

CONTENTS

COMMUNICATION

BUSINESS WOMEN

POSTCARD FROM DISNEY

SR CAROLE MCDONALD

FACE OF ALUMNAE

REUNIONS



Academy Alumnae



THE ART OF LETTER WRITING



A REVOLUTION IN COMMUNICATION



ANYWHERE ANYTIME

Recent alumnae are unlikely to have ever seen a telegram, nor searched through a printed encyclopedia for research, and the days of handwritten letters to friends and family are also becoming a distant memory. And for older alumnae, 'online presence', 'GPS', 'Apps' and 'Skype' are a whole new vocabulary. In this feature, graduates across the generations reflect on how technology has evolved, changing the way we communicate and opening up new possibilities for alumnae to connect.

When the Academy's founding mother Ursula Frayne arrived in Australia in 1857, the journey from Ireland took more than three months and she would frequently wait more than six months for a reply to her requests sent to Dublin. Handwritten letters were the mainstay of communicating across distances and were considered an 'art' that well-educated women were expected to cultivate. While the building of the Suez Canal in 1869 reduced travel time to about 40 days, it's a far cry from today's instant messaging, email and the myriad of 'Apps' such as Facebook and Twitter. For the avid Smartphone user with Skype and Viber readily accessible, it is difficult to imagine life without a telephone or thinking twice before dialing overseas

Joanne Moore, who was a boarder at the Academy in the Sixties recalls that "when setting off from home to boarding school in 1964 important items that were packed were a pen, writing pad, note cards, envelopes and stamps. Every Sunday evening, we all went to the study room and wrote letters home to our parents.

CHANGING THE WAY WE COMMUNICATE

"Daily I talk on my mobile phone, send emails, text, Skype family and friends but sadly rarely write a letter"

We then gave our letters to Sister to read. I think this was to make sure we didn't say anything to our parents that would 'worry' them.

"We also waited eagerly for our weekly letter from home. The telephone was only to be used when it was very important. Phone calls were expensive and were only made on rare occasions."

Joanne, who is now Principal of Travancore School, stays in touch with her daughter daily via SMS and Skype: "I follow her travels on Facebook and Instagram. We are in constant communication with each other. Daily I talk on my mobile phone, send emails, text, Skype family and friends but rarely write a letter".

Similarly, **Clarissa Agudo (Class of 1981)** recalls that advancements in

telecommunications have changed dramatically over her lifetime: "We did not have a phone at home. My experience was solely with the use of payphones. We had one directly outside our house and there was a well-worn path to it. .

"The next advancement that I was privy to was the 'Brick', the first mobile phone that was introduced in Australia in the early 1980's. These were very popular with the tradesmen and real estate agents, as they could get calls whilst out on their jobs. It revolutionized the whole industry Tradesmen could be a one-man

A special welcome to Mothers
Daughters/Sons to the

2014 REUNION

February 23, 1pm -4pm

For catering purposes registration
is essential, online:

www.lovethisschool.com.au/reg

or contact ANNE MARIE ALLAN

03 9412 7100

[PRESIDENT'S REPORT]



Dear Alumnae,

Welcome to edition 11 of the Academy Alumnae newsletter. The role of the Academy Alumnae association is to keep College alumnae informed about significant achievements and activities concerning members of the Alumnae whilst providing a link with the present day Academy Community. This edition continues to do just that and we hope you enjoy reading all the news. We have also sent enews throughout the year to keep you up to date so if you are not receiving this go to www.lovethisschool.com/contacts and register!

It was heartening to have such a huge attendance at this year's reunion despite the hot weather and we do hope you will be able to join us for the next Annual Alumnae Reunion which will be held on Sunday 23 February, 2014. Over the years we have continued to expand our efforts in reconnecting with alumnae from all decades and warmly invite mothers and daughters/ sons to join us on this day. It will be a great opportunity to welcome the new alumnae, renew friendships and share memories of your Alma Mater with family members. Tours of the College will be available so that you can see all the recent developments.

Our special thanks to Sister Mary Moloney RSM, Principal, and the staff for their continued dedication to providing an outstanding secondary education for girls in the Mercy tradition as well as their support of the alumnae.

We look forward to seeing you at the reunion next year.

Wishing you all the joys and blessings of the Christmas Season.

Christina Staunton-Burke President.

