

# ATMA

**BUILDING SUSTAINABILITY  
THROUGH MARKETING  
CONFERENCE PROGRAM**

10-11 November 2010  
Rydges Hotel, Brisbane  
[www.atmaltd.com.au](http://www.atmaltd.com.au)

## Australian Training Marketing Conference & Marketing Excellence Awards

It is with great pleasure that we welcome you to the Australian Training Marketing Conference 2010, proudly hosted by the Queensland chapter of ATMA.

The conference theme focuses on building sustainability through marketing. We are delighted to bring you such an excellent speaking program – filled with inspiring and thought provoking speakers guaranteed to provide you with some innovative strategies for use in your business development and marketing practice.

Please relax - enjoy the opportunity to participate in the excellent program sessions, as well as catching up with colleague and widening your network over the two days.

We hope you enjoy this year's conference in beautiful Brisbane.

### Queensland Conference Committee

<b>Alison Browning</b>	Wide Bay Institute of TAFE
<b>Erin Goldsack</b>	previously Barrier Reef Institute of TAFE
<b>Wendy Hornsby</b>	Sunshine Coast Institute of TAFE
<b>TanyaLee Kahler</b>	previously Wide Bay TAFE, now Tasmanian Polytechnic
<b>Paul Osuch</b>	The Bremer Institute of TAFE
<b>Alison Werner</b>	TAFE Queensland Marketing

And a special mention to Elisa Reeves and Sam Hall at the Sunshine Coast TAFE for their design talents and the TAFE Queensland Marketing team - Margaret-Mary Althaus, Terry Jonkers, Janelle Kirkland, Tara Newbury and Sheree Phillips for their significant contribution and support.

### Conference Office

For information and assistance at any time during the conference, please see the staff at the registration desk or any of the ATMA Board members.

### During Conference

Onsite registration desk  
Level 12, Rooftop  
Rydges Hotel, South Brisbane

Tel: 0450 006 224 or 0404 488 910  
Email: [atmc2010@absoluteevents.com.au](mailto:atmc2010@absoluteevents.com.au)



### After Conference

ATMA Conference 2010  
C/- Absolute Events & Marketing  
PO Box 858, Coorparoo Qld 4151

Tel: (07) 3848 0089 or 0404 488 910  
Fax: (07) 3112 3900  
Email: [atmc2010@absoluteevents.com.au](mailto:atmc2010@absoluteevents.com.au)



**Web:** [www.atmaltd.com.au](http://www.atmaltd.com.au)

\* Information in this final program was correct at the time of printing. ATMA reserve the right to alter details as needed.



## Wednesday 10th November 2010

- 8:00am** | **Registration desk open** | arrival tea/coffee and networking opportunity
- 8:55am** | **Welcome** | **Alison Werner** - ATMA National President
- 9:00am** | **Official opening** | **Rod Camm**, Associate Director-General - Skills, Tertiary and Non-State Education, Department of Education and Training (Qld)
- 9:15am** | **Opportunities to be grasped: The future direction of VET in Australia** | **Robin Shreeve** – Skills Australia
- 9:45pm** | **Corporate entrepreneurship – Secrets and lies** | **Tracey Hodgkins**, Australian Experiential Learning Centre
- Entrepreneurship includes all formal or informal activities aimed at creating new businesses in established firms, through innovation. Corporate entrepreneurship is widely considered as a vital means to improve competitive advantage and transform organizations, their markets, and industries. This topic will address:
- | What drives corporate entrepreneurship within an organization
  - | Why some organizations better at it than others
  - | Is corporate entrepreneurship a necessary component of an organisation's DNA
  - | How do to embed it into the corporate culture
  - | What skills are necessary for corporate entrepreneurship
  - | Why should you bother with corporate entrepreneurship
- 10:30am** | **Morning tea**
- 11:00am** | **Getting results in a crowded market: Sunny Queen Cage Free Eggs Case Study** | **Paul Cornwell**, Managing Partner, BCM
- Sunny Queen's innovative marketing approach and their harnessing of consumer insights lead to the development of an innovative new product. Not only did Sunny Queen's new Cage Free Egg product satisfy consumer demand, consumers simply couldn't get enough of it. The resulting increase in brand share, segment growth, and market leader status for Sunny Queen demonstrate that truly remarkable results can be achieved in a commoditized market with the right approach.
- 11:45am** | **Future of the media, panel discussion**
- Join media and technology professionals, facilitated by **Allan Bonsall** from The Looking Glass, as they share their insights into the trends and future challenges in the media. The presenters will be:
- David Wiltshire**, Sales Manager 97.3 FM
  - Jim Zelener**, Asia Pacific Business Manager, Hobsons Enrolment Management Technology
  - Russ Vine**, Managing Director, Junior
- 12:45pm** | **Lunch**
- 1:45pm** | **Custom made media** | **Joanne Stone** and **Nathan Bush**, BCM
- The production, distribution and consumption of media has changed irrevocably. We are in an age where content is king and the opportunity now exists for brands to build their own content, online and offline. It's never been easier for brands to share their story and make a rich, lasting impression on consumers. Hear how your brand can take shape in the exciting realm of custom made media.

