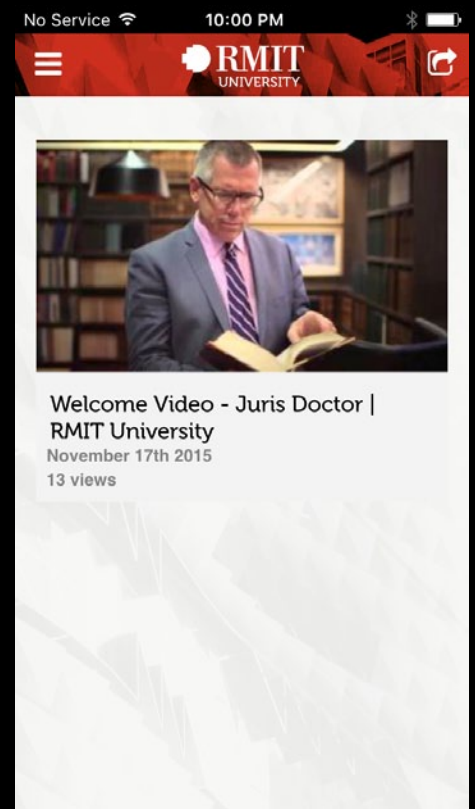
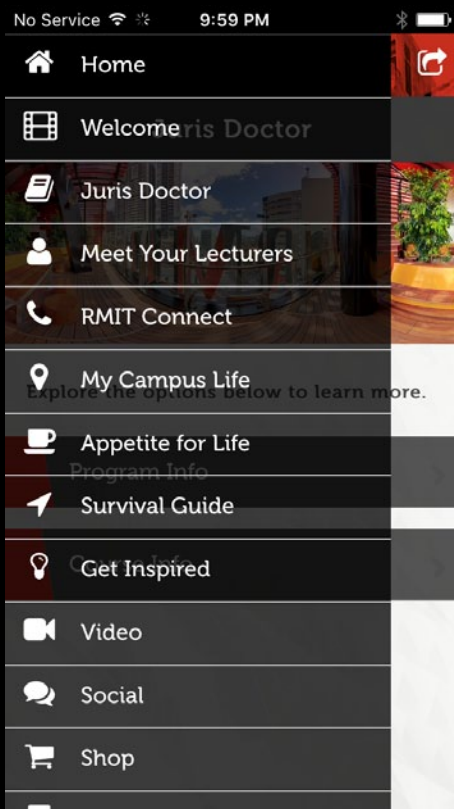
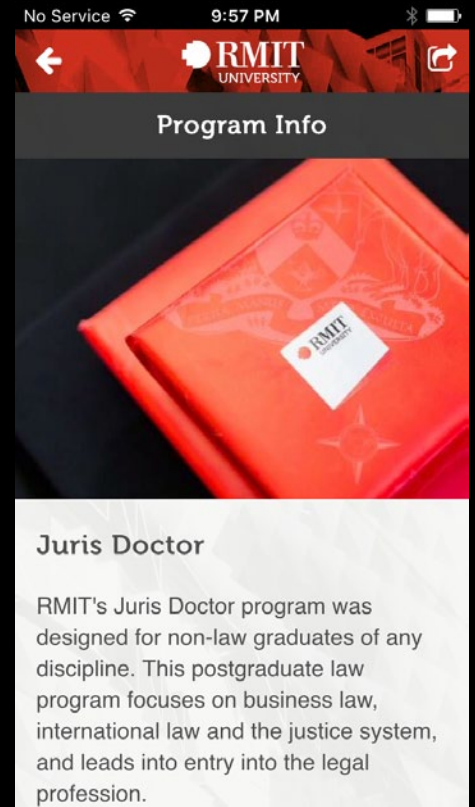
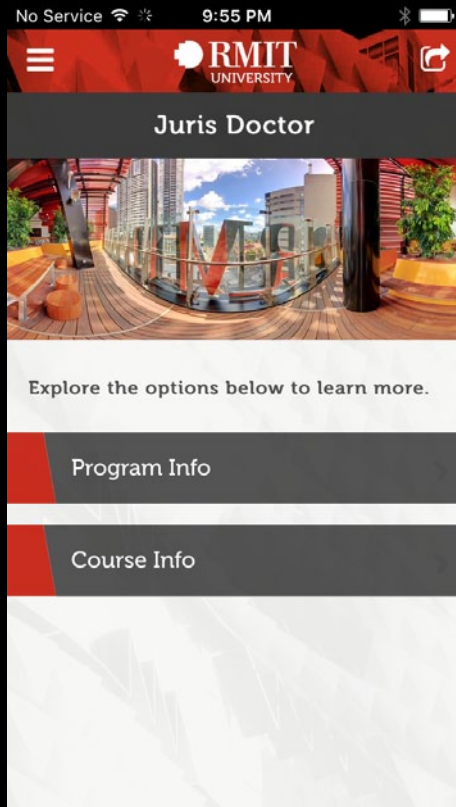
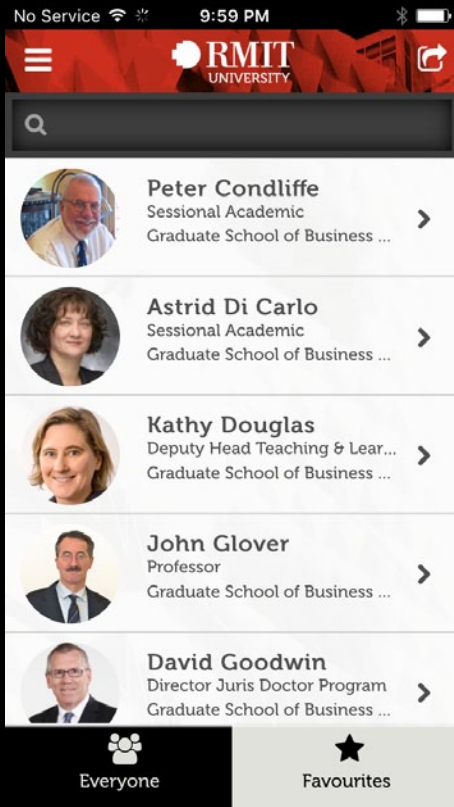


