

portfolio//: Daniel Grey

About me

Freelance designer based in Auckland, New Zealand.

Very Fast.

Very diverse range of styles.

Most work in portfolio done solely by me.

All original from concept to production.

All Creative direction done by me.

I use AppleMac computers and I'm a
Adobe Illustrator, PhotoShop and InDesign
fanatic.

I specialise in print, corporate identity,
illustration, packaging and digital.

> use up and down arrows to navigate through document
> if in full screen mode - hit escape key to exit

Annual Reports

South African Revenue Service - 2007/08



Part Two - Operations

Taxpayer Services

SARS employees assisting taxpayers during the 2007 Filing Season

Service delivery and compliance are connected – an improvement in one leads to an improvement in the other. As part of the public administration and government's commitment to public service excellence, SARS continues to model the principles and practices of the Batho Pele programme. SARS provides appropriate services to stakeholders and continues to make efficiency, channel access, stakeholder contact and core assessment improvements.

SARS recognises that a better taxpayer and trader experience is the result of a multi-dimensional, integrated and stakeholder focused service delivery strategy. Through education, outreach and marketing, SARS has actively communicated with stakeholders to change their understanding and perceptions regarding their tax obligations and their use of different service channels.

SARS has segmented its tax base so as to offer specialised services to specific segments e.g., the Large Business Centre and Practitioner's Unit. It has incorporated alternative dispute resolution mechanisms to ensure that the principles of administrative justice and the right to efficient public service is respected. In ensuring a better taxpayer and trader experience, our achievements for the year under review include the performance highlights noted below.

Taxpayer Services

Performance Highlights

- 202,611 taxpayers trained; 11,204 in-house workshops; 180,024 outreach interventions;
- 4,200 workshops presented to small businesses across the country;
- Practitioners register grew to 21,250;
- 2,000,000 e-filers for all tax types;
- 3,753,814 taxpayers visiting branch offices;
- Call centre handled 5,056,730 calls; and
- 32% of returns were processed within two days.

Processing of returns

Changes to the submission of returns introduced during the 2006/07 Filing Season had a major impact on the general approach to tax administration and the behaviour of taxpayers in general. The thrust of the changes pertain to the simplification of the filing process, the reduction of the compliance cost and the enhancement of service delivery whilst improving the risk management process.

SARS Annual Report 2007 - 2008 Page 31

Government Publications

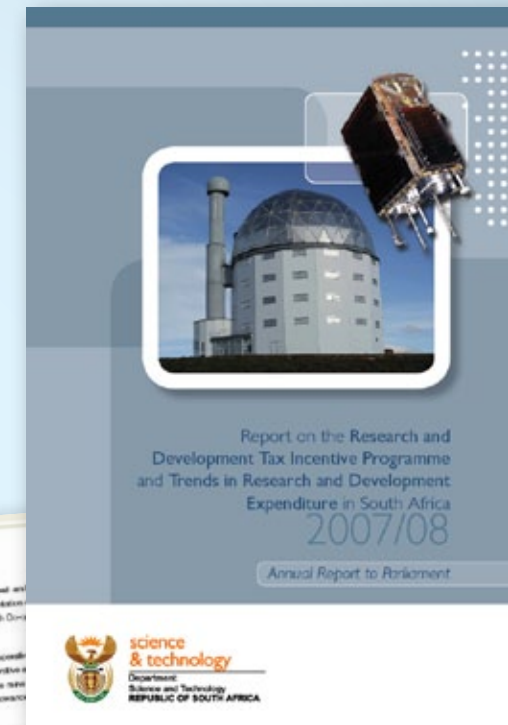
Trade and Industry



Agriculture, Forestry and Fisheries



Science and Technology



3.1.5. Case Growers

Case Growers Association were first established in 1998 to promote the growth of the citrus industry in the Western Cape. The association's primary objective is to provide technical and financial support to its members and to promote the growth of the citrus industry in the Western Cape.

Regular meetings with farmers and growers were held to discuss the various issues that affect the citrus industry. These meetings have resulted in a number of initiatives that have been implemented to improve the industry's performance.

Due to the intensive transfer of technical and agronomic skills some members increased their production yields by 50% and thus increased their income and the quality of life for themselves and their families. This also played a role in providing them with the skills and knowledge to manage their own businesses. Linkages were also established with other growers and service providers to support the day-to-day operations of small-scale, medium-scale and large-scale link farmers.

Table 5: Analysis of the 2008/09 projects and beneficiaries of Case Growers Association's Mentorship Programme.

