



HORTICULTURE AUSTRALIA  
A logo developed to represent  
the Australian apple growers  
industry in a new push to  
combat imports from China  
and New Zealand.



HORTICULTURE AUSTRALIA  
A logo developed to represent  
the Australian pear growers  
industry to promote home  
grown pears

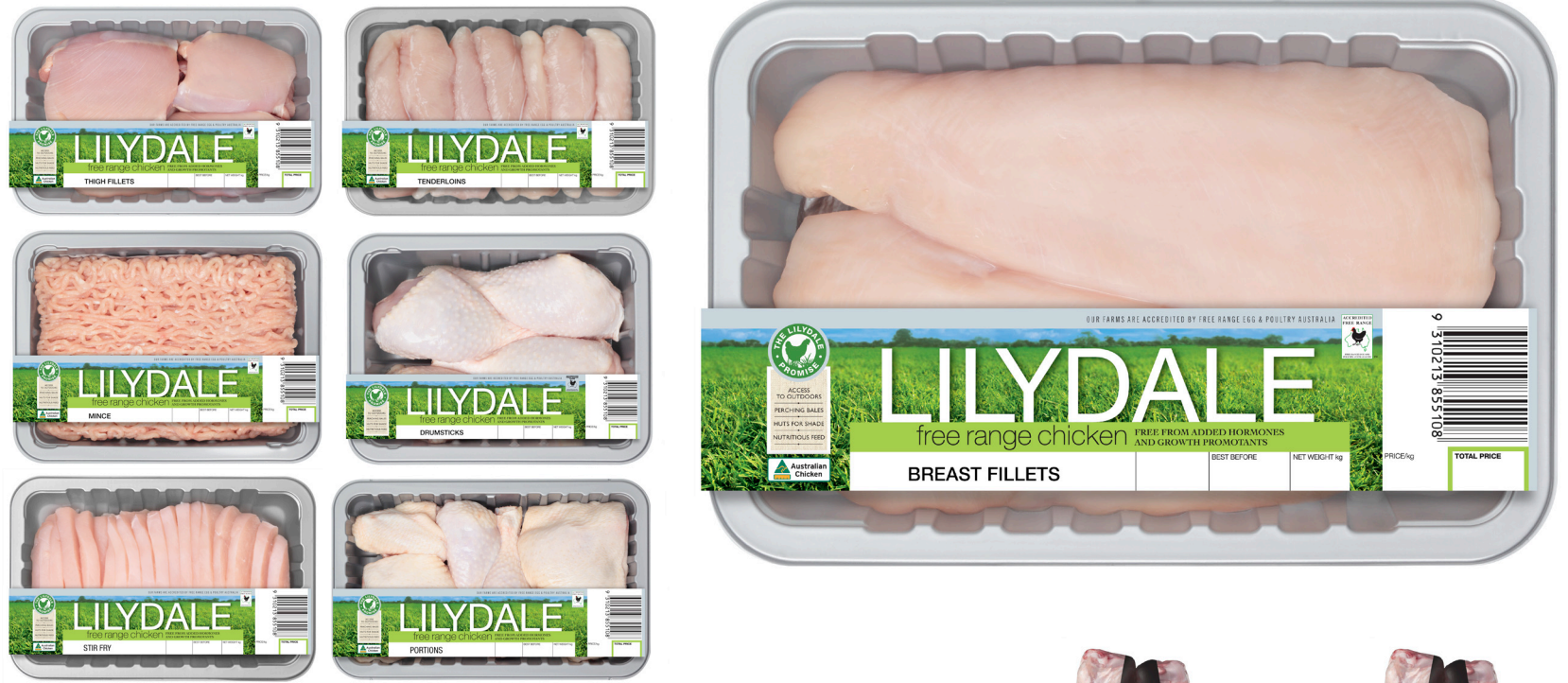
# domain.com.au



DOMAIN  
The Domain logo was created  
for online and printed media  
use, for the property sections  
of the website and newspapers.



