

TO THE SUBSCRIBER OF VOGELVLUCHT

Vogelvlucht

B E N E F I T S

WIN
Trips to Holland

Australian
Benefits

Dutch
Magazines

Keep in touch
with the
Dutch
Through
Vogelvlucht
Benefits

WIN
Video Recorders

Special
Discounts

WIN
Shopping Vouchers

International
Benefits



To this very first edition of Vogelvlucht Benefits, a new venture set up by the Dutch for the Dutch. In short... a new way of keeping in touch with the Dutch.

For several months now we've been working on exciting projects and ideas and even now, there are opportunities for you to share in some of them.

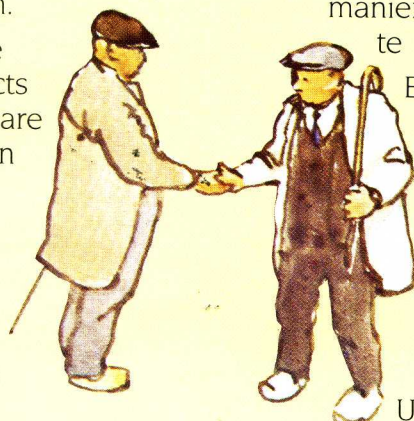
*A great example is the exclusive Australia-wide preview of the tremendously successful Dutch film **FLODDER**, which will not hit the Australian cinemas until sometime next year.*

All across Australia in fact, the Dutch will be getting together to bring you great deals, benefits and discounts — and they'll be available **only** to subscribers of Vogelvlucht Benefits.

When you leaf through this introductory edition of Vogelvlucht Benefits you'll see that we already have a great many projects, like the lottery with fabulous prizes, as well as special discounts here and overseas. We've also looked at several ways of helping you retain your bond with the Netherlands, or for people with only a distant connection, to forge one.

We look forward to the challenge of finding new ideas and discounts in future editions and would like to invite you to send in your own suggestions. A suggestion box will be opened and the best ideas worked on and published.

You know what they say... "the early bird catches the worm", and in this case that applies to people who subscribe before the 31st of October. You could win a trip to Holland! You'll find details on how to be an "early bird" on page 7.



Bij deze eerste editie van Vogelvlucht Benefits. Een nieuw project opgezet door Nederlanders voor Nederlanders. Kortom, een manier om met elkaar in contact te blijven en nieuwe banden te smeden.

Een tijdschrift dat vele leuke plannetjes en ideetjes zal hebben, en als U straks verder leest zult U zien dat er al dingen bij zijn waar U nu al gebruik van kunt maken.

Wat dacht U van een exclusieve vertoning van de geweldige Nederlandse succesfilm "Flodder", speciaal voor U in 't Nederlands?

Uit alle delen van Australië gaan de Nederlanders elkaar helpen, of het nu op het gebied van reizen is of van kruidenierszaken.

Natuurlijk zal het voor ons iedere keer weer een nieuwe uitdaging zijn om nieuwe ideetjes en projecten te vinden, en daarom nodigen wij U hierbij uit om Uw suggesties naar Vogelvlucht Benefits te sturen, dan kunnen we gelijk van start met een ideeën bus...

Ruimtegebrek maakt het ons onmogelijk om verder alles ook in het Nederlands uit te leggen. Gelukkig begrijpt bijna iedereen de Engelse taal voldoende.

Toch liever Nederlands? Stuur ons dan even een voor-geadresseerde enveloppe en U krijgt van ons de Nederlandse tekst thuis!

Hoe dan ook, vergeet in ieder geval niet Uw lidmaatschap in te sturen vóór 31

Oktober, dan kan het wel eens zijn, dat U een reis naar Nederland wint!

Het inschrijf-formulier vindt U op de laatste bladzijde.

So... get yourself a coffee, sit down and see how you can keep in touch with the Dutch.



SUBSCRIBE ONCE AND HAVE FOUR CHANCES TO **WIN**

Every three months, every subscriber to Vogelvlucht Benefits will automatically be entered in a mammoth lottery. Fabulous prizes to be won, such as all-inclusive Holland Holidays, as well as lovely smaller items like the hand-painted Hindelooper trays by Dirk van de Lindt, or a fantastic VHS Video Recorder!



Ever had the thought . . . I need a break? Well this might be your lucky break for '88. The odds of winning, with so many prizes between a limited number of subscribers are fantastic! All we can say is . . . Holland, watch out, here we come!

