



Member of the Hamilton James & Bruce Group

provincial personnel

you always need the best!

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30th October 2007

Mr Rod Spence
Spence Consulting
Olympic Court
Southport Qld 4215

Dear Rod

I am writing to acknowledge the sterling work you have done for us, particularly over the past couple of years when we had the opportunity to re-engage you to undertake some critical work for our recruitment business. Our dealings with you at various times over the past 20 years have always been positive, and I can not recall a single occasion when your contribution has not added value well above the moderate fees you have charged.

Most recently, however, your work was of critical importance because we needed to breathe new life into what was starting to look like a slightly jaded brand. You undertook the task with professional vigour, starting with a comprehensive review, SWOT analysis and focused strategy analysis. Your approach then moved into the preparation and planning phase, and over a 12 month period we accomplished a full rebranding, issued regular press releases, established a unique and effective website and lifted the company's profile so high that we were approached by and merged our business into a major Australian public company in the recruitment sector.

If any of your clients require a testimonial or would like to speak to me they are most welcome to do so by phone or email.

Regards

Peter Lyons
FAICD AFAIM CAHRI