



Merlion  
Club  
MELBOURNE

# Merlion Club has launched its **f1rst** E-newsletter

A very big WELCOME to all readers! The Merlion Club committee is proud to present to you our first E-newsletter, which serves as one of our many new connecting platforms between the committee and members. Quarterly, this newsletter hopes to update Merlion Club members about the latest events, on-goings and activities organized for them, as well as provide a grapevine for members to share articles of interest with the community. Simply, we aim to be an exciting, informative read for members to look forward to every quarter!

A little snippet of what follows inside our first issue... we'll be introducing our new Merlion Club committee 2009-2010, which have and will be in-charge of several new initiatives, as well as the organizing of more fun-filled activities for our members. Already,

this E-newsletter is the brainchild of the new committee and we strongly encourage members to contribute articles or chip in quotes to support the various columns within.

Also, in the Merlion Reborn section, we've included updates on our new Merlion Club branding, our freshly face-lifted Merlion Club website, the online Member's Forum, Sponsorship Opportunities and Web-banner advertising, as well as Merlion Club's presence in social networking sites, Facebook and Twitter. Indeed, the Merlion Club has embraced the digital age, in another strong bid to reach out to members in as many ways possible.

Recently, the Merlion Club Christmas Celebration was a smashing success amidst warm cozy ambience, free-flow wine that kept the spirits lifted (pun

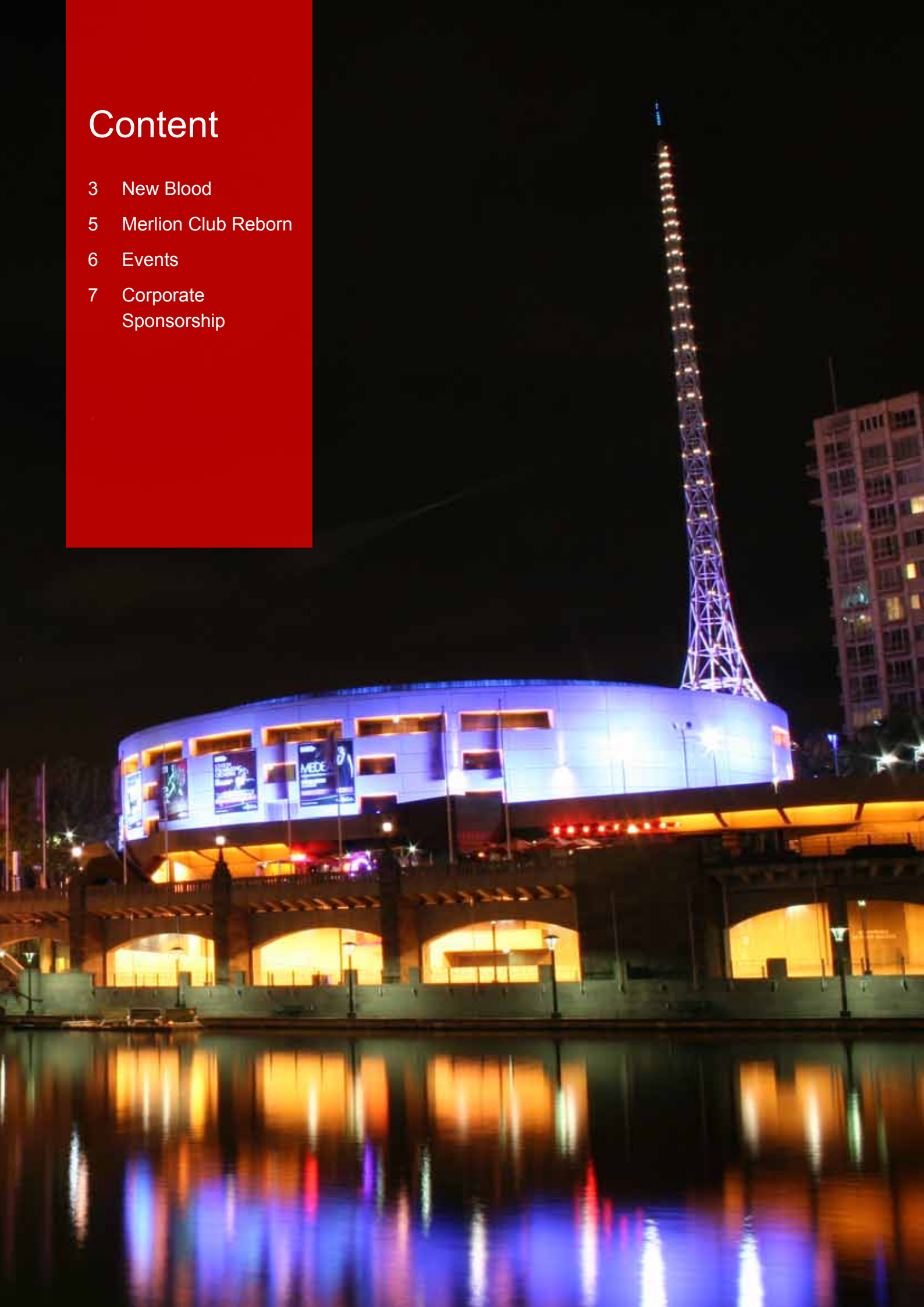
intended), a wide array of attractive prizes, brilliant live band that set the Christmas groove as well as a Santa-dressing game to unveil the hidden Santa (and elves) in all of us. A full wrap-up of the night's happenings inside!

