



## FROM THE PRESIDENT'S DESK

Our first achievement is this new website that has been designed to be a membership tool for the Association, and created especially with you in mind.

We live and work in a fast paced world with technology at our fingertips. It is time Apex caught up so that we can deliver current information to active and past members and potential members in a fast and accurate way. Our desire is to focus on these aspects of our community outreach, so that we can grow the Association now and into the future.

This year, the time for talking about past glories is over. Yes we need to reflect on our cherished heritage, but we also need to move forward and discover a new future for Apex. I am sure that within communities throughout our great continent, there are citizens crying out for the skills and life experience that can be gained through Apex...all we need to do is find them.

If we need to work a little bit harder, let's do that, because nothing was ever achieved by taking the easy road! I urge you to consider what more you can do for your community as a member of Apex. I have no doubt that the more you give, you will get back in bucket-loads.

Around the country now talented teens are gearing up for the Apex Australia Teenage Fashion Awards. This event was created by Apex Western Australia who are this year hosting their 21<sup>st</sup> AATFA State Final. Go the West!

In a short time, we will host the 5<sup>th</sup> National Final of AATFA in the historic Sydney Town Hall.

This event will feature enterprising and talented students from across our Nation, all brought together by Apex!

In addition, the National Final will play host to "Justice Crew", recent winners of "Australia's Got Talent".

This event is shaping up as a special night for Apex Australia and the students who have worked very hard over many months to be able to show their creations. We are thrilled that the Butterfly Foundation, a major promoter of youth wellbeing and positive life choices, is on board as a strategic partner.

Finally, welcome to our new integrated Office, the One Family, One Team of Apex Australia at the AON Tower, Sydney, incorporating Administration services to both our Association and the Apex Foundation.

Our National Manager Noel and his team are now positioned to assist the National Board to streamline our operations and assist us to prosper.

Please take the time to peruse this website and provide any feedback you wish to our Web Editor & Admin Manager Braddley.

This year in Apex will be what we all make it.....so let's make it a great one!

Yours in Apex

Jeff Hardie  
National President 2010-2011