## Wednesday 10th November 2010 continued

- 2.45pm **Afternoon tea**
- 3.15pm **Corporate partnerships - sustainable relationships** | **Dean Deighton**, TAFE Queensland Regional Project
- The key to effective and long-term corporate partnerships is the relationships you build. This session will cover 5 key areas:
- | Discovery – researching and understanding the potential partner and their needs
  - | Building Relationships – establishing rapport and building trust
  - | Delivering Mutual Benefits – building sponsorship over time to be a win/win for all involved
  - | Transactional v Relational – flexible/tailored and long term view vs short term ‘off the shelf’
  - | Becoming a ‘Cultural’ Leader
- 4.00pm **Visible, vibrant and sustainable marketing** | **Kelly Baker**, Edible Blooms
- Growing a big brand on a small budget? No problem! Kelly will share her experiences growing the Edible Blooms brand on a small budget by implementing creative strategy, innovative thinking and focusing on sustainable long-term customer relationships. With her passion for online marketing strategy, Kelly will inspire you to look differently at your marketing plan – and look at your small budget as an opportunity, not a limitation.
- 4.45pm **Closing remarks**
- 5.00pm **Close**
- 5.30pm **ATMA Annual General Meeting**, Level 12 Rooftop – ATMA Financial Members Only

## Thursday 11th November 2010

- 8.00am **Registration desk open** | Arrival tea/coffee and networking opportunity
- 8.30am **The last man standing** | **Steven Bradbury** OAM
- Speed Skater Steven Bradbury collected the most unlikely, unthinkable gold medal in the history of the Olympics. Australia's first Winter Olympic Gold medal! Steven tells an amazingly inspirational story of triumph over adversity, of how he underwent years of obsessive training, pain, setbacks, sacrifice and life threatening injuries and of how he armed himself with the information and tools he needed to achieve this amazing success.

9.30am

**VET: dilemmas and directions** | **Kay Giles**, Christchurch Polytechnic Institute of Technology

The Australian and New Zealand Vocational Education and Training systems have many similarities - and a few differences. This presentation explores where the systems differ from one another, the reasons why these differences exist and the impact that these differences have on marketing and business development activities. The strengths of the different approaches used on each side of the Tasman are examined and the question is asked, "what can Australia and New Zealand learn from one another to improve the marketing of Vocational Education and Training?"

10.15am

**Morning tea**

10.45am

**Ian Whitworth**, A Lizard Drinking

A non-guru guide to digital marketing, this presentation will focus on the here and now of what can be achieved with existing digital tools. There will be no futurology involved. This presentation will use case studies to focus on:

- | Integrating digital with the rest of your communication
- | Achieving an on-line presence without a major corporate budget
- | Increasing response and referral rates
- | Classic errors of digital marketing
- | Social media: choosing between blogging, Youtube, Facebook, Twitter and others
- | Encouraging two-way communication with your market
- | Using digital to create grassroots campaigns
- | Social media as a listening tool
- | The rise of handheld media
- | Geotagging - fad or the future?
- | What's the most efficient use of your dollar in a world of unlimited media choice?

12.00 noon

**Monitoring social media effectively** | **Jessica Whittaker**, Buzznumbers

Social media and online media are transforming our businesses and personal lives. A revolution is clearly taking place in regards to how we communicate and collaborate. At present, few organizations can claim mastery over the tools and techniques or fully understand how to maximise Social and Online Media to achieve specific business goals. However, for those that can the rewards are massive. This Workshop will discuss how to monitor social media effectively. Learn how to:

- | Listen to online conversations
- | Analyse your current social media position and reputation.
- | Understand the types of opportunities created through online conversations and how your organization can respond (i.e. Sales leads, Customer Service, PR, SEO, etc.)
- | Build rich and productive online relationships using simple tools.