Last but not least, the Merlion Club is emerging as a prominent Singaporean club in the Melbourne community, and wishes to partner with like minded businesses in creating win-win growth opportunities. Within the E-newsletter, contains information about corporate sponsorship and ways in which Merlion Club can help broadcast your business.

With this, the Merlion Club Committee wishes you a good read within!

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# Merlion Club's new blood

## Introducing the 2009-2010 Merlion Club Committee

A new committee was formed at the last Annual General Meeting on 7 August 2009 - which is made up of four new members and five existing members.



From left to right: Ramachandran Nadaison, Colin Loo, John Richard, Jenny Tai, Rey Zheng, Adeline Ho, Andrew Ang, Suyi Lim & Ben Ong.

### New Committee Members

#### President

#### **BEN ONG**

Ben has been in Melbourne for close to seven years, and represents the dynamic new breed of young Singaporeans emerging in Melbourne. Currently, Ben is an Art Director in an advertising agency, having multiple accreditations in Advertising and Visual Communication.

Apart from being actively involved in the creative field since 1999, Ben enjoys outdoor hobbies such as skiing, gardening and is an avid foodie. Regarding his vision for the Club, Ben wishes to actively publicize the Merlion Club through social marketing campaigns, and he considers Merlion Club as one with great potential for Singaporeans to network and interact in a foreign land.

#### Vice-President

#### **ANDREW ANG**

Andrew arrived in Melbourne in 2003 to undertake a Honours in Multimedia and after graduation, joined Pico Australia, (a renowned Singaporean

event and exhibitions company) as an Account Manager. His job has also given him various opportunities to work on major projects like Singapore Day 2008 and the Australia International Air Show (2007 & 2009).

In his spare time, he enjoys long road trips, golf and entertaining on the BBQ. He hopes that the Merlion Club will continue to be the place for Singaporeans in Melbourne to get together for networking, makan and a good time.

#### Honorary Secretary

#### **SUYI LIM**

Suyi completed her undergraduate and postgraduate Business studies at Monash University and is now working in Production at an advertising agency. She has been living in Melbourne for nearly 10 years and is still struggling to put on some weight. She loves to watch action movies, read a courtroom novel and sing like there's no one around. In particular, Suyi enjoys attending Merlion events, as everyone understands her when she speaks Singlish and not ask "is that EVEN English?" (that's what

her Aussie mates say). She's looking forward to organizing a dress-up theme party for one of the events and hopes that the club will always be a home-away-from-home for everyone involved.