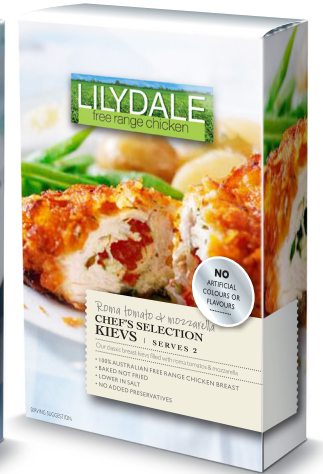
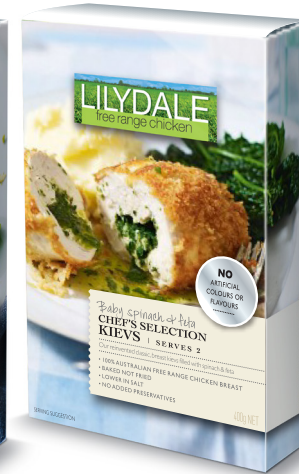
AUSTRALIAN POULTRY  
INDUSTRIES ASSOCIATION  
A re-design and update  
for APIA, the body  
that oversees and provides  
accreditation benchmarks  
within the free range  
poultry industry.



LILYDALE CORE RANGE  
Original creation of Lilydale brand identity and subsequent roll out across an evolving range of free range chicken and turkey products.

*"From corporate brochures, to company logos, livery and packaging, Lucy has always come through for us with an amazing selection of brilliant designs".*

Celia Camilleri-Pace, Marketing Director



LILYDALE VALUE ADD  
Over the years, many value added products have been developed, including the latest launch into freezer.

*"From corporate brochures, to company logos, livery and packaging, Lucy has always come through for us with an amazing selection of brilliant designs".*

Celia Camilleri-Pace, Marketing Director



LILYDALE  
Packaging design for a  
collaboration between  
Lilydale and Sydney  
celebrity chef, Luke Mangan.

*"From corporate brochures, to  
company logos, livery and  
packaging, Lucy has always come  
through for us with an amazing  
selection of brilliant designs".*

Celia Camilleri-Pace, Marketing Director



LILYDALE  
Continuing Lilydale branding  
across vehicle livery.

*"From corporate brochures, to  
company logos, livery and  
packaging, Lucy has always come  
through for us with an amazing  
selection of brilliant designs".*

**Celia Camilleri-Pace, Marketing Director**

### STEGGLES BRAND

In 2009 Baiada Poultry acquired the Steggles brand. As part of revitalising the brand, the identity and packaging were given a new look.

The use of a blue ribbon reflects the premium cues that Steggles stands for. The traditional cut shape of the ribbon creates the roof line of the barns where Steggles chickens are grown.

[www.steggles.com.au](http://www.steggles.com.au)





## STEGGLES BRAND

An extensive range of retail freezer products were completely re-designed and a similar treatment rolled out across foodservice products.

All aspects of the brand were updated, including website, ad campaigns, signage and fleet livery.



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STEGGLES  
 In 2016 Steggle's adopted a new strategy\* to reposition the brand to have a closer connection to farm and family. Home kitchen cooking imagery plus rustic textures and graphics were introduced. Subsequent implementation across more than 200 sku's.

\*Consultation in hand with Barker Brands.



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WATTLE RIDGE IDENTITY

Wattle ridge is a brand created to promote the innovative and environmentally sustainable farming practices followed by Pace Farm.

The identity reflects the name (derived from the farms location) and to communicate the holistic and healthy approach.

[www.wattleridge.com.au](http://www.wattleridge.com.au)



WATTLE RIDGE PACKAGING

Wattle ridge is a brand created to promote the innovative and environmentally sustainable farming practices followed by Pace Farm.

The identity reflects the name (derived from the farms location) and to communicate the holistic and healthy approach.

[www.wattleridge.com.au](http://www.wattleridge.com.au)



WATTLE RIDGE WEB SITE

Wattle ridge is a brand created to promote the innovative and environmentally sustainable farming practices followed by Pace Farm.

The identity reflects the name (derived from the farm's location) and communicates the holistic and healthy approach.



PACE FARM CORE RANGE  
Research shows that consumers frequently open egg cartons to check for breakages prior to purchase. With this in mind plus a change of supplier, Pace Farm took the opportunity to rationalise the range and reverse the label allowing the 'lugs' to face out and assist consumers to open the cartons.



### FREE RANGE

Free Range is a new brand created to appeal to the more discerning cook. Pace Farm sourced the striking black carton in a 9 egg configuration, providing better value than a 6 or 12 pack.



AUTHENTIC • TRADITIONAL  
ALL  
ST  
NED

AWARD WINNING

# EVIA

YOGHURT co.

