ALL MARKETING PROJECTS

PROJECT SUMMARY

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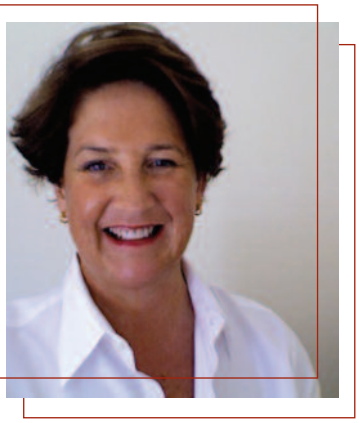

INTRODUCTION

Mary-Jane Daniher, founder of All Marketing Projects, has more than 25 years experience in marketing and communications project management. The foundations of her experience in planning, organisation and delivery were laid with her first job as a classified advertising coordinator for a major Australian newspaper where she discovered her interest in print production.

1985 Mary-Jane moved to London to expand her advertising experience where, she won several awards acknowledging her work. In 1995 Mary-Jane founded Wombat Creative Services Management. In London she worked for clients including Mark & Spencer's, Woolworths, Arcadia Group's, Dial Home Shopping Littlewoods Home Shopping, Royal & SunAlliance and Marsh.

Mary-Jane returned to Sydney in 2002 and has built All Marketing Projects into an in-demand project management consultancy with clients including BT Financial Group, Promina Group, FKP and Leighton Contractors.

Mary-Jane is an accredited Project Manager by the Australian Institute of Project Management, holds a Diploma in Project Management and Certificate IV in Training and Assessment.

As a Member of the Australian Institute of Project Management (AIPM), and a committee member of the AIPM Women in Project Management Special Interest Group and a member of the Australian Institute of Management Mary-Jane continues her professional development and gives her time freely to promote and support the project management industry.

For the past 7 years Mary-Jane has been a member of the judging panel for the Australian Catalogue Association for their annual catalogue awards, speaks at industry conferences and teaches project management in her workshops.

Mary-Jane lives in Sydney and when she is not working, you will find her in thegarden, or on the golf course – both of which are 'works in progress'.

"I believe a job worth doing is a job worth doing well!
And at all times keep your sense of humour!"

Mary-Jane Daniher

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Project Management Expertise & Summary

PROJECT MANAGEMENT EXPERTISE

Marketing & Communications
- Strategy
- Creative Management
- Print
- Online

Brand Management
- Strategy
- Architecture
- Implementation
- Change Communications

Product Development
- Strategy
- Creative Management
- Print
- Online

Marketing & Communications
- Strategy
- Creative Management
- Print
- Online

Training & Mentoring
- Project Management Workshops
- Individual mentoring

PROJECT MANAGEMENT SUMMARY

2009 -2010 — **BT Financial Group**
Project Manager, BTFG Intranet

2008 – 2009 — **FKP Property Group**
Project Manager, Corporate Marketing & Communications

2008 — **Leighton Contractors**
Project Manager, Publications
– Corporate Communications

2007 – 2008 — **BT Financial Group**
Project Manager, Marketing
– Superannuation

2007 — **JP Morgan**
Project Manager, print management PDS

2005 – 2007 — **Promina Group Limited**
Project Manager, Marketing
– Corporate Communications

2003 – 2004 — **Asteron Financial Services**
Project Manager, Marketing
– Wealth and Super Solutions

2003 – 2006 — **Promina Group Limited**
Project Manager, Marketing
– Corporate Communications

2002 — **Marsh - UK**
Project Manager
– European Communications

2001 — **Royal & Sun Alliance/Williams Lea**
Project Manager, Marketing
– Retail/Direct Insurance

1999 – 2001 — **Dial Home Shopping – Arcadia Group**
Project Manager, Marketing
– Retail Fashion Catalogues

1999 — **Woolworths plc – Catalogues (UK)**
Project Manager, Marketing
– Retail Catalogues

1995 – 1999 — **Marks & Spencer plc**
Marketing Director, Retail Catalogues

Project Case Studies

Client: **BT Financial Group**

BTFG Intranet

Creating an Online Community

The 2008 merger between Westpac and St.George banks, the wealth business BT Financial Group increased to 10 brands and over 4,500 employees across Australia and New Zealand. The creation of the BT Financial Group (BTFG) intranet project allowed the business to review and align the culture and growth of the business across all brands.

Our purpose – Design and launch one engaging online intranet site for employees in BTFG and across the broader Westpac and St George Groups to obtain and share information.

