

Churchill Press

Our Story



What We Do.

We specialise in the production of engaging pictorial histories for companies across Australia.

Our Client Offering.

Churchill Press productions showcase Australian success stories. We have created books celebrating milestones from 10 years to 150 years for family businesses, agricultural properties, not-for-profits, sporting organisations and publicly listed corporations.

Experience

Churchill Press was established more than forty years ago, when Phil Bonser combined his passion for Australian history with research and presentation skills honed in his Master of Architecture degree. From early book productions for historic properties in WA and NSW, to publications in tourism, food & wine, sport and corporate histories, Phil has cultivated an experienced team of writers, graphic designers, editors and photographers to ensure that these stories are honoured and brought to life in print.

Client-Focused and Nimble

Our process is based on a client-focused approach. We come to our clients with an understanding of their background and work with them closely from the start to create the best possible outcome to honour their unique story. We establish a shared vision with our clients, and while focused on the outcome and the deadlines, our bespoke approach incorporates the nimbleness needed to embrace opportunities and challenges that come up along the way.

Backed by Bonser Design

An important and unique feature of the Churchill Press offering is that this publishing house incorporates the team at Bonser Design, the graphic design and marketing communications agency established by Phil in 1981. With this in-house design studio, excellence in presentation style, print quality and impact are integral outcomes of the Churchill Press offering.

Beyond the Book

In addition to creating bespoke coffee table publications, the Bonser Design studio has used the curated historical material to produce striking head office displays, murals and conference exhibitions. Our books also provide powerful content for websites and social media platforms.

Our Process.

Our process is based on a considered approach to achieving the desired outcome in the most effective and efficient manner.

We are well organised and driven by the common goal we share with our clients; and we have a rigorous quality control process that is applied to every stage of our work.

Our **communications, transparency** and **quality control** along the way ensures that all expectations are met at handover of completed works.

Research & Discovery

We start with research and discovery sessions with client project leaders to gather all available historical and visual material, scope the company's timeline of key events and plan the sourcing of further content. We then conduct one-on-one interviews with key personnel to inform the framework of the story.

Writing & Editing

A key to Churchill Press productions is succinct and engaging text that reflects the appropriate tone-of-voice for the business, and captures the important highlights of its history. Our books are written in an accessible style suited to casual 'dip-in' reading – a collection of contained short stories, often sorted into chapters with breakout features. We have a rigorous editorial and proofreading process, and engage with the client at every draft as the project evolves.

Design & Image Curation

We start the design process by taking our client's team through our tailored questionnaire. This informs the look and feel of the book, ensuring that we capture the personality of the brand to present it appropriately in the publication through layout, typography, colour, image

treatment and graphics. Our designers also work with the client and editorial team to help select and curate the optimal image content for the production.

Prototyping

Our design team works with our printers to design and develop prototypes for both books and presentation boxes for client review and testing. This pre-production work is undertaken in the early phase of design development to ensure timely delivery of the finished products.

Print Production

We have long-established associations with international print houses who recognise our requirements for the highest levels of printing and are prepared to go the extra mile for us. They highly value the quality of work that we present and respect the standards we demand. We pay very close attention to the details of finishing, from paper stock and binding to foiling and debossing.



Portfolio.

Showcasing some
of our previous
client work.

A 40-Year Legacy.

Churchill Press has a proven track record for creating bespoke books for our clients that have become cherished heritage pieces and high-end marketing documents.

Our works have been commissioned by a British Lord, launched by Governors General and Prime Ministers, and gifted to Her Majesty Queen Elizabeth II and government leaders. Just as importantly, they have been presented to countless long-term employees and valued partners of our clients; and to matriarchs, patriarchs and next generations of Australian family businesses.

To the right is a list of companies, organisations and individuals that have trusted us to showcase their story. Select projects from recent years are highlighted in the following pages.