#### Communications and Media Coordinator

#### **ADELINE HO**

Adeline arrived in Melbourne in 2003 and graduated in 2004 with a Bachelor in Advertising. She has been actively involved in the creative industry since 1999. Currently, she designs children's license footwear for major retailers in Australia.

In her spare time, she enjoys cooking up a good meal and chilling out with like-minded friends. She believes in living a balanced lifestyle, eating well and staying fit by working out and other outdoor activities such as hiking, skiing and roadtrips.

She hopes to grow Merlion Club as a one-stop hub, for members, families and friends to network at both social or business levels, creating more fun activities and opportunities.

### Continuing Committee Members

#### Committee Member

#### COLIN LOO

Colin assumes the position of Design Engineer in a lighting company. He came to Melbourne to study in RMIT in 2000 and graduated in 2002 with a Bachelor in Mechanical Engineering, majoring in Robotics. Personally, his main aim for Merlion is to expand and increase its membership level. Collin's main hobbies include fishing, trekking, hiking, drive-about, gaming and photography. Activities he would like to organize would include outings and get-together sessions for single Singaporeans. In particular, he enjoys the fact that he gets to mingle among fellow countrymen and able to speak Singlish for the fun part, as well as maintaining the Singaporean identity.

#### Honorary Treasurer

#### RAMACHANDRAN NADAISON

Ramu is a Production and Design Manager at a Manufacturing company, and has been in Melbourne since 1991. In particular, Ramu has been a mainstay in the Merlion Club, being in both the Club and its Committee for several years. His main goal for the Club would be for fellow Singaporeans to keep in contact with each other, especially for those whom have been living in Australia in the past 10 years. He wishes to better the links between overseas Singaporeans living in Melbourne and Singapore.

#### Committee Member (Social)

#### JENNY TAI

Jenny was a divisional sales manager as well as marketing manager for a business school overseas, till she left Singapore for Melbourne 12 years ago. Currently, she is a self-funded retiree, looking after her three grown-up children whom are working and studying in Melbourne. She enjoys all kinds of cooking, often trying several new culinary techniques and different herb and recipes. She looks forward to sharing her culinary skills and experience with all overseas Singaporeans. In her free time, Jenny enjoys reading, watching TV serials, yoga and taichi.

#### Advisor

#### JOHN RICHARD

John Richard is the Director of Best Travel & Tours Management, based in Glen Waverley. Prior to his arrival in Australia, he was in a senior management position in Corporate Travel Service in Singapore. In 2002, John arrived in Melbourne with his wife and three children and subsequently started Best Travel & Tours Management. His goal for Merlion Club would be to establish itself as the forefront club for fellow Singaporeans, one that former and current Singaporeans would be proud being part of. He envisions the Merlion Club as one that maintains the Singaporean identity while being relevant to the local community, one that connects Singaporeans for employment, business and social opportunity without any racial or cultural barriers.

John enjoys golf, brisk-walking, fishing and socializing in his free time, and would like to organize golf tournaments and community involvement projects. All in all, John loves being part of the Merlion Club for its strong Singaporean identity with an Australian "blend".

#### PR / Student Liason

#### REY ZHENG

Rey is a 2nd year Bachelor of Commerce student at the University of Melbourne and is the only student Committee member in the Club. In particular, he wishes to organize more social/cultural activities such as BBQ, picnics and karaoke nights to allow Singaporeans of various age group and backgrounds to mingle. In addition, he intends to engage more Singaporean Student Bodies to collaborate with the Merlion Club in organizing combined activities.

In his free time, Rey enjoys playing the electric guitar and listening to rock/blues music. Also, he is active in sports such as basketball, badminton and enjoys playing pool. Most of all, he finds the Merlion Club as a little Singapore away from Singapore, home away from home, where Singaporeans can interact and keep the Singaporean culture close to heart.

