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modern organics

by michael samperi

It seems funny to think that only 10 years ago many considered the term 'organic' as being the realm of those who still lived in the '60's or were into another 'fad'.

The recent exposure of some farming methods and the use of genetically modified organisms (GMO's) has forced us to reconsider this notion. We are now starting to consider what these type of farming methods are having on our environment as well as how negatively they impact on the health of future generations.

Organics is changing the perception of agriculture. It represents the way forward to finding global sustainability as well as a pathway for healthy human populations.

There are now nearly 2200 certified organic farmers in Australia alone (see table). This indicates that organics is becoming a more practical and tangible medium of farming.

what is organic?

Certified organic products are grown and processed without the use of synthetic chemicals, fertilisers, or GMOs. It is an innovative method of farming production – and is increasingly being recognised as being on the leading edge of food and fibre technology into the future.

Organics is not just chemical free by testing. It is about the way your food is grown and handled. The whole system is linked – soil; plants; animals; food; people; environment.

Standards to achieve this are internationally recognised, and are assured through annual audits of all certified operators by an independent third party auditor.

The only way customers can be assured that they are purchasing real organic products, produced without the use of synthetic chemicals and GMOs, is to purchase products which have been

organically certified with Australian Certified Organic. Biological Farmers of Australia (BFA) have this certification and it is this group with whom Sydney Essential Oil Co. (SEOC) is certified.



The BUD logo (left), as it is known, is the most used and recognised organic logo in Australia. It is also the oldest mark for organic products currently used in the country.

why choose organic?

good for the soil

Organic systems rely on a modern and scientific understanding of ecology and soil science, while also depending on traditional methods of crop rotations to ensure fertility and weed and pest control.

good for animals

Great emphasis is placed on animal welfare.

good for the environment

Organic systems aim to reduce dependence on non-renewable resources. Organic production aims at all times towards sustainability whilst having best management of the environment and wildlife as a priority.

good for people

Organic produce have been shown in a number of studies to contain more vitamins, nutrients and cancer-fighting antioxidants than non-organic produce.

table 1: organic industry development in Australia

Year	1990	1995	2000	2004 (est)**
number of producers	491	862	1800	2200
farming area certified	150,000ha	335,000 ha	7.6 million ha *	11 million ha *
\$ value of retail (domestic)	\$28 million	\$80.5 million	\$200 million **	\$280 million **

(Source: Hassall and Associates 1995; BFA 2004). *note: most is additions from semi arid areas ** estimates

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anni's healing garden



I had a love of essential oils for at least 12 years before my hobby became my profession. I used to buy books on aromatherapy and experiment with essential oil blends on myself, my family and any one else who showed an interest in my hobby. The results were always pleasing.

My love and respect for these oils led me to study for the Diploma of Aromatherapy at Nature Care College, qualifying in May 2002. Becoming an Aromatherapist for me was a dream come true!

My business, Anni's Healing Garden, began in January 2002. The clinic, built by my husband specifically for my healing work, is run from my home. As I am the only therapist using this clinic and it is only used for healing, the energy is very centred and peaceful. As one of my clients put it, "it feels like a warm blanket holding you safe against the cold". Being purpose built and decorated to imbue a

tranquil, peaceful atmosphere, it is a haven in which people can come and enjoy a de-stressing, therapeutic and healing treatment.

I chose the name Anni's Healing Garden because of the wonderful healing plants that mother nature has so kindly provided for us in her garden. Working with essential oils, I pass on the gifts of the healing garden. There is nothing I have come across that Aromatherapy cannot address in some form.

Being empathetic and understanding of a client's needs and situation are part of my work ethos. You can have the massage technique down pat, going through the moves, but if you're not genuinely interested in doing the best for your client, I believe it does come through in the quality of your treatment. Clients are individual and as such need individualised treatments – essential oils provide this scope, combined with the modality to best suit the client's needs. I strive to always have clients leave my clinic feeling better

within and without, that way the healing continues long after they have left.

I have also gained a Diploma in Remedial Massage and Certificate in Reflexology. I am a Reiki Master, having worked with Reiki for 7 years. Chakra balancing is another popular treatment which leaves you centred, clear and at peace. To achieve this, I use a combination of crystals and essential oils relevant to each chakra. I also prepare personalised take home Aromatherapy face and body lotions, massage blends and sprays for my clients.