Copywriting, Editing and Design Portfolio

Leigh Hopkinson



Created 10 apps for RMIT.
 Edited and formatted the content in Microsoft Word,
 then built the apps in Shareable Apps.

ARGUS

Victorian Climbing Club Newsletter July 2019



VCC

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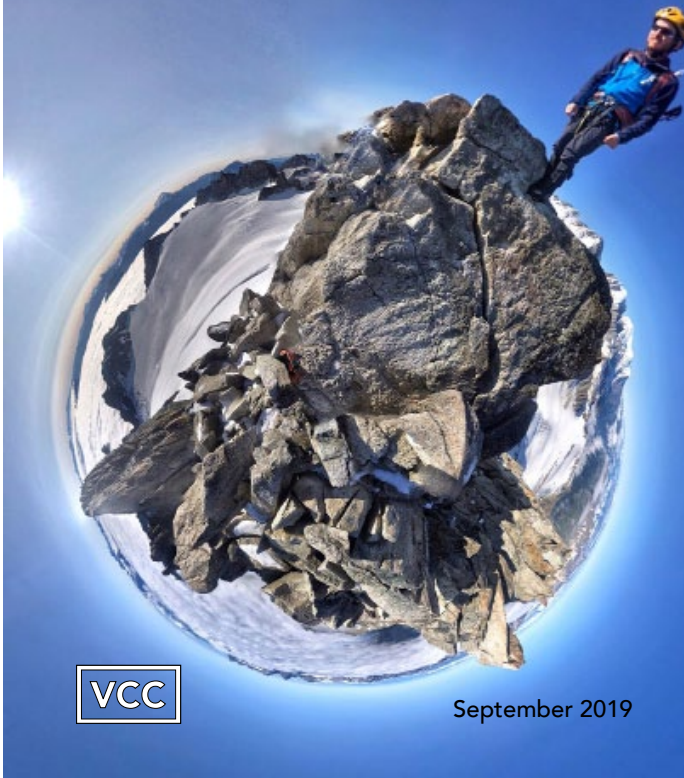
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Victorian Climbing Club Newsletter



