



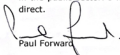
Testimonial for Ted Doraisamy and Hugh Spencer

I worked with Ted Doraisamy and Hugh Spencer while I was Chief Executive of the Roads and Traffic Authority of New South Wales. The RTA selected them after a competitive search, to assist the organisation develop a marketing strategy for the sale of special number plates. For a subsequent assignment, I employed Ted and Hugh to work with RTA senior executives to develop a positioning and marketing strategy to promote the RTA's new Crash Lab facility in Western Sydney.

From my experience, public servants generally need assistance to view public services from a strategic marketing perspective and to position service delivery to best satisfy the various market segments facing public service delivery. Ted and Hugh were able to bring new insights to assist the RTA reposition its service delivery with respect to its number plate business and to the Crash Lab Facility. They were able to segment the RTA markets to provide a more informed understanding of market needs. They worked closely with RTA staff to collect and analyse the required data to support their conclusions and recommendations. Through the services provided by Ted and Hugh, the RTA gained a better understanding of the use of strategic marketing techniques to improve the delivery of some key services.

I always found that the presentations and reports prepared by Ted and Hugh to be clear, insightful and based on sound and thoughtful analysis. They provide innovative thinking to complex public policy issues.

I strongly endorse the services of both Ted and Hugh and would recommend them to public sector managers looking for new ways to improve service delivery in the public sector. I would be pleased to provide more details by contacting me direct.



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