ACADEMY ALUMNAE
ACADEMY of MARY IMMACULATE
88 Nicholson St Fitzroy VIC 3065

Tel: 03 9412 7100

Email: alumnae@academy.vic.edu.au

www.academy.vic.edu.au

Alumnae Liaison Anne Marie Allan

cont'd from page 1

band; they didn't (need) a receptionist to answer their calls. This was the beginning of communications on the go that current generations take for granted."

"The speed of change has been dramatic", says Clarissa, who now works in the telecommunications industry with Telstra and recalls receiving her first job offer with the company via telegram. Clarissa remembers how mobile phones quickly evolved to small handheld devices and that 'we are now heading back to bigger, mega powerful smart phones with the ability to communicate digitally 24/7 anywhere and to anyone.

"Smart phones, tablets and laptops have placed the world at our fingertips," she says, "my kids don't use the library anymore for research – straight onto the Internet and they have their answers. My youngest at 10 has an iPad solely for school; all the learning is now interactive".

While the evolution in technology has placed information at our fingertips and made life easier with online shopping and banking, instant communications and maps, Clarissa believes there are some disadvantages: "We don't have a moment to ourselves. We can't sit and have a meal without a mobile going off or an email or SMS message tone. Work follows you home, wakes you up in the morning. The younger generation doesn't know how to communicate without technology. The art of conversation is becoming extinct by the day!"

One alumnae graduate has found new opportunities amidst this rapid change and unrelenting pace. For **Maria Davis Class of 2003**, social media is her daily bread and butter as co-founder of Get Glossy, a social media marketing agency that manages the online presence of Australian and international brands. Maria says that "social media has provided us with a communication tool that has simply

never existed in quite the same way before".

Even though she only graduated a decade ago, Maria has seen drastic changes in technology since then: "The Internet was essentially in its formative years while I was in VCE. No Google, no YouTube and definitely no Facebook. Phones weren't very smart, and broadband was only really starting to trickle through into homes. The pace of life has definitely sped up because of it".

So while some alumnae recall the weekly letter writing sessions without the distractions of Internet and TV, nor the possibility of phoning home, recent graduates would be lost without their Smartphones. **Two 2011 graduates** report using technology for 'absolutely everything' while on a recent overseas study trip: "From email and data communication with my College and navigating the streets with GPS to Facebook, YouTube, texting and phone calls with family and friends, talking and texting internationally was free. All you needed was a local SIM card, a venue with free Wi-Fi and time! The only thing (the Smartphone) didn't do was 'hugs' when you were feeling homesick ... maybe they should work on that!"

Social media can be a great way of staying in touch with not only family but old school friends, as Maria Davis shares that by doing a couple of quick searches on Facebook, "you'll be sure to find a huge AMI presence... I've managed to stay in touch with my year level via Facebook. We may not catch up in person, but I feel more connected knowing that they're there". *AM*

Unabridged story: www.lovethisschool.com.au/archive

POSTCARD

CAITLIN FARRELLY Class of 2011

Orlando, Florida: Disney International College Program

Currently studying a Bachelor of Business - Logistics and Supply Chain Management at RMIT University, I decided to take a GAP year. Academy friend Rebecca McNiece (Class of 2010) recommended the program. I am on an internship with Disney World so I am working at the Resort and Parks and studying a little bit too.

Travelling is in my blood; my entire family are travel bugs so I have always wanted to explore the world!

The best part of this experience has been the independence but it is also the worst. It is awesome to be able to eat icecream for breakfast but working to pay for groceries and rent is stressful sometimes. Working for Disney means you get a lot of perks: Free entry to all the theme parks;

the chance to meet some amazing people from all over the world and networking opportunities with one of the biggest entertainment companies in the world.

I miss the bread! I literally asked my mum to bring a loaf of bread to the airport when I fly home! Americans love to add sugar to everything and the bread is no exception.

The Academy gave me confidence in myself and encouraged me to strive for anything I wanted to achieve. Throughout this year those skills and confidence have grown and helped me in living independently in a different country. Even my French had helped tremendously when trying to communicate with international guests! *AM*



FROM THE ARCHIVE

Maureen McAuley, College Archivist

When Mr Patrick Hill recently contacted the College to enquire if we would like a book awarded to his mother, **Nellie Carroll**, in 1900 by the Mother Superior - quite an extraordinary story unfolded.