EVIA  
A family owned and operated  
traditional Greek yoghurt  
company located in Sydney's  
Inner West, required a brand  
revamp and a new look  
across their range  
of products.

[www.eviayoghurt.com.au](http://www.eviayoghurt.com.au)





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## EVIA

A family owned and operated traditional Greek yoghurt company located in Sydney's Inner West, required a brand revamp and a new look across their range of products.

# MOUNT FRANKLIN

A U S T R A L I A N   S P R I N G   W A T E R



## MOUNT FRANKLIN

Refresh and refine the Mount Franklin logo type and illustration.

These were then applied to packaging and point of sale.

A 'no brand' version was specially designed for the 2000 Olympic Games.



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# Bliss Full Being Organics



## BRAND AND PACKAGING

A new identity was developed for this small start up business. Including easy to hand apply lid stickers for initial small production runs

ORGANIC START  
ORGANIC BREAK  
ORGANIC BABY

A range of organic products that required development of the sub-brand under Abundant Earth plus subsequent packaging design.

*"Lucy's has been an integral part of our new product development team, her designs have assisted greatly in our sell-in to major customers".*

**Gary Lewis - MD, Abundant Earth**





### ORGANIC START

A range of organic cereals that required development of sub-branding and packaging design.

*"Lucy's has been an integral part of our new product development team, her designs have assisted greatly in our sell-in to major customers".*

**Gary Lewis - MD, Abundant Earth**



#### ORGANIC BREAK

Two organic chocolate drinks that required development of the sub-brand plus packaging design.

*"Lucy's has been an integral part of our new product development team, her designs have assisted greatly in our sell-in to major customers".*

**Gary Lewis - MD, Abundant Earth**



### ORGANIC BABY

A range of organic baby cereals that required development of the sub-brand plus packaging design.

*"Lucy's has been an integral part of our new product development team, her designs have assisted greatly in our sell-in to major customers".*

**Gary Lewis - MD, Abundant Earth**



# HEALTHY HANDFULS

## HEALTHY HANDFULS

Development of the Healthy Handfuls logo, then applied to a range of organic cookie packs especially made for kids.

*"Lucy's has been an integral part of our new product development team, her designs have assisted greatly in our sell-in to major customers".*

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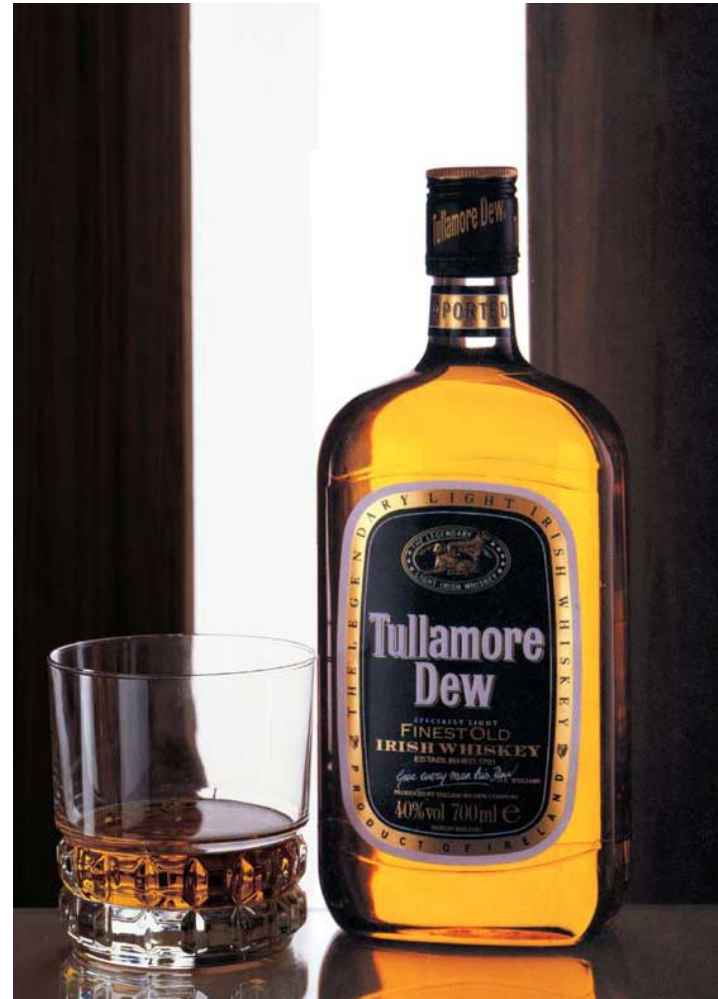
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PARAMOUNT  
On going design development  
for range additions.



