

Sarah Richardson Consulting Pty Ltd

Sarah Richardson gains AMI Award for Marketing Excellence 2010 State Winner Brand Revitalisation

At the September 2010 Western Australian Awards for Marketing Excellence Sarah Richardson was presented the certificate and trophy for State Winner Brand Revitalisation.

Originating 75 years ago, the Australian Marketing Institute's primary role is marketing advocacy by representing its 7,000 members and the marketing industry in general and promoting the value of marketing in the broader arena. A second role is professional development of marketers. The third and evolving area is influencing public policy on ethical and moral issues in marketing. Recent activity has been focused on the AMI Marketing Metrics project, a five year program in collaboration with industry, academia and government developing a suite of globally recognised marketing metrics to raise the profile and accountability of marketing in Australian organisations.

The annual Australian Marketing Institute Awards for Marketing Excellence are presented to those organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices, having regard to the particular circumstances of different industries, budgets and the diversity of marketing programs. The Awards have evolved over the years in response to new developments in marketing theory and practice to reflect the growing appreciation of the critical role of marketing as the vital source of value creation for a business.

2010 has witnessed a 36% increase in award submissions for the AMI Awards for Marketing Excellence to a record 324 entries, with a substantial boost in entries in the Brand Revitalisation, Consumer Insight and Marketing Communications (B2C) categories suggesting that marketers are focusing their campaigns on changing customer and public perceptions or attitudes to create greater brand value. According to Roger James, AMI Chairman, "The growth in submissions was particularly heartening given the difficult economic climate of the past 12 months. In line with the Institute's call to continue to invest in marketing assets during downturns, marketers have continued their marketing efforts in difficult times to ensure business sustainability."

The entries were reviewed by a judging panel of more than 30 industry-respected marketing professionals, who were looking for the most innovative and effective marketing programs implemented across Australia over the past 12 months. Judging criteria comprised Issues (10%), Solution (30%), Results (30%) and Key Outcomes Contributing Organisation Value (30%).

Sarah Richardson has 25 years of corporate and consulting experience in large multinational companies and the SME sector. She spent 18 years in senior marketing, sales and general management positions in several branded consumer and B2b organisations in the United States, Europe and Australia prior to establishing her management consultancy seven years ago on relocation to Perth. Sarah Richardson Consulting provides sales, marketing and management consulting for small to medium sized organisations based in Western Australia offering business advice to Managing Directors and owners who may not have a full-time senior strategist, marketer or HR person or who are looking for an objective outside review. The company consults across resources, tourism, retail, franchising, government, NFP, business to business services, consumer goods and industrial and technology sectors.

Sarah Richardson holds a BA, BCA, MBA (Hons) and is Director of her own company, Sarah Richardson Consulting Pty Ltd. She is a member of Australian Marketing Institute (Associate Fellow, CPM), Australian Institute of Company Directors (GAICD), Women on Boards and University of Chicago Alumni Association (Chair, Perth Branch). She is a past Board Director, Board HR Committee Chair and Board Marketing Committee Chair of Workability, a Western Australian award winning NFP in the disability employment services sector.

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