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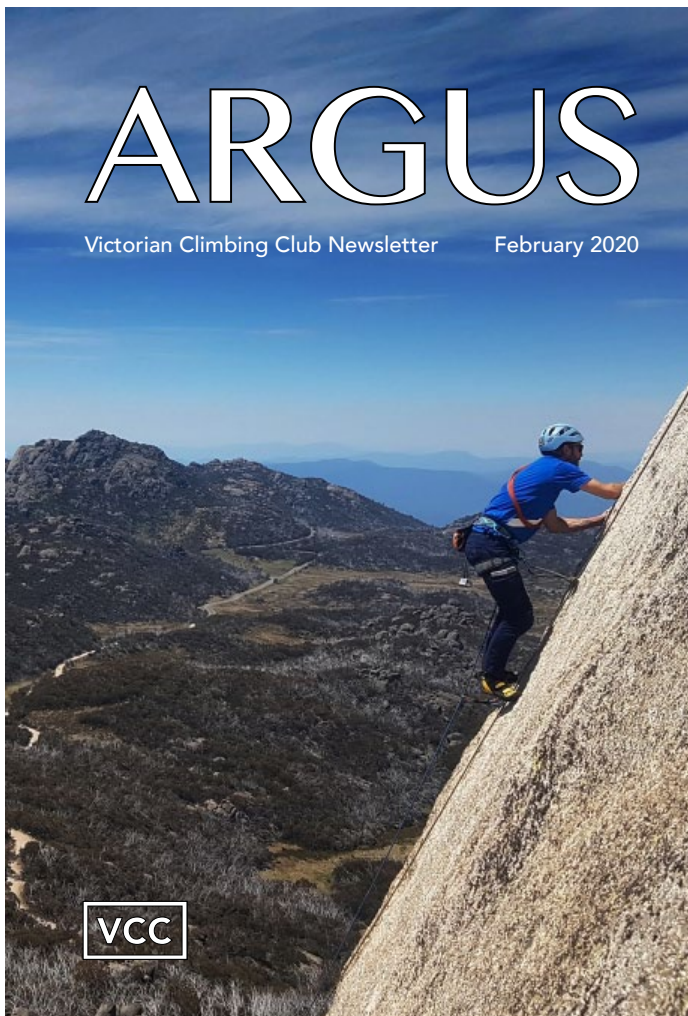
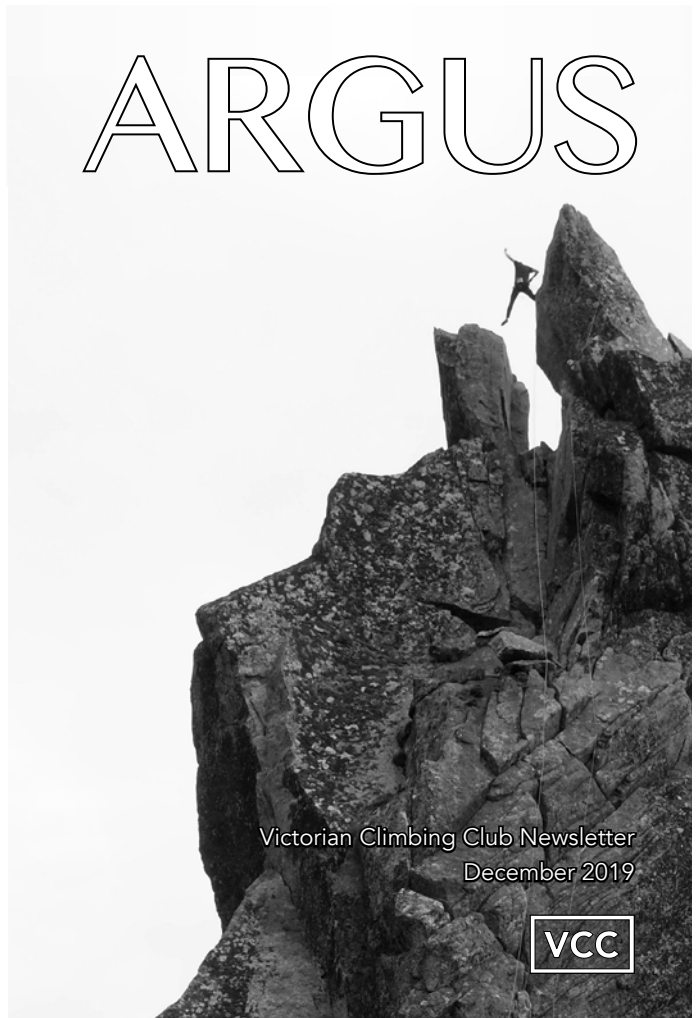
September 2019

ARGUS

Victorian Climbing Club Newsletter October 2019



VCC



Current Editor of the Argus, the Victorian Climbing Club's monthly 36-page print and digital magazine.

Responsible for all aspects of production, including sourcing and writing stories, editing and proofreading content, design, distribution and social media.

UPRISING



Over summer, I climbed at Uprising, Christchurch's newest bouldering gym. While climbing gyms in Oz are getting more extensive, Uprising is next level. At 1300m, it's one of the largest in the Southern Hemisphere, open from 7am to 10pm weekdays, with memberships from \$19 a week. There are so many climbs you can drop in regularly and still find new routes to tackle at your grade. Uprising also has its own yoga studio, weights area, café with signature coffee and beer, gear shop and chill-out lounge. And it's super kid friendly. I spoke with co-owner Sefton Priestley about his vision for Uprising.

Uprising is a gym, but it's also a climbing holds manufacturer and a climbing wall construction business. If you were prone to puns (which I am), you could say that Sefton Priestley knows climbing walls inside out.

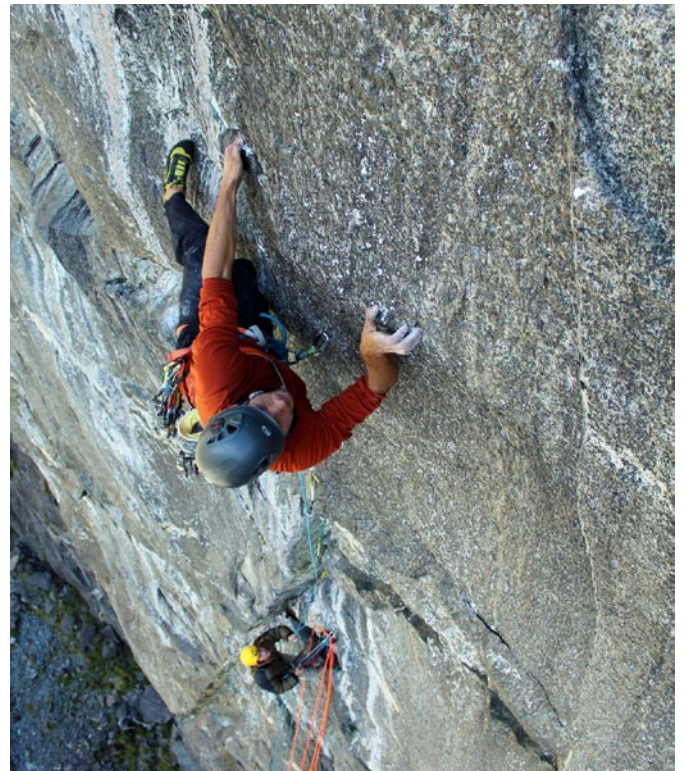
Priestley is a former New Zealand national lead climbing champion. (Fun fact: he's the only climber to have won the title over three consecutive decades, the third after a double hip replacement.) Priestley began manufacturing climbing holds 12 years ago, becoming the first in New Zealand to make them out of polyurethane. Today, Uprising Climbing Holds supplies many gyms in the Asia Pacific region, with Japan a huge part of their market. Owning a climbing holds company has allowed Uprising the gym to function a bit like a research lab: Priestley and his business partner Vaughan Jones 'can come up with crazy ideas and shapes, do 3D renders and create these hopefully quite unique holds', then see if they're popular.