The Sydney Essential Oil Co. has been a fantastic find for me, with Michael and Daniel always available when I need some advice. The products are always top quality, with a divine smorgasbord of essential oils to choose from – Thank you!

name
anni casey

business name
anni's healing garden

products
aromatherapy massage,
aromatherapy facial,
personalised aromatherapy face &
body lotions, massage oils & sprays,
swedish & remedial massage, reiki,
reflexology, chakra balance

contact
02 9453 2959 or 0408 696 089
28 ethie rd, beacon hill NSW 2100

no synthetic chemicals

Organic systems prohibit the use of artificial chemicals, pesticides and fertilisers. Therefore crops are grown and animals go through life, without the treatment of synthetic growth hormones or drugs.

no GMOs

Organic products are produced without GMOs, which are prohibited in the BFA standards for organic food and farming.

As a member of the BFA, Sydney Essential Oil Co. is proud to announce its range of Certified Organic Essential Oils, Carrier Oil, Hydrosols and Infused Oils. The products represent the Next Generation in essential oils and natural products and we look forward to expanding upon this range.

Not only do organic essential oils have what can only be termed as a 'vibrant scent' they also have a wonderful energy due to the care and nurturing of the farmer producing the oil. The growers we buy from pride themselves on their produce. For them, growing organically is an extension of the way they live.

The Sydney Essential Oil Co. now has Certified Organic Licensed Premises allowing you to be sure that we repack, bottle and supply these products under strict organic guidelines.

We invite you to try these products and experience for yourself their energetic properties. For more information on our Certified Organic Products contact one of our friendly customer service staff on **02 9565 2828** or at sales@seoc.com.au

These new products will complement our existing range of non-organic 100% pure essential oils. We always buy our product from traditional sources and make sure that our suppliers meet our strict code of ethics. The new range will simply give you more choice.

The Sydney Essential Oil Co. would like to thank the BFA for allowing us to directly source from their internet site. For more information about the BFA then please go to www.bfa.com.au

seoc books



100% pure and natural

release date: 6th of September 2004

The first in a new series of collectable recipe books offering some of our favourite recipes that compliment the season. Each recipe has been trialled and tested to ensure success – even for the novice.

Each edition contains full colour photography, tips and tricks to modify our recipes, along with easy to follow instructions. Plus, each recipe is coded by our rating system, allowing you to quickly determine the level of difficulty and the time required to make each recipe.

The spring edition of 100% Pure and Natural contains recipes on how to make bath salts, creams/lotions, body butters, bath milks, soaps, shampoos/conditioners and clay body masks.

\$15 ex-freight and gst



subscription offer

Order 4 editions of 100% Pure and Natural for only \$51 (15% off the regular cover price).

At the time of ordering you will receive all editions that have been released to that date. Subsequent issues will be sent to you as they become available.

\$51 ex freight and GST



essentially clean

Just a reminder that SEOC now has essentially clean by Toni Oliver. This little gem of a book is a comprehensive guide on how to use natural products instead of harsh chemicals for your general household cleaning.

Highly recommended for anyone who not only cares about the environment but is concerned for the health and wellbeing of their family.

\$15 ex-freight and GST

lemon scented tea tree

Leptospermum petersonii

A rounded shrub growing to 4 meters, *Leptospermum petersonii* is found mainly in the coastal areas of northern NSW and southern QLD. The Tea Tree part of the name comes from the fact it is very similar in look to the *Melaleuca alternifolia* plant, and obviously the Lemon Scented comes from its citral like top note.

Containing high amounts of *Citronellal*, *Neral*, and *Geranial*, Lemon Scented Tea Tree is seen therapeutically as a softer version of Tea Tree oil. It has a lovely, fresh top note making it ideal for those wanting a pleasant Australiana smell permeating through their house or office. It works extremely well in cosmetic formulations requiring anti-bacterial

properties, and blends very well with woods, such as *Sandalwood* and *Cedarwood atlas*.

The demand for this oil has grown dramatically over the last 5 years due to its pleasant odour (the same applies to lemon myrtle oil).