Province	Area	No. of projects	No. of beneficiaries	No. of women	No. of youth
Western Cape	Worcester	1	51	20	0
Western Cape	Erasmusburg	2	9	3	0
Western Cape	Groenbos	1	1	0	0
Western Cape	Stellenbosch	1	1	1	0
Western Cape	Touwsburg	1	21	13	0
TOTAL		6	83	37	0

The table above shows that majority of the beneficiaries are from farming areas of Worcester, Erasmurg and Stellenbosch. According to the table, 37.2% of the beneficiaries are women and 0% are youth.

Table 6: Analysis of the 2008/09 projects and beneficiaries of Make a Difference to socio-economic development's Mentorship Programme.

Province	Area	No. of projects	No. of beneficiaries	No. of women	No. of youth
Eastern Cape	Matieland	2	15	4	7
North West	Mokopane	1	9	4	5
Free State	Molweni	1	5	5	0
TOTAL		4	29	13	12

The table above indicates that 83.1% of beneficiaries of the programme are women and 12.4% are youth.

Science primarily provided seedlings and other inputs to bring urban agriculture systems into existence at that level. The following table provides a number of the projects that were selected to participate in the programme.

Table 7: Analysis of the 2008/09 projects and beneficiaries of Make a Difference to socio-economic development's Mentorship Programme.

Province	Area	No. of projects	No. of beneficiaries	No. of women	No. of youth
Eastern Cape	Matieland	2	15	4	7
North West	Mokopane	1	9	4	5
Free State	Molweni	1	5	5	0
TOTAL		4	29	13	12

The table above indicates that 83.1% of beneficiaries of the programme are women and 12.4% are youth.

Page 18 | 2008/09 MASTER MENTORSHIP ANNUAL REPORT

of R764 million in operational and incentives

Reported Figure	RE
R&D/Op	1 699
R&D/Inv	1 699
R&D/De	1 699
R&D/In	1 699

to be in the field of chemical 23%. The remainder of the reported R&D expenditure of

Figure 2: Nature of R&D activities claimed

- New product development - 41%
- Product improvement - 23%
- Applied research - 28%
- Basic research - 8%

4.10 The R&D activities reported in the 30 forms received involve 1 699 R&D personnel, 1 166 of them categorised as scientists, engineers, technologists and technicians. The remainder comprises 121 managers and 412 people in the "Other" category, made up of skilled and unskilled craftsmen, artisans, research assistants and process controllers.

4.7 R&D operational expenditure comprises the expenditure incurred directly on undertaking R&D, such as materials, overheads and the salaries of staff directly involved in R&D activities, as well as costs associated with contracted R&D and costs for equipment based for use in the R&D process.

Page 6 | Annual Report to Parliament

Page 7 | Annual Report to Parliament

Book layout

Commerorative book about Minister of Finance (SA), Pravin Gordhan



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The Visionary

“You must have an ambition of something beyond where you are... you must have the energy and you must have the guts to lead, otherwise you can have all the ideas but it amounts to nothing”

PRAVIN GORDHAN

Trevor Manuel



Remarkable journey began with toasted cheese and tea

You know that men (yes 'men' and not women) are aging when occasions such as this become an opportunity to talk about how long they've known each other and the great times they've shared. With respect to my relationship with Pravin, that would be a most inappropriate starting point. So, instead of the length of friendship, comradery and partnership, it would be better to focus on the quality of leadership that emanates from being elected to positions of authority, rather than leadership through the mere consolidation of an incredibly fine and organized mind, a deep passion to effect change in the lives of all and a determination to see every project through to completion. This is the story of his words and his life.

His appointment as Commissioner of SARS was but one further opportunity for him to advance those beliefs and practices. He would, by way of evaluation, defer to the immense contributions of others, the impact of others who have collaborated closely with him, those that he leads from the front, that he never doubts. His decade at the helm of SARS is nothing short of remarkable.

A number of the inquisitive may wonder how it was that the first classroom took place in a classroom and not over a meal of toasted cheese and tea – slightly because the state had no money to reimburse for fancy meals in luxury restaurants. He was initially reluctant to leave Parliament and he was someone who had been deployed to an area of work that he knew nothing of. The rest, as they say, is about debating democracy.

Pravin's remarkable mind operates in this unique way that allows him to take a problem, dissect it, analyse it, and then to discuss it with a few select people and then to discuss it with a few more people. This is not an accident that I have witnessed in anybody else. The way he has approached the assignment as Commissioner initially, it was the skill that now has led the implementation of SARS, and I have observed the application of the same skills as he takes on the new assignment as Minister of Finance.

