

OUR CLIENT REFERENCES



marketplace communications
signature strategies

DRIVING BUSINESS GROWTH WITH **SIGNATURE STRATEGIES**

WHO WE'VE WORKED WITH



G.J. Gardner. HOMES
"Get The Facts Upfront"



D E A N
&
ASSOCIATES



marketplace communications
signature strategies



Ray White



**COLLEGE
of NATURAL
BEAUTY**



■■■ WOOLWORTHS ■■■

BANK OF SCOTLAND

Consortium Capital Projects Ltd

marketing that **drives** business **growth**

I found Marketplace Communications to at all times be **professional**, **client focused** and **enthusiastic**



To whom it may concern

I am the Team Leader in the Strategic Programs Unit in the Cairns Regional Council Water & Waste division. As part of my role, I have worked with Marketplace Communications (MPC) on a state and federally funded communications and education campaign to reduce water use in the Port Douglas and Mossman region.

MPC was employed by Cairns Regional Council Water and Waste (CRCW&W), following a competitive tender process, to encourage behavioural change regarding water use by residents and businesses in the Port Douglas and Mossman region. The campaign aimed to engage the community at the local level to foster a genuine water conservation culture.

MPC worked with us to research the issue and the target demographic to develop a comprehensive campaign strategy and then put it into action using advertising, direct marketing, educational merchandise and documents, public events and media relations. They also built and maintained a campaign website, which was used as a vehicle for enquiries and registrations for Council initiatives.

I found Marketplace Communications to at all times be professional, client focused and enthusiastic. They offered creative campaign ideas and were always willing to revise their suggestions if our needs changed. They ensured the lines of communication were always open to make certain that despite the distance between us, we always had a clear understanding of how the campaign was running.

Having worked with the Marketplace Communications team in an on-going basis for over 6 months we can now see positive results as a direct response to the marketing and advertising campaign.

Best regards,

Erik Zesers

Team Leader

Strategic Programs Unit | Cairns Regional Council Water & Waste

For all correspondence:
PO Box 359 Cairns Q 4870
www.cairns.qld.gov.au
council@cairns.qld.gov.au

Council Chambers
119-145 Spence Street, Cairns Q 4870
P: 07 4044 3044 F: 07 4044 3022

Mossman Administration Centre
64-66 Front Street, Mossman Q 4873
P: 07 4099 9444 F: 07 4098 2902

AUD 24.10.03 F10

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TO WHOM IT MAY CONCERN:

I am writing to introduce Mr Patrick McGuire, Managing Director of Marketplace Communications Pty Ltd (MPC), whom I have known as a professional businessman for the past few years.

Marketplace Communications is a registered Australian company, which Mr McGuire established in 1987, and is recognised as one of Queensland's leading professional service providers in the field of Integrated Marketing. Ms Sherlyn Yang, a former resident of Chongqing, is an Associate Director of MPC.

The City of Brisbane enjoys a strong history of friendship with China and I would appreciate your cooperation in assisting Mr McGuire to establish business interests and provision of his professional services in China.

Mr McGuire will be travelling to China this month. Any courtesies extended to Mr McGuire during his visit would be greatly appreciated.

Yours sincerely,

Campbell Newman
LORD MAYOR

Ref: LM11



“...one of Queensland's leading professional service providers

“The level of **professionalism** and **hard work** to **meet tight deadlines** gives me all the confidence to throw more work their way

I have worked with Pat McGuire over the years both in the implementation of various marketing campaigns including the very successful Viridian Noosa, and during my time spent at Stockland.

I have found Pat and the team at Marketplace Communications to be first class both in the delivery of marketing objectives but also for the 'out of the box' ideas put forward.

The level of professionalism and hard work to meet tight deadlines gives me all the confidence to throw more work their way.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Marzena Baker".

Marzena Baker

PROJECT SALES & MARKETING MANAGER
LEIGHTON PROPERTIES PTY LTD

Our enquiry
levels have
never been
so high



Patrick McGuire
Marketplace Communications
72 Harcourt St
New Farm Q4005.

To whom it may concern,

We started working with Marketplace Communications in January 2009. Our decision to engage Marketplace Communications (MPC) was in direct response to the economic downturn. Rather than give in and accept a slower period in business we decided the timing was optimal to make a move and start heavily marketing ourselves.

Marketplace Communications was referred to us from a client of ours that spoke very highly of their marketing expertise.

From the outset, Marketplace Communications delivered a range of different marketing ideas to really set us apart from the volume of competitors in our market. We weren't told to spend big bucks on advertising or useless sales materials. We were presented with ideas and strategies that had an instant effect on our business.

In particular the online strategy that they implemented for us has been of great value, and achieved results that we really weren't expecting. The strategy consisted of website redevelopment to ensure usability was improved and to implement search engine optimization. This in itself increased our organic search traffic by 400%. A customer email marketing campaign was also developed to launch the new website and re-engage with our database. This generated significant enquiry to our business, all from existing contacts.

In the last two months MPC implemented a targeted search engine marketing campaign, which has generated 1600 new visits to our website alone. Our enquiry levels have never been so high.

We have also received significant press coverage in both industry publications and mainstream media, which has added to our company awareness and enquiry levels. In addition, we have continuously been presented with quality new business ideas that we haven't previously considered.

We can proudly say in the last five months our business has grown and we can attribute this to the efforts of Marketplace Communications. At a time when many businesses are still struggling, we are continuing to hire more staff.

We would like to thank Marketplace Communication for their contribution and hard work to date, and hope to continue a long term relationship with them in the future.

Kind regards,

Shawn Godwin
DIRECTOR

Tim Stewart
DIRECTOR

base architecture pty ltd abn: 65 111 206 452 acn: 120 4051 115 gregory qld 4001 qld: 617 3352 5899 t: 617 3352 5766 w: www.basearchitecture.com.au



ISLAND
Whitsundays, Queensland

Pat McGuire
Marketplace Communications
11 Wren Street
BOWEN HILL QLD 4006

Dear Pat,

A brief letter to thank yourself and Wendy for the efforts you have both put into our account, during my association with Daydream.

I must confess at the outset that my opinion of Public Relation Consultants as a general breed was not dissimilar to my opinion of Great Western Champagne - all froth and bubble, little substance and with a tendency to cause headaches.

In selecting a consultant we considered it imperative that they be professional, reliable and more importantly able to deliver the goods. I am delighted to say that Marketplace met that criteria.

In a relatively short period, Daydream received a considerably high public relations profile, particularly in Brisbane. Had things worked out according to your plans then this may have also extended nationally. Hopefully some of these opportunities, plus new ones may return in the New Year.

It's also important to note the professional manner in which Marketplace conducts itself. With the restricted-time frame and some of the extraordinary circumstances that we find ourselves with, it could have been easy for tempers to fray, points to be overlooked and tasks not to be done. Marketplace's attention to detail, creative approach and responsiveness to clients requests however were a key part in ensuring that what we planned had every chance of success in its execution.

Again I extend my thanks and I hope that Daydream and Marketplace Communications will continue to be a successful combination in 1991.

Yours faithfully

K. Wells
cc K. Stronach
M. Carr

Daydream Island International Resort Pty Ltd
Private Mail Bag 22 Mackay Overland, 4740
Telephone (0791) 48 8488 Facsimile (0791) 48 8499
Reservations (0081) 07 5040

SOME HIGHLIGHTS

Your advice on strategy for pre and post releases was “**spot on**” as was the wide media coverage you achieved for us. Morgan **STOCKBROKING LIMITED**

I have always highly regarded Pat as a person with **exceptional ability** in the Public Relations and Marketing fields. He has a **confident manner**, and the expertise to assess a situation quickly and precisely and deliver an accurate appraisal without delay.