1.00pm

**Lunch**

## Thursday 11th November 2010 continued

- 1.30pm** [Why online reputation management matters](#) | **Ian Whitworth**, A Lizard Drinking
- You don't own your brand any more, your customers do, for better or worse. The greatest challenge to many corporate marketers is letting customers run with your brand on-line without regard to your precious brand guidelines. Yet the greatest successes in digital marketing have come from organizations with the confidence to set their brand free on line.
- This session will cover:
- | Developing on-line etiquette procedures for your staff
  - | Marketing vs spamming: how much is too much?
  - | Balancing corporate vs personal tone in your communication
  - | Generational change: the blurry line between business and personal life
  - | The perils of astroturfing
  - | The lessons of iSnack 2.0
  - | Using social media for complaint handling
- 2.15pm** [How to sell yourself in a competitive marketing](#) | **Miguel Diaz**, SkillsTech Australia
- In a competitive market your personal brand is what differentiates you from the pack. This presentation focuses on the importance of a strong personal brand and key things you can do to strengthen it.
- 3.00pm** [Afternoon tea](#)
- 3.30pm** [Share my story](#) | **Jane Reid**, Department of Transport and Main Roads
- Jane will provide an insider's view to the Share My Story campaign (its background, the reason for change and the move away from traditional media, challenges/issues of web 2.0 in government). She will discuss how it works (content moderation, electronic direct mail) as well as showcasing the results of the campaign and website.
- 4.00pm** [My VET journey](#) | **Anna Kerrison**, TNT Express
- Anna Kerrison has worked in many areas across her current company, TNT, and claims that her training helped her step into a management role. Her advice to other trainees is this: "share your ambitions and identify your training needs." Following her own advice she managed to write her own job description and now enjoys a dream job in corporate social responsibility.
- 4.15pm** [Closing remarks](#)
- 4.30pm** [Conference close](#)
- 6.30pm** [Conference dinner and Marketing Excellence Awards](#), River Room, Southbank Parklands
- 11.00pm** [Dinner close](#)



**Kelly Baker** | Founder and Managing Director, Edible Blooms

Kelly Baker is the Founder and Managing Director of online gift retailer Edible Blooms ([www.edibleblooms.com](http://www.edibleblooms.com)). Offering a modern twist on traditional flowers and gifts, Edible Blooms specialises in delicious ‘bouquets’ of gourmet chocolates, cookies, fresh fruit and even beer and champagne. Opening as an owner-operator business in 2005, Kelly quickly grew a unique concept into a national gift delivery service with company-owned stores in four states, an international affiliate store in New Zealand and a database of over 50,000 clients. Today Edible Blooms is one of Australia’s most popular and fastest growing gift websites and the 2009 Telstra Business Awards MYOB Small Business of the Year. Prior to kick starting her own business, Kelly applied her enthusiasm and marketing expertise to management positions in professional services, publishing and membership organisations.



**Steven Bradbury** OAM, Australia’s 1st Winter Gold Olympian

Steven Bradbury is one of the world’s most recognisable and colourful Olympic champions. Speed skater Steven Bradbury created history in Salt Lake City when he became the first Australian to win a Winter Olympic Gold Medal. Steven has an impressive career as an Olympic athlete that has been driven by determination, sacrifice and most importantly a will to succeed. With the same passion as he has shown on the ice, Steven has continued his success as a speaker. Since his remarkable victory Steven Bradbury is inspiring people all over the world spreading his message of Passion and Persistence. The 4-time Olympian is fast becoming one of Australia’s most accomplished and popular keynote speakers.

‘Doing A Bradbury’ has now become a permanent part of the Australian vernacular meaning a fluke success. Luck played a part in Steven’s success but his gold medal win was not as fortuitous as many believe. Bradbury knew his limitations and also the unpredictable nature of short track racing. Just like in business, strategy and planning were key ingredients in his success. When your moment to shine presents itself will YOU be in position and prepared to be the next to ‘do a Bradbury’? Steven Bradbury’s story is one of the true Aussie battler who overcomes all kinds of adversity to achieve the ultimate goal.



