

COMPANY PROFILE – THE 20/20 GROUP AUSTRALIA PTY LTD

The 20/20 Group Australia was conceived and founded by four dedicated and professional people with extensive experience in providing strategic business and marketing services to a number of blue chip organisations in Cairns, Townsville, Brisbane, and interstate. All four directors are long term residents of North Queensland, and respected members of the business community in their own right, each holding high profile board or committee positions across a number of industry and community bodies.

The 20/20 Group has a well deserved and growing reputation for providing business solutions, strategic guidance and, just as importantly, hands-on assistance wherever and whenever required by its clients.

Due to the broad skills base and experience of the four directors, The 20/20 Group can offer a wide range of business planning services and assistance, unmatched in North Queensland. These services include:

Strategic Planning

- ✓ Business planning
- ✓ Strategic and Tactical Marketing Plans
- ✓ Assessment and review of business practices, systems and structures
- ✓ Feasibility studies
- ✓ Organisational planning, including job description, staff surveys, induction procedures, successions planning and review of staffing requirements
- ✓ Product and service development

Research

- ✓ A full range of comprehensive research services including
 - Focus groups
 - One-on-one interviews
 - Telephone surveys
 - Customer surveys
 - Secret shopper audits
 - Market research, including economic analysis, trends in leading indicators, pricing analysis, government policy analysis, and competitor analysis
- ✓ The 20/20 Group also produces a quarterly report on development industry activity in the Cairns Region for distribution to clients, general industry and the media

Business Management Services

- ✓ EOI and tender writing and evaluating, as well as advertising and managing the tender process.
- ✓ Negotiation of commercial leases on behalf of landlords and tenants.
- ✓ Specialist retail business services including management of co-operative marketing levies for retail centres, financial reporting, tenant relationship management, shopper surveys and pedestrian counts.
- ✓ Business mentoring.

Marketing Implementation, Promotions and Communications

- ✓ All forms of corporate communication including press releases and media liaison, preparing tenders, writing awards submissions, newsletters (staff and customers), copywriting brochures, direct mail campaigns and annual reports, and producing promotional and corporate videos.
- ✓ Product and business launches, positioning and branding.
- ✓ Writing and coordinating the design of web sites and e-marketing campaigns.

Community Engagement

- ✓ Design and implementation community consultation programs
- ✓ Workshop design and facilitation
- ✓ Design and chairing of public meetings
- ✓ Media liaison & monitoring
- ✓ Staff of enquiry telephone lines

Preferred Consultants

The 20/20 Group is on the panel of preferred consultants for the following organisations:

- Townsville Enterprise Ltd (TEL) and Tourism Tropical North Queensland (TTNQ). These two bodies are coordinating a major regional tourism development project “Discover Tropical Queensland”. The 20/20 Group has been appointed to the Preferred Panel of Suppliers for
 - Communication and Public Relations
 - Strategy
 - Project Management
- COMET (COMmercialising Emerging Technologies), a federal government funded body which appoints consultants to undertake market research, business planning and marketing of start up companies seeking to commercialise new technologies in a wide range of fields. The 20/20 Group is currently working with two COMET clients.
- Department of State Development and Innovation, which provides a number of different grants for start up and existing companies to seek specialist help in the areas of business planning, research and marketing.

Industry Bodies and Other Representations:

The directors and staff of The 20/20 Group hold board, committee and/or membership positions with the following organisations:

- Australian Green Development Forum – Cairns Chapter (Executive Committee Member)
- Business Development Committee for Cairns Business Women’s Club Inc (Chair)
- Cairns Business Women’s Club
- Cairns Chamber of Commerce (Vice President)
- Cairns Regional Economic Development Corporation (Deputy Chair of the Board)
- Northern Development Industry Association (Secretary/Treasurer)
- SKAL (Committee Member)
- State Development Mentoring for Growth (Panel Member)
- Trinity Anglican School (Board Member)
- Worklink Employment Support Group Inc (Chair)