



17th October 2012

Rt Hon Malcolm Fraser AC
Board of Governors

CEDA

committee for economic development of australia

c/-

National office

Level 13, 440 Collins Street
Melbourne 3000 VIC

GPO Box 2117
Melbourne 3001 VIC

Dear Mr Fraser,

I write, respectfully, to ask your permission to quote your famous line "Life wasn't meant to be easy". And furthermore, to fully embrace its total sentiment and in the context of its genuine intent (as I understand it) – 'a reason to take on difficult tasks'.

I appreciate the line in its totality is not normally quoted, which is my wish, nor widely recognised as being a paraphrase of a line from George Bernard Shaw's play *Back to Methuselah*:

"Life is not meant to be easy, my child; but take courage: it can be delightful."

But also paying homage to your thoughts... *"We used to have a view that to really be a good Australian, to love Australia, you almost had to cut your links with the country of origin. But I don't think that was right and it never was right."*

- Malcolm Fraser, at the opening of the Special Broadcasting Service in Oct. 1980

Across Australia - the sunburnt country, a land of sweeping plains, girt by sea... the quote is attributed to you, and my endeavours mimic its sentiment in totality – inspiration, simplicity and real.

I do hope it's ok to use the words and its inherent sentiment?

With personal wishes

Marc ITALIA
Chairman

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Marc Italia

From: Gleeson, Julie (M. Fraser, Former PM) <delete> on behalf of Fraser, Malcolm (Former PM) <delete>
Sent: Friday, 30 November 2012 11:20 AM
To: 'Marc Italia'
Subject: RE: Marc ITALIA - 'Life wasn't meant to be easy'

Dear Marc

Many thanks for your follow up email. Sorry for the delay in responding, but Mr Fraser has been away. He is happy for you to use the quotes.

Many thanks

Julie

Julie Gleeson
Rt Hon Malcolm Fraser AC CH
Level 32
101 Collins Street
MELBOURNE VIC 3000
Tel: 03 96541822

From: Marc Italia [mailto:italia@qfuel.com.au]
Sent: Friday, 9 November 2012 3:59 PM
To: Fraser, Malcolm (Former PM)
Subject: Marc ITALIA - 'Life wasn't meant to be easy'
Importance: High

Attn:
Rt Hon Malcolm Fraser AC
malcolm.fraser
c/-
Julie Gleeson

Dear Julie,

Once again thank you for calling to clarify my recent letter.

Further to this, it is in the context of a significant Australian based Project I set about developing, some years ago now.

With each step, building upon the last.