Jones brings to the partnership a background in constructing climbing walls—he's built walls on almost every continent.

In 2015, Priestley and Jones opened the first Uprising gym, a 'tiny shoebox' in the Christchurch suburb of Woolston. 'Over three years, it got bigger and bigger to the point that we couldn't do any advertising or take on any new members,' said Priestley. The pair also started building climbing walls, including New Zealand's first lead, bouldering and speed integrated gym in Queenstown. They were bidding on international contracts and realised they needed a proper, world-class facility to showcase their skills.

More than anything, however, Priestley credits the Christchurch climbing community as the inspiration for the way the venue has been set up. 'Christchurch has a strong climbing and mountaineering community. We wanted to create a hub, not just a gym, somewhere our friends could come and hang out. We wanted to make sure we got it right. To have that chance has been a real privilege.'

Because Christchurch is a small city, Priestley and Jones didn't have to cram walls into every inch of the interior. And they've given a lot of thought to how you interact with the space when you're not climbing. There's a lounge with the latest climbing magazines to peruse, long tables for eating your lunch and plenty of beanbags dotted around—spaces where you can rest, relax, or strike up a conversation. They've also tried to incorporate natural features into the design where



Sefton on Te Hamo, an 11-pitch grade 31 put up in the Darrans last summer

possible, including bamboo flooring, pot-plants and large floor-to-ceiling windows.

The result is a truly vibrant space that local climbers have embraced, with thousands turning up for the opening weekend last August. While many members arrived via word-of-mouth, Priestley said the biggest group they underestimated was those who came out of the woodwork: people who used to climb but hadn't connected with any of the existing gyms. 'That was a big surprise.' There are also many travellers passing through, like myself.

I asked Priestley his recommendations for outdoor climbing around Christchurch. While there are 25 crags in the surrounding Port Hills—crags he's grateful to have so close—they're not really



*Flock Hill in Winter
All photos courtesy of Sefton Priestley*

'destinations'. If you're in town, Lyttelton Rock and Jane Fonda are worth a visit, especially if you're climbing in the early-to-mid twenties, while Britten is the most accessible with more consistent bolting. And if grade 27 is your idea of a warm-up, the Cave in Redcliffs has climbs up to grade 34, and projects beyond.

However, Priestley advocated spending as much time as possible at Castle Hill and Flock Hill (approximately 90 minutes drive away). 'They're legitimately world-class areas.' These days, Castle Hill gets a lot of traffic, including tour groups of non-climbers, so Priestley suggested exploring the outer areas of the reserve, crags such as Wuthering Heights where the limestone isn't as polished.

He also suggested heading to Flock Hill (a 40-minute walk-in). The rock is older with more features than Castle Hill, lending itself to more interesting climbing. 'Some people find it frustrating that there isn't a guidebook, but if your goal is to tick big numbers there are other places you can go. It's more about being in a spectacular environment, running around and finding stuff to climb on. That's what makes it a great experience.'

When it comes to the outdoors, Priestley's personal goals have shifted to alpine rock, especially putting up long multi-pitch mixed routes in the Darrans, where there's plenty of steep, unclimbed terrain. In addition to running three businesses and being a dad, Priestley tries to get down there at least once a year. Then there's the challenge of training for those alpine routes back into a bouldering gym...

If you're visiting Christchurch, be sure to check out Uprising on Ferry Road. You can connect with local climbers there, or on facebook—see the 'New Zealand climbing' and 'Christchurch climbing' pages.

Useful guidebooks include *The Comprehensive Castle Hill Climbing Guide*, *Rock Deluxe* and *South Island Rock*. You can also hire bouldering mats from Uprising or Smylies in Springfield.

Leigh Hopkinson

Copy Trading



Copy trading allows traders to follow and automatically replicate the trades of experienced **traders**.

You simply connect your **AxiTrader** account to your chosen signal provider and then choose from their range of traders to copy. Depending on the provider you use, you can choose to allocate a share of your trading capital to different traders. This allows you to diversify your risk by running several different strategies.

How does copy trading work?

Copy trading typically requires you to have a Forex trading account **that uses** the MetaTrader 4 (MT4) trading platform.

With this in place, the next step is to browse through the list of traders available for you to follow, until **you** find one you like.