BUSHMILLS, TULLAMORE DEW  
Both revamped labels for  
Irish Distillers involved  
'change-but-no-change' to  
retain loyal whiskey drinkers  
and attract new.



OWN BRAND  
Own brand labels created  
for Harrods.



MALVERN MINERAL WATER  
A revamp for Malvern to  
give a more premium feel and  
place brand focus on Malvern  
rather than Schweppes.

SAXBYS 1:1



SAXBYS  
Part of a recent conceptual  
presentation for a redesign  
of Saxby's Ginger Beer range.



TAFT  
Complete redesign for  
Taft hair care range.



LIPTON  
Design review for Jiggler  
packaging to allow additional  
new variants to be introduced.

# ara design studio

ARA DESIGN STUDIO  
Development of the brand ID for  
an interior design company,  
applied to stationery and website.  
[www.aradesignstudio.com.au](http://www.aradesignstudio.com.au)



# BROOKVINE



BROOKVINE  
Identity design for a company  
offering investment advice.



## GONDWANA

Development of a brand ID to promote an initiative encouraging the awareness of conservation and environmental activities.

The coloured panels represent the super continent known as Gondwana that broke apart and ultimately formed Australia.



RELIANCE  
RESOURCES LTD

RELIANCE RESOURCES  
A logo designed for a new  
Australian mining company.  
The company's main area of  
focus is in gold.



ROBUST RESOURCES

A logo developed for an Australian mining company. Further design for Robust includes annual reports, advertising, marketing materials and trade show stands.

[www.robustresources.com.au](http://www.robustresources.com.au)



CHAIRMAN'S LETTER 03  
 MANAGING DIRECTORS REPORT 05  
 DIRECTORS REPORT 24  
 AUDITORS' INDEPENDENCE DECLARATION 30  
 CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME 31  
 CONSOLIDATED STATEMENT OF FINANCIAL POSITION 32  
 CONSOLIDATED STATEMENT OF CHANGES IN EQUITY 33  
 CONSOLIDATED STATEMENT OF CASH FLOWS 34  
 NOTES TO THE FINANCIAL STATEMENTS 35  
 DIRECTORS' DECLARATION 59  
 INDEPENDENT AUDIT REPORT 60  
 ADDITIONAL INFORMATION 62  
 CORPORATE GOVERNANCE STATEMENT 64



## CHAIRMAN'S Letter

Dear Shareholder

I am pleased to present to you the 2012 Annual Report for Robust Resources Limited. We have continued our record of recent years, and made good progress in creating a resource base, and in developing our business. Our progress on both technical and commercial fronts is particularly pleasing in a year where the financial, social and regulatory environments in which we operate have presented many more challenges than in earlier years. Our share market performance has been less pleasing, despite our having navigated these challenges better than most of our peers, but our primary focus must remain on strong fundamentals in our business rather than on the vagaries of the market.

On the technical front, our drilling activities on Romang Island has continued to encounter significant gold, silver and polymetallic mineralisation at a number of prospects in the Lakusawa project area. This drilling program in the year contributed to our impressive maiden JORC compliant resource estimate, which was completed in December.

In parallel with the drilling, we have made good progress in the evaluation and necessary development of our resources. Our Board with the appointment of Gordon Lewis, a well-qualified mining engineer with wide and highly relevant experience in Indonesia.

On the commercial front, our strategy of introducing both a well-developed, independent, senior, as well as a new project (Orinang) and company, shall be served as well as the completion of our primary business. The transaction whereby we partnered with PT Klatu Gunung Perkasa, a member of the Bumi Group, was finalized during the year, and has already provided invaluable support to our operations in our operations.

In view of this, during the year the Company executed a number of prospective exploration programmes in the Philippines, together with a talented technical team and experienced in their operations. Our identification

of a country with a rich mineral endowment, and a developing mining infrastructure sector associated with significant exploration upside until at the same time developing our infrastructure.

