

Fundraising with Great Golf Down Under

Great Golf Down Under is available to **approved fund raising organisations** as a great additional way to raise funds for your particular cause and to thank your supporters at the same time.

The Figures

- Your special fundraising price of Great Golf Down Under is \$45.00 inc GST (normal RRP of \$69.95)
- The price you decide to sell the book at is entirely up to you
- The difference between \$45.00 and your sell price is the amount you make on each sale.

Example 1 (smaller discount to purchasers, receive **greater rebate** per sale but **sell less copies**)

- Example Normal RRP of \$69.95 + postage
- Fundraising special price of \$65.00 + postage
- Fundraising organisation receives \$20.00 per sale made

Example 2 (larger discount to purchasers, receive **less rebate** per sale but **sell more copies**)

- Example Normal RRP of \$69.95 + postage
- Fundraising special price of \$55.00 + postage
- Fundraising organisation receives \$10.00 per sale made

Sale Suggestions

Books on Hand



- Your fund raising organisation would offer *Great Golf Down Under* at your special price determined above.
- *Great Golf Down Under* would be supplied to your organization at a special wholesale price of \$45.00 inc GST per copy (supplied in boxes of 8 for a total cost of \$360 per box including delivery)
- All funds raised would be yours to keep
- Payment to GOLFSselect would be by way of 14 day account

Books sold via www.greatgolfdownunder.com



- Your organisation is setup on the Great Golf Down Under website with a **unique discount code**
- Your supporters are directed by you to the website to purchase the book
- When purchasing the book they enter the unique discount code you have given them
- The purchaser then receives the special purchase price determined by you
- Our tracking systems record the sale against your code and a rebate cheque is sent to your organisation for the difference between your pre-determined selling price and the special cost of \$45.00 per copy.

Next Steps

If you are interested in this concept as a way to raise funds for your organisation then please contact **Megan Rothwell-Jones** on 03-9563-6776/0422-514-070 or **Gary Lisbon** on 03-9563-6776/0418-465-337.

Great Golf Down Under

Breathtaking images from the best of Australian & New Zealand golf
405 Waverley Rd East Malvern VIC 3145 Australia tel: +61-3-9563-6776
e: info@greatgolfdownunder.com w: greatgolfdownunder.com



- Published by Gary Lisbon (RRP \$69.95)
- Available 22 October 2008
- Purchase through selected retailers and at greatgolfdownunder.com

'We can never have too many wonderful photographs of our golf courses, and Gary Lisbon's are some of the highest quality. For members and architects, photographic evidence is incredibly important to chart the history of their courses. For this, and other reasons, Great Golf Down Under is a brilliant addition to our golfing history'.

Mike Clayton (Renowned Australian PGA Golfer / Golf Architect)

Great Golf Down Under is a 224 page pictorial compilation of spectacular golf course images from the best that Australian and New Zealand golf has to offer. Beautifully captured by acclaimed Australian golf photographer **Gary Lisbon** this treasury of images showcases the wide diversity of the ever changing golf landscape.

Available in a general edition hardback, as well as a limited release leather bound edition, the book features over 250 spectacular images—many of which have never been photographed or published previously, from 75 golf courses around the region known as "Down Under".

Courses featured in the book include: Royal Melbourne, Kingston Heath, Metropolitan, New South Wales, The Australian, Royal Adelaide, Kauri Cliffs, Cape Kidnappers, and Barnbougle Dunes.

Compared to other golf publications, **Great Golf Down Under** is unique preferring to use minimal text, in most cases captions only, and allowing the pictures to do the talking.

As testament to the quality of this publication, well known golf professional turned golf architect **Mike Clayton**, in his book forewording debut, has agreed to pen the foreword for **Great Golf Down Under**.

It has taken over a decade for Lisbon to build up his extensive golf course photography collection which now comprises more than 50,000 images. This has necessitated countless early mornings, late evenings, challenging weather, tiger snakes, and sanity-questioning rides in single passenger helicopters (with no doors!) all to achieve 'the perfect shot'. In one instance, Lisbon was 'duct taped' into his seat by a helicopter pilot to 'ensure he didn't fall out' when hovering over the cliffs at Cape Kidnappers in New Zealand.

Understandably, the most difficult part of the publishing process was selecting the photographs that would 'make the cut'. The overriding criteria was clear—to showcase, through imagery, the best and most spectacular golf courses "Down Under".

Until now, **Gary Lisbon's** photography has been restricted to feature walls on many of Australia's finest golf clubs, private homes, as well as his popular golf website www.golfselect.com.au. However, after countless enquiries and encouragement from friends and associates, Gary made the brave decision to 'take a swing' and self publish his collection.

And, in what may be a value-added publishing first, Lisbon has created a dedicated website for the book: www.greatgolfdownunder.com which enables web readers to view some of the shots, and download them as screensavers.

Great Golf Down Under is **Gary Lisbon's** first foray into book publishing, Gary lives in Melbourne with his wife and three daughters and is already planning the next edition of Great Golf Down Under to be published in 2010.

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For further information or to arrange an interview with **Gary Lisbon** please contact **Megan Rothwell-Jones** at GOLFSselect Tel: 9563 6776 or 0422 514070.

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Biography of Gary Lisbon



Gary Lisbon has been an accomplished Melbourne-based golf-course photographer for over ten years. His photographic goal is clear-cut: to capture the essence of the golfing landscape and the spirit of the game—through the medium of his camera.

With an appreciation for the game's traditions and a genuine love of the playing aspect, Gary brings a golfer's perspective to his photography, ably demonstrated by the spectacular and enduring images from many of Australia's and New Zealand's famous golf courses.

Having grown up in Melbourne, Australia, in the middle of its world-famous Melbourne 'Sandbelt' region, Gary's golfing environment provides ample opportunity to practise his photographic skills.

Previously a pennant player with a low, single-figure handicap, he now plays in a more relaxed way as a member of The National Golf Club, Cape Schanck.

A World Top-100 course-rater for Golf Magazine, an illustrious American publication, Gary's images have graced the pages of the golf industry's premier magazines worldwide.

An early riser by choice—also a vocational requirement—Gary's patience is reflected in this series of attractive images, which celebrate the striking yet ever-changing mood of the Down Under golfing landscape.

Married to Maureen, with three gorgeous daughters, Alex, Dani and Grace, Gary is a committed Christian and devoted family man. He thanks God for, among many things, the ability to inspire golfers with his appealing photographs.

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Great Golf Down Under is a book with lots of color and vivid scenes.

The wide variety of images showcase courses in the best possible light and the alluring front cover image of Barnbougale Dunes starts the journey.



The introduction to each section features a detailed map of the state/country in question and provides numbered identification as to the location of each golf course within that state/country.



A number of pages within the book offer 2 full page images back to back to allow the reader to appreciate the beauty of the course in a different way.



Sample Pages



Multi image layouts are also used to present varying looks and feel at different times of the day.



Double Page Spreads showcase a single hole spread over two pages creating a real Wow factor.



Vertical images are used throughout the book to present angles not normally seen in a book of this description. When combined with 2/3 page images they complement the rest of the book nicely.

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