Alcoa Australia

Armadale Redevelopment Authority

Australia Post

Australian City Properties

BDC Drilling

Bradman Foundation & Museum

CBH

Chas Kelly Transport

Holman Industries

Houghton Wines

J C Smale

Jackson McDonald

Linneys Jewellery

Lord McAlpine of West Green

MACA

Midland Redevelopment Authority

Monadelphous

Nardlah Grazing Company

National ANZAC Centre

Oak Valley Truffles

Pacific Industrial Company

PGA of Australia

SCEE

SMS Group Services

St John Ambulance of WA

Sydney 2000

Technip

Apprentice & Traineeship Company

Western Australian Cricket Assoc.

Watershed Premium Wines



The First Fifty Years: A history of Monadelphous, the Company and its people

Client Monadelphous
Year 2023

We were engaged by engineering group Monadelphous to create a visual and anecdotal celebration of the company as a more accessible companion to its lengthy formal history. This book chronicles a unique journey from foundations as a small labour hire organisation, a stumble into receivership, resurrection under new management and considerable growth into today's publicly listed company.

Primarily a gift for its employees and their families, *The First Fifty Years* has a strong focus on the company's culture and people. It contains an abundance of personal recollections, memorable stories, archival photos and company artefacts, all presented in an engaging yet relaxed design.





The Story of Linneys Jewellery Est. 1972

Client Linneys Jewellery
Year 2022

To celebrate its 50th Anniversary, iconic Western Australian jeweller Linneys commissioned us to produce a premium coffee-table book for its staff and clientele. It traces the journey of founder Alan Linney after he completed his apprenticeship and began work as a goldsmith in 1972, through to his current status as a nationally awarded master craftsman of 'wearable art'.

The story is divided into the first five decades of the business' life, and each chapter concludes with a celebrated 'Piece of the Decade'. The core narrative is interspersed with features on the jeweller's key materials; the studio's process; marketing campaigns through the years; and its philanthropic contributions.

This publication has an appropriately opulent style and finish, and exudes the glamour of the jewellery industry.





Can Do: Twenty Years of the MACA Story

Client MACA
Year 2023

Can Do is a mantra that has captured the spirit and approach of MACA since its conception from a chat between mates at a birthday party in 2002. It was clear to us there was no better title for the name of a publication documenting the mining contractor's first 20 years.

The book follows the company from humble beginnings to its current status as a leader in the industry with over 3,500 employees. Among the memorable moments from these two decades are recollections of challenging jobs, overseas ventures, new premises and diversifying acquisitions. Internal stories with 'legend status', a commitment to philanthropic initiatives and strong guiding core values all make up the tapestry of MACA, which is thoughtfully presented in this 56-page visual expression of the company.





Nardlah: A Property Portrait

Client Nardlah Grazing Company & the Thompson Family
Year 2022

This book captures the story of four generations of Western Australian pastoral pioneers, the Thompson family. It documents the evolution of the Nardlah Grazing Company from the founder's first days as a stockman in WA's north in 1894, the acquisition of Pardoo Station and then relocation to Nardlah in the Broomehill region of the Wheatbelt. Through the eyes of the family, the book presents the highs and lows of agricultural life, with anecdotal stories and a range of imagery from archival photo albums through to spectacular scenes from their record 2021 harvest.

Also included are property maps; a detailed timeline and family tree; features on the history of the town of Broomehill; a photographic essay of the historic Nardlah homestead; archival land title documents; and century-old architectural specifications.





Clearing Boundaries: The Rise of Australian Women's Cricket

Client Bradman Foundation & Museum
Year 2020

Clearing Boundaries traces the strong lineage of Australian females in cricket from the 19th century through to the watershed 2020 Women's T20 World Cup. A curated collection of stories – covering memorable series, matches, innings, spells and moments – celebrates generations of pioneers across five distinct eras.

