

19th August, 2013

To Whom It May Concern

Hamish Chadwick of Image Sub Station has completed a major re branding and Marketing Plan for the Institute over the past 12 months. Hamish has also assisted in the implementation and roll out of this plan.

Feedback from our Membership base and external stakeholders has been excellent and members of our National Executive Committee have worked closely with Hamish to establish a formal Marketing Committee to continue the development of the plan over time.

I have always found Hamish to be attentive and meticulous in his desire to understand our Industry and Members and he has structured our plan with this in mind. His attention to detail has been first rate and his affable nature makes him easy to work with.

We would have no hesitation in recommending Hamish's services to any organization looking to update their image and project their offerings to their target market.

With Best Regards.

Paul Nielsen National President