

Tip of the day

Westfield Holdings (WSF)

Overweight: We see substantial value looking at Westfield's development pipeline. Triggers include slowing growth and rotation into more defensive stocks, a declining Aussie dollar and development of the UK strategy.

— *Tony Paterno, Ord Minnett*



Ruth McCartney

• UPBEAT

E-tech, yeah yeah, yeah

Ruth "sister of Sir Paul" McCartney learnt about the power of communication from an early age.

She couldn't help it, "growing up inside the hurricane that was the Beatles storm".

From the age of six, McCartney helped her mother Angie, who married Sir Paul's dad Jim in 1964, sort, file and reply to the fan mail coming in from across the globe.

In 1995 McCartney, a successful singer herself in Eastern Europe, expanded on the idea and founded McCartney Multimedia, a digital marketing and multimedia company.

McCartney will be guest speaker at a Melbourne Marketing Luncheon tomorrow.

Her talk, *Saying G'day in a Global Way*, will explore how Australian companies can embrace e-technology to promote their businesses worldwide.

"Unfortunately a lot of people, especially Americans, still think of Australia as the 'throw another shrimp on the barbie' land," she said.

"I want to talk about how companies can break out of that stereotype through using the Internet, e-mail, mobile phones and SMS.

"Saying that, you can't forget traditional marketing methods - you still need a good logo, a good dream, a good product and a great marketing team."

■ Ruth McCartney will speak at the Grand Hyatt tomorrow. For bookings, call 1300 363 084.

— LAETA ANTONYSEN