After his remarkable successful tenure at the helm of SARS, he could, I suppose, call the job he wanted and even nominate the others he is entitled to. But that would be too unassuming and boring. Pravin is

Corporate Identities and logo's

Reckless[®]
MOTORCYCLES

email 
PLUS


MINDSET SUCCESS
NEW STRATEGIES FOR NEW RESULTS

THE
SNOBBY ASS
WINE CLUB 

Foxbyte 
web apps and design


ONE TRIBE

 **DIGITAL**
ROADMAP

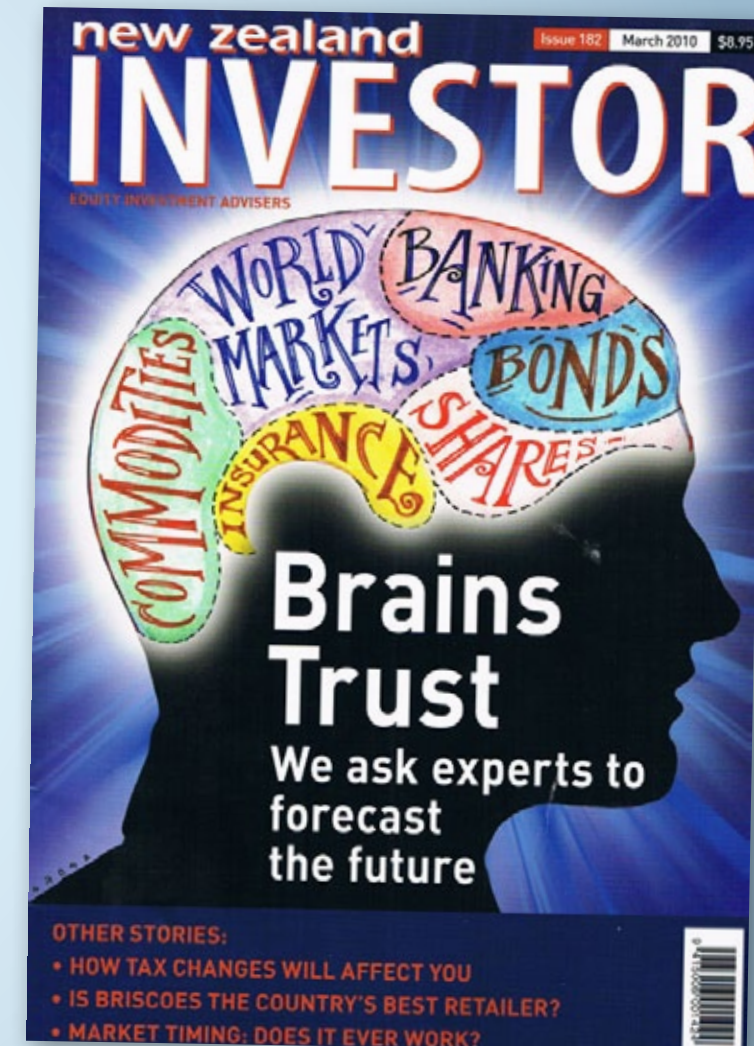

KROSSOVER
INTELLIGENCE.COM

plastic guitar 
Records

Rebranding of NZ Investor Magazine - new issue on stands 1 May 2010 - total layout