Rod Welford
**MINISTER FOR ENVIRONMENT AND HERITAGE
AND MINISTER FOR NATURAL RESOURCES**

Pat has established a successful consultancy in Marketplace Communications, which I believe is the result of upholding the principles that he has always displayed in the professional arena, to be **committed, fair and efficient**.

Mike Kaiser
STATE SECRETARY

We are very pleased with the annual report.
Job well done!

Kevin Dart
CHARTER PACIFIC CORPORATION LIMITED

Pat's advice and assistance has always been **timely, pertinent and incisive**. His advice has consistently been presented in a competent manner, which is responsive to the commercial need of the client and understanding of the requirements of Government.

Peter Gore
CLAYTON UTZ

On behalf of Lend Lease I would like to personally **thank you** for the effort that you have undertakenIt has been a difficult project in terms of its complexity.....Lend Lease Development look forward to working with you on future projects in Queensland.

Nick Wellwood
LEND LEASE DEVELOPMENT PTY LIMITED

Stand out creative, excellent position, competitive placement costs and tangible results are what makes advertising a success. I can happily say Pat, you and the Marketplace team have met and exceeded this criteria in full.

Mr Randall Wilson
GENERAL SALES MANAGER, QM PROPERTIES



Mr Pat Maguire
Marketplace Communications
2 Mayneview Street
Milton Q 4064

Dear Pat

Twin Waters Residential Community - Now Queensland's Most Awarded Residential Project

On behalf of the Lend Lease Development team I would like to thank you and your team for helping to make the Twin Waters ambition, to create a world class community, a reality. As you are already aware, on Friday 12 June the Twin Waters Residential Community dominated the prestigious Urban Development Institute of Australia (Qld) Awards for Excellence with the project winning three major awards.

The Twin Waters Residential Community was named the 1998 winner of the Residential Waterside Project Award; the Marketing Award; and the Environmental Excellence in Design and Planning Award.

You may also recall our recent triumph as part of the Maroochy Shire Council Building and Planning Awards where the Twin Waters Residential Community won the 'Best Subdivision' category as well as receiving a Certificate of Merit in the Landscape Architecture category. As well, in November 1997, as a part of the Royal Australian Planning Institute Awards, we won a Certificate of Merit in the Environmental Planning category.

All of these awards, and in particular the UDIA Awards, represent important industry and peer recognition making the Twin Waters Residential Community Queensland's most awarded residential project in 1998.

Our success at the recent industry awards is the result of Lend Lease's attention to detail to all elements of the project, with special attention paid to developing community focused-residential living, blending the estate into the surrounding natural landscape. These achievements would not be possible without the skills and commitment of our dedicated multi-disciplined project team here at Lend Lease and particularly your team's contribution to many aspects of the project.

Our goal now is to continue to maintain and improve the project's award-winning standards well into the future. We look forward to continuing a successful relationship with you and your team.

Yours faithfully
LEND LEASE DEVELOPMENT PTY LIMITED

SIMON BASHEER
Marketing Manager

Lend Lease Development
Pty Limited
ACN000311277

Level 38
123 Eagle Street
Brisbane QLD 4000
Australia

P O Box 7100
Riverside Centre
Brisbane QLD 4000
Telephone
07 3830 2333
Facsimile
07 3832 1888

I have always
found them to go
'the extra distance'

...with the project
winning **three**
major awards

Mr Patrick McGuire
Managing Director
Marketplace Communications
72 Harcourt St
New Farm Q4005

Dear Patrick,

Thank you for the opportunity to provide a reference to Marketplace Communications and it is my absolute pleasure to do so.

Linc Energy first engaged Marketplace Communications in May 2005 leading up to our Company listing on the Australian Securities Exchange in May 2006. Whilst this was prior to my joining Linc Energy in August 2006, I understand Marketplace Communications played a significant part in preparing the Company for our ASX listing.

We have enjoyed a longstanding relationship and to a great extent, Marketplace Communications team became an extension of my team.

The work was seamless and of the highest quality and I would recommend Pat and his team to any company who was interested in creating a relationship with an external service provider who took the time to learn your business and had the capacity to deliver 110% every time.

I have always found them to go 'the extra distance' in all of their duties and nothing seemed to be any trouble (however I knew that was most often not the case!) – their work ethic is outstanding.

Should you require any further information, please do not hesitate to contact me.

Kind Regards

Janelle van de Velde | Manager Investor Relations & Corporate Communications



AMP Place | Level 7, 10 Eagle Street | Brisbane | Qld | 4000
GPO Box 1315 | Brisbane | Qld | 4001

P | +61 7 3229 0800
F | +61 7 3229 6800
W | www.lincenergy.com.au

E | Janelle.vandeVelde@lincenergy.com.au

Ref: 10.3.1

Ms Wendy Pavey
Marketplace Communications
Level 2
Oxley House
Southbank Corporate Park
SOUTH BRISBANE Q 4101

Dear Wendy,

Congratulations on the Tourism Brochure!

Whilst I couldn't be regarded as an objective observer, I am sure that the objectives of the exercise will be well and truly achieved.

Initial feedback from the few consultants to whom I have shown the brochure, confirm my opinion that it encapsulates the vibrancy, colour and excitement that we know will be the essence of South Bank.

Thanks for the obvious effort and thought that has gone into this project.

Yours sincerely,



K.T.POTTER
Marketing Manager

cjh/127292

SOUTH BANK CORPORATION
278 GREY STREET PO BOX 2901, SOUTH BANK QLD 4101
TELEPHONE 07 846 2000 - FACSIMILE 07 844 4087

“
Marketplace
has achieved a
high standing
”

“
Thanks for the
obvious **effort** and
thought that has
gone into this project
”

25th October, 2012

To Whom It May Concern:

I have been working with Marketplace Communications for over 12 months and they have asked me to act as a referee for them.

I am one of the directors of DC8 Studio, a boutique architectural and design studio based in Newstead. We first engaged MPC to work on our marketing and business development strategy, and to help us find our place in a tough market.

Our brief for MPC was to develop a marketing and business development strategy to help us define our company. This included determining our key messages, points of difference, unique selling propositions and opportunities in moving forward.

At the beginning of the brief we had no marketing strategy – and not much idea of where to begin. MPC worked with us to create a clear and targeted marketing and business development strategy, which we now use to structure all marketing and business ventures.

Pat McGuire and the team at MPC provide fantastic account service and excel at presenting interesting and innovative ideas and opportunities to help us.

I would recommend the MPC team to anyone looking for guidance or support in marketing and business development.

Yours sincerely,



Riccardo Rizzalli
CEO
riccardo@dc8studio.com
www.dc8studio.com

1/1

marketing that **drives** business **growth**

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australia
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TO WHOM IT MAY CONCERN

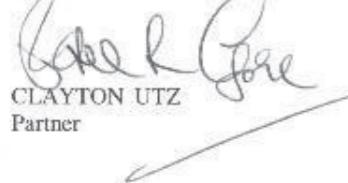
I am a partner in the corporate department of Clayton Utz. Over the last 25 years I have specialised in the provision of legal and corporate advice to companies involved in the mining and resource processing industries. In recent years I have had the pleasure of working with Pat McGuire of Marketplace Communications in relation to a number of mining and mineral processing projects in Queensland.

Pat's advice and assistance has always been timely, pertinent and incisive. His advice has consistently been presented in a competent manner which is responsive to the commercial needs of the client and understanding of the requirements of Government. Pat's ability to apply lateral thinking to issues has, on a number of occasions, revealed solutions to what otherwise appeared to be intractable problems.

I have found Pat to be a skilled communicator and wordsmith who has always worked in a very constructive way with other members of our team. His skills and professionalism are of the highest order. I am confident that his attention to detail, creative approach and responsiveness to clients' needs will advance the interests of any company which retains him.