Using the propriety copy trading technology of the provider, your account is added to the master account of the trader you have chosen to follow. When they trade, a corresponding trade is placed in your MT4 account.

You do not need to have your version of MT4 open for copy trading to work, and you can choose to stop the trades from being executed in your account at any time.

Criteria when selecting a trader to follow

You will want to consider several criteria before selecting a trader to follow:

- Check that the trader is using a real account.
- Check that the signals are profitable over at least 100 trades
- Check that the provider has had a maximum drawdown of 30% or less

Rebecca Hopki... 6/8/14 11:06 AM

Comment [1]: Technically correct, but you have used the word 'trade' three times. You could say 'copy trading allows you...'

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QUICK START GUIDE TO

SpoonFed Investor Plus



Wrote, edited and proofread brochures, eBooks and blog posts for foreign trading companies OANDA, AxiTrader and SpoonFed Investor.

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Rebecca Hopkin... 9/9/14 9:52 PM
Comment [2]: ToC missing activities on pages 17 and 28

Flightamins profile for the Northsider

Travel can really take it out of you. That's why Thornbury woman Danielle Ashley has created Flightamins—to put back in what travel takes out.

Flightamins is Australia's first wholefood supplement for travellers. It is potentially a world first. Unlike most supplements, which are synthetically produced, Flightamins is formulated entirely from natural ingredients. This means it's better for you, said Flightamins founder Danielle Ashley.

The 30-year-old intrepid traveller and Chinese medicine practitioner is passionate about helping others—and ensuring they know how to help themselves.

'Most people don't know that the majority of supplements on the market today are made in a lab,' she said. 'They don't contain the naturally occurring cofactors, bioflavonoids and enzymes that the body needs for them to be properly absorbed.'

Because Flightamins is plant-derived, it naturally includes these essential aspects. The nutrient-rich formulation contains 29 vitamins, minerals and herbs, which have been especially selected to combat jet lag and boost immunity. This ensures travellers arrive at their destination, rehydrated and ready to go.

Among the ingredients are all six essential electrolytes. Electrolytes play an important role in cell hydration. 'The body loses an extra one litre of water for every five hours of flying time, so it's essential to stay hydrated when you fly. Studies have proven hydration with electrolytes is three times more efficient than with water alone.'

Studies have also shown that more and more people are flying. Recent statistics from the Australian Department of Infrastructure show an increase of over 5% of airline passengers between 2012 and 2013. Similar results have been found worldwide and numbers are only expected to grow. The International Air Transport Association recently published research that suggests a massive 31% increase in the total number of airplane passengers by 2017. This makes traveller health increasingly important.

Ms Ashley said that often we don't get the nutrients we need when we're travelling. For this reason, Flightamins contains a full B-vitamin profile. B vitamins are essential for many vital functions, including energy production; they must be replenished daily as they're not stored in the body.

Flightamins comes in powder form—each 70-gram 'suitcase' contains eight sachets—so it's light and convenient to carry. It can be taken on the plane or daily to support overall health.

Too often, ill health can ruin a holiday or make business travelling a struggle. Ms Ashley discovered this firsthand. After completing a Bachelors Degree in Health Science, she headed for Central Asia with a backpack, almost 5kg of carefully selected vitamins, and a desire to explore. She fulfilled a childhood dream of trekking through the remote mountains of Uzbekistan and Tajikistan. Despite the challenging terrain and simple food (she once lived off goat's milk for three days), Ms Ashley was astonished at how well she felt after seven months on the road.

Comparatively, she met many people suffering from travel-related illnesses. Some hadn't sufficiently prepared; others didn't know how to maintain good health. So Ms Ashley decided to combine her love of travelling with her experience in natural health and make a product that would help travellers to stay well. Three years later, Flightamins was born.

While the product was still in its infancy, Ms Ashley pitched to Sir Richard Branson on a charity flight. Sir Richard had lost a bet and agreed to take the flight dressed as an air stewardess. Ms Ashley bought a ticket, donned a moustache and caught the Virgin founder's attention.

