



To whom it may concern,

Hello, my name is Brent Sanders, I am the Managing Director of Winning Edge Strategies and would like to thank you for taking the time out of your busy schedule to read through the information we have sent you.

It gives me great pleasure to invite you and your school to join with the many schools throughout Sydney and N.S.W. that conduct our seminars for their students each year.

The "BACK OFF" seminars are not a Martial Arts type course, but rather an overall self protection programme based on self motivation, mental strength, assertiveness and basic conflict psychology. In fact, many schools that conduct our seminars each year also run Martial Arts courses for their students and all find they complement each other tremendously.

As outlined in the attached flyers, we offer three separate courses, Stages I, II and III. Each course is directly linked to the next, and increases in intensity at each level. The courses are not, however, designed to be attended over three consecutive days. I would suggest Stage I for Year 9 or 10 students, Stage II the following year and Stage III the year after that. Many existing schools conduct the seminars as part of their P.D. and Health Curriculum.

For your convenience, I have also enclosed a list of schools that have conducted and continue to conduct our seminars each year. The staff members listed would be happy to discuss the value and effectiveness of the courses, as well as feedback from the students. I personally facilitate every course, and have done so for the past ten years. During this time I have lectured to over 60,000 students from more than 150 different Secondary Schools.

Thank you again for your time and, after reading through the attached information, if necessary contacting any of the listed schools, I would be happy to discuss any further details with you and can be contacted at our Sydney office on (02) 9665 1312. I look forward to hearing from you if you feel our courses would be of interest to you and your students.

Regards,

A handwritten signature in blue ink, appearing to read "Brent Sanders".

BRENT SANDERS

Winning Edge Strategies
PO BOX 1879 BONDI JUNCTION NSW 2022
Phone: 02 9665 1312 Fax: 02 9665 1612
www.winningedgestrategies.com.au
mail@winningedgestrategies.com.au

BACK OFF! GIRLS SEMINARS

A girls guide to survival in the new millennium

The total Self Protection Programme with a difference

.....The difference is.....**IT WORKS!**

This is not a physical based martial arts type course - this is a total self protection programme centered around Self Motivation, Assertiveness and basic Conflict Psychology.

**CONFLICT RESOLUTION IS 99%
MENTAL ATTITUDE - 1% PHYSICAL
APPLICATION**

The programme was designed, created and is presented by **Brent Sanders**, Managing Director of Winning Edge Strategies.

Brent is an ex-Police Officer with over a decade of experience and knowledge gained through Policing and public speaking.

**PREVENTION IS WHAT THE
PROGRAMME IS ABOUT - TOGETHER
WITH KNOWLEDGE AND SELF
CONFIDENCE**

No other individual or company anywhere in Australia has spoken to more students on Self Protection than Brent. Since 1991 over 60,000 girls from more than 150 Secondary Schools have attended in excess of 1,500 seminars Brent has conducted throughout N.S.W.

THE RESULTS ARE GUARANTEED

110% money back for any student not totally satisfied after attending any seminar.

We will pay you for coming!!

Absolutely no questions asked!

BACK OFF! STAGE I

The first of the Three Stage Programme, Stage I, is totally suited to girls from Year 9 through to Year 12.

Stage I is an introduction to the 3 key elements of effective Self Protection;

1. Developing the ability to control the way we think in a pressure situation.
2. Understanding how the offender thinks in the situation.
3. The importance of always having a strategy.

Course Outcomes Include Increased Knowledge Of:

*** Stranger Rape Including:**

- | | |
|----------------------------------|---|
| * Fear Management | - Offender Psychology |
| * Belief Systems | - Pro-Active Strategies |
| * Self Motivation | - Case Studies |
| * Negative Role Models | - Research/Statistical Information |
| * Dealing with Harassment | - 3 Stages of Confrontation |
| * How the Harasser Thinks | - Effective Options |
- * **Open Discussion and Question Time with Feedback**
 - * **Physical Strikes and Common Abduction Holds**

**All students receive a FREE “BACK OFF!” kit including:
Full Seminar Summary/Sample Newsletter/Physical Strike
Chart and Retention Programme/Certificate of Achievement**

- | | |
|---------------------------|---|
| * Course Duration: | 1 Full Day |
| * Cost: | \$15.00 per day/ or \$10 per half day per student |
| * GST: | 10% added to total and charged to school |
| * Minimum Number: | 60 Students |

BACK OFF! STAGE II

Having attended the **STAGE I SEMINAR**, the students will have the foundation knowledge required to deal with all types of conflict situations. **STAGE II** looks at applying this knowledge to the greatest risk confronting girls of this age group.....**DATE RAPE...**

Statistics show that in Australia 1 in 3 girls will experience Date Rape to some degree by the age of 21.

Without doubt, this is **THE** most important area of sexual abuse for students from Year 10 to be aware of.

In 90% of all sexual assault complaints made in University campuses, the offender is known to the girl.

This programme was designed to provide students with the knowledge and ability to take proactive steps to prevent falling victim to this teenage dilemma.

Course Outcomes Include Increased Knowledge of:

- * Re-cap of key points from Stage I
- * **Date Rape:**
 - Legal Definitions, Implications & Defining Consent.
 - How to say NO
 - Pro-active Strategies
 - Preventative Awareness
 - The Male Perspective
 - Nightclub Role-play
 - Re-active Strategies
 - Typical Scene De-escalation
 - Advice on Reporting
- * Domestic Sexual Abuse - Prevention, Awareness, Who to Talk To, Helping a Friend.
- * Open Discussion, Questions and Feedback.
- * More Advanced Physical Strikes/Abduction Holds

Full Seminar Summary/Sample Newsletter/Physical Strike Chart and Retention Programme/Certificate of Achievement

- * Course Duration: 1 Full Day
- * Cost: \$15 per day/ or \$10 per half day per student
- * GST: 10% added to total and charged to school

BACK OFF! STAGE III

The knowledge and strategies outlined in **STAGES I and II** are now applied to potentially life threatening situations. **STAGE III** enables the students to prove to themselves, without doubt, you **CAN** take control and get out of **ANY** type of conflict situation!!

Over 98% of students surveyed throughout 1996 requested an advanced course covering weapon and gang confrontations.

The expertise of **Brent Sanders**, the facilitator, does not come from books, video's or movies, but from actual real life experiences of dealing with both weapon and gang confrontations during his time as a Police Officer, working in gang liaison, riot policing and numerous other front-line duties.

The amount of knowledge you take into a situation is directly related to your ability to get out of it!

Course Outcomes Include Increased Knowledge of:

- * Brief Re-cap of key points from Stage II
- * Psychological Role Play of Life Threatening Situation
- * Weapon Confrontations
 - Role play of Actual Confrontation
 - Psychology of Offender
 - Strategies of a Confrontation
 - Implementation of Effective Strategy
 - Skills in Verbal De-escalation
- * Gang Confrontation
 - From Mugging to Gang Rape
 - Avoidance Strategies
 - De-escalation
 - Body Language
 - The Unavoidable Confrontation
- * Open Discussion, Question Time and Feedback.
- * Advance Physical Strikes and Combinations.

**All students receive a FREE "BACK OFF!" kit including:
Full Seminar Summary/Sample Newsletter/Physical Strike
Chart and Retention Programme/Certificate of Achievement**

- * Course Duration: 1 Full Day
- * Cost: \$15 per day/ or \$10 per half day per student
- * GST: 10% added to total and charged to school