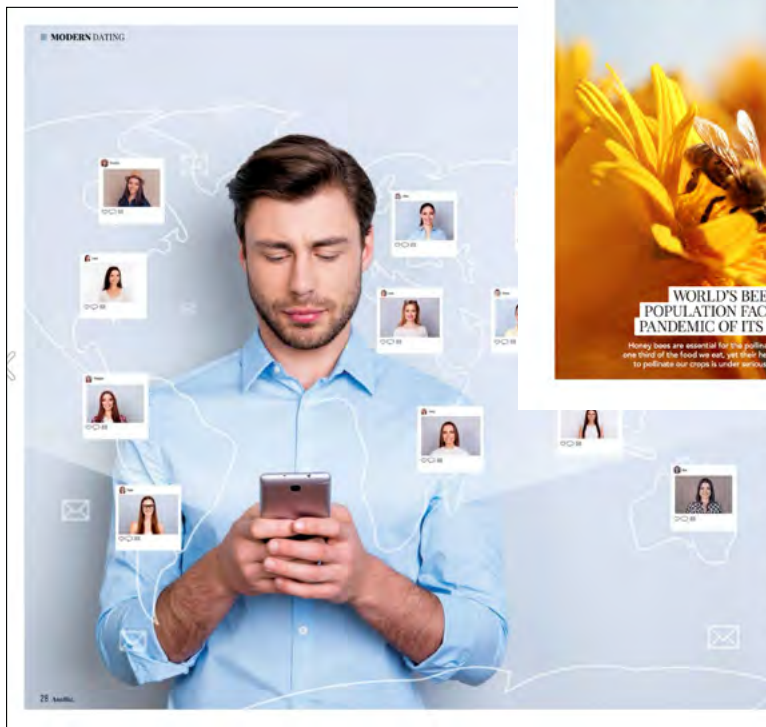
We require 600-1,000 word articles, and/or a five-minute video. We do the rest.

Who owns the rights to the content?

All submissions will remain the intellectual property of the writer/creator and will only be published on PBC platforms with express permission from the writer/creator with consent from a parent or guardian if the applicant is under the age of 18.

Still looking for more information?

Learn more about *AusBiz*. and the team at *Publishing ByChelle* in the following pages, and email us at youngvoices@publishingbychelle.com for more information. You can also visit publishingbychelle.com



a potential partner. Nope, in smartphone age, if you want your match, all you need to do is... While yesterday's internet carried a cult of negative con... from cat ladies to catfishing generation of e-dating is an gets. Fueled by hipster mil according to new research, 25 million people worldwide love via their phones.

Region to celebrate
 CITY RANKING IS NO LONGER THE HOTTEST TICKET IN TOWN, WITH AFFORDABLE HOMES AND BETTER BUSINESS OPPORTUNITIES OUT OF THE CAPITALS WINNING THE HEARTS OF INVESTORS.

Fast Facts
 2.4%
 42

New South Wales

AusBiz. content

The articles in **AusBiz.** span a diverse range of **issues and industries**, and all articles are written by **top journalists, reporters and writers** with interesting and informative opinions.

NEWS & VIEWS

In this section we cover issues and news in bite-sized chunks that give our passengers insight into what's happening in metro, regional, rural and outback Australia.

BUSINESS & AGRIBUSINESS

We cover small business, charities, philanthropy and agribusiness in a section that delves behind the scenes and looks at what makes particular businesses tick. We interview people who have made a success of their business, and those still on their way up.

MINING & RESOURCES

In this section we have lengthy news pieces, interviews, issues, and hard-hitting investigative features that look into this mammoth industry that is largely responsible for fuelling Australia's growth.

PEOPLE AND PRODUCERS

The difference between ordinary produce and great produce lies with the people who created it. Whether it's macadamia nut farming, breeding highland cattle or managing a vineyard for Pinot Noir, we like to hear and tell the stories of Aussies doing great things.

FINANCE & INVESTMENT

From tips on tax, to places ripe for investment, and what's happening with the banks of Australia, our writers have their fingers on the pulse, and many interesting tales to tell.

EDUCATION

No matter what sector is in the spotlight, education is key. And for families in far-flung Australia, or for FIFO parents, where their children are educated is crucial to the family staying connected.



Our airlines

Rex and Alliance Airlines connect Australia's cities with **regional, rural and outback** business communities.



Rex (Regional Express) is Australia's largest independent regional airline, carrying 1 million passengers annually, connecting regional, rural and outback Australia to our cities. Rex operates a fleet of 90 aircraft, flying to more than 60 destinations across Australia. The Rex group comprises Regional Express, air freight and charter operator Pel Air Aviation, and the Australian Airline Pilot Academy.



Alliance Airlines is Australia's leading air charter services operator, dedicated to providing services for the resources industry and inbound and domestic travel groups. Alliance Airlines specialises in servicing tourism, corporate, sporting, entertainment, media, education and government sectors, with 40 ports around the country carrying more than 2 million people annually.

With **100 destinations** and **3 million passengers** annually, **your story** can be in front of **over 500,000 people** across the country, **all year round**.



Total Ports

100

between Rex
& Alliance Airlines.