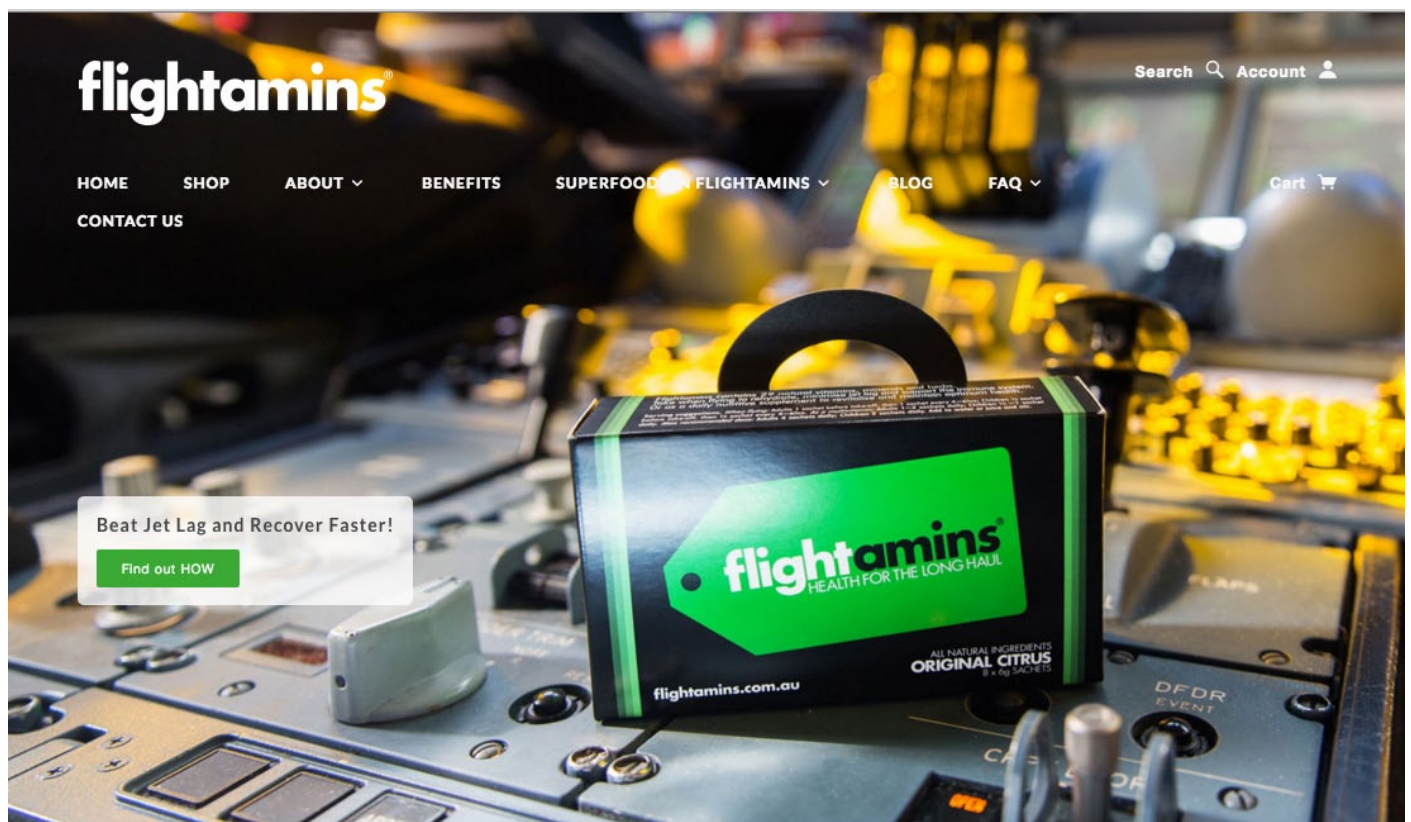
She hopes that one day their two companies can work together. 'I've always admired his way of doing things differently,' she said.

Similarly, Ms Ashley is determined to make a difference. Flightamins donates ten per cent of its profits to charity. It contains no palm oil and its packaging boxes are recyclable and sourced from sustainable forests.

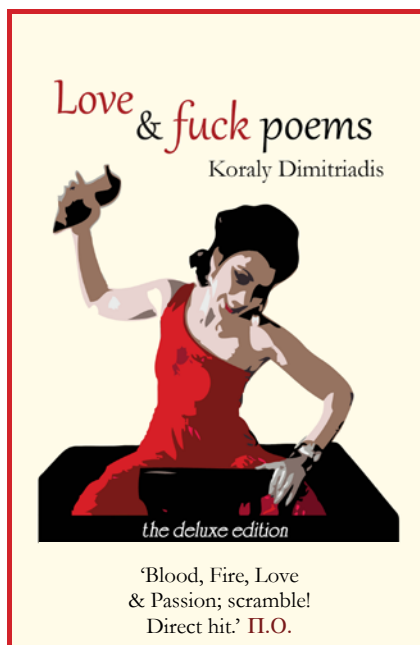
'At Flightamins, we are committed to ensuring travellers maximise the most of the precious time they have away,' said Ms Ashley. 'So they can spend less time recovering from the travel itself and more time doing what they love.'

Flightamins comes in two flavours, berry and citrus. It is available at WH Smith stores in airports Australia-wide and online at www.flightamins.com.au

Word count: 700



Wrote, edited and proofread all content for the launch of Flightamins, including website copy, packaging, profile for the Northsider, business plan for investors and blog posts.



MEDIA RELEASE

Love & fuck poems

the deluxe edition

By Koraly Dimitriadis

ISBN 978-0-09872777-0-1

Genre: Verse novel

RRP: AU \$18.95

Publication date: July 2012

Burst bound paperback – 106 pages

Size: 195 x 138 x 8 mm

Also available in eBook format

‘Wow. Dimitriadis pulls no punches here. This is armed-missile poetry. You won’t read anything like this in *The Monthly*’ — Kate Holden, bestselling author, *In My Skin*

A self-published success, *Love and Fuck Poems* was a flimsy red zine which repeatedly sold out in bookshops. With digital rights acquired by Pan Macmillan, and the “deluxe edition” book published by daring and newly established Outside The Box Press, this Melbourne bestselling poetry book is set for national distribution by Woodslane in 2014.