Nellie (**Ellen**) was one of seven **Carroll** sisters who hailed from Mudgegonga near Myrtleford. Her older sister, Bridget, joined the Sisters of Mercy in 1903 and was professed in 1908 taking the name Sr Celsus.

Nellie married William Hill in 1912 and they settled on his family's sheep run at Ruffy. The couple had eight children of whom Patrick is the youngest. In 1920 two of Ellen's daughters contracted diphtheria - Winifred, died at the age of six and **Mary's**

treatment left her profoundly deaf. William and Nellie gave up the farm to be closer to medical care. They heard that an elocution teacher at the Academy, Elva Blair, taught lip-reading and decided to send Mary with her cousin Catherine as boarders to the Academy. "Being a pupil at the Academy was a turning point in Mary's life. Elva Blair was an outstanding teacher and Mary rapidly developed the skill of lip reading."

When Mary left the Academy she returned to Euroa where she worked at the clothing factory, travelled, enjoyed the theatre and led a full and happy life.

For Nellie and Mary's full story please go to www.lovethissschool.com.au/archive



The courageous Nellie; and her daughter Mary in her Academy uniform holding baby Patrick.

GET GLOSSY

Maria Davis

FACE OF ALUMNAE

MARIA DAVIS (Cataldo) Class of 2003 was College Captain at the Academy and demonstrated strong leadership combined with a lively and creative intellect at school. University was a toss up between chemical engineering or a journalism degree. Journalism won out and while Maria had dreams of being a TV anchor, writing was always her passion. In 2009, sitting on the cusp of the social media revolution, Maria's vision and position as an online fashion and beauty editor gave her perfect credentials for her first business venture, GET GLOSSY.

What led you to pursue a career in social media?

Having studied Journalism at RMIT University, and then working as an online Fashion and Beauty Editor for three years, stepping into social media seemed like a natural fit. It was also a case of right place, right time. Building a social presence online was just beginning in 2009, so Get Glossy definitely started on the front foot.

How do you stay abreast of new developments in the field?

I'm lucky to work with an incredible team at work every single day. Between us, we're constantly reading articles, blogs, industry websites, etc. and sharing developments with each other. It's an incredibly effective brains trust.

How is social media revolutionising the way we communicate?

Social media has provided us with a communication tool that has simply never

existed in quite the same way before. We can show our support, like or dislike something with a simple click of a button, or ramble at length without expecting a response. It can be an outlet to air happiness, frustration, share opinions... and you can be as passive or interactive as you like. It has allowed old friends and acquaintances to keep in touch without really having to do much, and has opened up true two-way communication between brands and consumers. It's incredibly powerful.

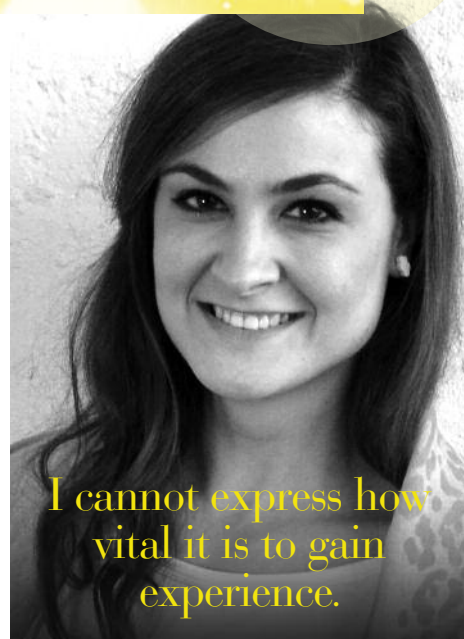
What do you love most about your job?

I love the creativity that is a part of my job every single day. I love fostering new talent in the industry, and passing on new insights to my staff. And of course I love the feeling of knowing you have created a really successful campaign for a client. When you manage a brand's social presence online for years at a time, you become very attached to the products and what people are saying about them!

What's one of your most treasured memories from the Academy?

Winning a heap of medals as part of the school aerobics team! That was always a great outlet alongside my study. I also always felt like I had the support of both my peers and my teachers. I've always loved to learn and succeed, and being in an environment that fosters creativity and leadership was a great foundation for me.

As the guest speaker at the recent 2013 Graduation Ceremony, what's your advice for alumnae starting out in their careers?



