

CV/BIODATA**ILSA SHARP**

Ilsa Sharp Editorial Services
Australian Business Number
ABN: 29 214 423 047

Tel/Fax: (61 8) 9458 6485
Mobile: (61) 404 089 445
(inside Australia 0404 089 445)
Singapore Mobile: (65) 9468 2641

Email: ilsa@iinet.net.au
Website: www.ilsasharp.com

Snail Mail:
PO Box 170
Bentley, WA 6982
Australia.

PROFILE

Nationality: Australian/ British

Education: BA (Hons, Upper Second), Chinese Studies with Sociology,
Leeds University, England.

Author: *see book lists, following pages...*

Capsule:

Ilsa Sharp is a British-born freelance writer and specialist in SE Asian affairs, with a Chinese Studies honours degree from Leeds University, UK. She has built up a strong track record for current affairs and economics/business reporting, writing and editing, as well as environment/nature/wildlife/popular science over her long career as a journalist and author, based in Singapore/Hong Kong/Australia and including extensive travel throughout the Asia-Pacific region, since 1968. She was a Hong Kong-based 'China-watcher' for the Far Eastern Economic Review in the 1970s, and among the first foreign journalists to travel in and report from China towards the end of the Cultural Revolution, in 1971.

Ms Sharp also has a parallel track record of public relations copy-writing and consultancy, both for business corporations and for government. She has specialised in commissioned institutional, corporate and government history books.

Ms Sharp is married to Singaporean Siva Choy and now commutes to the Asia-Pacific region from her base in Perth, Western Australia:

CAREER

2000 + : Sole-proprietor Ilsa Sharp Editorial Services, i.e. self-employed freelancer based in Western Australia – writing, editing, copy-writing, research, and public relations consultancy, specialising in commissioned books, writing on history & heritage, culture, travel, environment/wildlife and social issues, specialising S.E. Asia & Australia. Regularly commutes to Singapore/S.E. Asia on writing assignments.

Completed Commissioned Corporate/Institutional Books:

The Journey: The Story of Land Transport in Singapore – commissioned by the Land Transport Authority of Singapore (government), SNP International, Singapore, published 2005.

Just A Little Flutter - commissioned history of Singapore Pools, the national lottery, a government-held company, 1998.

A Tale of Two Lions - commissioned 10th anniversary history of the British Alumni, Singapore, 1997.

Singapore Telecommunications/Post, archival history – commissioned by the then Telecommunication Authority of Singapore), 1996.

Greening the Bottom Line – case studies in “green” business and industry, commissioned by the Singapore Environment Council, 1995.

The First 21 Years - commissioned 21st anniversary history of the Singapore Zoological Gardens, 1994.

Wheels of Change - commissioned history of Borneo Motors motor-trading firm, Singapore, and its Toyota car agency, 1993.

The Singapore Cricket Club, 1852 - commissioned history of the Singapore Cricket Club, 1985, revised second edition 1993.

Citizens of the World - commissioned private family history of the Zecha family of Java (e.g. Adrian Zecha of “Amanresorts”), involved field research in Indonesia, Malaysia, Netherlands, Austria, Czechoslovakia, 1992.

The History of Drew & Napier, 1889-1989 - commissioned history of Singapore’s leading legal firm, 1990.

Solid As A Rock – co-authored with Dick Wilson, Arun Senkuttuvan, commissioned history of the Oversea-Chinese Banking Corporation, Singapore, 1972.

In press/forthcoming 2006-2007:

'Leaving Home', 10 Refugee Women in Australia Tell Their Stories – for ISHAR Multicultural Centre for Women's Health (Mirrabooka), Western Australia and the Government of Western Australia (Office of Multicultural Interests), publication December 2006.

The Story of the E&O Hotel, 'Pearl of Penang' – history of the 122 year-old Eastern & Oriental Hotel, Penang, Malaysia, Marshall Cavendish International, Singapore/E & O Hotel, Malaysia, publication early 2007.

Film script: The Babirusa of Sulawesi – for wildlife filmmaker Alain Compost (Bogor, Indonesia) and Singapore Zoological Gardens, completion 2006. Three versions of a 10-minute documentary, for General Public, for Policy-makers, for Children.

Book chapter on Nature Conservation & Sustainable Land-use in Singapore – in collaboration with Singapore Nominated Member of Parliament and Nature Society (Singapore) President Dr Geh Min, publication, Springer-Verlag, Netherlands 2006.

Eu Tong Sen – a commissioned biography of the Singaporean Eu family's eminent ancestor, founder of the regionally and internationally well-known Eu Yan Sang Holdings Chinese traditional herbal medicine retail chain. Publication 2007.