### Did you know?

On the afternoon of 28 February 2009, the Merlion was damaged by lightning. Repairs to the statue took till the end of March but the Merlion itself resumed spouting water on 18 March 2009.



## 5 MERLION CLUB REBORN

### New Brand Identity and Website

In the early stages of the new committee's leadership, the Merlion Club has undergone a major revamp of its image and brand identity, best seen in its brand new website design and format. Currently, a main goal of the new committee is to rebrand the Merlion Club as an exciting new platform for Singaporeans in Melbourne to reconnect with fellow peers, while staying true to its humble origins when it was first established.

The new Merlion Club website enjoys several new features including a brand new forum for online member interaction – where members are able to post and comment on existing posts, about virtually anything and everything about Melbourne and being Singaporean. Furthermore, new features such as online membership registration and online banner advertising are now available to members.



### Online Forum

In October 2009, the Merlion website activated its first Online Forum in a bid to promote discussion between members. Upon accessing the revamped Merlion Club website, members just have to register their individual user profile and will subsequently be able to post and comment in the Forum. Popular topics include cheap and good Singaporean eateries in Melbourne and suggestions of new activities for the Merlion Club.



### Follow Us on Facebook and Twitter

Be our fan on Facebook and get updates on the latest happenings and be the first to see photos after each event! Follow the Merlion on Twitter and give us suggestions for our next event or feedback on the last.



### Online Web-Banner Advertising

With the new Merlion Club website, several new berths for online website banners have been made available for members to advertise their products/ services. Specifically, several packages are available for interested members, ranging from Silver to Platinum packages that provide various ad space, size, duration and announcements during Merlion Club events, while catering for budgets of different sizes. For further information regarding Sponsorship and Web-banner advertising, please refer to the Merlion Club website ([www.merlion.org.au](http://www.merlion.org.au)), or email [info@merlion.org.au](mailto:info@merlion.org.au) or call 0412 836 180.



### Sponsorship Opportunities for Events

Please contact us at [info@merlion.org.au](mailto:info@merlion.org.au) or 0412 836 180 if you wish to be a sponsor at one of our events. Sponsorships can in a form of a meal voucher, movie tickets, sporting memorabilia, air tickets, shopping vouchers and the list goes on, there are absolutely no restrictions. We thank you for your generosity in advance!

### X'mas 2009

Feliz Navidad! On the 5th of December, amidst the intimate, comfy setting of Best Western The Tudor, Merlion Club members celebrated Christmas like it was the actual day itself. Clearly, the Christmas spirit was in the air, with the jazzy live band, Waltz, playing Christmas tunes in the background, and tables full of Kris Kringle presents and Lucky Draw prizes begging to be won. Also, committee members Adeline and Suyi decorated every dinner table with Christmas adornments, as well as crackers containing a small gift for every participant of the special night.

As the Regal room of the Tudor filled up with Merlion members, the joyous mood became apparent as chatter and laughter rang aloud, with old friendships being renewed, as well as new ones being made. Next, our President, Mr Ben Ong started off with a Welcome Speech and briefly introduced the Club to the new identity, branding and direction of the Merlion Club. Following which, the emcees of the night, Andrew and Suyi, took over the show as the dinner proceeded. In addition, the live band, Waltz, played several familiar tunes such as Feliz Navidad, Autumn Leaves and Sway.

After the meal, the emcees and Gamemaster, Adeline, started up the Santa Dress-up game. Prior to the dinner, markers were placed beneath seats to determine the Santa for each table. Then, each table were given a bag of items to dress up their Santa within a given time. Finally, the Santas were pitted against each other to claim the title "Santa Claus" for the night. Tudor staff were made the judges, and eventually Edward Gwee won the title of Santa Claus, for his likeness and creativity in dressing.

