

Glamour and nature - simply remarkable

BECCY GILL, STUART INNES

THE untouched beauty of Kangaroo Island is the backdrop for a major international advertising campaign to begin this week.

The television, cinema and billboard campaign was created in early May, at Remarkable Rocks, for Pepsi Russia.

Made for leading Russian water company Aqua Minerale, the ad campaign features Sydney-based model Cassie Gardner wearing a one-off flowing gown, worth \$5000, created by Adelaide designer Pat Georgiou, of Malvern boutique Alexis George.

The commercial's producer, Ian Kenny, from Film Headquarters in Australia, said the landmark had been selected for its visual interest. "We liked the shape of Remarkable Rocks," he said.

The commercial, which will screen throughout Russia, will soon be released on YouTube.

The commercial comes as the island is tipped to become Australia's fourth natural "icon", after Tourism Australia added it to the prestigious National Landscapes program yesterday.

The accolade, announced at the Australian Tourism Exchange in Melbourne, means Kangaroo Island will be featured on promotions overseas and on the australia.com tourism website.



FASHION LANDSCAPE: Model Cassie Gardner wears a \$5000 gown by Adelaide designer Pat Georgiou, in front of Kangaroo Island's Remarkable Rocks, inset, in an ad for Pepsi Russia.

Parent 'lockout' on school fees

LAUREN NOVAK
EDUCATION REPORTER

PARENTS no longer will be guaranteed a chance to have their say on public school fees if an Education Department proposal is adopted.

It is understood the department is considering scrapping a requirement on school governing councils to conduct a poll of parents if they want to increase the compulsory component of the materials and services charge.

The onus would be on parents to attend an annual meeting to vote. The idea is one of a number suggested in the process of reforming the 37-year-old Education Act.

A department spokeswoman

EducationNOW...

LIFTOUT
STARTS P25

said details would be provided to "key groups for comment" once finalised, but gave no further details.

South Australian Association of State School Organisations director David Knuckey, who represents parents of public school students, said the polling process was "complex" and needed "streamlining".

"It's very strange to be writing to people asking for their

permission to impose a fee on them," he said.

The department sets a compulsory fee to provide equipment, library books, camps and excursions for students.

This year's base fee is \$194 for primary school students and \$259 for secondary students to provide materials and services.

School governing councils can charge more than the standard amount by sending letters to parents and securing majority support.

The department must approve it, then the new amount becomes compulsory. If a majority of parents does not approve the increase, those who choose to can still pay the difference voluntarily.

The proposed arrangements would allow governing councils to put proposed increases to a vote at an annual meeting.

Principals previously have warned there is widespread confusion among parents about what they are obliged to pay.

Mr Knuckey said there could be problems with parents who had no time to attend a meeting or were unable to do so.

"I'm sure not many schools have many parents turn up to annual meetings," he said.

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