"Nature in Singapore" - in progress, SNP International, Singapore, co-authored with botanist Prof. Wee Yeow Chin, formerly of Dept Biological Sciences, National University of Singapore.

Other published books:

Winged Invaders: Pest Birds of the Asia-Pacific – SNP International, Singapore with Prof. N. Sodhi, Department of Biological Sciences, National University of Singapore, SNP International, Singapore, published March 2006.

Culture Shock! Australia – a guide to Australian culture and lifestyle for newcomers, Marshall Cavendish Singapore, distributed USA, UK, Australia, SE Asia, 1991, completely revised new edition 2005.

Green Indonesia, tropical rain forest encounters – environment and wildlife in the rain forests of Indonesia, with photographer Alain Compost Oxford University Press, Kuala Lumpur, 1994.

There Is Only One Raffles - history of Raffles Hotel, Singapore, Souvenir Press, London, 1981, second edition 1987.

As editor/co-author/contributor:

Sangam, inclusive leadership – Editor. Interviews and discussions with international multicultural women leaders by Shobhana Chakrabarti, director ISHAR Multicultural Centre for Women’s Health (Mirrabooka), with the Government of Western Australia (Office for Women’s Policy), 2005.

Evolution Garden: Time Travel through the Plant Kingdom – Singapore Botanic Gardens educational botanical science guidebook, with Dr Ian Turner, botanist, 2004.

Singapore Dog, K9 Facts, Figures & Fancies –, Singapore’s first local handbook for pet dog-owners in Singapore/Malaysia, photographed and written, with Dr Lennie Lee Koon Ann, Singaporean veterinary surgeon, SNP International, Singapore 2002.

Nature Society Singapore: A Child of Our Own - Contributor. Essay in an anthology on “civil society” groups in Singapore, ***“Building Social Space in Singapore”***, coordinated by The Working Committee’s Initiative in Civil Society Activism, Select Publishing, Singapore 2002.

The Post Modern Expatriate in Singapore – Contributor. Essay for an anthology on ***“Post Modern Singapore”*** coordinated by William SW Lim, architect/Select Publishing, Singapore, April 2002.

The Green Map of Singapore – Editorial Consultant. For the Singapore Environment Council, 2000.

Summit With A View - the history, cultural background and biology/ecology of Singapore’s Bukit Timah rainforest reserve, with botanist Dr Shawn Lum of Nanyang Technological University/NIE, Singapore, Nanyang Technological University/National University of Singapore, 1996.

Singapore Zoological Gardens interactive CD-ROM – member of concept and writing team, 1996.

Windows on the Forest - a profile of FRIM and its rainforest resources, with Dr Louis Ratnam of FRIM, Forest Research Institute of Malaysia, 1995.

Growing at your Doorstep, 35 native plants of Singapore - with Dr Hugh T.W. Tan of the National University of Singapore, for the Singapore Environment Council 1995.

The Rhinoceros – collector’s limited edition, full account of all the world’s rhino species, with Francesco Nardelli, Basilisk Press, London 1988.

A Guide to Bukit Timah Nature Reserve (Singapore) – Editorial Adviser. With Dr Wee Yeow Chin, botanist, of National University of Singapore, Singapore Science Centre/Nature Reserves Board/BP, 1985.

Other recent work of interest:

Regular features, journalism/coverage of SE Asian affairs, and of “Asia in Australia” for international and regional media etc. Ms Sharp has a substantial portfolio of general journalism feature articles on topics ranging across travel, culture, politics, economic and current affairs, including broadcasting commentary on radio and television.

Ecotourism in Sri Lanka – tours of key wildlife and hiking facilities, six media feature articles for international distribution, for the Sri Lankan government tourism authority via Batey PR & Marketing, Singapore, August 2004.

Texts for the Tang Cargo historic shipwreck exhibition materials – for Sentosa Leisure Management, Singapore, 2005.

Direction, script, voice-over, presenter - natural history documentary video on the ecosystems of Singapore’s Southern Islands, for Singapore Tourism Board, 2001.

Market intelligence report for environmental technology company Ecobond Pty Ltd of Australia - on heavy metals pollution and soil remediation issues and opportunities in Singapore, 2001.

Fodor’s of New York guides to Southeast Asia and Singapore – updates and Sports/Outdoors/Nightlife chapters, 2000, 2002 and 2005 editions.

