

## **FROM PRESSTITUTES TO AI DESKO ... THE LATEST IN SHOP TALK**

Have you ever been under the influence of a Presstitute or, preferably, been fortunate enough to experience OTTS? Perhaps you never had the chance, as you were going AI Desko.

The impact of technology and other workplace trends are also delivering sweeping change to the way we communicate. Despite all the morphing, our jargon actually seems to be keeping pace – with some innovative descriptions for our New World Order.

A special report on **INTHEBLACK**'s website [intheblack.com](http://intheblack.com) The latest issue of leading business publication **INTHEBLACK** explores some of the more recent and creative additions to 'shop talk'. [See the report here](#)

## **THE RISE OF THE 'BLEISURE' TRIP**

It's something people have been doing for a long time, but now it's officially recognised with its own word. 'Bleisure' is the leisure holiday that piggybacks off the back of a business trip, and its growing fast.

From taking the slow and winding road back home, to flying in your partner to somewhere warm and romantic, 'Bleisure' is on the rise and now being monitored as a segment of the travel and tourism industries.

CPA Australia's **INTHEBLACK** magazine notes the rise of 'Bleisure' trips, as part of a special report showcasing the emerging trends in the lucrative business travel market. From non-stop flights between Australia and Europe – to the rise of the 'Arrivals lounge' – there are exciting developments on the way.

## **SPORT'S NEW GAME – DIY MEDIA**

It has proven a game-changer in the way most of us get information on the teams we love, with a range of sporting codes now payrolling sizeable media teams to generate 'content'. Some argue that it undermines balanced coverage, but the traditional roles of covering sport have been tipped on their head.

A special report in leading publication **INTHEBLACK** examines the delicate balance many codes are trading with traditional sponsors and media partners, as they increasingly look to extract themselves from old school relationships and directly feed their fans (paying customers) with tailored updates.

From the AFL to Netball, the rise of the Internet and the smartphone has changed the dynamic for delivering media content, and the lure of "owning the game" has become a multi-billion-dollar industry.

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## **ETHICS – THE MENTAL TOLL OF UNETHICAL WORK**

We've all met them. People who think they are 'outsmarting' the system by cutting corners at work. But for many it goes even further, and with a heavy price to pay. Unethical behaviour can negatively impact the mental and physical health of everyone involved – perpetrators and witnesses alike. In fact, it can be fatal.

In the latest of her Ethics columns for **INTHEBLACK** magazine, Dr Eva Tsahuridu (CPA Australia's policy adviser, professional standards and governance) examines the lasting wear and tear of doing the wrong thing, including those by-standers aware of what's going on.

From anxiety and depression to blood pressure and heart disease, the consequences of workplace cheating bad work ethics are well-documented and significant. The report article examines what can be done to bypass the dangers, and improve your Wellbeing at work.

## **THE RISE OF THE FEMALE ENTREPRENEUR**

There was a time when the term entrepreneur seemed the exclusive domain of men. But things have changed significantly, and women are not only breaking through with business success in various industries – they are redefining the role of entrepreneur itself.

A special report in leading business publication **INTHEBLACK** profiles some of the women who are seen as 'The New Disrupters', and examines the reasons why female entrepreneurs are now on the cusp of delivering widespread change.

Certainly, many creative women are bringing new skill-sets to a broad range of organisations, and are finally in a position to have a very direct impact on the future directions of the industries involved.

## **TAMING YOUR OWN TRIBES – THE WORK NETWORK PARADOX**

Being successful in business can mean expanding into various other locations – and that's when the real trouble can start. Not necessarily for your customers, but for you and your new colleagues. Learning how to 'network' within your own organisation can be an enormous mountain to climb.

A special report on **INTHEBLACK**'s website [intheblack.com](http://intheblack.com) examines the best way to make things work, when getting things done involves interacting with colleagues across multiple locations – including time-zones, cultures and even different countries. [See the report here](#)

## **TO ORGANISE INTERVIEWS:**

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