**Nathan Bush** | Interactive Strategist, BCM Partners

Nathan has worked in full service advertising agencies for many years in planning and strategy roles within media, strategy and digital divisions. This has included positions of Senior Planner and Social Media Strategist. He has worked with media agency OMD, magazine publisher Pacific Magazines, and advertising agency De Pasquale. He joined BCM earlier this year as an Interactive Strategist. Nathan works closely with BCM’s in-house Channel Planning team, and is responsible for developing social media strategy for a wide range of BCM clients. A key part of Nathan’s role involves keeping both clients and staff informed of the latest online and social media developments as new web and online opportunities constantly evolve.



**Rod Camm** | Associate Director-General - Skills, Tertiary and Non-State Education, Department of Education and Training (Qld)

Rod is responsible for the Skills, Tertiary & Non-State Education Division within the Department of Education & Training. Rod currently undertakes the role of director on a range of boards, and is currently on the board of Technical and Vocational Education and Training (TVET) Limited, National Centre for Vocational Education and Research (NCVER) and Aviation Australia. Rod was previously the Chief Executive Officer, Construction Skills Queensland which is the centre of excellence for the building and construction industry in Queensland. Rod has also performed a range of other executive roles in Government.

In 2008, Rod was invited by the Prime Minister to participate in the 2020 Summit in the area focusing on ‘The Productivity Agenda (education, skills, training, science and innovation)’. Rod has also been awarded the Premier’s Scholarship for the Executive Masters of Public Administration from the Australian & New Zealand School of Government.



**Paul Cornwell** | Joint Managing Partner, BCM Partners

Paul has nearly twenty-five years experience in advertising and marketing including senior roles in Australia and overseas with Clemenger BBDO, The Campaign Palace, Mojo and McCann-Erickson. He headed up McCann's Hong Kong office, with responsibility for in excess of \$US100M in billings and over 200 staff.

Paul joined BCM in 1995. Today, BCM is recognised as one of Australia's largest and longest established independent advertising and communications agencies. They assist a host of leading local and national brands such as Parmalat, Artline Pens, Sunbeam Foods, Sunny Queen, Triumph, Sunsuper and QUT with the development and implementation of integrated brand and communication strategies. BCM has been recognised nationally and internationally for their campaigns.



**Dean Deighton** | Director Customer Engagement, TAFE Queensland Regional Project

Dean Deighton is a Commercial and Marketing Professional with over 20 years experience in marketing, sales and business development. Dean is a Certified Practising Marketer (CPM) as recognised by the Australian Marketing Institute and holds numerous Marketing Post Graduate qualifications. Dean has worked across a myriad of industries that range from the National Marketing Manager for a large private Human Resources organisation to being the General Manager of Sponsorship and Sales for a National Rugby League Club (NRL), Sales Director within the National Basketball League (NBL) and a Commercial Director with the Hyundai A-League (FFA). He has consulted in sports management and sales, motor racing (V8 Supercars) and internationally across the world of professional football (soccer). Dean is currently the Director of Customer Engagement for the TAFE Queensland Regional Network and drives the commercial activities and business development of the 6 regional TAFE institutes across Queensland.



**Miguel Diaz** | Director Business Development, SkillsTech Australia

Miguel Diaz brings to SkillsTech Australia over 20 years' business development management experience, working with the most prominent names in professional services. His key areas of expertise include; strategic business planning, client engagement and development, negotiation & consultation, sales and marketing. Prior to his business career Miguel spent several years as a professional performer in opera, theatre and television. His experience in both business and the arts means that Miguel brings with him a wealth of practical knowledge to the committee.



**Kay Giles** | CEO, Christchurch Polytechnic Institute of Technology (CPIT)

Kay has been Chief Executive of the CPIT since August 2010. CPIT is the second largest vocational education provider in New Zealand offering programmes from foundation studies to degree level across the faculties of Commerce; Creative Industries; Health, Humanities and Science; Te Puna Wānaka and Trades and Engineering. Prior to this, Kay was Institute Director at SkillsTech Australia, the trades and technician institute in the Brisbane metropolitan area. She has also held positions of General Manager, Information Technology and Product Services, Department of Employment and Training; Director, Open Learning Institute; Director, Wide Bay Institute of TAFE and Regional Director, Wide Bay/Sunshine Coast Region TAFE, Training and Employment Queensland (TAFETEQ). Kay has a passion for vocational education and training and to the role it plays in contributing to economic, industry community and individual development.