I cannot express how vital it is to gain experience.

WORK EXPERIENCE. I cannot express how vital it is to gain industry experience. Employers will look out for it on your resumé just as much as they look out for a degree. It's also important to try before you buy, so to speak. Work experience will help you to explore a new career path without having to commit to a full-time job. It's also a lot easier to take on unpaid work experience during university or your first two years out of high school. After that, finding time becomes harder and harder.

What's next?

I took the plunge and opened up a cheerleading gym in Thomastown with three other business partners after falling in love with the sport a couple of years ago. This will be my second business, so I foresee a world of multi-tasking and juggling my two work hats ahead! *MD*

Sr Carole McDonald

AN UNCONVENTIONAL LIFE

SR CAROLE McDONALD. For the full story on Sr Carole go to www.lovethissschool.com.au/archive

Sr Carole grew up in Geelong and after spending her entire school life at Sacred Heart College with the Sisters of Mercy and a year of pre-teacher training - she entered the Mercy Novitiate at Rosanna.

In the mid 1980's, after many years as a primary school teacher and principal in Melbourne, Sr Carole felt called to work overseas with refugees. The experience changed her life and view of the world. She spent the 12 years working in refugee camps and detention centres in four different South East Asian countries. She also visited refugee camps in Ethiopia and Uganda in Africa.

It was when Carole was working on a tiny island off the East coast of Malaysia organising a high school for refugee children that she first experienced the 'coalface' of human trafficking. "Thai pirates would intercept the boats and with violent force take young girls who would be destined for brothels,...young girls were coerced into prostitution in the camps by the local guards and police. It was a form of trafficking that

the children had no possibility of refusing".

Upon returning to Australia in 2005 Sr Carole was shocked to discover that trafficking had grown into a global crime. Carole became involved with ACRATH (Australian Catholic Religious Against Trafficking in Humans) that works with other organisations to raise awareness of human trafficking.

It is complex and far-reaching problem which demands determination and dedication to combat, traits that Carole has in plentiful supply. Sr Carole lobbies politicians of all persuasions for better treatment of trafficked people in Australia and believes education is key to bring about change for victims and enable people to find a voice and support action against these crimes.

One of the practical things alumnae can do is support Fairtrade in - coffee, tea, chocolate and advocate with businesses like Rivers, Cotton On, Woolworths and others to buy products that do not use slave labour. *CA*

For more information - www.acrath.org.au



> 27 million victims world wide
80% of whom are women.

BE
AWARE

Every
minute of
every day, 2
children are
trafficked

>>> Children stolen to be used
as domestic workers in Asia,
stitching carpets in Nepal or
football in India or sold into
prostitution by their families
They can be sold over and over

ISSUE 11 2013

FRIENDSHIP PARTNERSHIP MENTORSHIP

CROFTS & KEOGH PTY LTD

Sharon and Tracey met in year 7 in 1978 at the Academy at the age of 12.

"Our friendship was established from day one at the Academy and has endured 35 years. We have an unbreakable bond, connection and friendship consolidated through understanding, care and respect of one another. Strangely enough, way back in High School at the Academy, we shared a dream that we would one day work together and partner in business which has now come to fruition".

After graduating from the Academy in 1983 Sharon and Tracey embarked on their working lives in the corporate sector within professional services and were promoted into more senior roles over the years. Tracey then moved into managing her family property development business with responsibility for marketing strategy, business development and daily business operations. Sharon who was working for a recruitment business moved from a Business Services Managers role into being responsible for starting up the Office Support Recruitment Division.

"back in high school we shared a dream that we would one day work together"



Sharon Crofts (Class of 83)



Tracey Keogh (Class of 83)

After many years, established careers and life experiences Sharon and Tracey decided it was "time" to fulfil their childhood dream and start a business together. Bringing together Tracey's marketing, business development and financial management expertise and Sharon's long established recruitment career and respected reputation in the industry, they pulled together a business plan and in 2008, *Crofts Keogh* was born. "The driving forces behind creating Crofts Keogh Pty Ltd were, and still are - fresh challenges, working on our own terms, achieving financial independence and holding on to the dream and ambition to have lifestyle balance...and of course serious fun, given the great dynamic of our friendship."

