

## TO WHOM IT MAY CONCERN

My professional association with Spence Consulting has included two primary roles – consultancy to the Gold Coast Turf Club, of which I am chairman, and separately funded consultancy to a team of nine candidates including myself who contested the 2011 biannual Turf Club Board of Directors elections.

Spence Consulting is retained by the club to provide strategic advice, preparation of the club's annual report, media consultancy and liaison and development of communications strategies for the club including the generation of a regular newsletter and member/key stakeholder surveys and consultation.

Spence Consulting's quality of advice, level of service and the standard of products produced has been first class.

Tasks undertaken by Spence Consulting often require working to tight deadlines and dealing with issues of critical importance to the club. This work has required strategic thinking and a high capability to produce effective written material.

Spence Consulting also has a strong background with media and good contacts that have been used to the benefit of the club.

In regard to the board elections, Spence Consulting's work for each of the individual candidates played a major role the entire team being elected against an unprecedented number of candidates.

I am very happy to recommend Spence Consulting for the provision of professional, results-driven public relations and marketing services.

***Brett Cook***

Chairman

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