



MY DEADLYBOOK ABOUTME

NEWS UPDATE

January 2020

Pilot Trial edition sold out

Thanks to great interest and incredible support, we have now sold all of our pilot trial editions of My Deadly Book About Me!

Four hundred copies of My Deadly Book About Me (Pilot Trial) have been purchased and given away since the book launch in July 2019.

Our major sponsors Althea Projects and Family Emergency Accommodation Townsville have provided incredible support every step of the way - a big thank you for believing in My Deadly Book About Me and for sharing our news with your diverse community networks!

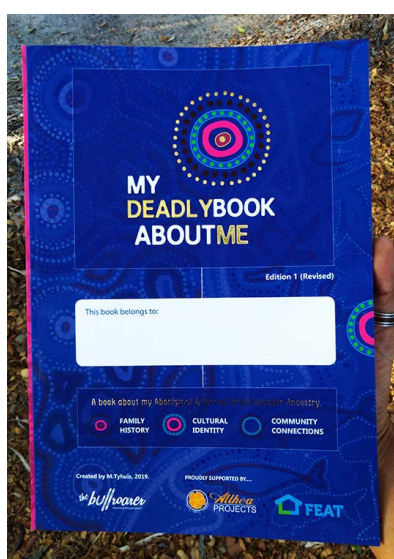


My Deadly Book About Me is created by Michelle Tyhuis (pictured above)!

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Revised edition now available



Thank you **Lotsa Print, Townsville**, for another beautiful print production!

Right before Christmas Day 2019, we collected our new revised edition of My Deadly Book About Me from the printer.

In November, author Michelle Tyhuis reviewed and edited the pilot trial edition to produce our awesome new Revised edition. There are some special improvements in the book, including more detailed chapter introduction pages, and the addition of worksheets on traditional ceremonial costume, traditional indigenous games, cultural performance and more.

The revised edition is now on sale for our special price of \$65 each, postage and handling included.



Connect with Us!

My Deadly Book About Me loves sharing pics and special messages with people in communities across Australia via our social media accounts. More than this, we love hearing from our followers. Please connect with us today via facebook & instagram!

[/mydeadlybookaboutme](https://www.facebook.com/mydeadlybookaboutme)
[#mdbam](https://www.instagram.com/mydeadlybookaboutme) [#townsville](https://www.instagram.com/mydeadlybookaboutme)

To find out more, please visit <https://mydeadlybookaboutme.com.au>





MY DEADLYBOOK ABOUTME

January 2020

Remember the dates First Australian's celebrate

We have printed a limited number of My Deadly Events Calendar magnets for customers who would like to remember the dates First Australian's commemorate throughout the year.

The magnet makes a great addition to any kitchen, office, study or gathering place. The special magnets compliment the Calendar of Events inside My Deadly Book About Me.

Each magnet measures 110mm x 142mm, and is on sale for \$10 each postage and handling included.

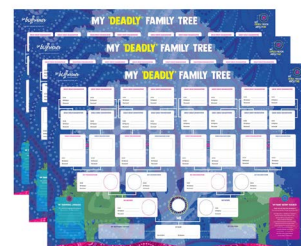
[For more information, click here.](#)



**My Deadly Events Calendar Magnet,
available pink while stocks last.**

How to buy our products

All of our products are published, sold and distributed by our small business called The Bullroarer – Connecting Through Culture based in Townsville, North Queensland.



Our products are:

1. My Deadly Book About Me (A4 hound book)
2. My Deadly Family Tree (A1 Poster)
3. My Deadly Events Calendar (Magnet)
4. Copyright License Agreement (12-months)

You can buy our products by visiting our official website, <https://mydeadlybookaboutme.com.au>. Payment options include credit card, direct deposit, money order, and cash on delivery (Townsville customers only). Payment details can be found on the Order Form, available on the website.

Special discounts are offered for bulk orders of 10 or more of most of our products. The discount does not include postage and handling. To bulk order, download the order form, complete and email to mydeadlybookaboutme@gmail.com.

If you would like to talk to us about special orders, or have any questions, please call 0411 503 801.