Leadership skills formed early and both alumnae appreciated the experiences gained through leadership roles at the Academy. Sharon and Tracey were the Captain and Vice Captain of Gould House, respectively. Sharon was also the Secretary of the School Community

Council and Tracey, its Treasurer. They were both active in extra curricular activities embracing school life in every possible way.

Both alumnae recently re-connected with one of their HSC (now VCE) teachers, Pam Hargreaves. "Pam had a strong influence on both of us at school and was an incredibly positive role model and mentor. We thoroughly enjoyed catching up with her last year and sharing our life stories post her leadership over 30 years ago."

As business women Sharon and Tracey "most definitely!" advocate the benefits of mentoring and are aligned with many business partners and leaders. In 2014 they look forward to being involved with the Academy Work Experience Program.

So what advice do this power duo offer women considering running their own business... "Have a plan, believe in yourself, know your point of difference, always strive to exceed your clients expectations. Communication is integral and like our business mantra says ... compel people to want to repeatedly do business with you" *CA*

Academy

SCIENCE CENTRE
UPDATE

2014 will see the completion of a new Science Centre, a dynamic multistorey complex dedicated to the study of traditional and emerging sciences including, Biology, Chemistry, Earth and Space Science, Physics, Biotechnology, Green chemistry, Nanotechnology and Synchrotron Science.

This state of the art facility using interactive technology to source, explore and communicate techniques of scientific investigation and concepts, theories and models, will simply revolutionise the teaching of science at the College. The centre and the re-imagining of the Science curriculum is in response to the growing student interest in Science and the commitment and confidence the Academy has in graduates taking on leading roles in the Sciences in the future.

The addition of the first lift in the history of the College will have a positive impact on our senior Alumnae, provide access for the disabled and better service our College community. For all who have laboured up the stairs to the Dillon room it will be wonderful to have an alternate means of travel!

Foley & Watt Leadlights have been commissioned to design a window to embrace all three levels, 30.8sq metres in total with the theme of Creation. Kevin Foley & David Watt were responsible for our beautiful Murray Room glasswork and Kevin is an Art teacher at the College.

RE NAMING OF
BUILDINGS

On September 4 the Academy officially renamed the College's buildings in honour of some inspirational Mercy women who...

“shaped our past and
continue to influence
our future.”

The names reflect the Mercy story beginning in Ireland with Catherine McAuley (McAuley Resource Centre, formerly the Library), then Ursula Frayne (Ursula Frayne Memorial Chapel) and Anne Xavier Dillon (Dillon Building, formerly C building) who brought the story to Australia. It continues with the establishment of the Academy of Mary Immaculate and the enrolment of our first student Catherine Mary Flynn (Flynn Administrative Centre formerly College Reception).

Over the years this story has been nurtured by Sebastian Whyte (Whyte Building, formerly P Building), Perpetua Walsh (Walsh Building, formerly N Building), and our own Margaret McKenna (McKenna Building, formerly E Building).

To download a memento of the ceremony please go to www.lovethischool.com.au/archive

[FROM THE PRINCIPAL]

At the end of another busy but fulfilling year at the Academy, I take this opportunity to thank Academy Alumnae for your support and wish you all a happy and blessed Christmas. We look forward to 2014.

May the love of the God of Mercy continue to embrace us all.

Sr Mary Moloney rsm.

would you like to our receive our term enews?

Academynews

Go to www.lovethischool.com.au/contacts and leave your request and details

[inbrief]

TRAVEL: HOME AND AWAY

This year Academy girls have attended conferences overseas and a study tour group travelled to **France and Italy**.

Following the World Youth Day gathering in **Rio de Janeiro**, AMSSA Conference (Australasian Mercy Secondary Schools Association) in **New Zealand** and the Young Mercy Leaders Pilgrimage to **Dublin and Rome**, Academy students have had the opportunity to engage, learn and share unique and insightful experiences from their travels.

A special memory for the Young Mercy Leaders' Pilgrimage was Mass in the Irish Chapel at St Peter's Basilica, Rome, celebrated by Fr Peter Varengo, College Chaplain.

Looking towards **2014** the Academy is connecting with Australia's indigenous heritage. **Yingadi 2014 - Aboriginal Immersion** is a five day trip to Lake Mungo where students in Years 10,11 and 12 will have an opportunity to learn about the way of life of some of the first Australians.

COMMUNITY ACTION

Every year the Academy's Year 10's engage in a week of Community Action to give service, learn about people and support the community.