Love and Fuck Poems is the bestselling poetry book at Readings bookshops, Polyester Books, TITLE Records, Brunswick Street Bookstore and many more.

Sexually repressed, separated Greek girl on a rampage. There’s no love here just fucks. But is she fucking him or fucking herself? A trailblazing story told through poetry of culture, divorce, love and the maddening scurry to find the sexual self. ‘An unashamed poetic celebration of one woman’s liberation from the chains of marital convention, sexual repression and cultural obligation,’ said Maxine Beneba Clarke, winner of the Victorian Premier’s Literary Awards for an unpublished manuscript.

‘Who says poetry can’t sell? Bananas!’ said writer and performer, Koraly Dimitriadis, author of *Love and Fuck Poems*. ‘Art is art and a good book is a good book.’ A 2013 Australia Council grant recipient, and mentored by the internationally acclaimed bestselling author of *The Slap*, Christos Tsiolkas, Dimitriadis challenges the boundaries of poetry and has created films, theatre, music and writing of her poetry with the title, *Good Greek Girl*. Under the guidance of her new agent Daniel Scharf, managing director of Australia’s leading creative agency, Profile Talent, Dimitriadis is developing a television pitch of her concept. With thirty years of experience to his name, Scharf said, ‘Koraly is an extraordinary and highly talented writer/performer. She is extremely brave and upfront and she has no hesitation in writing and performing works that are unique, original, sophisticated and at the same time amusing and entertaining.’

Love and Fuck Poems is ‘a feminist critique on the conservative expectations that migrant families often place on their daughters,’ wrote Stephen Smooker of *Neos Kosmos Newspaper*. It is a snapshot in time, of exploding out of repression and marriage only to emerge sexually confused and alone. ‘I want to also give a voice to women within my culture to say it’s okay to be honest,’ said Dimitriadis. ‘It’s okay to be different; it’s okay to want to explore your sexuality.’

For further information, please contact:

Outside The Box Press publicity

Email: info@outsidetheboxpress.com

Web: www.outsidetheboxpress.com





Wrote the media release for the launch of *Love and Fuck Poems*. Wrote, edited and designed the promotional bookmark and the invite.

Love & fuck poems
Koraly Dimitriadis



'Blood, Fire, Love
& Passion; scramble!
Direct hit.' *H.O.*

Sexually repressed,
separated Greek girl on a
rampage.

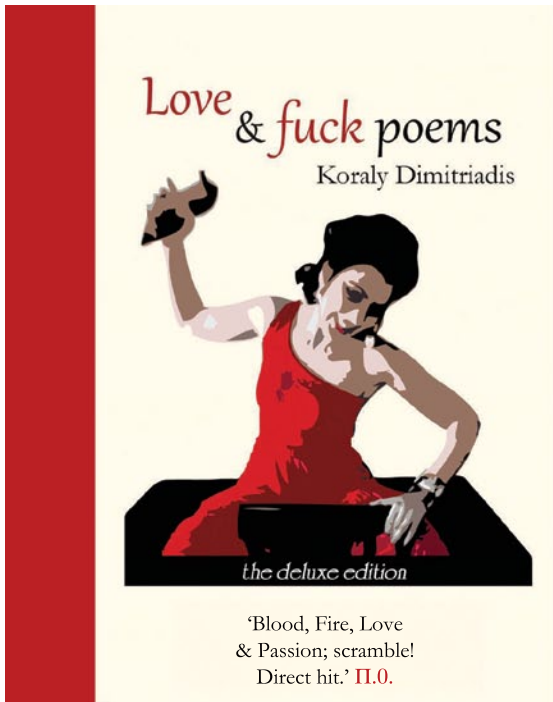
Love & fuck poems is a
story told through poetry.
No fluff, no birds and trees,
just honest, raw poetry.



Outside The Box Press in conjunction with Brunswick Street Bookstore,
RMIT Link Arts and Culture, and Ilura Design are proud to present:

Love & fuck poems: The deluxe edition
by Koraly Dimitriadis, edited by Les Zigomanis

to be launched by RRR radio presenter Alicia Sometimes
Koraly Dimitriadis to perform with Nick Tsiavos (double bass)
at Brunswick Street Bookstore, 305 Brunswick Street, Fitzroy, VIC
on Thursday 6 December 2012, 6.30pm
For catering purposes please RSVP to info@outsidetheboxpress.com



Outside The Box Press
in conjunction with Brunswick Street Bookstore,
RMIT Link Arts and Culture, and Ilura Design
invite you to celebrate the publication of



Love and fuck poems
the deluxe edition
by Koraly Dimitriadis



launched by RRR radio presenter Alicia Sometimes
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at the Brunswick Street Bookshop
305 Brunswick St, Fitzroy VIC
Thursday, 6 December 2012 at 6.30pm



For catering purposes please RSVP by 29 November
to Outside The Box Press publicity
info@outsidetheboxpress.com





Interviewed, wrote, edited and proofread content for *Every Bite Takes You Home*, an award-winning collection of recipes and stories from refugees and migrants, published by Ilura Press.