Notice of price increase

Due to increased packaging and shipping costs, some of our product offerings will be subject to a price increase to take effect from Saturday 1st of February 2020.

Bulk order prices will all change, as follows:

My Deadly Book About Me in bulk, \$52 ea plus postage and handling. My Deadly Family Tree A1 Poster, \$20 ea plus postage and handling. *My Deadly Events Calendar Magnet is not offered with a bulk order discount.*

Individual order prices, from 1st of February are:

My Deadly Book About Me, \$65 each*

My Deadly Family Tree Poster, \$30 each*

My Deadly Events Calendar Magnet, \$10 each*

**Includes postage & handling, Australia-wide.*



MY DEADLYBOOK ABOUTME

January 2020

New 12-month Copyright License Agreement



In response to requests from customers working with First Australian clients, we now offer a **12-month Copyright License Agreement**.

The licensing agreement assigns rights to individuals wishing to share My Deadly Book About Me content in a particular way – such as by photocopying specific pages and sharing with Aboriginal and Torres Strait Islander people within classrooms, workshops, community groups or during special programs.

All creative works in books are protected under *Copyright Act 1968 Cth*, so the Copyright License Agreement is a quick and easy way to ensure you respect intellectual property rights and abide by copyright law.

[For more information, click here.](#)



COPYRIGHT LICENSING AGREEMENT OPTIONS:

1. BASIC

**\$99 per person,
for 12-months.**

For those who already own My Deadly Book About Me. Assigns copyright licensing rights to an individual to photocopy and share pages inside the book with others.

Copyright Licensing Agreement + Certificate.

2. PERSONAL

**\$160 per person,
for 12-months.**

An individual enters into a non-exclusive licensing agreement with our author to share content inside the book with others.

Copyright Licensing Agreement + Certificate + My Deadly Book About Me.

3. WORK (TRIO)

**\$420 per business,
for 12-months.**

A business or workplace enters into a licensing agreement with our author, and assigns copyright rights to three members of staff.

Copyright Licensing Agreement + three staff members each receive My Deadly Book About Me and a Certificate.

Q. Why do I need a Copyright License Agreement for My Deadly Book About Me?

Answer: My Deadly Book About Me is protected by the **Copyright Act 1968** as a literary work and subject matter.

As part of copyright law, individuals are not allowed to copy and share (distribute) any content within a literary work without the express permission of the copyright owner.

The Copyright License Agreement is a way to use the content without infringing the rights of the copyright owner. You are assigned rights for a 12 month period to reproduce the work in material form - this includes manually copying, photocopying or scanning. [To learn more about Copyright, click here.](#)

Limitations:

Copyright license holders are NOT permitted to:

1. Copy and print the book in its entirety and share it in material form.
2. Communicate the work to the public by posting the material on the internet, faxing, emailing or broadcasting the work.



MY DEADLYBOOK ABOUTME

January 2020



Indigenous Business Month in Townsville

To celebrate Indigenous Business Month during the month of October in 2019, we took up the opportunity to promote My Deadly Book About Me and our small business The Bullroarer - Connecting Through Culture through a special Indigenous artisan's stall at Stockland's Shopping Centre.

The artisan's stall was a fantastic idea by the Department of Aboriginal & Torres Strait Islander Partnerships (DATSIP) team to help promote and strengthen local Indigenous businesses.

Thank you DATSIP for the promotion opportunity!

Trademark Update



On the 12th of January we received great news that our Trademark application has passed the examination stage and is accepted. This is the first we've heard since lodging our application in June 2019.

There are number of benefits to protecting My Deadly Book About Me with a trademark. It protects our unique brand in the commercial marketplace, it provides protection from unauthorised use, and it prevents competitors from registering a similar trademark – which all can be very costly to fight in court without trademark protection.

We now wait another two months until we are officially registered.

SNACC Cultural Needs Framework

The chapters inside My Deadly Book About Me are guided by an endorsed cultural needs framework:

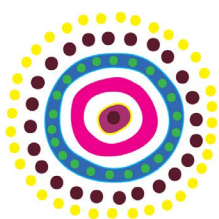


high quality
bound book

creative
layout

78 pages
to explore

My Deadly Book About Me is a one-of-a-kind
cultural resource and it's super creative.