Students discover a unique and rewarding partnership between carers and the cared for and the program often sets in place ongoing relationships for students. One such example comes from students who worked with the Lort Smith Animal Shelter and demonstrates the universal theme...

"I thought we would be doing cleaning up type duties, but mostly what the staff encouraged, and said the animals were starved of, was 'care and affection'. One of our dogs was old and had belonged to a homeless person that had passed away; it just needed affection and kindness and we made sure of that."



WHOWHATWHEN&WHERE

SHARE YOUR NEWS, NOTICES AND EVENTS

Alumnae Liaison: Anne Marie Allan 03 9412 7100 alumnae@academy.vic.edu.au



ALEXANDRIA MCGILRAY,
MARY LAVERY & TAYLAH WALKER



CELEBRATION: Sandra Azzopardi (Calleri)



CLASS OF 83 REUNION



BABY JAMES

WEDDING CELEBRATIONS

Sandra Calleri & Shane Azzopardi
Sandra Azzopardi (Calleri) **Class of 1993**, chose a significant date for her wedding this year - Reunion Day 2013! With half of her peers at the reunion and half at her wedding, Sandra celebrated this special day exchanging vows with Shane at Our Lady Help of Christians. Big Congratulations!

REUNION Class of 1983

On Sunday October 20 approximately 30 alumnae from the 1983 HSC class gathered in Carlton for a reunion. It was a fantastic afternoon of cheer and merriment and past students exchanged stories on what they had been up to since graduating. Most alumnae commented that it felt like they were picking up on where they left off 30 years earlier. They have agreed to meet more regularly and if you belong to the 1983 HSC Class and are interested please email rosa.boffa@optusnet.com.au

REUNION Class of 1971

On Caulfield Cup Day the 1971 Class look forward to catching up. In 2014, most will be celebrating their 60th birthday so would like to invite others from their year group to join in celebrating and sharing memories of AMI days. If you commenced Form 1 in 1966 or subsequent years and completed HSC in 1971 the group would like see you next year. Please contact Anne Marie Allan 03 9412 7100

REUNION Class of 1960/1

Special call out to Class of 1960/61 to gather at the 2014 Academy Reunion on Sunday February 23 2014.

BABY NEWS

Anna (Nguyen Class of 1997) and Andrew Bottomley were delighted with the arrival of their baby son, James, born on March 12 this year - a beautiful addition to the family and little brother to Alice.

SPECIAL VISITS

Mary Lavery at 95 delighted at a recent visit with Academy girls and Anne Marie Allan, sharing the remarkable history of her life and Academy memories. Some of her recollections were:

- being among the first students to travel Melbourne's first installed escalators in the T&G Building in the 1930's;
- the whole school travelling on the ferry 'MV Weeroona' to Queenscliff for the picnic annually;
- Academy girls priding themselves on being able to race the CLC girls to the Cathedral for any special occasions;
- stand out teachers being Sr Clothilde and Sr Perpetua (who was influential in Mary's love of literature with poetry of Shelley and Shakespeare);
- the overwhelming experience of entering the expansive halls of the Exhibition Building with rows upon rows of desks when undertaking Intermediate, Leaving and Honours exams.

A huge accomplishment of the era, Mary gained entrance to Melbourne University to undertake Early Childhood Studies, gaining much pleasure in research in this area for her Masters Degree.

If you would like to read Mary's full story please go to www.lovethissschool.com.au/archive



PARLON SISTERS

SPECIAL VISITS

The Parlon Sisters

In November three of the four Parlon sisters who all attended the Academy in the late 1930's, visited the College.

Their father, **Keith Parlon**, was well known in Fitzroy; a former mayor, JP, committee man and VP of the Fitzroy Football Club and founder of the Master Tailors Association. Their mother worked at Melbourne Emporium Ball & Welch. The couples eldest daughter, **Patricia**, was enrolled in 1937 and commenced the Commercial course; which had a excellent reputation for training highly sort after office staff. **Betty**, (who is no longer with us) won a scholarship to attend in 1938 and worked as a secretary at Holeproof Hosiery in Brunswick. **Raie** was 11 when she started and went on to be a hairdresser until she married. The youngest, **Denise** was just 6 when she came to the Academy and went to work at her fathers business in North Fitzroy.