Passengers

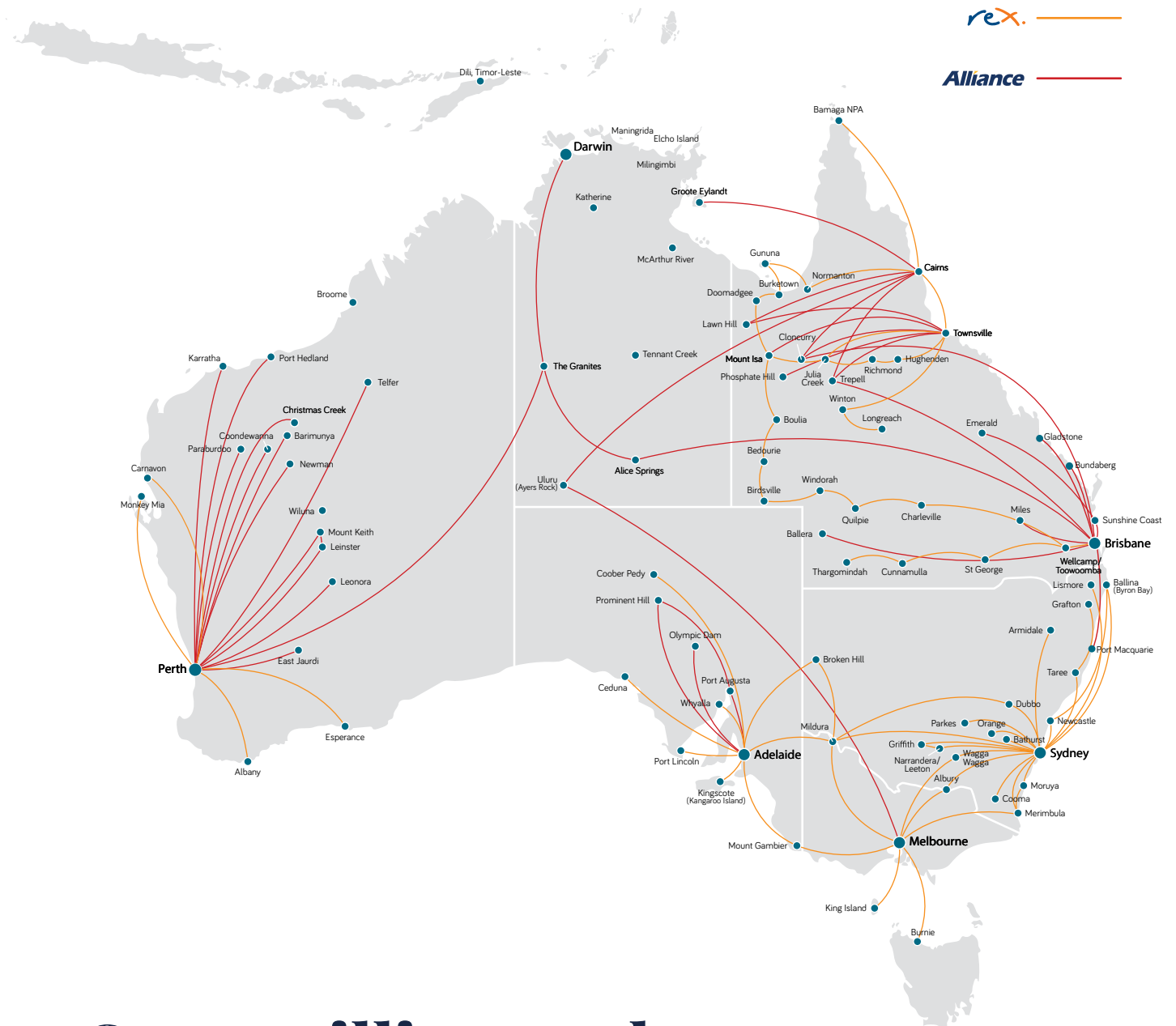
50%

of Rex passengers are
top decision makers.

80%

of our passengers
travel for work.

Your story can be showcased before an entirely **captive audience** with the inflight magazine as the **only** entertainment.



Our 3 million readers

Combined, Rex and Alliance Airlines service 100 ports.

AusBiz. is an inflight business magazine carried on two Australian airlines: Rex and Alliance Airlines.

Each year the airlines carry a combined total of more than 3 million captive and engaged passengers.

These people – most of them travelling for business – are entertained during their journey thanks to the ONLY business inflight material provided onboard – *AusBiz*. in *Alliance* magazine, and in Rex's *True Blue* magazine.

Our airline partners each have a unique cover, front section (featuring information about the airline) and a travel and entertainment section. In the case of *Alliance* magazine, we also cover international destinations.

This unique magazine model means that our stories are read by a diverse mix of people who have the power to support and facilitate the change you want to see in the world. Your story could truly make a difference!

So, what's **next**?

Do your research and get some inspiration from the other stories on *AusBizMedia.com*

Sign up for the newsletter so you receive *AusBiz*. stories every two weeks to keep you in the loop and on top of what our journalists are writing about

Choose a topic and write a feature between 600 and 1,000 words, or create a five-minute video

Go to *AusBizMedia.com* and enter by clicking on Young Voices and following the instructions

Email us if you have any questions:
youngvoices@publishingbychelle.com



Get excited!
you could be on your way to winning a brand new laptop, two Rex flights and an internship with Publishing ByChelle in central Sydney!