I have no hesitation in recommending Pat McGuire and Marketplace Communications as a public relations and marketing organisation of the highest integrity and ability.

Peter Gore



CLAYTON UTZ
Partner

PLG07007/91

...a skilled
communicator
and wordsmith

Our appreciation
to all involved

Ms Natalie Wilson
Account Executive
Marketplace Communications
PO Box 1724
BRISBANE 4064

Dear Natalie,

RE - 1997 ABC RADIO / QLD. RAIL CHRISTMAS TOY APPEAL



600 Coronation Drive
Toowong QLD 4066

GPO Box 9994
Brisbane QLD 4001

Tel: (07) 3377 5436
Fax: (07) 3377 5286

Finally, a chance to thank you for your contribution as an Organising Committee member, to the outstanding success of our 1997 Toy Appeal. It was great to have you on board again, and to have the support of your client, The Salvation Army.

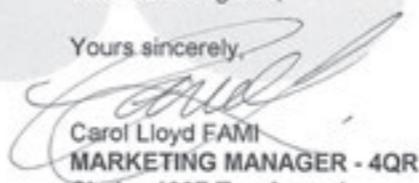
As you would be aware, this year's Appeal netted around 200 more gifts than last year..and last year's result was around 30% up on the previous year...so it's getting better all the time! This year, our figure was around 2,150, which is a fantastic effort by all concerned.

Thank you again for your assistance, and we trust that The Salvation Army was able to satisfy more of our community's urgent Christmas needs as a result of our collective work.

Our appreciation to all involved -

With warm regards,

Yours sincerely,



Carol Lloyd FAMI
MARKETING MANAGER - 4QR
Chair - 1997 Toy Appeal

Brisbane's 612 4QR
Radio National
Triple J
ABC Classic FM
NewsRadio
ABC Regional Radio
Capricornia
Carpentaria
Far North
North Queensland
Southern Queensland
Tropical North
Western Queensland
Wide Bay
Sunshine Coast
Gold Coast



Marketplace Communications Pty Ltd
P.O. box 1177
NEW FARM QLD 4005

ATTENTION: Mr Pat McGuire – Managing Director

Dear Pat

Happy New Year to you. Just a short note to say thank you for your support in 1999 and that we are looking forward to working with you and your team in 2000 and beyond.

In particular I would like to say how myself and the rest of the senior management team were impressed by the efforts of Hollie in organising the remote area power systems launch in November and the earlier media event at North Lakes.

Thanks to this effort, we are now receiving a steady flow of inquiries for both product ranges and are looking forward to conducting further follow-up events in the near future.

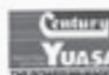
I look forward to meeting with you and your team again shortly to commence planning these next events.

Kind Regards
EnviroPower

Neil Thompson
National Business Manager

Century Yuasa Batteries Pty Ltd
ACN 009 685 232
PO Box 27 Richlands 4077
Telephone 1300 364 786
Facsimile 1300 364 329

Cleaner, Smarter, Power
for Our Future. Today.



F:\Renewable Energy\Joanne\Marketplace C\Cafions\Pat McGuire.5-1-00.doc

...we are now
receiving a
steady flow of
inquiries

I am writing to
express my
sincere thanks

Keep Australia Beautiful Council



Mr Pat McGuire
Managing Director
Marketplace Communications
PO Box 1177
NEW FARM 4005

Dear Mr McGuire

ERGON ENERGY TIDY TOWNS REGIONAL AWARDS

I am writing to you to express my sincere thanks for Fiona Silvestri's excellent work in organising and participating in our regional award presentations.

Fiona's tireless efforts to ensure the professionalism of KAB and the smooth running of the functions has been most appreciated. Her energy and enthusiasm ensured the success of our first year of presentations within regional Queensland.

Again, my thanks to Fiona and all the team at Marketplace.

With best wishes,

Yours faithfully

RICK RALPH
GENERAL MANAGER

Office:
11 Wren Street
Bowen Hills
Queensland
4006

Postal:
PO Box 201
Fortitude Valley
Queensland
4006

Telephone:
(07) 3262 2888
Facsimile:
(07) 3852 1186

- Tidy Towns
- Green & Healthy Schools
- Clean Beach Challenge
- City Pride
- Litter Survey
- River Care



TO WHOM IT MAY CONCERN

Journalists rarely have anything good to say about media/public relations people, often viewing them as an "enemy" determined to suppress as much real information (i.e. news) as possible.

Pat McGuire is an exception.

As South Bank roundsman, local government reporter and a travel writer for The Courier-Mail, Queensland's largest daily newspaper, I have been most grateful for Pat's understanding of what journalists are (and are not) interested in.

Marketplace Communications' press releases are a joy because of their detail and lack of "waffle". Pat has been always contactable and always willing to follow up any questions - before deadline. I've also appreciated his ability to line up a contact at short notice, even if just for a five-minute telephone interview.

Pat has earned wide respect in not only the print, but also the electronic media, chiefly because of his background as a successful journalist and his extensive knowledge of whatever he is promoting.

He is undoubtedly one of the most professional and down-to-earth media relations people I have come across.

Jane Doughty

JANE DOUGHTY

He is undoubtedly one of the most **professional** and **down-to-earth** media relations people I have come across.

Queensland Newspapers Pty Ltd
A.C.N. 009 656 919
41 Campbell Street Bowen Hills Queensland GPO Box 130 Brisbane Queensland 4001
Telephone (07) 252 6011 Fax (07) 252 6696



AUSTRALIAN MARKETING INSTITUTE
Patron: H.R.H. The Prince Philip, Duke of Edinburgh
"MARKETING MEANS BUSINESS"

To Whom it May Concern

Patrick McGuire, the Principal of Marketplace Communications, has been known to me for a period of well over five years now in various business related matters.

The most recent, Patrick has been involved in the communication co-ordination for Southbank Corporation and also a number of other business's in Queensland.

Over that five years that I have known Patrick, I have been most impressed with his work and conscientiousness and his attention to detail is outstanding. His knowledge of the Communication business both in Advertising and Public Relations is first class and his diligence in looking after his clients is something that many people should take a lesson from.

Patrick's work is of extremely high standard and his whole organisation is one that is working extremely well in today's marketplace.

The number of projects that Patrick and myself have worked on have been impressive and at all times we have received nothing but accolades from our clients in relation to the work.

I find it easy to recommend Patrick and his organisation to any prospective client in the Communication or Public Relations area and would be more than happy to speak to any prospective person on the telephone.

My telephone number is (07) 852 1722 and I am available most of the time.

Bill Proud

Bill Proud
President
Australian Marketing Institute Queensland

P.O. Box 502, Spring Hill, Qld, 4004. Telephone: (07) 368 3616 Facsimile: (07) 368 3731
OFFICES IN BRISBANE SYDNEY MELBOURNE, HOBART, ADELAIDE, PERTH

Patrick's work
is of **extremely**
high standard

Your **ability to deliver**
and **professionalism**
when delivering
have always been
inspirational



On behalf of Macquarie Real Estate, I would like to take this opportunity to thank Marketplace Communications for its assistance in helping construct our recent joint proposal with Watpac and The Seymour Group to the Queensland Government.

Marketplace's strategic marketing advice, project management, copywriting and layout of the proposal, as well as community consultation with local political and community stakeholders was outstanding.

We look forward to working with you again.

A handwritten signature in black ink that reads "Scott Ponton".

Scott Ponton
STATE MANAGER — QLD
MACQUARIE REAL ESTATE CAPITAL

CUTTING EDGE

Just want to thank you for the level of support you have given me personally and my companies Cutting Edge and Dynamic Vision over the last 20 years.

Your ability to deliver and professionalism when delivering have always been inspirational to me personally and many times have given me the benchmark that I have set for my staff at both of those companies.

