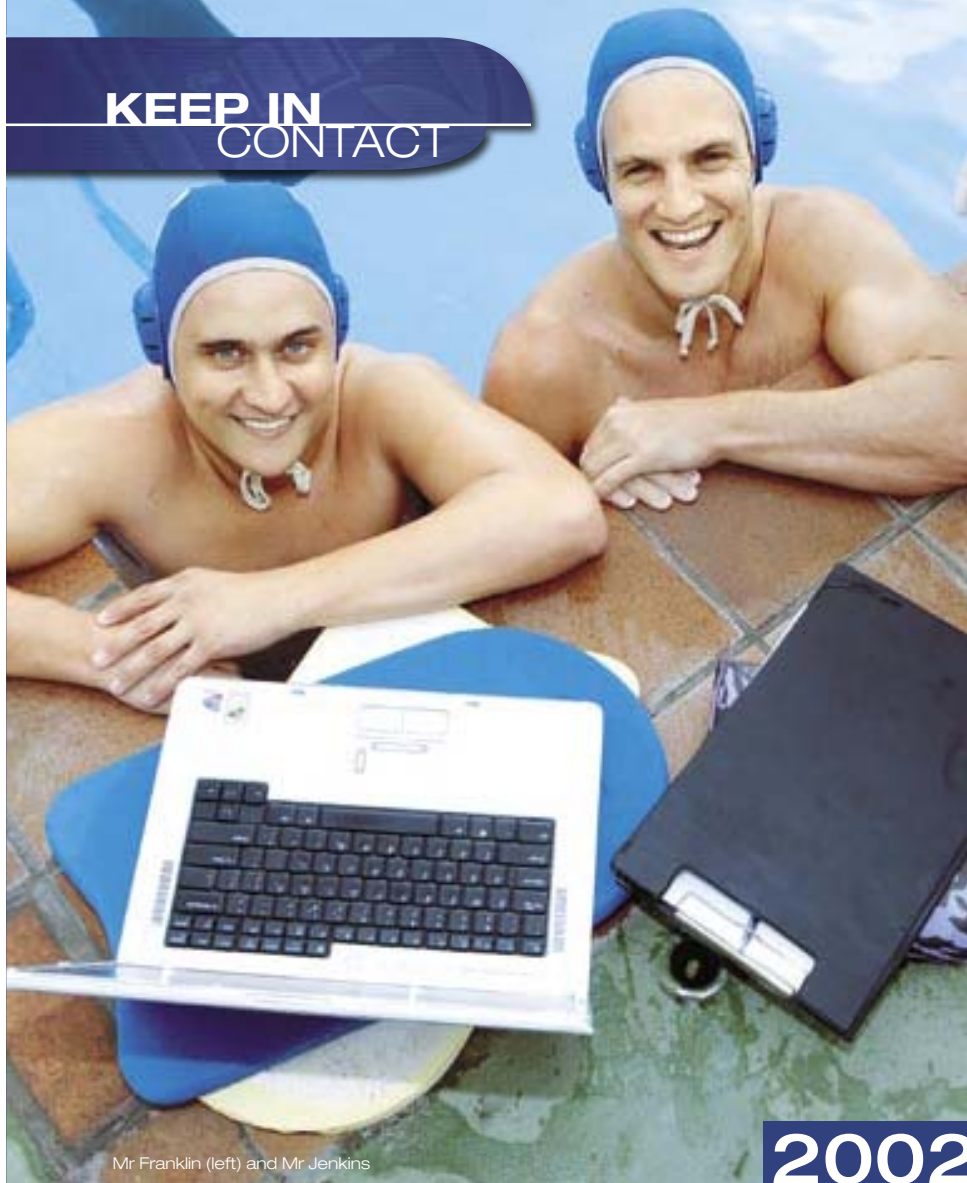


KEEP IN CONTACT



Mr Franklin (left) and Mr Jenkins

2002

OLD FRIENDS DIVE INTO A NEW VENTURE

With a 20-year friendship and taste for new adventures, former UQ aquatic stars **Adam Franklin** (BSc, BCom 2002) and **Toby Jenkins** (BCom 2002) have turned their attention from the pool to the boardroom.

They have set their sights on demystifying the Internet for businesses, setting up a Web design and hosting company, Bluewire Media.

To capture attention, create a desire to know more and then generate a response are the key steps to achieving a successful result with a business website, according to Bluewire Media Director Adam Franklin.

"The blue wire is the ethernet cable that people use to connect to the Internet. We felt it was representative of what we aimed to achieve – connecting businesses to the Web and that's why we called the company Bluewire Media," Mr Franklin said.

Armed with the skills they learnt at UQ, Mr Franklin and Mr Jenkins have focused their energies on making Bluewire a success.

They have also had plenty of practice at teamwork; both played water polo for UQ, winning bronze medals at the 2002 Australian University Games.

Fellow Director Mr Jenkins also won a gold medal and claimed the national university record for the 4x50m freestyle relay and Mr Franklin won a gold medal in the team springboard diving event.

In 2004 Mr Jenkins was a member of the water polo team that represented Australia at the Athens Olympic Games.

But their attentions are now set firmly on the business.

HANDS-ON EXPERIENCE

When Human Movement Studies graduate **Tania Brancato** (BScApp(HMS) hon 1 2002) visited the Brisbane Lions AFL sports rehabilitation team she knew she had chosen the right career path.

During her degree she gained experience in the field through placements with a range of sport, physiotherapy and rehabilitation organisations. She then set up her own part-time business, offering first aid services to sporting groups.

Ms Brancato now works for Balance Rehabilitation and Education Services, an injury rehabilitation organisation, but continues to run her unique first aid service as a side business.

"The sports medicine course in my UQ degree enabled me to get my first aid certificate, which I used to set up my business," she said.

"Now I have six part-time employees and four volunteers or students doing work placement. All my team members are

qualified or completing qualifications in either exercise physiology, physiotherapy, massage therapy or personal training."

Through her first aid business she co-ordinates the medical teams for sports groups such as State leaguers Morningside Australian Football Club and Logan Thunder Basketball Club.

Her business supports visiting AFL teams such as the Western Bulldogs and Richmond Tigers Australian Football Clubs.

"I chose a human movements degree specialising in exercise science because I had always been interested in how the body worked. I have also always loved sport, although I was never a great athlete," Ms Brancato said.

"My interest is in how musculoskeletal injuries happen and the rehabilitation process that follows. Being involved in sports gives me the opportunity to be involved in this process from start to finish."

2002