MY DEADLYBOOK ABOUTME

Distributed by Michelle Tyhuis, trading as
The Bullroarer - Connecting Through Culture
ABN 75 430 079 144

ORDER FORM 2020

Full Name:	<input type="text"/>	Organisation:	<input type="text"/>
Phone/Mobile:	<input type="text"/>	Position title:	<input type="text"/>
Email Address:	<input type="text"/>		
Shipping Address:	<input type="text"/> <input type="text"/> <input type="text"/>	Town/City:	<input type="text"/>
		Postcode:	<input type="text"/>

I would like to order...

Promotional Code:

	PRODUCT LIST	QTY	Price ea	Postage	TOTAL\$
01	My Deadly Book About Me		\$65.00	Free	\$
02	My Deadly Family Tree Poster		\$30.00	Free	\$
03	My Deadly Events Calendar Magnet		\$10.00	Free	\$
04	Basic Copyright License Agreement		\$99.00	Free	\$
05	Personal Copyright License Agreement		\$160.00	Free	\$
06	Work (Trio) Copyright License Agreement		\$420.00	Free	\$
Orders of 10 or more units:					
1B	BULK - My Deadly Book About Me		\$52.00	TBA	\$
2B	BULK - My Deadly Family Tree Poster		\$20.00	TBA	\$
	Total number of units:		GRAND TOTAL:		\$

Payment Options

Please tick how you'd prefer to pay:

<input type="checkbox"/> Credit Card (online)	<input type="checkbox"/> Direct deposit	<input type="checkbox"/> Cash (TSV Only)
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To order and pay via credit card, please visit our website:
<https://mydeadlybookaboutme.com.au/our-products/>

What to do next:

Simply email this order form to
mydeadlybookaboutme@gmail.com

A tax invoice will be emailed to you with final cost, and payment details. If you nominate to pay via credit card, you will also receive a special payment link for your order.

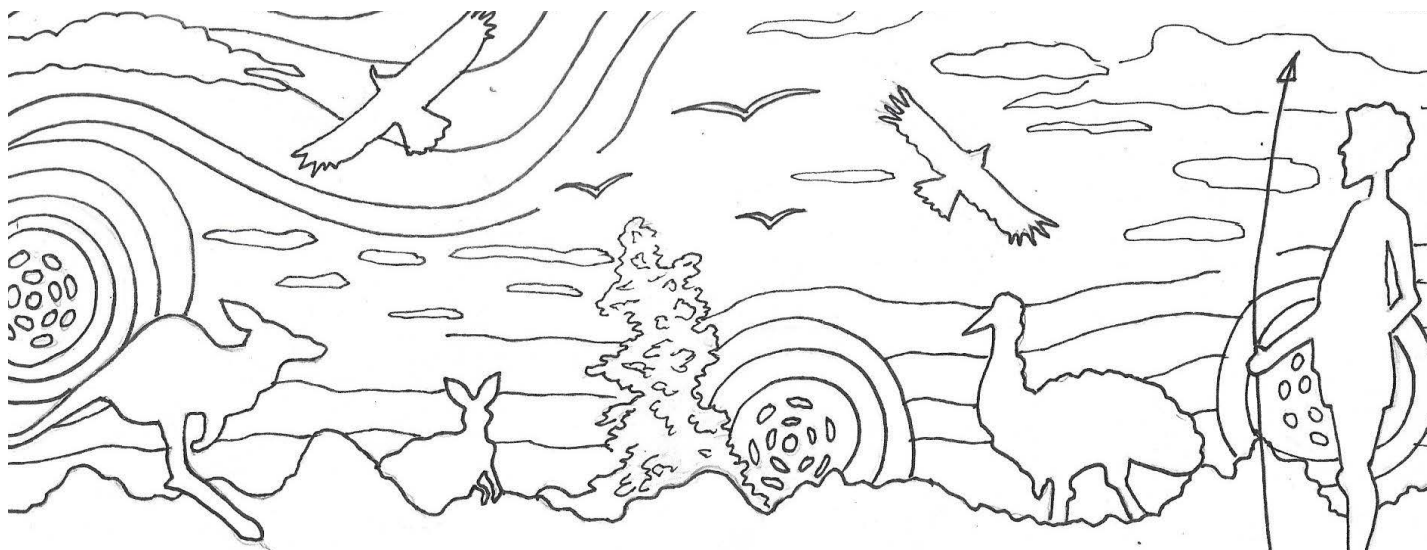


MY DEADLYBOOK ABOUT ME

'WHERE I BELONG'