Heading a team of 5 specialists – communications, design and technology we delivered an intranet based on a Microsoft SharePoint platform, created an interactive experience for employees where they can create and comment on articles, blog. The structure of the site also connects over 420 teams that make up the 8 business units that make up BTFG.

Opportunities like this do not come along often. I learnt how to better communicate online and the technology that supports it. This project touched every employee in the business, we have the CEO who blogs on a regular basis and have built a leading edge key communications tool to support the future growth of the business.

- Project managed team of 5 specialists
- One intranet for 10 brands, 8 business units, 420 sites and over 4,500 employees
- Six months from project initiation to delivery
- Extensive senior management engagement and project socialisation
- Employee workshops, employee testing
- Design creation, validation and implementation
- Audit of existing intranets and creation of new content for new site
- Change communications, online demonstrations and launch video
- Technology specifications and requirements
- Training to use SharePoint platform
- Testing and deployment to live environment

Client: **FKP Australia**

Role: **Project Manager, Corporate Marketing and Communications**

Build it and they will come

Come make a difference! All Marketing Projects was asked to join the FKP Corporate Communications team to focus on brand positioning in a property market suffering the effects of the 2009 Global Financial Crisis. There was a lot to do – together we built the brief and strategy for their new branding project now in its final stages of metamorphosis, delivered the 2008 Annual Report in less than a month, combined with an Entitlement Offer Product Disclosure Statement along with building a corporate communications publishing schedule. Stakeholders included investors, shareholders and importantly employees – three big groups to take through a change programme that included even the flowers in reception. No detail was overlooked on this exciting project.

- FKP Brand review, implementation and delivery across the business including an

- Review, evaluate and re-launch of external magazine Future Living
- 2008 Annual Report, AGM and Full Year Reporting
- Managed approvals with stakeholders and back to creative team
- Developed and executed a multi-stakeholder and project plans
- Budget analysis, estimates, cost management
- Risk management log and resolutions
- Project communications, weekly team meetings, tracking progress and delivering status reports to Senior Management and all stakeholders
- Print and distribution management – quality control management
- Post implementation review – interviews and reports
- Development of Employee Value Proposition – values and behaviours linked to Brand project
- Employee communications – values and behaviours, restructure updates
- Equity Raising Product Disclosure Statement – $135 million raised
- Property Portfolio creation and delivery – summary of all properties held by the business
- Product communications – link with Brand guidelines, sales focus

ALL MARKETING PROJECTS

Project Case Studies

Client **Leighton Contractors**

Role: **Project Manager, Corporate Communications**

Keeping you in touch

Leighton Contractors engaged All Marketing Projects to conduct a corporate publications audit. The objective was to reduce the time taken to work through the process of publishing their employee and stakeholder magazines. We conducted a series of stakeholder interviews, analysed their publishing process - particularly stakeholder approvals and their print and creative resources. Then we gave them a simple solution that took three months out of the production process, clarified roles and responsibilities and proposed suitable suppliers that would support their requirements and deliver a premium product. This was a great project for All Marketing Projects, we got to share our expertise with the in-house team and develop a process that has reduced costs by 25%, shorten delivery time by over
50% and improved the quality of the product.

- Conducted a post implementation review on employee and External publications
- Conducted extensive senior management interviews
- Developed project plan to reduce delivery cycle by 50%
- Performed an outsourcing review
- Recommendations against resource and budget
- More efficient process reduced cost by 25%

Client: **BT Financial Group**

Role: **Project Manager, Marketing, Superannuation**

Good things come is small packages

BT Financial Group set the challenge to significantly reduce the number of pages in their corporate superannuation Product Disclosure Statement (PDS) for the May 2008 launch. A project team working with the legal and marketing teams took three months from idea to delivery and delivered a 24-page document.

Using 'Incorporation by Reference' our aim was to ensure that the new PDS be customer focused, use plain English, with information easy to find and understand. As a result, the PDS Chant West ranking moved from 4 apples to 5 apples in the member services category

Reducing the page count from 148 pages to 24 pages realised significant savings in print and distribution.

For many years, Government and the Financial Services Industry have been pursuing page reduction and simplifying the content complexity of the final PDS.
We cracked it. It was the first on market and has been well received by BT customers and copied by their industry colleagues.