Presenting over 220 images, it is the first illustrated book dedicated to Australian women's cricket. Many historical photographs previously inaccessible to the public have been given a new life in *Clearing Boundaries* thanks to the Bradman Museum's Holman Collection and players' private collections donated to the Museum.





The Doctor's In: Memorable Moments at the WACA Ground

Client Western Australian Cricket Association
Year 2017

The WACA Ground is both historic and iconic. It has enjoyed an enduring association with the game of cricket at the highest levels, and is an important part of the fabric of Western Australia.

The Doctor's In features memorable moments that have occurred at the ground during its long and remarkable history. A host of historic photographs are included in the book, together with stories of the unforgettable matches, spells, innings, incidents and characters that have made the WACA Ground such a special venue.

From the first visit of the MCC in 1907 to Australia reclaiming the Ashes in 2013 this book documents 48 special moments curated within five chapters – Occasions, With Ball, With Bat, Theatre and Triumphs.



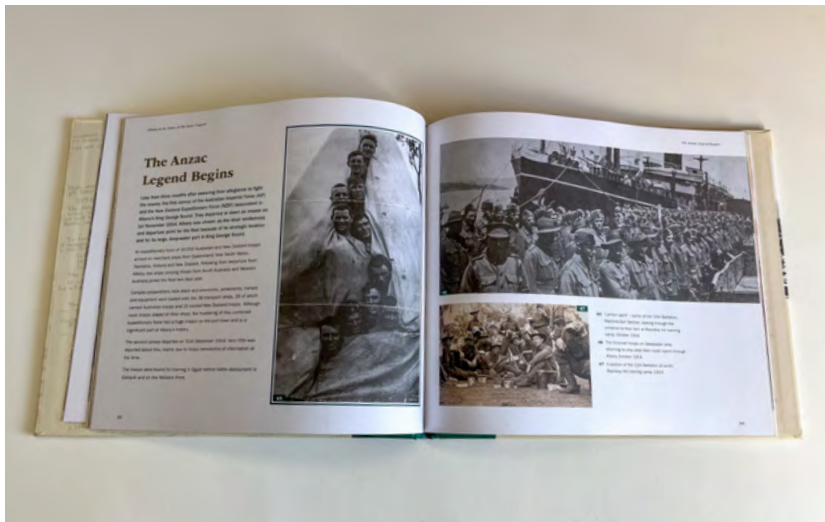


Albany at the Dawn of the ANZAC Legend

Client National ANZAC Centre
Year 2014

This pictorial coffee-table book captures the unique story of a quiet country town located at the southern tip of Western Australia and depicts the integral role it played in dispatching the first convoys of ANZAC forces to the battlefields of Gallipoli.

The story takes us from scenes of an idyllic town in the early years of the twentieth century, through to the outbreak of war and the first consignments of the Australian Imperial Force and the New Zealand Expeditionary Force assembling in Albany's King George Sound. It documents the town at the end of the Great War, the origins of the dawn service, and Albany as it stands today – an important commercial centre for the Great Southern region of Western Australia, and a charming and popular tourist destination.



“ I am pleased to recommend Phil Bonser and his team at Churchill Press for your next project.

I have engaged Phil for numerous ventures through my various business and cricket-associated positions over the years – including but not limited to five coffee-table books, two softcover publications and historical displays for our head office at Holman Industries and the Western Australian Cricket Association.

I have always found the professional way Phil and his team operate a pleasure to do business with. The thoroughness of their research, editorial diligence, creative design, attention to detail, and “can-do attitude” resulted in some very well-put-together projects.

The impact of these books and digital prints displayed in our office has been monumental. Timeless in their design and appealing to all ages.

I have no hesitation in recommending Phil and his team from Churchill Press for your next project.”

Wally Edwards AM

Managing Director of Holman Industries
Co-Founder and Director of Oak Valley Truffles
Chairman of Cricket Australia (2011–2015)
Director of the Bradman Foundation (2015–2021)

**Thank you for this opportunity
to present our credentials. For
any questions, please contact
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