Most recently with our bid for the "31" community TV licence in Brisbane I was very appreciative and extremely impressed with the information you were able to obtain in a very short period of time.

As there was only a six week lead time to present our application had we not received the information immediately we most certainly would not have time to complete our application.

Thankyou again for your help and support over the last 20 years and I look forward to the next 20 years.

A handwritten signature in black ink that appears to read "John Lee".

John Lee
PRESIDENT/CEO
CUTTING EDGE

Marketplace's strategic marketing advice, project management, copywriting and layout of the proposal... was **outstanding**

Mr Patrick McGuire
Managing Director
Marketplace Communications
PO Box 1177
NEW FARM QLD 4005

Dear Patrick

I am writing to compliment Marketplace Communications on the professional input that your organisation has had in the successful production of the "Story of Ozcare" Booklet.

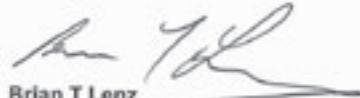
We have now received the printed copies and we are very pleased with the finished product.

"The Story of Ozcare" is important to the organisation in that it presents, in an attractive and very readable format, a succinct record of the rapid growth of Ozcare during its first decade of operation and a snapshot of the broad range of services that Ozcare provides across the State. Significantly, it also demonstrates that Ozcare has the endorsement of State and Federal Government leaders.

The response to the Booklet has been very positive. Please pass on our thanks to your staff for their efforts as well.

We enclose a number of copies of "The Story of Ozcare" for you and your staff.

Kind regards



Brian T Lenz
Chief Executive Officer

Head Office: 38 Wally Street, Fortitude Valley Q 4006 PO Box 912, Fortitude Valley Q 4006
Ph: (07) 3246 2777 Fax: (07) 3246 2700 www.ozcare.org.au ABN: 58 072 422 925



The board
was **very**
satisfied

The response
to the booklet
has been **very**
positive.



Physiotherapists Board of Queensland

Ref: T116

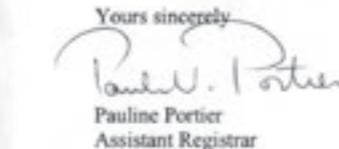
Ms Melody File
Marketplace Communications
PO Box 1177
NEW FARM QLD 4005

Dear Ms File

The Physiotherapists Board would like to formally thank you for the services you provided in promoting the recent Launch of the Board's Code of Practice.

The Board was very satisfied with the media coverage and will certainly be contacting you again if another opportunity for media publicity arises.

Yours sincerely



Pauline Portier
Assistant Registrar

Address: Level 19 Forestry House 160 Mary St, BRISBANE QLD 4000 Telephone: 61 7 3234 1164 Email: physiotherapy@healthregboards.qld.gov.au
Postal: "Executive Officer" GPO Box 2438 BRISBANE QLD 4001 Facsimile: 61 7 3225 2527 Website: www.physiboard.qld.gov.au



An Amdahl Company

27 NOV 1999

DMR Consulting Group (Australia) Pty. Ltd.
ABN 06 060 974
Level 6
145 Eagle Street
Brisbane QLD 4000
Tel: (07) 3220 7000
Fax: (07) 3220 7111

Mr Pat McGuire
Director
Marketplace Communications
PO Box 1724
MILTON QLD 4064

Dear Pat,

I would like to thank you for the gift of the framed City Beat article. The article created a considerable amount of interest.

I really appreciated your time and effort, to help make the Runcorn Early Development and Child Care Centre project a continuing success.

Thank you again for your continuing support.

Regards

Steve Lane
Queensland State Manager
DMR Consulting Group



Thanks for the
great work

The article
has created a
considerable
amount of
interest



www.goddesscruises.com.au

36 Bowley St
Hendra QLD 4011
Ph: (07) 1300 666 163
Fax (07) 3866 1921
Mob: (0438) 878 008
Email: steve@goddesscruises.com.au

Patrick McGuire
Marketplace Communications
72 Hardcourt St
NEWFARM QLD

Hi Pat,

Just a short note to say thanks for the great work you and Lauren have carried out for me. As a direct result of the promotional activities you managed or assisted with, the business has grown very strongly over the last 12 months.

I'll look forward to working with again.

*Thanks again

Steve Lane
CEO
Goddess Cruises

May I take this opportunity to thank MPC for the excellent exposure you obtained for Devine Homes in press and media last week. **It really got people talking about us.**
They know we are here.

Wayne McPhee
DIVISIONAL MANAGER
DEVINE GROUP

SOME HIGHLIGHTS

Marketplace Communications is a great fit for any company operating in the property sector not only because of their extensive experience in property marketing, but because they are always willing to go the extra mile to make sure their clients get what they want.

Furthermore, the level of service and professionalism that Melody File displays when managing our account is second to none. **Deadlines are always met**, and when the pressure is on we can rely on Melody and the team at Marketplace to produce the result for us.

Richard Sefton
DEVELOPMENT MANAGER PROPERTY
WATPAC DEVELOPMENTS PTY LTD

Pat and his team at Marketplace are really on the ball. The advice and guidance we have received from them has been extremely valuable and it is obvious that Pat has **significant experience** and **knowledge** in working with key players in the property sector both in Queensland and across Australia. Pat and his team's extensive knowledge and contacts at all levels in business and Government has provided **timely** and **priceless assistance** to a number of our developments.

Barry Young
SENIOR DEVELOPMENT MANAGER QLD, NSW & NT
AUSTCORP GROUP LIMITED

I have had a long association with Marketplace Communications dating back to when I was General Manager of Stockland Queensland and I have **never been let down** by Pat or his team in all that time. The best part about working with Marketplace is the fact that you **never have to worry or second guess on their ability to deliver**.

The professional assistance and creativity of Marketplace Communications is something that my team have come to rely on. In each instance that I have engaged the services of Marketplace to advise on and implement all aspect of our marketing, advertising and public relations strategies, Patrick and his team have partnered with us and **developed a strong working relationship that enabled us to achieve our goals**.

Wayne Rex
MANAGING DIRECTOR
TRINITY DEVELOPMENT GROUP

The key point of difference with Pat McGuire and his team at Marketplace Communications from my perspective is their deep resource of '**applicable left field creativity**'. Not only will they meet the general requirements of your brief with great professionalism, they will also bring to the table insightful add-ons that can take your campaign and hence your company to the next level.

Marketplace Communications has played an integral part in the success of our agency by assisting us to produce **high quality, well placed, marketing** and **advertising campaigns**, often within very tight time-lines.

John Johnston
CEO
JOHNSTON DIXON QUALITY PROPERTY

I have no hesitation in recommending Marketplace Communications. In all our dealings with Marketplace they have delivered **high impact, professional, integrated marketing** campaigns for a range of our major property developments over the past few years.

Even with several projects on the go at once, the team at Marketplace and especially our Account Manager Melody File always managed to ensure that the collateral and advertising materials produced were exactly to our specifications and contained a level of creativity and flare that made our projects stand out from the rest.

Peter Daly
SEYMOUR GROUP



On behalf of Kathy and myself and the 700+ people who attended PROPERTY. PROSPER. RETIRE, I would like to thank you for your time and efforts at our biggest and most successful annual national conference.

From all feedback received, this has been our best conference ever, in terms of turnout, quality and professionalism of presentations and overall enjoyment of the weekend.

Your assistance at the conference, was very much appreciated. Without you, the conference would not have been such a diverse, highly informative and educational property investment event.

A couple of comments we have received from attendees:

"A huge job well done"

"Congratulations to all involved with the preparation and presentation of the Conference"

"Good sound advice delivered in a straight forward way"

"Undoubtedly our best conference ever"

We look forward to your involvement at next year's premier property investment event — which will be even bigger and better to mark the 10th anniversary of The Investors Club®.