When you subscribe for a year, your name is automatically entered in each quarterly lottery.

Every 3 months you have a chance to win one of 5 all-inclusive "Holland Holidays" for two!

Consisting of:

- ★ Return economy class travel with KLM to Holland
- ★ First-class bungalow accommodation in a choice of locations throughout Holland for 18 nights.
- ★ Free car or unlimited rail travel for 18 days.
- ★ \$500 spending money to get you off to a flying start!



You'll even have a choice...

Use the tickets yourself and enjoy your "Holland Holiday", or we'll make arrangements with KLM to fly two people of your choice out from Holland to visit you in Australia. Add to this your \$500 spending money and you can entertain them in style.

PLUS...every 3 months extra prizes to be won!

Such as:

- ★ A Video Recorder
- ★ \$100 Shopping Vouchers to be used at your local Dutch Shop (Mail Order or Personal Shopping)
- ★ Hindelooper Tray
- ★ Crate of Heineken Beer
- ★ KLM Travel Alarm Clock
- ★ Solar Calculator
- ★ A Delft Blue Ashtray
- ★ Free Subscriptions to Dutch Publications



K EEP IN TOUCH WITH THE DUTCH!

When you subscribe, you'll receive our quarterly magazine free. In every issue you'll find full details of the latest discounts, benefits and give-aways. Your subscription automatically entitles you to entry in the Vogelvlucht Benefits give-away barrel and gives you immediate access to all the discounts arranged in Australia and overseas.

Almost 50% Discount on language and culture

The Dutch language and culture are inseparable, in fact no culture can survive without its language. Up to now, it has unfortunately been too expensive to have magazines flown out from Holland. All that is going to change as Vogelvlucht Benefits has been able to negotiate a special arrangement with KLM.

We can now offer you **MARGRIET** at a greatly discounted price.

MARGRIET — 52 issues per year

Normally \$358

For us **ONLY \$188**

Indicate your interest by ticking the appropriate box on the last page.



Your membership card will be valid for 12 months, the first one even longer. In fact, from the moment you receive your card in 1987, it will remain valid right up to the end of 1988. So hurry, subscribe now and have many chances of winning fabulous prizes and enjoy the special discounts and events which Vogelvlucht Benefits has arranged for you. Just look at these!

Exclusive Australian Preview

FLODDER, the smash hit in the Dutch speaking world about a down-and-out family who move upmarket... Very funny, great adult viewing!

The only version in Dutch, with English subtitles, in Australia.

Sydney, George St. No. 4, 1st Nov.

Melbourne, Russell St. No. 4, 8th Nov.

Adelaide, Hindley St. No. 4, 15th Nov.

Brisbane, The Albert No. 3, 22nd Nov.

Perth, Cinema City, 29th Nov.

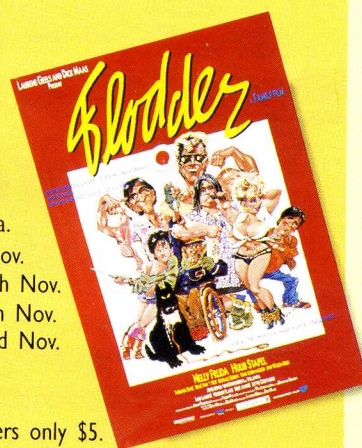
Hobart, Village, 6th Dec.

For Vogelvlucht Benefits Subscribers only \$5.

Put it in your diary now.

Come and join us, refreshments will be served.

For Australian viewing it has been dubbed into English and won't be shown until later next year.



PUT THE DUTCH IN TOUCH WITH AUSTRALIA

Vogelvlucht translated into English is "Bird Flight". We couldn't possibly have a discount section in Vogelvlucht, which prides itself on the Dutch connection, if we didn't look at flights with the blue birds of Holland — KLM. Special arrangements just had to be made with KLM. We have in fact allocated KLM "Preferred Carrier" status, which means special deals over the coming years for Vogelvlucht Benefits subscribers.

Even now we are able to help those people who wish to bring out their friends and relatives from Holland with an exclusive Vogelvlucht Benefits deal. The offer, which

has to be paid locally is immediately available from Holland Gateway Agents (listed on page 14 of Vogelvlucht) or KLM.

Depending on the season and currency fluctuations, your savings can range from **up to \$300 off the official return airfare, or even up to \$730 off the official single fare from AMSTERDAM to SYDNEY or MELBOURNE**

KLM will also assist Vogelvlucht Benefits in bringing out Dutch entertainers to Australia for you to see and hear. It's going to be a great year to keep in touch with the Dutch!