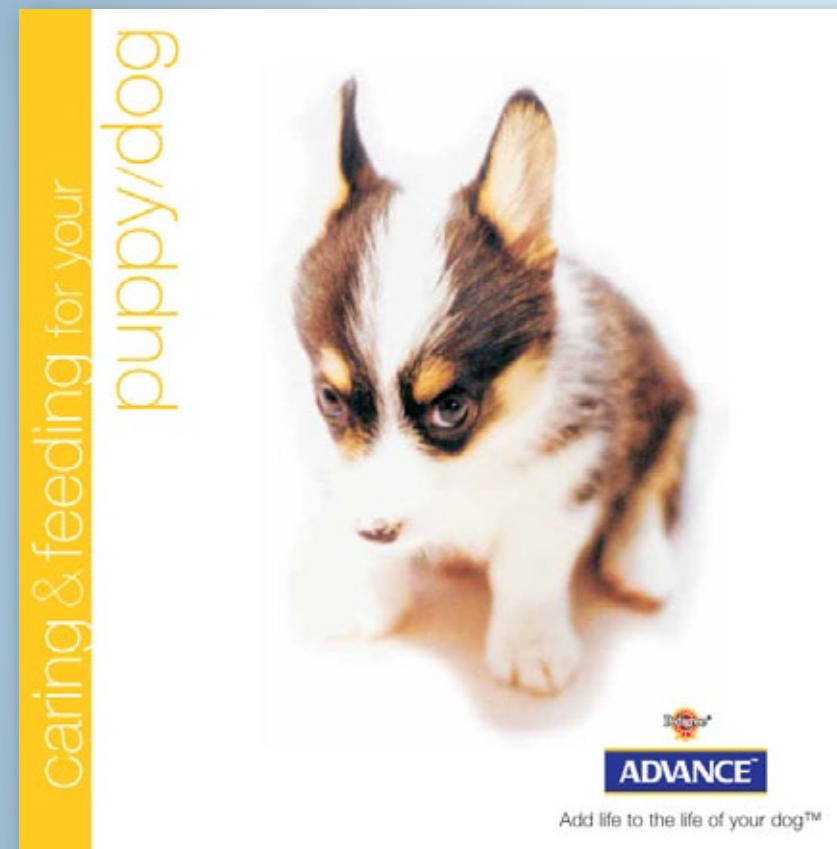


Current design - not my design

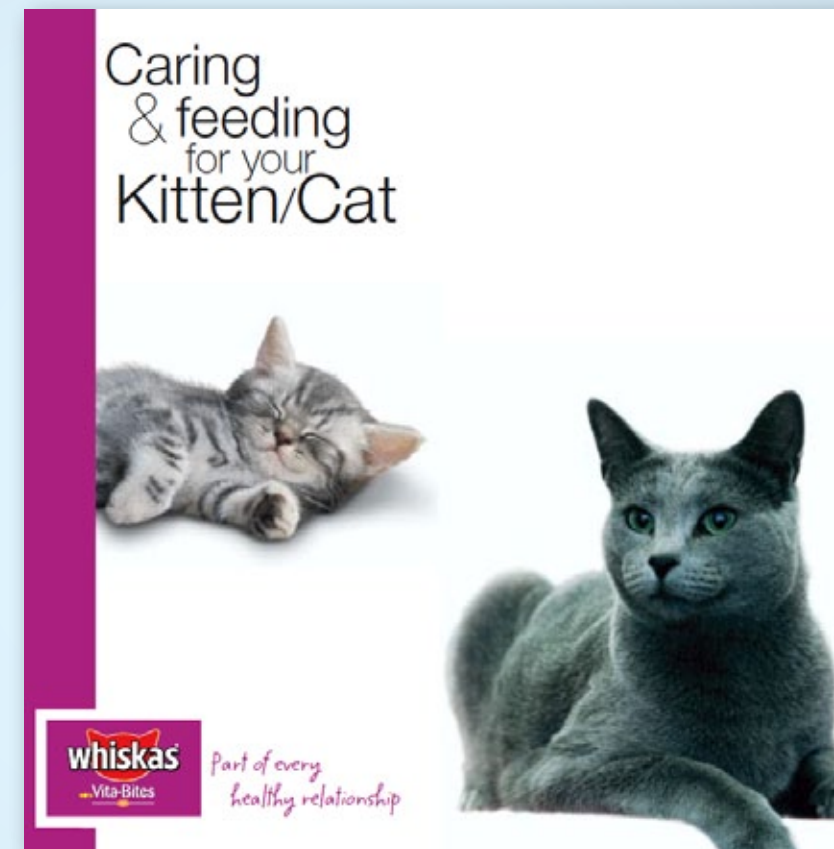


Print - retail

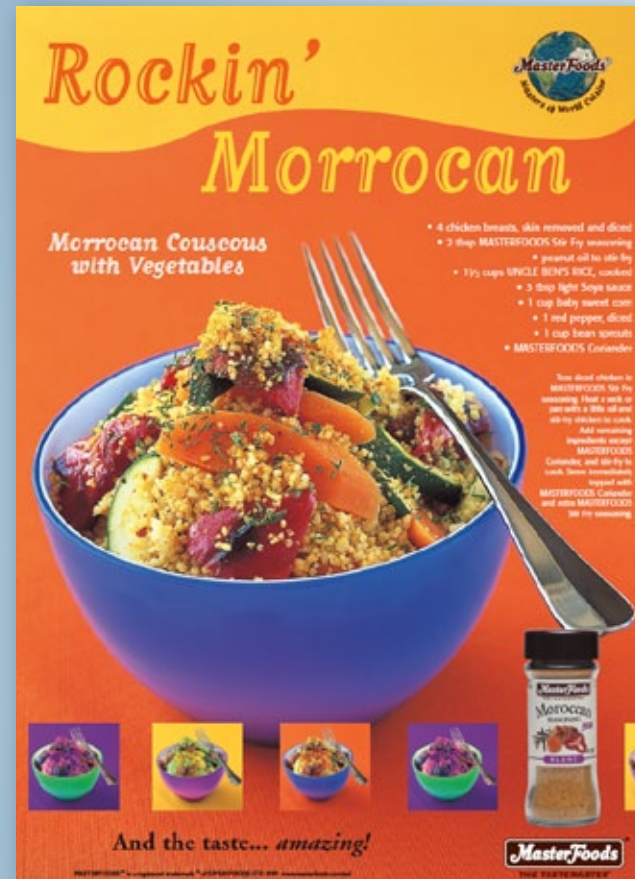
Pedigree
Puppy booklet



Whiskas
kitten booklet



Magazine ad, poster, full page newspaper ad



Rockin' Moroccan

MasterFoods
A Division of World Foods

Moroccan Couscous with Vegetables

- 4 chicken breasts, skin removed and diced
- 2 tbsp. MASTERFOODS Soy Fry seasoning
- 1 packet oil to stir fry
- 1 1/2 cups SINGLE BEANS RICE, cooked
- 3 tbsp light Soy sauce
- 1 cup baby sweet corn
- 1 red pepper, sliced
- 1 cup bean sprouts
- MASTERFOODS Cumin

Then add chicken to MASTERFOODS Soy Fry seasoning. Heat a wok or pan with a little oil and stir fry chicken in wok. Add remaining ingredients and MASTERFOODS Cumin, and stir fry to cook. Serve immediately topped with MASTERFOODS Cumin and some MASTERFOODS Soy Fry seasoning.

And the taste... *amazing!*

MasterFoods



SPEND \$20 ON FUEL AND RECEIVE A FREE FUNSIZE TWIX

TUNE OUT WITH TWIX



Charge your glass

Start as you mean to go on

Berocca
Vitamin B
Gold

Published 1 January 2000 on the second page of the New Zealand Herald - the largest and first newspaper printed globally - this was the first full page print ad of the new millenium.

Follow-on full page newsprint ad campaign for new tax product

TurnOver Tax - launched January 2009



As a **small business** are you finding it difficult to juggle the time and cost of getting all your tax returns done?

VAT
Provisional Tax
Income Tax
CGT
STC

SARS
At Your Service
www.sars.gov.za

Introducing **Turnover Tax**
The simple, all-in-one tax that cuts red tape and saves you time and money.

Turnover Tax
for Small Businesses

SARS
At Your Service
www.sars.gov.za

0800 00 SARS

New vehicle launch - concept, copy and photography

Mahindra Full Page newspaper spreads 2005 - introducing the Bolero and Scorpio Diesel 4x4's



Billboard



SARS Customs
Scanning cargo to protect you!

www.sars.gov.za

HELPING YOU MAKE SOUTH AFRICA GREAT!

SARS
At Your Service

Mobile Scanner

The billboard features a collage of images: a white truck at a port, a blue and white Customs Anti-Smuggling patrol car, and a large white truck with a mobile scanner mounted on its back. The text is set against a white and blue background with a wavy, organic shape.

Vehicle Signage



Backdrop banner and all branding for international conference

Including design of logo device and photography - 70 countries represented by heads of tax administrations