SEOC's *Leptospermum petersonii* is BFA Certified Organic and is sourced from our affiliate farm in Northern NSW, Koorie Herbs.

For more information about the unique attributes of Australian Essential Oils please refer to Mark Webb's book 'Bush Sense' (details on page 65 of the 2004/05 SEOC catalogue).

product profile

certified organic essential oil

typical analysis of macrocompounds % by gas chromatograph (chief constituents)

<i>myrcene</i>	1.5%
<i>linalool</i>	2%
<i>citronellal</i>	17%
<i>citronellal</i>	2.5%
<i>neral</i>	26%
<i>geranial</i>	29%

SEOC pricing (SAUD GST exclusive):

12ml	\$12	500g	\$120
25ml	\$25	1kg	\$220
100ml	\$50		



special guest article

indulgence

ella thomas

Take a moment to think about what gives you pleasure, something you'd call an indulgence. You might think of sleeping in once in a while, a real treat if your work days are hard and long. If food is your thing you might nominate something wickedly delicious, like fine chocolate truffles or freshly hucked oysters.

"Yoga!" a workmate tells me without hesitation. "It's my passion. I feel



indulgent going to classes a couple of times a week, but I reckon that it not only does me good, it also benefits everyone I come into contact with."

How's that? "It makes me feel good," she explains. "I love feeling very present in my body, aware of my breath and my posture, and I love feeling strong and flexible. Anything that makes you feel good makes you a good person to be with. You're more motivated, more engaged with your work and with other people. I reckon you're just happier all around."

Another friend tells me it's books she can't resist, the ones that hit the bestseller lists. "It's an obsession really," she says. "Every weekend I take a look at what's in the lists and I simply have to go out and buy what's there. What's more, I hold on to them. They line every wall in my apartment. Now that's indulgence, but it gives me so much joy."

Indulgence. What a word. Its Latin origin means 'to be kind'. Even though there's no sense of disapproval there, often the word indulgence is used critically these days. Take this story: a few years ago a colleague went through a testing and

painful time, and her sadness and grief would overwhelm her suddenly and unexpectedly. There were times when she would have to leave a meeting and escape to a private spot to gather herself. One time, another colleague felt aggravated by the other woman's emotional fragility and snapped: "It's time she got over it. She's just being indulgent now." The woman's anguish and misery were dismissed with that awful judgement.

When we say a child is indulged, we usually mean they're being spoiled, that their demands and whims are being met. There's no sense of kindness there. And when we narrow our eyes and mutter that someone has indulged, what we really mean is that they've drunk far too much alcohol. Little wonder we're wary of the word 'indulge'.

A neighbour who has had problems with her back for years finally began visiting a chiropractor. He suggested that she have regular massages as well as ongoing chiropractic treatment. "It's naughty of me," my neighbour said. "I shouldn't be indulging myself this way. All this time and money - I shouldn't be spending it on myself."

Can't we be hard on ourselves! This woman has had chronic back pain, she's been unable to attend to everyday duties because she's in such discomfort, yet she feels she's indulging herself when she has some treatment.

It can seem the world is made up of two types of people: those who tend to their every need at the cost of everyone around them, and those who feel guilty at the very idea of showing some kindness to themselves. For them, it may be the fear of appearing selfish and self-centred that holds them back. They may struggle with feelings of unworthiness, and secretly

question what right they have to such pleasure. They work hard at justifying every purchase or experience they enjoy because, in their eyes, they've merely indulged themselves.

But to dismiss acts of kindness towards ourselves as pure indulgence is to undermine the importance and long-term effects of nurturing behaviour. It isn't the same as poor self-discipline. A person who chases 'feel good' experiences with no limits may be trying to fill a sense of deep emptiness. Think of the man in the Monty Python sketch who gorged on mountains of food only to explode with that last little morsel. Now he was sadly and tragically indulgent.

Some indulgence in self-care is something else again. As my workmate said, when she takes care of herself with her yoga she feels good about herself, and the result is that everyone around her benefits as well.