Kevin Young
DIRECTOR
THE INVESTORS CLUB LTD



marketplace communication
signature strategy

marketing that **drives** business **growth**



Pat McGuire
Marketplace Communications
PO Box 1724
Milton Q 4064

Dear Pat,

It is with pleasure that we write to you with our thanks and congratulations for your part in what was a very successful launch campaign of our new venture, *GOLFMANIA*.

While the technology was new to this country, a unique marketing opportunity existed. You showed us that a thorough understanding of pitching a product to a specified target market is a skill that is borne of experience and knowledge.

Maria Castrisos, the account executive assigned to our account, couldn't have displayed more commitment or diligence. She worked on weekends and evenings, always with a smile accompanying her utmost professionalism. We were similarly impressed with her well thought out strategies and her ability to efficiently implement the tactics for our all-important awareness campaign.

We look forward to again engaging your services for the launch of the next *GOLFMANIA*, already in the planning stages. We would like to take this opportunity to express our sincere thanks. It was truly a pleasure to business with consummate professionals.

I remain, Sincerely Yours,

Anne Kolatsis
Director.

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It was **truly a pleasure** to business with consummate professionals.

This has been one of the **most successful** mergers



OFFICE OF LOCAL GOVERNMENT COMMISSIONER

TO WHOM IT MAY CONCERN

This is to confirm that Marketplace Communications Pty Ltd successfully undertook market research and a promotional strategy during the merger of Widgee Shire Council and Gympie City Council to form Cooloola Shire Council. This has been one of the most successful mergers which was unique in that it gained full council support and a high level of community support.

Marketplace Communications was engaged by this office to produce and distribute newsletters and brochures during the reviews of local governments on the Gold Coast, Ipswich and Cairns. These newsletters and brochures were highly professional and were well regarded.

Yours sincerely

David J.A. Spearritt
Deputy Commissioner



301 Wickham Street Fortitude Valley Qld 4006
P.O. Box 730 Fortitude Valley Qld 4006 Telephone: (07) 3854 1787 Facsimile: (07) 3854 1679



THE RETURNED & SERVICES LEAGUE OF AUSTRALIA
(QUEENSLAND BRANCH)
283 ST PAULS TERRACE, FORTITUDE VALLEY Q 4006

STATE PRESIDENT:
Mr G.W. Mason

STATE SECRETARY:
Mr G.W. Opry RFD

Mr Patrick McGuire
Managing Director
Marketplace Communications
72 Harcourt Street
NEW FARM QLD 4005

Dear Pat

We wish to thank you and your terrific team at both Marketplace Communications and Dot Creative for your valued support and assistance with the 2004 Poppy Appeal. From the creative branding of our new Poppy logo to the ingenious ideas and suggestions that lead to the successful Tug of War media strategy at the Appeal's Launch which lead to excellent TV News coverage.

As you are aware, it is hoped that this year (and its looking good!!) we will reach our goal of raising \$500,000 state-wide by receiving donations, corporate sponsorship and the selling of poppies and merchandise during the month of November. The 52 enthusiastic Defence Personnel on Remembrance Day alone raised a record breaking \$49,692.45 throughout the Brisbane CBD.

Pat, once again thank you for your valued and continual support of the RSL and our Veterans – past, present and future - it is truly appreciated and we look forward to future successful associations in 2005.

Kindest Regards

LEIGH MORRIS
Fundraising Development Co-ordinator

ADDRESS ALL
CORRESPONDENCE
TO:

RSL (QLD BRANCH)
P.O. Box 620
SPRING HILL Q 4004

Phone:
(07) 3634 9444
Facsimile:
(07) 3634 9400

email:
enquiries@rslqld.org

Internet:
www.rslqld.org

Lest We Forget

THE PRICE OF LIBERTY IS ETERNAL VIGILANCE

...thankyou for
your **valued** and
continual support

...a highly
developed news
sense and an eye
for a good story

Sunday Mail

TO WHOM IT MAY CONCERN

Pat McGuire Managing Director of Marketplace Communications has been a good contact of mine for the past 10 years.

As a public relations professional I have always found Pat to have a highly developed news sense and an eye for a good story.

He is an extremely loyal, effective business person who looks after his clients well.

Tess Livingstone
Chief of Staff
The Sunday Mail

Queensland Newspapers Pty Ltd
A.C.N. 009 661 778

41 Campbell Street Bowen Hills Queensland 4006 GPO Box 130 Brisbane Queensland 4001
Telephone (07) 252 6011 Fax (07) 252 6696



QUEENSLAND
ABATTOIR
CORPORATION

BRISBANE
Colville Road, Cannon Hill
Postal Address: PO Box 20
MORNINGSIDE, QLD. 4170

Phone: (07) 3399 1011
Fax: (07) 3395 6840

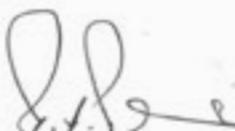
TO WHOM IT MAY CONCERN

REFERENCE: MARKETPLACE COMMUNICATIONS

Queensland Abattoir Corporation, as the Queensland Government owned operator of Churchill Abattoir, exited the facility on November 30, 2000.

To assist with a smooth transition from Public to Private ownership, a substantial communication program was required, particularly with respect to the existing employees and the very interested local community.

Marketplace Communications managed and undertook the role on our behalf and ensured the transition was successful. They earned the respect of the interested parties and were integral in the final handover of the facility.



R W PARRIS
Administrator

Marketplace
Communications...
ensured the transition
was **successful**.

STANWELL
CORPORATION LIMITED
Brisbane Office

Fiona Silvestri
Marketplace Communications
72 Harcourt Street
New Farm Q 4005

Dear Fiona

The Stanwell Series Success

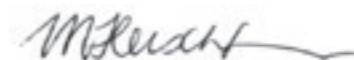
Thank you for your efforts in managing the first Stanwell Series breakfast event featuring Bob Ansett.

I received numerous compliments from my management team and other guests regarding this event. The fact that it ran so smoothly is a credit to you.

I've always thought the best kind of PR consultant is one who makes the in-house PR person look good – so thanks for making this happen!

I look forward to working with you on the next Stanwell Series event.

Yours sincerely



Megan Fleischfresser
CORPORATE COMMUNICATIONS

Enquiries: Megan Fleischfresser
Telephone (07) 3335 7444
Fax (07) 3335 7477

NBRI001SWELLPUTCorp_Comm\EVENT\Stanwell Series\Claims

Brisbane Office (Registered Office)
Level 13, 199 Charlotte Street Brisbane
GPO Box 772 Brisbane Q 4001
Ph: (07) 3235 7444 Fax: (07) 3235 7477

Rockhampton Office
Suite 3, 14-18 Victoria Parade Rockhampton
PO Box 6510 Central QLD Mail Centre Q 4702
Ph: (07) 4651 3000 Fax: (07) 4651 3050

Stanwell Power Station

PO Box 5895 Central Old Mail Centre Q 4702

Ph: (07) 4930 2444 Fax: (07) 4930 3272

Kangaroo Point Power Station

PO Box 356, Tully Q 4854

Ph: (07) 4025 0222 Fax: (07) 4025 0200

Stanwell Corporation Limited ACR-079 044 879

North Queensland Business Office
Floor 1, 25 Sheridan Street Cairns
PO Box 8176 Cairns Q 4870
Ph: (07) 4081 4258 Fax: (07) 4051 4884

Burdekin Power Station
PO Box 2300 Rockhampton Q 4700
Ph: (07) 4025 0255 Fax: (07) 4025 0250



Nina, Pat and the team from Marketplace Communications (MPC) were very easy to work with and produced great results within the short timeframe that they were engaged by Links Hope Island.

They provided us with direct and honest assessments of our current marketing position. From that, we were able to implement a number of forward-thinking changes, through a well-constructed email marketing strategy and campaign, and also provided recommendations on many marketing opportunities that we had overlooked within our facility.