**Tracey Hodgkins** | CEO, Australian Experiential Learning Centre

From small town girl to award winning entrepreneur Tracey Hodgkins has led a fascinating and creative life. She embodies the dynamic, inventive and generous spirit that so often captures truly successful entrepreneurs. Tracey's education company the Australian Experiential Learning Centre focuses on the development of her three passions, Gen Y, women and entrepreneurs both social and business. Her programs are seen as cutting edge and Universities around the world are engaging them to develop and differentiate their students substantially. Results from the programs are impressive.

Tracey is on several boards and spends her spare time writing and reading books although the reading is probably the more prominent activity of the two at this very moment.



**Anna Kerrison** | Corporate Responsibility Advisor, Human Resources, TNT Express

Anna Kerrison has worked in many areas across her current company, TNT, as a direct result of her continual training. She now finds herself in a rewarding role running corporate social responsibility programs together with a wellbeing program for her company. In her words, "I was in a good place in my career and I basically wrote myself the job description." Her confidence and insight into business, she claims, came from her training, which included a Certificate IV in Training and Assessment, a Certificate IV in Business Development and a Diploma of Business Management. "Now I have a wide range of qualifications that look great on my CV," she says. Anna also has two degrees, but claims, "it was my training that helped me to step up into a management role." She sees university and training as totally complementary.



**Jane Reid** | Manager (Marketing & Communication), Road Safety

Jane has worked in government social marketing for over eight years. Prior to this she has worked in retail, hospitality and has taught drama and economics in QLD secondary schools and international business and business ethics at university.

She is responsible for a number of award winning campaigns such as the Responsible Gambling Campaign (State & National AMI social marketing award 2006) and Share My Story (State AMI awards for social marketing and multimedia/interactive categories 2009 and Bronze AME award (New York) 2010). Currently she manages a team of 12 marketing and communication professionals in the Department of Transport and Main Roads.



**Robin Shreeve** | Director, Skills Australia

Robin Shreeve has worked in the skills sector for more than 30 years in Australia and England. He is currently the Chief Executive of Skills Australia. Skills Australia is an independent advisory body advising the Australian Government on workforce development and workforce skill needs. Prior to this appointment Robin was Principal of a Central London College of Further and Higher Education. From 1989 to 2005 Robin worked for the Department of Education and Training in New South Wales Australia. There he was Deputy Director-General for Technical, Further and Community Education (TAFE). From 1995 to 2000 he was Director (Principal) of the North Coast Institute of Technical and Further Education in northern New South Wales. Robin was foundation Chair of the Board of TAFE Global Pty Ltd an international project management company set up following TAFE NSW's success in as the official training partner for the Sydney 2000 Olympic and Paralympic Games.



**Joanne Stone** | Head of Channel Planning and Integration, BCM Partners

Joanne is Head of Channel Planning and Integration with BCM, one of Australia's largest and longest established independent advertising and communications agencies. She has over 25 years' experience in the advertising industry, both in a hands-on capacity and as a lecturer of integrated marketing communication, and channel planning and strategy. Joanne has headed up BCM's Channel Planning and Strategy Department for the last ten years. She also oversees BCM's Interactive and Direct Marketing strategy units. Her particular expertise lies in the area of consumer insights and channel strategy. She is a regular presenter and speaker at state based and national seminars.



**Jessica Whittaker** | Product Evangelist, BuzzNumbers

Jessica Whittaker is the lead Product Evangelist for BuzzNumbers and works alongside clients in their initial stages of understanding their online and social media landscape and how to make the first steps in the monitoring journey. BuzzNumbers is Australia's leading provider of Social Media Intelligence and Monitoring. Through its Web Software, BuzzNumbers enables companies to track online social media, news, blogs, forums & video and provides powerful analysis capabilities. With a growing portfolio of over 100 Australian and Global Multinational clients across several sectors, including government, BuzzNumbers is the fastest growing provider for social media monitoring in Asia Pacific. The company has been recognised in several awards programs and was most recently named the Start-up Company of the Year by the Australian Information Industry Association.



**Ian Whitworth** | Owner, A Lizard Drinking

Ian Whitworth is a Creative Director and Entrepreneur. He is the owner of A Lizard Drinking, a branding, marketing and advertising agency with clients in Australia and the US. Ian's campaigns have won awards including the Australian Marketing Institute's National Digital Campaign of the Year. He also founded national audiovisual group Scene Change in 2007, and is on the board of Business Events Tasmania. Ian's business interests give him a very practical, hands-on approach to marketing and brand development compared to the average creative director. He speaks and writes frequently on how companies can get better results from their marketing investment.