And then came the most awaited moment of the night – the Lucky Draw! The top prize was two return SQ tickets to Singapore. There were 15 prizes to be won in all, ranging from hotel accommodation, food vouchers and hampers. Guests were each handed a lucky draw ticket at the start of the night, and were also given a chance to increase their probability of winning by buying more tickets. The full list of prizes and photos of all winners can be found on our Facebook page. Thank you again to all our sponsors for your kind generosity!

Alas, all good things must come to an end...the night wrapped up with the exchange of Kris Kringle presents and a group photo for remembrance. The Merlion Club wishes to thank all our wonderful guests for their support – you were great company and it was an absolute pleasure celebrating X'mas with you!

### Survey Form for X'mas

In order to organize better events for everyone, we would love to hear some feedback from you regarding the Xmas event. This will give us a chance to analyze the process and end results, making sure we know what we did right and what can be improved. Thank you!

Please kindly fill out the feedback form here:  
(you can remain anonymous if you wish to)

[Feedback Form: Xmas Celebration 2009](#)

### Chinese New Year 2010

We do hope you will be able to join us at our next event – The Chinese New Year dinner, in mid-February 2010. We will keep you updated on the details via our e-invite.

As part of the improvements for organising better events, Merlion Club would like to get an idea of how many people are interested to come to the event before proceeding to plan for the event. We would appreciate your expression of interest by filling out the form below:

[Expression of Interest: To attend the Chinese New Year event 2010](#)



## 7 CORPORATE SPONSORSHIP

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As the Merlion Club is a non-profit organisation, the Corporate Sponsorship provides a channel for sponsors to help support the Club. In return, they get the publicity on several media provided by the Merlion Club. It creates a win-win situation for both parties involved.

### Corporate Sponsorship Packages

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#### Silver Sponsor (Monthly)

- Limited to 12 sponsors per mth

- Duration: 1 calendar month
- Silver sponsor space\* in Merlion Club Sponsor page: W90 x H90 pixel
- 3 second ad space\*: W200 x H300 pixel
- Be a Silver sponsor for 5 months and get the sixth month free

Cost: \$200 per calendar month

#### Gold Sponsor (Quarterly)

- Limited to 6 sponsors per qtr

- Duration: 3 calendar months
- Gold sponsor space\* in Merlion Club Sponsor page: W180 x H120 pixel
- 3 second ad space\*: W200 x H300 pixel
- E-newsletter Gold sponsor space: 1/6 page ad\*
- Be a Gold sponsor for 6 months and get a 10% discount on the whole duration

Cost: \$500 per 3 calendar months (save \$100 + Bonus Exposure)

#### Platinum Sponsor (Annually)

- Limited to 1 sponsor per yr

- Duration: 1 calendar year
- Permanent top banner space\*: W1000 x H75 pixel
- 3 second ad space\*: W200 x H300 pixel
- Exclusive sponsorship as only 1 platinum sponsor is taken in per calendar year
- Platinum sponsor space\* in Merlion Club Sponsor page: W560 x H150 pixel
- E-newsletter Platinum sponsor space: Half page ad\*
- Exclusive verbal announcement as a proud sponsor in every Merlion Club event within the 12 month period
- 10min corporate presentation\* at 3 major events: Christmas celebration, Chinese New Year and National Day Celebration

Cost: \$5000 per year (Exclusive Exposure)

\* Design and materials not included. Sponsor to supply media and presenter if applicable. Extra charges may be incurred for design of advertisement and presentation materials. Please contact us at [info@merlion.org.au](mailto:info@merlion.org.au) or call 0412 836 180 for more details.

**Tips:** Sponsors can choose to sponsor multiple lots to maximize the time their ad appears on the website. For example: 2 x Silver Sponsor in the same month, which allows 2 x 3 second ad space and merges 2 logo spaces into a single larger space.

For further information regarding Sponsorship and Web-banner advertising, please refer to the Merlion Club website ([www.merlion.org.au](http://www.merlion.org.au)), or email [info@merlion.org.au](mailto:info@merlion.org.au) or call 0412 836 180.