I would recommend MPC as a reliable and goal-orientated team, focused on providing their clients with results within tight timeframes and deadlines.

Luisa Slack-Smith

BUSINESS DEVELOPMENT MANAGER
LINKS HOPE ISLAND

Daydream received a **considerably high** public relations profile

I would recommend MPC as a **reliable** and **goal-orientated** team...



TO WHOM IT MAY CONCERN

Marketplace Communications has been retained to handle all marketing and publicity activities associated with the pre-opening and launch of Couran Cove Resort, a new ecologically-based five star resort on South Stradbroke Island.

Sharon Slack operates as our Events Manager and Senior Consultant on this project. Her network of contacts and knowledge of the meetings, travel and tourism industries makes Sharon a valuable addition to our team.

To date, Sharon has co-ordinated a series of breakfasts and luncheons in Melbourne, Sydney, Brisbane and on the Gold Coast to introduce meetings industry representatives to the Resort.

As we are not due to open until November 1997, it is essential for us to 'get our name out there' in the meetings industry as early as possible and show them the benefits of Couran Cove.

Sharon has proven to be an innovative and organised Events Manager, co-ordinating all details from accommodation and venues to food and beverage.

Her eye for detail and ability to understand our needs - even when we aren't quite sure! - has proven invaluable.

Sharon is currently planning the 'soft opening' for Couran Cove Resort. From what I have seen, this is destined to be a unique and very entertaining function.

Marketplace has proven themselves time and again as an excellent addition to the Couran Cove team and we intend to continue our association for many years to come.

Yours Faithfully,

John Blacket
General Manager
COURAN COVE RESORT

Suite 8, Runaway Bay Marina, 247 Bayview Street, Runaway Bay • P.O. Box 224, Runaway Bay, Queensland 4216, Australia
Tel 07 5529 6399 Fax 07 5529 6858 Email: couran@farnet.au Internet: <http://www.about-australia.com/couran>

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...eye for detail and
ability to understand
our needs

MORGANS

SHAREBROKING • PERSONAL INVESTMENT SERVICES • CORPORATE ADVISORY

ij:ej:budget

**ORIGINAL OF FAX
PREVIOUSLY SENT**

Mr Pat McGuire
Managing Director
Marketplace Communications
PO Box 1724
MILTON QLD 4064

Dear Pat

On behalf of Morgans I would like to record our appreciation for your assistance in our Budget presentations to the media.

Your advice on strategy for pre and post releases was "spot on" as was the wide media coverage you achieved for us.

Sincere thanks.

Yours sincerely
MORGAN STOCKBROKING LIMITED



IAN JOHNSTON
DIRECTOR, CORPORATE

...advice on
strategy for pre and
post releases was
"spot on"

Clarke and Kann Lawyers

Mr. McGuire
Mr. Clarke
Direct Line 2315201
July 25, 1994

Pat McGuire Esq.
Managing Director
Marketplace Communications
Level 1
Fujitsu Building
41 Peel Street
SOUTH BRISBANE 4101

Dear Pat,

Thank you very much for giving up your time on Saturday afternoon to speak with the Partners and Lawyers at our Professional Staff Seminar at Clear Mountain.

From the discussions held throughout the seminar, it was clear that our younger Lawyers gained a lot from what you had to say and hopefully our Marketing Programme will reinforce the importance of marketing to them.

I would also like to thank you for arranging for Mike Kaiser to speak to us. His talk was very interesting and informative and our people were clearly impressed by what he had to say.

Best wishes and I look forward to seeing you at our forthcoming meetings.

Warmest personal regards,

DSN

Ross D Clesse
Edward A Kurn
Peter J Gane
Kerry J Holzmann
Andrew J Smith
Mark M Klappa
John D Toope
Terence J McBride

Brent A Mills
Justin M Taylor
Bruce Davidson

Colonial Mutual Building
Post Office Square
Brisbane
Australia 4001

DSN

American Law Firm Association - ALFA

GPO Box 2249
Brisbane
Australia 4001
07 11111111

Telephone 07 231 5222
Fax 07 231 5222
Facsimile 07 231 0026

pmc07000

His talk was
very interesting

I found their
performance
to be of a **high**
standard...

COOLOOLA SHIRE COUNCIL

242 MARY STREET, (PO BOX 155),
GYMPIE Q 4570. FAX: (074) 82 4140

CONTACT DEPT NO

TO WHOM IT MAY CONCERN

Marketplace Communications have been engaged by Cooloola Shire Council as public relations consultants since its creation in December 1993.

Their role includes the preparation and dissemination of media releases through the print and electronic media throughout Queensland. These releases have generally been prepared following discussions with the Mayor and myself after the various Council meetings as well as other releases which have been required at short notice.

Marketplace have also coordinated the preparation and printing of the Council's Annual Report as well as providing assistance and advice on other public information type activities.

I have found their performance to be of a high standard and their staff capable and professional.

I would recommend Marketplace to any corporation or business seeking the services of an effective public relations agent.

Slater

DS Slater
Chief Executive Officer



Your Reference:
Our Reference:
Contact Officer: Gary Mears
Telephone No.: 3810 6862

Dear Pat

Re: Services provided by Marketplace Communications

Thank you for the services provided by Marketplace for the Ipswich Boundary Review.

We have been pleased with your contribution to the promotional program and the results to date.

Council has approved further funding for the continuation of marketing initiatives as they arise. There is no commitment at this point to Marketplace, however, should Council decide to utilise your services again I shall confirm arrangements in writing. I envisage any future activity would occur in the new year.

Thank you for your assistance.

Yours sincerely

Gary Mears
Marketing Manager

We have
been pleased
with your
contribution..

Mr Pat McGuire
Marketplace Communications
PO Box 1724
MILTON QLD 4064

Please Address All Correspondence to:
Chief Executive Officer
Ipswich City Council
PO Box 191 Ipswich Qld 4305
Telephone: (07) 3810 6666
Facsimile: (07) 3810 6731
EMAIL: council@gil.com.au



THE LEGAL FRIEND

ESTABLISHED UNDER THE INTELLECTUALLY DISABLED CITIZENS ACT 1985-1989.

RE: PATRICK McGUIRE

Mr Pat McGuire has asked me to act as a personal referee, based both on my experience with him as a former Public Relations Officer and now more recently my knowledge of his work as principal of a Senior Public Relations and Marketing Consultancy.

I have known Mr McGuire both professionally and socially for ten years having worked with him in the Public Relations Section of the Premier's Department.

I can say without hesitation that Pat McGuire is the most capable and proficient Public Relations Manager and strategist who I have worked with during my career.

He is a high achiever, visionary thinker and has always ensured that client service is a high priority.

I have no doubt that he can provide a quality service for a community based organisation because the work ethic he applied is consistent with the needs of both the community and business sectors.

Public Relations is about strategy, experience and the strength of advice.

Pat McGuire offers outstanding expertise, based on hands on experience, in all three areas.

Should you seek further information please do not hesitate to contact me.

Hugh Carter,
B.A. LL.B. Barrister-at-Law
Legal Friend.

14TH FLOOR, FORESTRY HOUSE,
160 MARY STREET,
BRISBANE, QLD. 4000.
FAX: (07) 221 9156

G.P.O. BOX 1639,
BRISBANE, QLD. 4001.
PHONE: (07) 234 0666
(008) 177 581

SOUTH BANK CORPORATION

As Marketing Manager of South Bank Corporation, I have been involved with Marketplace Communications' services for almost three years.

Marketplace has provided South Bank with excellent marketing advice and strategic planning that has helped shape the project into today's success.

The professionalism of Marketplace Communications and Pat McGuire ensured that their creative concepts were converted into reality efficiently and effectively.

From all aspects of marketing, advertising and public relations, Marketplace Communications performed to a high standard.

