

the stands might have been emptier than normal for rugby's highlight game of the year.

But the crowds came and the corporate boxes Rear Window peeked into were bustling as well.

It was the same story at the traditional Bledisloe Cup warm-up event, the Trans Tasman Business Circle lunch at Sydney's Sofitel Wentworth, which attracted a room full of executives.

The event was part sponsored by Air New Zealand. General manager for its Australian operations **Cam Wallace** said the airline has just released a funny safety message involving the All Blacks, partly, according to Wallace, to get "passengers to actually take notice of the safety messages".

Other speakers at the Trans Tasman lunch included former Wallaby captain and *Australian Financial Review* rugby writer **John Eales**, Wallaby prop **Al Baxter** and former All Black **Christian Cullen**.

Quizzed by another former Wallaby and MC for the lunch, **Chris "Buddha" Handy**, Cullen said his relationship with former All Black coach – and until recently the coach of the Western Force **John Mitchell** – was non-existent.

With a year to go until the 2011 World Cup in New Zealand, the NZ government minister in charge of the event, **Murray McCully**, told the lunch crowd he was the "right winger in the parliamentary rugby team".

McCully said the Australian federal election had gained a good deal of interest in New Zealand, as it always tended to do.

But the long delay on the result and the confused nature of the government had left the affable McCully and his NZ colleagues baffled.

"I was wondering when I accepted this invitation to speak earlier in the year whether I would have a shiny new bunch of Australian ministers to play with when I arrived," he said.

The elite ...

Do you think of yourself as exclusive and successful?

Well, I joined a matchmaking service, what do you think?



## Sweetheart deal for successful singles

She doesn't want to be compared with America's over-the-top *Millionaire Matchmaker* Patti Stanger, but **Trudy Gilbert** has similar goals for her business.

The idea is to bring highly successful people together but in a more systematic way than just hanging around the local pub or bar.

Gilbert's Elite Introductions International doesn't require anything more than a business card – and about \$5000 – because she says people's authenticity can be checked quickly.

"We do a long profile interview about their interests," she says.

"But we don't ask for financial statements or anything like that. If we get their card, then we can soon google

them to check them out."

But while Elite does some checking, it doesn't pass all that information on to the potential partner.

"Before the date both get told the suburb the other person is from, what industry they work in and the person's first name.

"But for privacy reasons and to stop them doing the googling themselves, we don't tell them the other person's surname or the company they work for."

Gilbert says she has about 1000 people on her books in Sydney and 500 in Melbourne.

"However, there are clients from Sanctuary Cove and Mackay, although we do tell them that most of our database is Sydney and Melbourne."

And mainly working in the finance industry. In fact about 60 per cent of her clients, Gilbert says.

Many have time for a relationship but are less enthusiastic about devoting time to finding someone with similar tastes and attitudes.

Elite claims 70 per cent of couples enter what it calls long-term relationships, which is anything that lasts for six months from its introduction.

Gilbert says there have been some cracking first dates.

"One went for 20 hours. They met, decided to drive to the snow and then skied for 10 hours and drove back."

Or that's what they're telling us, anyway.

### TO PLACE A LEGAL, PUBLIC OR COMPANY NOTICE

TELEPHONE: 02 9282 3540 or  
EMAIL: notices@afr.com.au

All notices are subject to confirmation prior to publication.

DEADLINE: 12 noon business day prior to publication



Postgraduate and MBA education continues to maintain a steady growth within Australian Universities. This special focus within the Monday Education Section, will enable professionals to explore what is on offer as they look to expand career opportunities through upgrading their qualifications.

For more information and advertising details contact: NSW Kerry Bishop 02 9282 3480, VIC Melissa Taylor 03 8667 3350, QLD Rebecca Ellis 07 3308 1123, SA Brad Barber 08 8210 1122, WA Liz Molyneux 08 9327 4802

PUBLICATION DATES: 6, 13, 20 and 27 September, 2010

**FINANCIAL REVIEW**

NEWSPAPER. ONLINE. MOBILE.

**POSTGRADUATE AND MBA  
FOUR PART SERIES.**