1998-2000: Manager, Public Relations & Marketing, Greening Australia (WA), a member of the national Greening Australia federation, an NGO dedicated to the conservation of native vegetation and sustainable land-use. Responsibilities included sponsorship, membership, media & community liaison and publications, quarterly 12 pp newsletter and Annual Report etc.

Spearheaded development team of teachers and landcare experts that developed the interactive Western Australian environmental education package for primary years 5, 6 and 7 jointly sponsored by Rio Tinto and Greening Australia (WA), “Envirokids”, launched in metropolitan schools November 2000.

Australian assignments - Highlights:

1989- Consultancy for Ward Holt Public Relations, Perth.

1990 Reported on the International Union for the Conservation of Nature and Natural Resources’ General Assembly in Perth, for newspapers of Singapore, Malaysia, Indonesia and Thailand.

1990/91 Regular column, ‘Letter from Australia’ for New Straits Times, Malaysia.

1991**1993** Correspondent, Australian Campus Review Weekly.**1991** Coordinator, Conference on Singapore, Asia Research Centre, Murdoch University, WA.**1992** Delivered paper on SE Asian Media, at international conference "Outside Images of Australia", Curtin University of Technology, WA.

Delivered paper on writing for the SE Asian Media, Edith Cowan University Media Centre for Asian Communication & Media Studies, WA.

1995 Delivered paper on Singapore Media at PEN International Congress, Perth.**1997** Delivered paper at workshop on Asian Media and their coverage of Australia, Murdoch University Education Department/Asia Research Centre, WA.**2003** Delivered paper on 'Asian Voices in Australia', a professional development module for Secondary Teachers of English Studies, at Centre for Learning Change and Development, School of Education, Murdoch University, WA.***Public Relations Consultancy/Writing/Audio-visual scripting:***

Ms Sharp has acted as a public relations consultant and copywriter for Australian state tourism bodies, Singapore government ministries and departments, SE Asian tourism authorities and airlines, universities, commercial companies, advertising and public relations firms, & the Nature Societies of Singapore and Malaysia etc.

Highlights:

- 1982 – Research and text for History Walks through heritage areas of Singapore, for Applied Research Corporation of Singapore/Singapore Tourist Promotion Board.
- 1985 – Research and text for centenary exhibition catalogue, for Selangor Pewter, Malaysia.
- 1980s-'90s - AV presentation scripts for Central Provident Fund Board; Civil Defence Force; Glaxo Far East; Housing & Development Board; Singapore Mandarin International Hotels & Resorts group; Urban Redevelopment Authority; Ministry of Environment; Ministry of Health and Ministry of Culture, Singapore.

- 1980s – regular consultancy for Batey Ads of Singapore on brochures and other materials for the Singapore Tourism Board account, including eco-tourism.
- 1980s – editing of scholarly seminar papers on Confucian thought, for Institute of East Asian Philosophies, Singapore; also of Confucian Ethics textbooks for the Curriculum Development Institute of Singapore (Ministry of Education).
- 1980s-‘90s – regular consultancy for Singapore Environment Council on books, brochures, newsletters, audio-visuals etc, and for the Sentosa Development Corporation. *

**** In 1992, Ms Sharp’s presentation to the British Airways “Tourism for Tomorrow” environmental tourism award won Singapore’s Sentosa resort island a recommended mention in a contest against major tourism facilities such as game parks in South Africa.***

- **1980s-‘90s – retainer consultancy for Michael de Kretser Consultants public relations firm, Singapore, a Batey Ads partner. Among the clients handled, consultancy/copywriting:**

Allied Walker liquor distributors
 Arthur Andersen Associates
 BMW
 Chesterton International real estate
 Citicorp Insurance
 Commercial Union Assurance
 Diamond Beach Hotel Casino, Darwin
 Elizabeth Arden
 Haw Par group
 Nanyang Business School, Nanyang Technological University
 Queensland Tourist & Travel Corporation
 Raffles Hotel
 Sheraton Towers Hotel
 Singapore Cricket Club
 South Australia Tourism Commission
 Thai Wah Group, Thailand **
 TNT Skypak International air couriers.

***** In 1992, Ms Sharp’s presentation, researched in the field, won Thai Wah Group (Wah Chang International) of Singapore top prize in the coveted International Hotels Association environmental tourism award, for their Laguna Beach Resort complex at Phuket, Thailand.***

- 1992 – movie script for ‘Visit Asean Year’ tourism promotion committee (via AMC-Melewar-Zecha of Malaysia); the film ran on all Asean airlines and was shown at Asean Tourism Forum meeting, Indonesia 1991. Involved liaison with all Asean government tourism authorities.