I wish Marketplace Communications and Pat McGuire continued success in the future and sincerely thank them for their dedication and hard work.



K.T. Potter
MARKETING MANAGER
SOUTH BANK CORPORATION

Pat McGuire offers
outstanding expertise...

...their creative concepts
were converted into
reality **efficiently**
and effectively.

**HEAD OFFICE**

Eagle Boys Dial-A-Pizza Australia Pty Ltd
A.C.N. 003 169 391

21 Buchanan Street
West End Qld 4101
Ph: (07) 3033 4299
Fax: (07) 3033 4200

Pat McGuire
Managing Director
Marketplace Communications
PO Box 1177
New Farm QLD 4005

Re: Letter of Reference

Dear Pat

Eagle Boys has utilised Marketplace Communications as preferred public relations supplier for more than five years spanning July 1999 – December 2004.

During this time, Eagle Boys has enjoyed excellent service with all public relations functions completed to a high standard and in a timely fashion. Special mention must be made of our valued Account Manager, Maria Castricos for her tireless efforts on the Eagle Boys business. Maria has performed exceptionally in communicating with our franchisees, working to tight timetables and delivering outstanding results in all projects undertaken.

Please accept our heartfelt thanks for your hard work on the Eagle Boys account and we would not hesitate in recommending Marketplace Communications to other businesses seeking an attentive, honest and successful public relations partner.

We wish yourself, Maria and Marketplace Communications the very best of success in the future.

Kind regards

Tom Potter

...we would
not hesitate in
recommending
Marketplace
Communications



QUEENSLAND HEALTH

BRISBANE NORTH REGION
ROYAL BRISBANE HOSPITAL

OFFICE: Royal Brisbane Hospital
Herston Road
HERSTON Q 4029
POSTAL: Post Office
ROYAL BRISBANE HOSPITAL Q 4029
PHONE: (07) 253 8111
FAX: (07) 257 1765

ENQUIRIES: T Brancozzi
PHONE: 253 8205
FAX: 257 1765
OUR REF: TB:js
YOUR REF:

Marketplace Communications
11 Wren Street
BOWEN HILL Q 4006

ATTENTION: MR PAT MCGUIRE
MANAGING DIRECTOR

Re: North Brisbane Hospitals Board Annual Report

Dear Pat

This letter serves to formally advise you that you have been selected to design, produce and print the North Brisbane Hospital's Annual Report and Financials.

Thank you for your updates via facsimile and for the personal presentations of layout designs and copy modifications as provided by Miss Joanna Bolte. So far, I have been impressed by the efficiency and professionalism of representatives from your Company, and am confident the final product will be one we will all be proud to display.

I thank you in anticipation and look forward to continuing harmonious, working relationships with both Joanna and yourself.

Yours faithfully

Trish Brancozzi
Public Relations Officer
HERSTON HOSPITALS COMPLEX

I thank you in
anticipation



Prosperine Co-operative Sugar
Milling Association Limited
ABN 42 183 428 402

Our Ref: JP:ER



TO WHOM IT MAY CONCERN

Prosperine Co-operative Sugar Milling Association Limited has worked with Marketplace Communications on two important projects during 2008 and into 2009. The most significant of these was a difficult process of reviewing a potential merging of our Co-operative with another sugar milling company. The ability of the Marketplace Communications team to identify relevant stakeholders and to sort through large amounts of detail to produce concise and effective communications to all stakeholders was appreciated during this fast moving process. They also provided guidance to our staff dealing with media during a stressful time.

Their knowledge of other service providers and co-ordination of these resulted in detailed interviewing of our members and provided guidance for the Board through the process.

Their team also provided assistance in dealing with other external stakeholders including politicians and Government departments at senior level to ensure all stakeholders remained supportive of the goals of the merger.

I have no hesitation in recommending Marketplace Communications to you for any important and challenging situation. Our business will use them again on other future issues.

Yours sincerely

John Power
Chief Executive Officer

I have no hesitation
in recommending
Marketplace
Communications

...we are certainly
looking forward
to a strong
and continuing
professional
association

P O Box 101 Prosperine Qld 4800
TEL 07 4945 1755 FAX 07 4945 2701 EMAIL psm@prosugar.com.au WEB www.prosugar.com.au



Dedicated to Service

Brisbane Commercial

Level 6
289 Queen Street
BRISBANE
QUEENSLAND 4000

Postal:
G.P.O. Box 2750
BRISBANE
QUEENSLAND 4001

Telephone:
(07) 221 2122
ISD 617 221 2122
Fax (07) 229 2086

TO WHOM IT MAY CONCERN

Marketplace Communications have been retained by our company on a consultancy basis since the beginning of the financial year, and previously we had a longer association with Pat McGuire himself on a professional basis.

Pat and his marketing team are enthusiastic and have maintained their professional approach at all times.

As a manager and partner, it is a great relief to know that the company's image is foremost in their minds. In most cases, our releases go to the press with minimal changes, which displays the excellent communication between both parties.

Judging by the quality and quantity of the work produced by Marketplace Communications to date, we certainly are looking forward to a strong and continuing professional association.

PRD BRISBANE COMMERCIAL
Joan Walker
Director.

SINCLAIR KNIGHT & PARTNERS
CONSULTING ENGINEERS

62 Astor Terrace
Spring Hill Qld 4004
Australia
Telephone (07) 835 0222
Facsimile (07) 832 6335

TO WHOM IT MAY CONCERN

For more than twelve months, Marketplace Communications Pty Ltd has been retained by Sinclair Knight & Partners Pty Ltd to offer professional public relations and associated services.

Marketplace Communications offer a cost effective and innovative service. They are prompt to respond to matters involving or related to our firm and do not hesitate to show initiative.

The professionalism displayed by Mr Pat McGuire and his team has been an important part of the success of their given brief.


A J Condon
Director
Manager Queensland

Sinclair Knight & Partners Pty Ltd incorporated in NSW
Offices: Brisbane, Canberra, Jakarta, Melbourne, Newcastle, Perth, Sydney, Toowoomba, Townsville.
Directors: B Bowes, J R Edwards, J E Givens, C G Green, B D Heffernan, R A Bowes, D Howarth, L M Black, G D Cosoli, F K Randell,
P A Cassell, G S Kates, P P Dowling, D H Malins, J E Corran, G R Rees, R W Reddy
Associate Directors: C H Arsham, D Barnes, T J Bell, A Bushra-Ramirez, A K Dame, P Huickens, R M Lehmann, B J Mission, N M May, R D Winton, D O Zines
Associates: P R Bowyer, N L H Case, R D Drisko, T L Feder, C T Green, P J Heath, J M Kelly, D E Kennedy, S G Linforth, J M McNamee,
A W Mallay, L A Milne, P B Oliver, J M Overton, P N Sayers, G E Sharples, G Mach-Smith, R L Smith, J Stegeman, S K Tonkin-Hill, C J Wilson, T C Wilson
Consultants: E D Pigott, W G Fairhurst, J M Wallace, A P Jones, L R Grimesone, R A Besty

They are prompt to respond... and do not hesitate to show initiative

MPC was instrumental in securing the ABC as the national media partner



Patrick McGuire – Managing Director
Melody File – Account Manager
Marketplace Communications
PO Box 1177
New Farm QLD 4005

Dear Pat / Melody

RE: MEDIA LIAISON FOR CRCA NATIONAL CONFERENCE 2006

Thank you for undertaking the media liaison role for the CRC Association Conference 2006 in Brisbane.

Throughout this brief, I found Marketplace Communications' (MPC) input, strategic suggestions and your initiatives in both the media relations and government relations to be creative and proactive.

MPC was instrumental in securing the ABC as the national media partner for this year's event, which ensured direct access to ABC media outlets and also secured high profile media personality, Lisa Miller, to participate in this year's conference.