After a successful year of operations, it is especially pleasing that we have secured the year to very successful operations. We are fortunate to have the resources, both human and financial, to fund our operations for the coming year. Our staff and consultants deserve great credit for their excellent work throughout the year, and to extend the Board and all Shareholders I extend to them our sincere thanks, and thank our shareholders for the continued support.

*David King*  
 David King  
 Chairman  
 Dated: 26th day of September 2012







**THE DESKFORD PHILOSOPHY IS**

perhaps most clearly embodied by the beautifully designed, lush green 1600s that bears its name. Standing at the center of the Deskford community is an intentionally modern yet contemporary surroundings. That is because both the newly built residences and luxurious amenities and the superbly landscaped grounds have been specifically designed to blend the grace of the past with the energy of the present.

Deskford, as we present you an opportunity, is a new concept in senior living. Unlike most other such developments, Deskford is the brainchild of people who have owned and operated the site for 70 years, people with three generations of experience in aged care at the Calvert Community. That is why it is underpinned by a set of beliefs about the best way to design a community for older people, a set of beliefs we call our philosophy. The aged care specialists at Calvert have been intimately involved with the design and development of the Deskford apartments from the very beginning.

**PHILOSOPHY**

And, as a result, each unit has been subtly and cleverly designed to accommodate its owners needs, so they are new and as they get likely to be in the future. For most residents, it will feature like a central area which is particularly attractive and well appointed one. Indeed, after the initial design that accommodates any needs, you'll find one can live in Deskford just as you did in your old home. Perhaps the only noticeable change will be the lack of boring maintenance chores you'd need to do, or even mowing the lawn or clearing out blocked gutters.

We have designed Deskford with an emphasis on independence. So you can have as much fun as living with your neighbours as you choose. You can take advantage of the extensive facilities (theatre, dining rooms, cinema, library, clubs, resident studios, etc.) or not, it's entirely up to you. You can entertain, have guests to stay, or go travel the world for months on end, just as you would living anywhere. However, you may have more neighbours available to keep an eye on the place, and more people nearby with the same interests as you.



Perhaps the only noticeable change will be the lack of boring maintenance chores – no more mowing!

No, for Deskford, may sound like some of the other better communities, but it is in you and your partner if you have one, great and change that the Deskford difference (thanks to our years of experience at Calvert) will show to much advantage.

Most importantly, Deskford is one of the few senior communities designed so you can truly age in place. In fact, each and every unit is designed to change, so that you can stay in your own unit, and be catered for as your needs evolve. You may not even notice the features that allow this and you need them, but they include wider doorways and hallways to accommodate wheelchairs and walking frames, larger shower recesses, and discreetly placed ramps and safety rails both inside and outside your apartment. If you or your partner are ill, you will not have to leave home to seek help. A 24-hour emergency assistance is consistently available and medical help will come to you. Every main bedroom includes hidden fittings that can accommodate any medical facilities you may require.

You may never need to use such facilities, but there is a great deal of peace of mind to be had just knowing they are there.

And that peace of mind, in essence, sums up the Deskford philosophy.



DESKFORD  
An information kit for a seniors community consisting of a presentation box containing two brochures and various legal documents.

HOYTS 1:1



HOYTS CINEMAS  
Promotional sales kit for  
Hoyts corporate products  
and services.



HARPERS BAZAAR  
A refreshed application  
of Harpers corporate look.  
The design was applied  
to stationery and throughout  
the media kit components,  
including a 4 minute  
presentation video that we  
styled using moving and  
still images then layered  
with graphics.

*"Lucy's professionalism, creativity and  
passion make working with her such a  
delight. Her designs sell themselves.  
She is commercially astute, and is  
always brimming with new and fresh  
ideas to take to the customer".*

**Lynette Phillips**  
Director of ACP Sales  
- Corporate+Women's Lifestyle

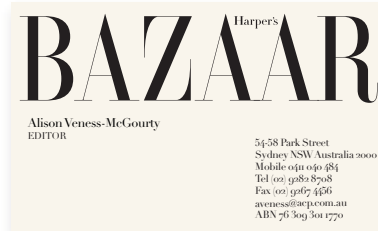


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MAKE YOUR WORLD **COSMOPOLITAN**



COSMOPOLITAN

A revamp of the Cosmo corporate look in line with a new marketing campaign.