## Hope Remains

Even in the darkest places, **hope remains**. Just like any other national, Nepal has its own challenges. Poverty forces parents to make impossible choices. Child traffickers offer parents a "salary advance" in order to place them in a state of indebtedness. Parents are misled and promised a decent job or brighter future for their children. Children are then enslaved and have to perform in circuses or service clients in Indian brothels. These children usually die at an early age. **You can make a difference in the life of a child. Hope Remains** works in partnership with Esther Benjamins Trust in Nepal. The purpose of **Hope Remains** project is to empower children to enrich their lives through education – liberating them from trafficking. You can donate a gold coin (or more!). Please see Susan Harris or Chris Shaw at the Registration Desk.

**Email:** [hope\\_remains@hotmail.com.au](mailto:hope_remains@hotmail.com.au) or [anne.moore@deta.qld.gov.au](mailto:anne.moore@deta.qld.gov.au)

**Website:** [http://ebtrust.org.uk/about\\_us/index.php](http://ebtrust.org.uk/about_us/index.php)

# SPONSORS & SUPPORTERS



## Queensland Department of Education and Training

**Telephone:** 1300 369 935  
**Email:** [training@deta.qld.gov.au](mailto:training@deta.qld.gov.au)  
**Website:** [www.training.qld.gov.au](http://www.training.qld.gov.au)

The Training arm of the Queensland Department of Education and Training provides a range of services across the state to develop skills and build the capacity of the Queensland workforce and is working with industry to build a world-class training system to skill Queenslanders.



## Hobsons EMT

**Contact:** Jim Zelener  
**Telephone:** (03) 9616 1103 or 0400 853 066  
**Website:** [www.hobsons.com/asiapacific/emt/](http://www.hobsons.com/asiapacific/emt/)

With the launch of Hobsons® Enrollment Management Technology EMT® in 1999, Hobsons has grown into a worldwide leader in high-tech, cross-media solutions that help over 2500 clients across colleges, TAFE's and universities reach their varied audiences.



**Contact:** Michael Hall  
**Telephone:** (07) 3210 1628  
**Website:** [www.acpet.edu.au](http://www.acpet.edu.au)

ACPET is the Australian Council for Private Education and Training - the national industry association for independent providers of post-compulsory education and training, for Australian and international students.



**Contact:** Katherine Boles  
**Telephone:** (07) 3613 9611 or 0416 917 758  
**Website:** <http://www.businessacumen.biz/>

Business Acumen is a business magazine. With a readership currently of 90,000 a month, the magazine provides quality business coverage to key business people who want knowledge of relevant developments in business. The magazine's coverage is stretching across Australia, and across a range of industries.



**Contact:** Stefanie Tripi  
**Telephone:** (07) 3666 6358 or 0404 014 8410  
**Website:** [www.careerone.com.au](http://www.careerone.com.au)

CareerOne offers a wide range of innovative print and online products to suit your marketing needs. From job roles to training courses, we can promote your brand both here in Queensland and nationally.



**Contact:** Ken Jones  
**Telephone:** 1800 444 0099  
**Website:** [www.mousematters.com.au](http://www.mousematters.com.au)

MouseMatters, Australian manufacturer of the Flipmat gets your message in front of your target audience with their innovative ultra-slim mouse mats, counter mats, coasters and bookmarks. Call 1800 444 099 for free samples.



**Contact:** Andrew Harris  
**Telephone:** 1300 136 005  
**Website:** [www.portablecreations.com.au](http://www.portablecreations.com.au)

Portable Creations has established itself as one of Australia's leading suppliers of portable display and exhibition systems. By combining good old Australian service and advice with the latest in overseas and home grown portable display technology, we pride ourselves on delivering solutions tailored specifically to our client's expectations and budget requirements.



**Contact:** Kellie Shoesmith  
**Telephone:** (07) 5679 0015  
**Website:** [www.promotionsnow.com.au](http://www.promotionsnow.com.au)

Promotions Now offers quality products and first class customer service. Our philosophy is to work closely with our clients tailoring your needs to each job and thereby creating a value added product promoting your business.