If you're one of those people who put more effort into pampering others than pampering yourself, think about how you might offer yourself a little loving care. Start small if you need to, but consider yourself worth pampering at times. When it brings pleasure and joy and a sense of light-heartedness, indulgence can be a valuable investment.

natural dyes

The Sydney Essential Oil Co. is proud to offer you a selection of natural dyes which are obtained from non-genetically modified plants.

As pigmentation may settle during storage, we do ask that you shake them intensively before use. Also note that as this range of products is totally natural you may find variations occurring, depending on the product to which the dye is added.

Product	Colour Range	Derived	Description	\$AUD (GST exclusive)			
				25mL	100mL	500g	1kg
pink <i>Beta vulgaris</i>	mauve to deep pink	Beetroot	Oil soluble - liquid	8	14	50	85
blue <i>Gardenia florida</i>	sky to rich blue	Gardenia	Water soluble - liquid	20	60	220	395
yellow <i>Curcuma long L.</i>	bright to deep yellow	Tumeric	Oil soluble - liquid	12	20	70	120
green <i>Festuca arundinacea</i>	apple to forest green	Chlorophyll	Oil soluble - liquid	8	12	40	60
orange <i>Capsicum annum L.</i>	bright to deep orange	Paprika	Oil soluble - liquid	8	13	45	80
burnt orange <i>Bixa orallana L.</i>	burnt orange to brown	Annato Seeds	Oil soluble - liquid	8	13	45	80

product profile



labelling – the how and what to

When making and selling natural products we all understand that the quality of the product is of the utmost importance. In saying this it is imperative that we understand the importance of making our products look the best we can, as well as telling the customer as much as we can. The label on your product is the contact point between you and your potential customer. It can give your customer the assurance that you are ethical and honest in your dealings, as well as presenting your product in the best light.

Two of the most commonly asked questions our customer service staff receive are: 'How can I do a label for my products without breaking the bank?' and 'What do I have to put on my labels?' These are not necessarily easy questions to answer as there are many variables to factor in including:

how to:

- How many products are there in my range?
- Do I have varying sizes of labelled products?
- How many colours are involved in both my logo and label?
- Are you selling retail or wholesale?
- Are the products I am making corrosive to my labelling?

what to:

- Can I make therapeutic claims?
- Do I have to list all the ingredients in my products?
- In what order must I list the products?
- Do I have to put storage conditions on the label?
- Are batch numbers and use by dates required?

If you have a large range of products then the first thing you may have to consider is how you can 'standardise' the information on your labelling. Information you can standardise includes your contact details, your logo and any distinguishing marks or comments you may have about your product or company? By doing this you can move to having a generic label on which you can overlay information (see text box in the middle of next page).

If, in your range, you have many different label sizes then it might be best to look at ways you can standardise the size down to one or two labels. This will help to keep costs down. When you achieve greater sales of your product you will attract bulk order discounts on your labels.

The number of colours you have on your label will also affect the overall cost. Obviously black on white or clear is the most cost effective, but it will not attract as many customers unless you are inventive or it is consistent with your style. The process of four colour printing is costly but will allow you to choose virtually any colours you desire, as well as many as you want. This option is required when you have many colours in your logo or you use a colour picture on your labelling. The most common method we have seen is the two colour process. This, as the name suggests, allows you to use two colours of your choice to convey your message.

The decision to sell wholesale or retail can also affect your label making requirements. As retail requires selling your product without actually being there yourself it is important that your label wholly conveys the message you want to present. Therefore it is imperative that you spend your time (and money) developing a label that can do this. Customers expect that if they are buying retail then the whole package should meet and exceed their expectations. Alternatively if you are selling wholesale (unless it is for retailers to re-sell) then your requirements will not be as exacting. Customers know that when they are buying wholesale they are receiving discounts and this may be because the producer or manufacturer has had to save costs along the way.

Another consideration you must factor in is whether your product is corrosive to your labelling. Products such as essential oils will wipe the printing right off the label. The label therefore requires protection to prevent this. A simple method is to overlay a clear label of some sort to avoid the essential oil touching the labels. A more expensive way is to have the labels pre-printed with a protective lacquer to prevent corrosion.

When it comes to what to actually put on the label there are many things to consider. First and foremost, if you want to make a therapeutic claim on your label then you must first seek approval from the TGA (Therapeutic Goods Administration).