Media coverage secured by MPC prior to and throughout the conference, surpassed that achieved in previous years and I would like to specifically acknowledge MPC's approach to ensuring our key messages were included in press releases. These messages were delivered through science stories from a diverse range of CRCs that were taken up by radio and newspapers.

Based on MPC's performance in this brief, I would recommend MPC's media liaison services, as well as strategic government relations advice.

Regards



Professor David St John
Chair CRCA 2006 Conference Planning Committee
CEO, CAST CRC

Postal Address: CAST CRC Limited, UDP No 055, The University of Queensland, Brisbane QLD 4072, AUSTRALIA
Tel: +61 7 3365 3574 Fax: +61 7 3365 3888 Email: cast@cast.crc.org.au Web: www.cast.crc.org.au



Contact name: Mike Whittaker
Telephone: 07 3403 4720
Fax (direct): 07 3403 9560
Your ref.:
Our ref.: MW:EW



Brisbane City Council
69 Ann Street
Brisbane, Queensland
GPO Box 1434
Brisbane
Australia 4001
Facsimile 229 1168

23 May 1996

To Whom It May Concern

The Community Health Branch, Department of Recreation & Health, Brisbane City Council entered into an agreement with Marketplace Communications in January 1996 for the development of marketing and communication strategies.

Marketplace Communications was commissioned to work with the Community Health Branch to develop a Strategic Marketing Plan for the Branch and marketing strategies for specific Branch products and services.

In selecting a consultant we considered it imperative that they be professional, reliable and more importantly be able to deliver the goods. I am delighted to say that Marketplace met the criteria.

Day-to-day tasks have been carried out efficiently, and longer-term strategies pursued with determination and remarkable vision.

We place considerable value on our association with Marketplace and hope that we will continue to be a successful combination in 1996 - 1997.

Yours sincerely

Mike Whittaker
Director, Community Health Branch
DEPARTMENT OF RECREATION AND HEALTH

PROTECTING BRISBANE'S ENVIRONMENTAL HEALTH & SAFETY

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& Lybrand

chartered accountants

posta: address:
Box 160 GPO
Brisbane Qld 4001

dx 112 Brisbane
telephone (07) 223 8665
telex AAA1874 COOR9
fax / groups 2/3 auto (07) 229 6740

our reference

TO WHOM IT MAY CONCERN

Marketplace Communications has been retained by the Brisbane office of Coopers & Lybrand to offer professional public relations, marketing and associated services.

I am pleased to say that I am very happy with the services provided by Marketplace Communications and in particular the professionalism of Mr Pat McGuire.

The public relations initiatives undertaken on our behalf by Marketplace Communications have played an important role in our marketing campaign.

Marketplace Communications and Pat McGuire offer a professional, prompt and efficient service and have my respect.

Darryl C. Somerville

Darryl C. Somerville
Partner

Author's Address	Editor's Address
Mark A. Anderson	Mark A. Anderson
Thomas Anderson	Thomas Anderson
John B. Anderson	John B. Anderson
Donald J. Anderson	Donald J. Anderson
Richard Anderson	Richard Anderson
William Anderson	William Anderson
Patricia Anderson	Patricia Anderson
Stephen Anderson	Stephen Anderson

Philip C. Alford
WACB-TV

marketing that **drives** business **growth**

Trinity Development Group Pty Ltd
Mezzanine Level, The Tower,
Trinity Place, 88 Creek Street,
GPO Box 144 Brisbane QLD 4001 Australia

P: (07) 3002 4200
F: (07) 3002 4201
ABN 44 010 078 323



Mr. Patrick McGuire
Managing Director
Marketplace Communications
72 Harcourt Street
PO Box 1177
New Farm, Qld 4005

Dear Patrick,

On behalf of Trinity Development Group I would like to take this opportunity to thank Marketplace Communications for the professional service and dedication in delivery of marketing services for our projects.

On several occasions I have been impressed with your creative approach to finding solutions, focused dedication to detail and relentless approach in delivery.

You have been a life saver in times of tight deadlines and very resourceful and strategic in times of tight competition and budgets.

Your team is a pleasure to work with and has been a great resource to have on board.

Thank you for your efforts and contribution in achieving results for Trinity Development Group.

Regards,

A handwritten signature in black ink, appearing to read "Marzena Baker".

Marzena Baker
Head of Communications

trinitydevelopment.com.au
part of the TRINITY group

Your team is a pleasure to work with and has been a **great resource** to have on board.

The team at MPC are **creative, reliable and hardworking**

Office: 07 3658 6888
Fax: 07 3371 9068
Email: info@johnstondixon.com

GPO Box 1158 Brisbane Q 4001
JohnstonDixon.com
ABN 36 068 112 371

To whom it may concern

I have had the pleasure of working with Pat McGuire and his team at Marketplace Communications (MPC) for many years where I have always found them to be a very professional company.

Having a thorough understanding of how marketing and the media works has allowed them to promote our company in various ways and on many occasions, and often with results that have greatly exceeded our expectations.

The team at MPC are creative, reliable and hardworking; seemingly always willing to 'go the extra mile' to get desired results. More so they are personable, accountable, and always easy to reach when we feel a need to discuss ideas.

MPC are an integral adjunct to our in-house marketing team and I have no hesitation in recommending their services as an integrated marketing agency.

Best regards,

A handwritten signature in black ink, appearing to read "John Johnston".

John Johnston
CEO
Johnston Dixon Quality Property

SINCE 1987

The logo for Johnston Dixon Quality Property features the words "JOHNSTON DIXON" in a bold, black, sans-serif font above the words "QUALITY PROPERTY" in a smaller, regular black font. To the left of "JOHNSTON" is a stylized diamond shape composed of three curved lines meeting at a central point.

Devine Group

RESIDENTIAL PROPERTY DEVELOPMENT • CIVIL WORKS • RESIDENTIAL CONSTRUCTION • REAL ESTATE MARKETING

Pat Maguire,
Marketplace Communications,
11 Wren Street
BOWEN HILLS 4006

Dear Pat,

Thanks for your fax of today's date on below line advertising for the Sunshine Coast Region. I have written relevant comments on each page and return photocopies for your perusal.

May I also take the opportunity to thank you and your staff for the excellent exposure you obtained for Devine Homes in press and media last week. Its really got people talking about us. They know we are here.

Thank you.

Regards,

Wayne McPhee
WAYNE MCPHEE
Sunshine Coast
Divisional Manager

ADDRESS: 3 WESTMORELAND BOULEVARD, SPRINGWOOD 4127
POSTAL ADDRESS: PO. BOX 181, SPRINGWOOD 4127
PHONE: (07) 808 6622 FACSIMILE: 808 7420

“
It really got
people talking
about us.
”



Queensland Rugby Football League Limited
Lang Park, Castlemaine St, Milton, Brisbane, Qld. 4064
Telephone (07) 369 8588 Facsimile (07) 369 7980

RAL:toc

Mr P. McGuire
Director
Market Place Communication
Suite 50, Level 4
101 Wickham Terrace
SPRING HILL QLD 4004

Dear Patrick

The Board of Directors of this League sincerely thank your company for its generous support of the XXXX Queensland Team during the recently completed 1991 Winfield State of Origin Series.

The XXXX Queensland Team certainly did the State proud as well as enhancing the image of the game as is evidenced by the record television rating for all three matches.

In appreciation of your company's support, I am enclosing a Certificate acknowledging your involvement.

The Board looks forward to your continuing support of the Team and the League in the future.

Yours sincerely

Ron Livermore
R.A. LIVERMORE
MANAGING DIRECTOR

Enc.

XXXX A valued member of the Queensland State of Origin Team

“
The board looks
forward to your
continuing support
of the Team
”



marketplace communications
signature strategies

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