- 1992 – text for the Singapore National Report to the UN Environment and Development Preparatory Committee prior to the international “Rio/ Earth Summit”, for the Singapore Ministry of Foreign Affairs.
- 1993 – AV and exhibition scripts for Sentosa Island Surrender Chamber Museum (historical research etc), for Sentosa Development Corporation.
- 1994 – DBS Land Annual Report, text.
- 2005 – ‘Master Practitioners’ Forum: Public Relations Academy, Government of Singapore – conducted ‘Master Practitioner’s’ talk and seminar on ‘Commissioning Corporate Books: secrets of managing successful projects’, 21 April 2005.

Specialisation in environmental writing/consultancy

- Active **Committee & Council member of Nature Societies of Singapore/Malaysia** 1977-1998, also participated in rain forest expeditions;
- Salaried consultant on public relations and membership growth to the **Malaysian Nature Society (Persatuan Pencinta Alam)** 1984-85; lived/worked half the year in Malaysia, half in Singapore, participated in several scientific expeditions into Malaysian rain forest.
- Served on the “**Operation Raleigh**” committee, Singapore, 1984-86 – a worldwide operation offering leadership and voluntary service opportunities to young people in remote parts of the world – helping to send young Singaporeans to serve in areas such as S. America, Mongolia, northern Australia etc.
- **Radio Broadcasting / Writing** for a wide range of SE Asian and international outlets. Weekly radio column on environmental issues, Singapore. Extensively published in Singapore, Malaysia, Indonesia, and Thailand – travel, leisure, airline and business magazines, as well as newspapers.
- **Ecotourism in Australia:** commissioned by **Australian Tourism Commission** to visit and write on several ecotourism establishments across Australia – WA, Northern Territory, Tasmania etc – for Southeast Asian media, 1985-1987.
- **Ecotourism in Sri Lanka:** commissioned by the government tourism department of Sri Lanka, via Batey Public Relations in Singapore, August 2004 – involved visiting, experiencing and reporting a wide range of wildlife lodges and jungle safari operations, to produce six international media articles.

CAREER

2000 - Self-employed consultant/writer/researcher commuting
Singapore/Western Australia/Singapore.

1998-2000

Manager, Public Relations & Marketing, Greening Australia (WA).

1981-1998

Self-employed freelancer dually based in Singapore/Western
Australia/Singapore.

1984 1985

Consultant (Public Relations & Membership Growth), **Malayan Nature
Society (Persatuan Pencinta Alam)**, Malaysia/Singapore;

1979-1981

Managing Editor, 3-language editions, "Grow" monthly for schools,
Singapore Ministry of Education.

1978 -1979

Assistant Editor (Features), Straits Times daily newspaper, Singapore.

1977-1978

Associate Editor, Business Times daily newspaper, Singapore.

1974-1977

Executive Editor, Periodicals/Editor, Singapore Business monthly,
Straits Times' Times Periodicals magazines group, Singapore.

Correspondent "Stringer": Melbourne Herald-Sun, The Bulletin, Far
Eastern Economic Review, Daily Express and Financial Times (UK).

1970-1971

Freelance Writer, Hong Kong / China-watcher, Far Eastern Economic
Review; Hong Kong correspondent, Straits Times of Singapore.

1970 Asst. Public Relations/Press Officer, Hong Kong Trade Development
Council.

1968-1970

Reporter, Singapore Trade & Industry monthly/ News Editor Fanfare
entertainment weekly, Straits Times group, Singapore.

1967-1968

News reporter, Wembley News, London.

1963-1967

BA (Hons) Chinese Studies, Leeds University, UK.

Memberships/Awards:**Officer:**

Hon. Secretary, founding committee:
Singapore-Western Australia Network Inc. (**SWAN**) 2004 - .

Former Committee Member, Nature Society (Singapore);
Former Council Member, Malaysian Nature Society, 1970s-'90s.

Member:

- Nature Society (Singapore)
- Malaysian Nature Society
- Greening Australia (WA)
- Friends of Kings Park, WA
- Birds Australia
- Society for the Prevention of Cruelty to Animals, Singapore (Life)
- Peranakan Association, Singapore (Life)
- Western Australia-Singapore Business Council
- Singapore Cricket Club
- National University of Singapore Society.

Awards:

- Australian Writers & Directors 1989 – for work for Singapore Tourist Promotion Board
- Silver Medal, Festival of Books 1986, Singapore – for history of the Singapore Cricket Club
- Golden Jubilee Certificate for Service Rendered to the Malayan (Malaysian) Nature Society, Malaysia, 1990.

end