The information shown on your label will need to be carefully thought out, taking into account any legal requirements.

For more information on this issue please contact the TGA at www.tga.gov.au

Whilst many products in the market do not contain product listing, it is a legal requirement of the Trade Practices Act 1974 that cosmetic products have ingredients listed in descending order by volume or mass. From a marketing point of view, listing the ingredients says to your customers that you have nothing to hide and want them to make an informed decision. For more information visit the National Industrial Chemicals Notification Scheme (NICNAS) at www.nicnas.gov.au

If you are selling essential oils then it is important that you include the Latin name of the essential oil and its chemo type (CT) if applicable. A volume is also required and this applies to all your products. As there are contra-indications on many essential oils it is very important that you have warnings on your labels. You may have general warnings that cover your range, or warnings that are specific to each oil or product.

Another piece of information that must be on your labels is a contact address. This

can longer be a post office box; it must be a physical address that you either work or reside out of.

It is our advice to always place a product storage indication on your label. This places some of the onus back on your customer to take care of the product they are purchasing. As heat and light are the main culprits of damaging natural products, a general indication of 'Store below 30°C' and 'Keep away from Light' will ensure that your customers understand the delicate nature of the product.

Batch numbers on your products are not a legal requirement unless you are TGA or GMP listed, in which case quality

assurance compliance is required. In saying this, batch numbers serve as an excellent way for you to track your product when they are out in the general market place. Should problems occur with your product it is much easier to ascertain what might have gone wrong if you have batch numbered your products.

The same applies to expiry dates. Unless you have a product listed with the TGA you are not required to have expiry dates listed on your products. Expiry dates will give your customer a guide to the ideal usage time of your product, but in saying this you will have to do extensive research to make sure that the expiry date is correct. It will cause more harm than good

if you have a product that goes rancid before its due expiry date.

For those of you who have asked before, the Sydney Essential Oil Co. uses Shepson Printing for all printing requirements.

For more information contact Luke Everingham on **02 9669 4600** or at luke@shepson.com.au

Disclaimer: Please note that the information listed above is of assistance in a general way. We ask that you research all of your labelling requirements as we make no warranties regarding the quality and accuracy of the information listed.



By deciding to use a generic label which can be overlaid with information, you give yourself an inexpensive and flexible way to label your range. Currently on the market there are clear Avery labels that you can print on and then overlay onto your generic label. If you have a corrosive product then simply place another clear label on top to protect the information.

For those who are using PCs all you have to do is go into Tools in Microsoft Word and go to 'Letters and Mailings'. Then go to 'Envelopes and Labels'. Make sure the Label tab is selected and then go to 'Options'. This will give you a guideline to the Avery label codes. Enter the code of the Avery label you are using and click OK. Then go into 'New Document' – write what you want on your label and save to your label folder for access later.

seoc – new team member



The Sydney Essential Oil Co. is proud to announce the addition of David Johnson to its team. In his role as Business

Development Manager, David will implement and oversee SEOC's Quality Control, Quality Assurance, and Organic Certification programmes, as well as establish SEOC's profile as a reliable and competitive supplier of quality bulk essential oils and other Aromatherapy products.

David comes with a wealth of experience in the essential oil industry. For more than 7 years, he has been involved in essential oil production, refinement, quality control, logistics and sales, as well as extensive Research and Development work.

As the new driving force behind SEOC's quality control programmes David will run the laboratory and ensure that SEOC meets all required compliance regulations. This includes running SEOC's new Shimadzu

GC-17A Gas chromatograph to fully ensure that you, the customer, can be guaranteed that the products you are purchasing meet your high standards.

David will be running seminars once a month to show how a Gas Chromatograph (GC) works and how to read a GC. These will run in the first week of each month and, because classes will be limited in numbers, we ask that you book ahead to avoid disappointment. For more information check out the seminar information on the back of this newsletter.

If you have enquiries for essential oils of 5kgs through to multiple drum lots, then please do not hesitate to contact David. As Business Development Manager, and with the support of the SEOC team, he can ensure you receive the best possible bulk pricing of our quality products.