Sports Clothing Graphics

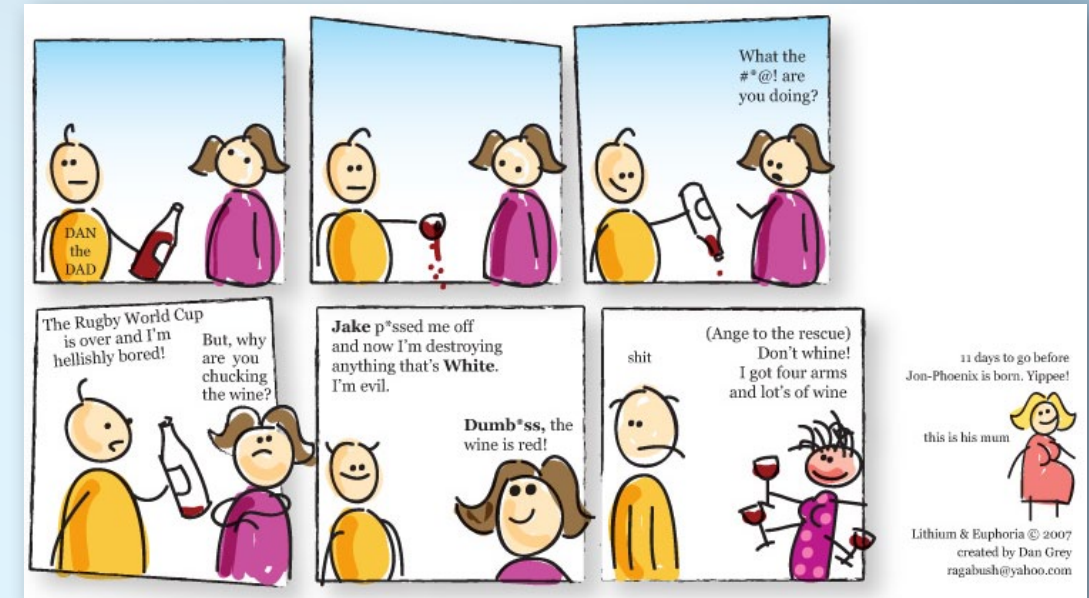
My design was chosen and produced for USA Winter Olympic Triathlon team



New branding for Luma Sports Gear (not implemented)



Cartooning/Illustration



Digital - mainly front-end design and animated web banners



Clients and work experience

Worked on projects for...

GlaxoSmithKline
Mahindra
Complete FlyFisherman Magazine SA
Floors Magazine SA
Menlyn and Cresta in-house magazines
TimeOut Magazine
Floors Africa Magazine
KFC, Pizza Hut, StarBucks Coffee NZ
3M New Zealand
Masterfoods New Zealand
Australian Tourist Commission
Whiskas, Pedigree, M&M's, MARS Bars, Prima, Dolmio, Twix,
Kan•Tong
GlaxoSmithKline New Zealand
Philips NZ
Berocca and Supradyn (Roche AUS)
Mearsk Zeeland NZ

Advertising experience

Owner - Grey Graphics 1994 - 1997
Creative Director - PureCreative Australia
(Satellite office in Auckland, NZ. Affiliate of DMB&B.)
Creative/Art Director - AlphabetSoup NZ
Studio Manager - Market Dynamics NZ
Owner - PureGraphics from 2000 - 2002
Brand Specialist - South African Revenue Service 2003 - 2009
Owner/Freelance Creative - DMG Advertising Ltd, current

my old business cards...

Creative Solutions //:

mobile 021 0233 1843 landline 09 963 7444 danmgrey@vodafone.co.nz

Companies I've worked for...



Curriculum Vitae //:Daniel Grey

Residential Status: New Zealand Citizen
Date of birth: 21 January 1972
Mobile: 021 0233 1843
Phone: +64 9 963 7444
Email: danmgrey@vodafone.co.nz

Education

1989 Matriculate Paul Roos Gymnasium - Stellenbosch
1990 Fine Art 1 Stellenbosch University
1991 Fine Art 2 Stellenbosch University
1995 BA Degree University Pretoria.
Majors: Art History, Psychology

Work Experience

1992 - 93 4Images Reprographic Bureaux - Graphic Designer. Pretoria, South Africa
1994 - 95 Prodata Advertising - Graphic Designer And Mac Trainer
Pretoria, South Africa
1995 - 1997 Grey Graphics - Freelancer/Owner. Pretoria, South Africa
1997 - 1999 Alphabetsoup Ltd - Art Director/Studio Manager. Auckland, New Zealand
2000 - 2001 Pure Creative Dmb&B. Satellite Office And Studio Manager/Creative Director
Auckland, New Zealand
2001 - 2002 Pure Graphics - Owner/Creative Director/Freelancer. Auckland, New Zealand
Nov '02 - Apr '03 Umhlaba Graphics - Senior Designer/Partner. Pretoria, South Africa
Centurion, South Africa
May '03 - Sep '09 South African Revenue Service - Brand Implementation Specialist
Pretoria, South Africa
Sep '09 - Current DMG Advertising Ltd - Owner/Creative Director - Freelancer
Auckland, New Zealand

Skills

Highly proficient graphic designer/art director/studio manager/creative director
Projects from concept to production
Creative thinker and team player, deadline driven
Works well under pressure, efficient and super fast
Software Adobe InDesign, PhotoShop, Illustrator (CS4)
Apple Macintosh platform since 1988

Many references available