A VOGELVLUCHT BENEFITS CARD FOR AUSTRALIA

Ever wanted to get away from it all? Or have that lovely Dutch clock fixed, or eat some Dutch goodies, but found it was just too expensive?

Become a subscriber, receive your personal identification card, which you present at point of payment at any of the participating establishments and you'll be entitled to a discount! Just a discreet handing over of your card, no embarrassment... very simple.

With savings ranging from 5% to 50% on some goods and services, you'll save every time you use it. Not just one-off savings, but as often as you like, 365 days a year.

Even your first year's subscription will be at 50% discount! Become a member now and you'll receive your card in

time for your Christmas shopping. Surprise your Australian friends with a Dutch touch this year. Imagine their delight when you give them a bottle of Pipeclay Port (made by a Dutch winery in Australia), or a small item of Hindelooper art, maybe some Delft blue (purchased by you at a discount in one of the Dutch shops), or a beautiful portrait of you and your family to send to the folks back home.

In fact, in each issue of Vogelvlucht Benefits, you'll find details of the give-aways, discounts and special events. When you subscribe you'll be allocated a provisional number, of which you'll be advised, while we have your card printed. You'll also receive a list of retailers participating in the scheme.



As with all Dutchmen connected with Vogelvlucht Benefits, the Holland Gateway Agents have also put on their thinking caps and come up with some great holiday ideas for you.

- ★ Sitmar Cruises 10% off on specified departures
- ★ Club Mediterrane 5% off in Bali or Noumea
- ★ Adventure Holidays and World Expeditions are also being discounted.

Just ask them about it, you'll find the addresses of Holland Gateway Agents on page 14 of the Vogelvlucht.



WELCOME BACK TO HOLLAND WITH INTERNATIONAL CARD

Travelling is exciting, seeing different places and people but also an opportunity for some of us to catch up with friends and relatives.

The International Vogelvlucht Benefits Card is specially designed to help you while you're in Holland. However, as we've mentioned before, KLM has "Preferred Carrier" status, so you're required to fly at least one intercontinental sector with KLM. When you intend to fly, just send us a note with the details of your KLM flight number, date of travel and sector you'll be flying on KLM. We'll send you your International Card the moment we receive these details. Your International Benefits Card entitles you to special offers including a "Welcome back to Holland" package, guaranteed to save you hundreds of guilders on essential items once you've arrived in Holland.

Your card will also entitle you to special "Standby Rates" on tours and excursions.

Join a tour in Amsterdam and be guided throughout Europe, or be independent and rent or lease a car!

Details of these will be included when we send you your card and updates will appear every three months in Vogelvlucht Benefits. The problem of where to stay without becoming a burden or exceeding the budget will be solved by having the International Vogelvlucht Benefits Card, which will be your guide to affordable housing in a choice of locations in Holland.

A travelagent in Holland will be especially appointed to advise you of the many discounts and standby rates that are available for you on bus/boat/airtours from Holland and to help you make the bookings.

Make life easier for yourself with the Vogelvlucht Benefits Card and subscribe before the 31st of December 1987 to qualify for a 50% discount, but before the 31st of October if you want your name in the barrel for the EARLY BIRD draw. Become a subscriber and let us keep you in touch with the Dutch!



CAR RENT OR LEASE

- ★ Your own car in Holland! Special deals on long-term rentals and leasing. One month from only Dfl 1200, including unlimited mileage, tax and insurance

OR

- ★ Three months or longer from only Dfl 762 per month, including 3000 kms, tax and insurance.



MELIA EUROPEAN TOURS COACH 15% DISCOUNT

PLUS...OTHER SIZEABLE DISCOUNTS

- ★ 25% On HOLLAND INTERNATIONAL city packages and day excursions.
- ★ Discounts on campervan rentals
- ★ Discounts on accommodation in bungalow parks, hotels and resorts.
- ★ Discounts on major attractions throughout HOLLAND...and the list goes on.

**For all details on how to become a subscriber see the last page.
Become a subscriber and you'll be automatically entered in the lottery.
Whatever you do, don't let us start without you!**

Wij bevelen "VOGELVLUCHT BENEFITS" graag van harte bij U aan. Het is een non-profit organisatie, die maar een doel heeft: Diegenen die om welke redenen dan ook een band met Nederland hebben, het aantrekkelijk te maken om die band nog wat steviger aan te halen.