To contact David simply call **02 9565 2828** or write to him at david.johnson@seoc.com.au

business efficiency at SEOC

In keeping with our aim to constantly improve and refine our service, SEOC has started using the SAP Business One accounting package. This will assist us to take your orders and track their delivery status more effectively, allowing us to maintain our stock levels much more efficiently.

We do ask that you bear with us whilst we refine this system. If you encounter any delays please let us know so that we can address the problem immediately, your feedback is of the utmost importance to us. You can write directly to Michael at michael@seoc.com.au or Daniel at daniel@seoc.com.au

From all the staff at SEOC we thank you for your feedback and patience.

what's on?

seminars

learn to make your own products

We get calls from customers every day, "When are your next product seminars?"

Thank you for your patience as we settled into our new offices. We are now ready with a series of new and improved seminars showing you how to make your own products. Each seminar will feature all new recipes, several of which showcase our extended range of certified organic products. Your day will be packed with information, tips and ideas. Plus, it wouldn't be a 'SEOC experience' unless you also had loads of fun!



Price: 1-day seminar \$187 p.p. (inc GST), includes lunch, refreshments, and our brand new "100% Pure & Natural" Spring Edition recipe book. Plus you'll get to take home everything you make.

booking your tickets
telephone 02 9565 2828

Places are limited and fill fast. To make it fair for everyone, phone lines open for bookings for both September seminars at 9.00am Wednesday 1st September.

Oct 2004 Tickets for October seminars on sale 9.00am Tuesday 28th September

Nov 2004 Tickets for November seminar on sale 9.00am Tuesday 26th October

Dec 2004 Tickets for December seminar on sale 9.00am Tuesday 23rd November

Please do not call prior to this as we cannot accept your booking.

Conditions: All tickets must be paid for at the time of booking. Once bookings are confirmed, no change to date or refunds are permitted.

learn how a gas chromatograph works

One of the most asked questions we receive at SEOC is, "how do you quality test your essential oils". Well we are now giving you the opportunity to go behind the scenes to see how our Shimadzu GC-17A Gas Chromatograph works. A Gas Chromatograph breaks down the constituents in each oil and this 45 minute session shows you how it works as well as what to look out for in the particular oil tested. Run by David Johnson, the head of our quality control department, this session is a must for anyone with a keen interest in the quality of the oils they are using.

Thursday 7 Oct 2004 (10am-10.45am)

Thursday 7 Oct 2004 (11am-11.45am)

Tuesday 2 Nov 2004 (10am-10.45am)

Tuesday 2 Nov 2004 (11am-11.45am)

Price: 45 minute session \$22.00 p.p. (inc GST), includes data sheets on oil tested as well as a 12ml bottle of oil tested.

booking your tickets
telephone 02 9565 2828

As class sizes are limited we ask that you early to avoid disappointment. Booking for all the above sessions will be taken by phone from 9am on Monday 13th September 2004.

natural products

This fun course shows you how to make an extensive array of natural products; including bath salts, shampoo & conditioners, bubble bath, shower gels, creams & lotions, lip balms, foot balms, face & body scrubs and salt scrubs. Great for you, as gifts or to sell....

Sunday 12 Sept 2004 (8.45am - 2.45pm)

Sunday 10 Oct 2004 (8.45am - 2.45pm)

Sunday 24 Oct 2004 (8.45am - 2.45pm)

Sunday 5 Dec 2004 (8.45am - 2.45pm)

Price: 1-day seminar \$165 p.p. (inc GST), includes lunch, refreshments, and our brand new "100% Pure & Natural" Spring Edition recipe book. Plus you'll get to take home everything you make.

creams, lotions & body butters

Ever wanted to make your own luxurious creams, lotions & body butters from scratch? This course gives you simple and effective step-by-step instructions to ensure you make great products every time. You'll be delighted with the results and you'll finish up with products you'll love to use and would be proud to sell.

Sunday 19 Sept 2004 (8.45am - 2.45pm)

Sunday 17 Oct 2004 (8.45am - 2.45pm)

Sunday 7 Nov 2004 (8.45am - 2.45pm)

contact us

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opening hours

9am - 5pm monday to friday

9am - 1pm 1st saturday each month

showroom

9am - 4pm monday to friday

9am - 1pm 1st saturday each month

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specific questions regarding sales

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