The design was applied to stationery and throughout the media kit components.

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**Lynette Phillips**  
Director of ACP Sales  
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COSMOPOLITAN  
We designed a lavish book with high gloss pages and a mirrored cover. All the media kit components were presented in hard cover slip case.

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**Lynette Phillips**  
Director of ACP Sales  
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18th NATIONAL PRINT AWARDS  
Gold Medal

## CLEO

A revamp of the Cleo corporate look in line with a new marketing campaign. Again, the design was applied to stationery and throughout the media kit components.

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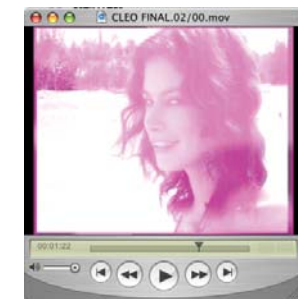
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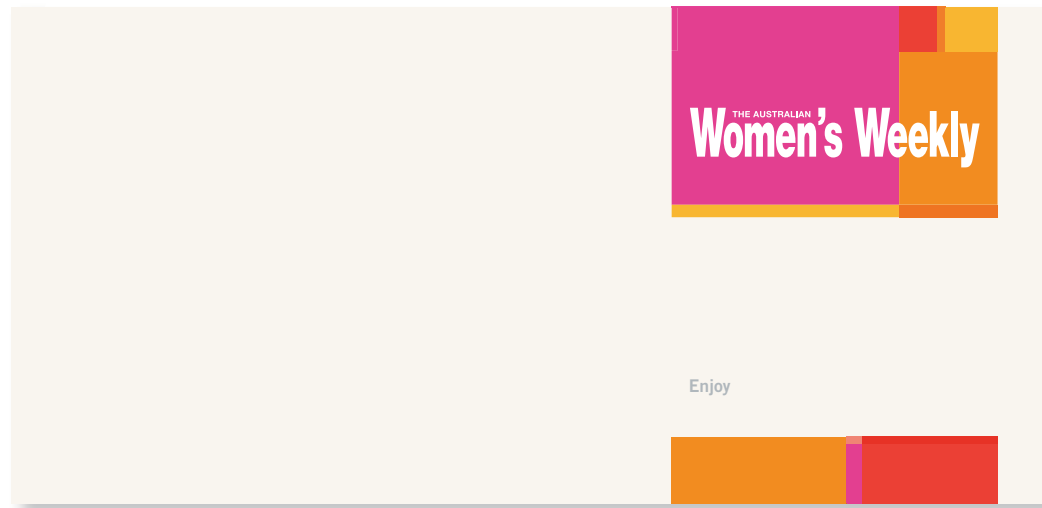
### CLEO

We used a small circular mirror to convey Cleo's marketing line "I am", promoting the magazine as a reflection of the target market. The mirror was visible throughout the book through a diecut hole.

A 4 minute presentation video was also produced using moving and still images then layered with graphics.

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**Lynette Phillips**  
Director of ACP Sales  
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### WOMENS'S WEEKLY

A refreshed and more dynamic look for Women's Weekly.

The design was applied to stationery and throughout the media kit components.

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**Lynette Phillips**

**Director of ACP Sales**

**- Corporate+Women's Lifestyle**



DOLLY  
A revamp for Dolly to help bring cohesiveness to all stationery items, media kit components plus the Youth video - a 10 minute presentation that we styled using moving and still images then layered with graphics.

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**Lynette Phillips**  
Director of ACP Sales  
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HOUSE AND GARDEN  
A refreshed look for H&G  
applied to stationery and  
media kit components.

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DUNSTAN BABY LANGUAGE

Development of the brand  
identity and later, applied to dvd  
packaging, corporate stationery  
and website.

[www.dunstanbaby.com](http://www.dunstanbaby.com)

*"Lucy is a thoughtful,  
talented designer who produced  
a beautiful, universal brand  
identity for us - which we are  
proudly taking around the world.  
The entire team is thrilled to be  
working with her."*

**George Betsis, CEO Dunstan Baby**



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**BABY EARS**

by dunstan baby language



BABY EARS APP  
Dunstan Baby Language has since evolved into a smart phone and tablet app, renamed BabyEars by dunstan baby language

ADDITIONAL IDENTITIES 1:2



ADDITIONAL IDENTITIES 2:2