Door snel lid te worden heeft U de mogelijkheid om aan de buitenwereld te laten zien dat wij een hechte groep zijn met vele duizenden leden.

Dat maakt het dan voor "VOGELVLUCHT BENEFITS" veel gemakkelijker om goede gerichte deals, discounts, enz. voor U te onderhandelen.

De lidmaatschapskosten zijn bijzonder laag en geven U alvast een grote kans op het winnen van een van de vele Holland trips of een van de andere prijzen.

Wacht dus niet, maar stuur Uw contributie direct naar "VOGELVLUCHT BENEFITS". U zult er geen spijt van hebben!


We would like to recommend "VOGELVLUCHT BENEFITS" to you. It is a non-profit organisation with one purpose only: To make it attractive for people who for some reason or other still have ties with the Netherlands, to strengthen those ties even further.

By quickly becoming a member, you will have the possibility to show the outside world that we are a close-knit community with many thousands of members.

That in turn will make it much easier for "VOGELVLUCHT BENEFITS" to negotiate attractive deals, discounts, etc. for you.

Membership costs are extremely low and will give you the added chance to win one of the many Holland trips or one of the other exciting prizes.

Don't wait too long, send your contribution as soon as possible to "VOGELVLUCHT BENEFITS". You won't regret it!


N.A. Wiering
General Manager
Australia and New Zealand

**Subscribe
before 31
October
1987...**

Early birds can be lucky birds!

Don't delay — do it now!

By making each member of your family a subscriber, you increase your chances of winning a prize.

EARLY BIRD DRAW -

if you subscribe before the 31st October 1987, each and every name will go in the barrel and **YOUR** name might come up for a trip... Holland here you come, flying economy class on KLM. The prize will be drawn on the 15th November 1987 and the

name will be published in the December issue of Vogelvlucht. Send in your subscription now and you'll benefit from the moment you receive your allocated number. (Please allow 21 days for a membership number to be issued to you).

Fill out your subscription form to include all members of your family living in the same household.

Attach your cheque or money order made out to Vogelvlucht Benefits. Forward to: Vogelvlucht Benefits, GPO Box 4095, Sydney NSW 2001.

Vogelvlucht Benefits Subscription Form

For Office Use Only

Date Rec.

Nbr.

Dispatch

Mr/Mrs/Miss

Surname

Date of Birth

First Name

STD

Address

Telephone

Suburb

State

Postcode

Other members of your family, living in the same household wishing to subscribe:

Name

Relationship

Date of Birth

Name

Relationship

Date of Birth

Name

Relationship

Date of Birth

Name

Relationship

Date of Birth

Name

Relationship

Date of Birth

Name

Relationship

Date of Birth

In order to be eligible indicate your Dutch connection:

Born in Holland

Born in Australia
of Dutch parent(s)

Other family members living in Holland:

Other

Vogelvlucht Benefits Subscription Cost

Single \$12
Second person \$9
Other members of the family living in the same household \$7

FIRST YEAR AT 50% DISCOUNT

If you subscribe before 31 December 1987 you will benefit from a 50% reduction and only pay \$6 for the first person, \$4.50 for the second and \$3.50 for each subsequent person living in the same household.

FORM OF PAYMENT

Cheque or Money Order made payable to Vogelvlucht Benefits.

FORWARD TO:

Vogelvlucht Benefits
GPO Box 4095
SYDNEY NSW 2001

MARGRIET

Indicate your interest in receiving MARGRIET at the special Vogelvlucht price by placing a cross in the space provided here.

Yes, I am interested in Margriet at the special Vogelvlucht Benefits price of \$188 for 52 issues commencing January 1988

Yes ☐

No ☐

FLODDER

To assist us with catering, please indicate the number of people attending:

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Vogelvlucht Benefits is produced by Blue Bird Benefits Pty. Ltd., a non-profit making company, incorporated in New South Wales and having its registered office at Suite 302, 5 Elizabeth Street, Sydney 2000.

PLEASE NOTE that all prices and benefits quoted in Vogelvlucht Benefits are subject to change and while every care has been taken to ensure their accuracy, we cannot guarantee them. Prices should always be regarded as an indication only.

In order to qualify for an International Vogelvlucht Benefits Card, airtravel must include at least one long-haul sector on KLM between Australia and Europe.

TC 87/2271 Issued under the Lotteries and Art Unions Act.