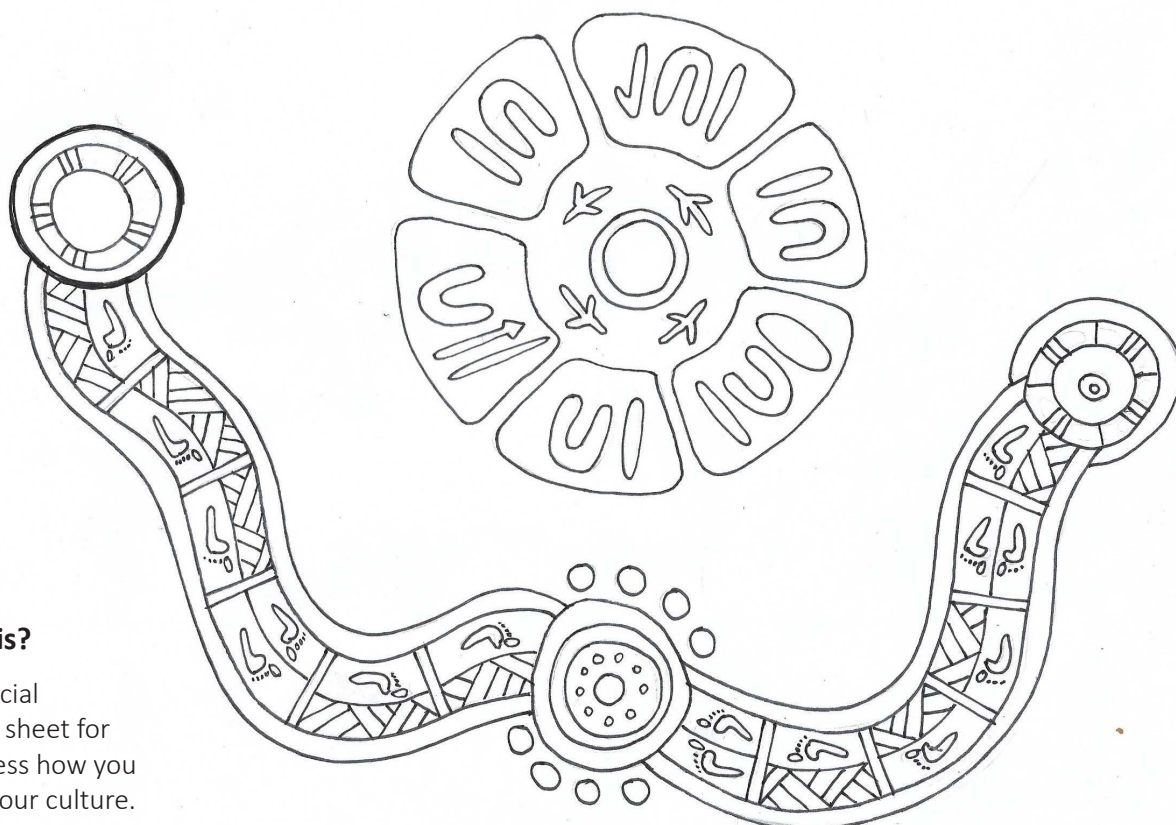
© Artwork and design by Michelle Tyhuis

January 2020



MY CULTURE, MY COUNTRY, MY STRENGTH

(The name of my 'Deadly' Family, Clan, Tribe or Village)



What is this?

This is a special colouring in sheet for you to express how you feel about your culture. Add designs, patterns, words or colour which are special to you.

My name: _____