Sri Lanka 

Kumara Aramba

Kumara Aramba is originally from Colombo, Sri Lanka. He arrived in Australia on what he calls 'the lucky boat': he was one of sixty-six Sri Lankans on board the asylum seeker vessel that sailed undetected into Geraldton Harbour in Western Australia on 9 April 2013. Not only was it unusual that the boat hadn't been intercepted, but also that it had come directly from Sri Lanka. The forty-eight day journey from the southern city of Matara was cramped and perilous—the boat was only fifteen metres long. 'Sometimes during a storm, the sea rose to about fifty feet,' explains Kumara. 'There was a sea anchor which was put down, but the wind and the swell were so strong that we broke anchor.'

Initially, the Sri Lankans were hopeful of making it to New Zealand, believing their chances of seeking asylum there were best, but the skipper decided to change course because one of the passengers was heavily pregnant, another had a broken hand, and they were running out of food and water. After entering Geraldton Harbour, their first contact was with two men passing by in a dingy. They pleaded with the men, 'We need help, we need water.' The harbour authorities were contacted, and soon after, a customs boat was towing the asylum seeker vessel to shore. A few hours later, Kumara's first meal on Australian soil was a Subway sandwich and instant macaroni cheese.

When asked his first impressions of Australia, a country he knew little about, Kumara says simply that he was 'overwhelmed by an immense sense of freedom and safety', especially because he and the other passengers had been badly treated by the Sri Lankan boat crew. 'At first they threw my clothes and toothbrush overboard. Then they

Every Bite Takes You Home

would eat in front of us and throw the leftovers overboard and not give us any food. So the situation became really tense. The crew treated me like I hadn't paid any money, but I'd paid an enormous amount to the owner of the boat, so I could get here.'

This is not the first time Kumara has forged a new life for himself. In 1994, after he finished school, his mother and he moved to Lebanon in search of a better life, leaving his father and younger brother, who was still at school, in Colombo. In Lebanon, Kumara studied hospitality and worked 'five or six different jobs', including hotel work, glass cutting, and building. And before returning to Sri Lanka with his mother in 2000, he worked for two years as an artisan jeweller, creating hand-crafted necklaces, bracelets, and earrings—a job he 'liked very much'.

Kumara also learnt to speak Arabic in Lebanon. His native language is Sinhalese, but he also speaks some English, which he learnt as a child in Sri Lanka. 'At school, I never went to English classes. None of the boys did, only the girls. My teacher said to me, "Perhaps one day you will need this language, it will help you." But I was young, I didn't care.' Now Kumara is keen to improve his English to help with his chances of finding work in Australia.

Kumara's talent for cooking first revealed itself when he was eleven years old. 'One day, when my mother was away and my father was at work, my aunt and uncle were supposed to come and prepare dinner, but they were running late. I was really hungry, so I decided to try and cook my own food. I made rice and *parippu* (dahl). I was really happy with how the dahl turned out, so I sent a bowl to one of my neighbours, who was a fantastic cook. I was glad to be able to share with her some food that I was proud of preparing. My neighbour was so impressed that she made sure everyone in the neighbourhood tried my dahl.'

Of the recipes Kumara has chosen to include in this book, *ambulthiyal* (Sour Fish Curry) is his favourite. During the school holidays, Kumara would stay with his maternal grandmother in Matara, a coastal city known for its fishing, and the same place he would leave from to come to Australia. His grandmother would make fish curry, and he would assist her.

Like many traditional Sri Lankan recipes, *ambulthiyal* has been passed down through generations and takes time and practice to perfect. 'It is very popular in Sri



Kumara Aramba

Lankan villages because people don't have fridges and electricity, so they work out ways of preserving the food. Pickling the fish with tamarind is a traditional method. I think you would struggle to learn to make it properly with only one or two attempts, it takes a little bit of time.' It is a special dish that is not eaten every day. Kumara's family often prepared *ambulthiyal* for the Sinhalese New Year celebrations in April, and for weddings and other special occasions.

Kumara has also included a recipe for Salad with Bitter Gourd. Bitter gourd is a long star-shaped gourd that is eaten as a blood purifier; Kumara says he is watching his cholesterol and oil intake.



Since settling in Melbourne, Kumara has been living in Hallam with three other men who arrived on the same boat. It is close enough to the Indian and Sri Lankan shops in Dandenong for him to source staple products such as curry paste, but he misses authentic *thuna paha* (literally 'three five') curry paste. 'In Sri Lanka, we take the raw ingredients and grind them on a stone slab with a smooth rolling stone. Things like turmeric, fresh curry leaves, chilli, fenugreek seeds, cumin, coriander, some cloves, cardamom, cinnamon. We take all of that together and crush it into a paste, and that's the base for curries.' Kumara also makes *tabouleh*, which he developed a taste for during his time in Lebanon. He also likes eating *kebab* with garlic sauce.

Kumara hopes that one day, his parents and his brother will be able to come and live with him in Australia. He speaks to his mother on the phone 'almost every day'. He enjoys living in Australia, and always has an interest in society and politics, and would like to make a positive difference to the lives of others. He would like to publish a memoir. 'I want to share my story, because I don't like war. I want it to stop. Everyone can do something to help create peace in the world. That is something I feel I can do.'