- Set challenge with legal team to produce short-form PDS by Senior Management
- Project Managed and delivered 1012ia legislation on Electronic Access of supporting documentation for members
- First Superannuation Short Form PDS in market by any provider
- Project Managed and delivered a short form PDS taking existing 114 page document to 24 pages using 'Incorporation by Reference' legislation
- Delivered member direct mail communication - membership base of over 500,000
- Managed Senior Management stakeholders through approval of disclosure process
- Managed external suppliers – creative agency, printers, distribution
- Budget Analysis
- Issue management and resolution with senior stakeholders
- Post Implementation Review

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Project Case Studies

Client: **BT Financial Group**

Role: **Project Manager, Marketing, Superannuation**

Super is the future

The overhaul of superannuation legislation in 2007 created the opportunity for BT to consider improving their Product Disclosure Statements (PDS) to benefit investors.

All Marketing Projects managed a project to update the look and feel of BT documents. We introduced the life stage concept, supported by clear and concise language, and consolidated formats to deliver a fresh, 'user friendly' experience.

This seven-month project involved working on all aspects of document production including content creation, stakeholder review, compliance and due diligence controls, artwork and print production, financial management, reporting and project planning.

The target was to have these products updated, compliant and on market by 1 July 2007 – the project team brought this project in on time and delivered a cost savings of over $250,000 on budget.

- Project Managed and delivered the 2007 Federal Budget legislative changes to 11 Superannuation product disclosure statements
- Project Managed and delivered the 2008 Superannuation Product Disclosure Statements product improvements
- Project Managed and delivered the 2008 Insurance product to member base and then 2 weeks later the product recall following business decision not to proceed
- Produced and delivered supporting member direct mail communication - membership base of over 500,000
- Managed Senior Management stakeholders through approval of disclosure process
- Managed external suppliers – creative agency, printers, distribution
- Budget Analysis
- Issue management and resolution with senior stakeholders
- Post Implementation Review

Client: **Promina Group Limited**

Role: **Project Manager, Corporate Affairs**

Sold!

Building relationships is what All Marketing Projects does best. So when the Promina Group Board agreed to the merger offer by Suncorp-Metway they called us to produce their Statement of Advice (SOA) to be sent to all Shareholders prior to the EGM.

Working with the executive management and adviser stakeholders including, Macquarie Bank, Freehills and Computershare, we delivered a 420 pages distributed to 30,000 shareholders in a short timeframe. All Marketing Projects assembled a team of expert suppliers to aid the production of the SOA.

With mixed emotions the merger was approved by the shareholders, closing a chapter in All Marketing Projects history having been involved in the 2003 IPO, worked to position the new entity, Promina, in the insurance market and its sale when the share price was at its peak.

- Implementation and delivered the Statement of Advice for the successful merger with Suncorp-Metway, to all shareholders
- Managed Senior Board, Management and Adviser stakeholders
- Managed external suppliers – creative agency, printers, distribution
- Events and content co-ordination for Extraordinary General Meeting
- Co-ordinated all page approvals with stakeholders and back to creative team
- Developed and executed a multi-stakeholder timing plan to co-ordinate all activities
- Budget analysis, estimates, cost management and reporting
- Risk management log and resolutions
- Project communications, weekly team meetings, tracking progress and reporting status reports to Senior Management and all stakeholders
- Print and distribution management – quality control management

Project Case Studies

Client: **Promina Group Limited**

Role: **Project Manager, Corporate Communications**

Life

All Marketing Projects was also engaged to manage the development and production of 2005 Promina Annual Report. This was the third Promina Annual Report and a perfect opportunity to strengthen brand awareness and represent the developing culture, as well as providing the required financial and business information. Working with the external creative team, senior executives and complex stakeholder matrix over three months takes discipline and an organised approach. Flexibility is the key to produce a quality piece of work and deliver to strict deadlines.

The 2004 Annual Report won the Gold in International Annual Report Awards, and the 2005 Annual Report won Best in Class.

- Delivered the 2005 Annual Report, full year results and Annual General Meeting
- Managed Senior Board and Management stakeholders
- Managed external suppliers – creative agency, printers, distribution
- Events and content co-ordination for AGM
- Co-ordinated all page approvals with stakeholders and back to creative team
- Developed and executed a multi-stakeholder timing plan to co-ordinate all activities
- Budget analysis, estimates, cost management and reporting
- Risk management log and resolutions
- Project communications, weekly team meetings, tracking progress and reporting status reports to Senior Management and all stakeholders
- Print and distribution management – quality control management
- Post implementation review – interviews and reports

Client: **Asteron Financial Services**

Role: **Project Manager, Marketing, Wealth and Super Solutions**

Targeting your Super Solutions

Asteron Financial Services, the wealth business of the Promina Group asked All Marketing Projects to join their team on a short-term contract to add some project manage expertise to their Corporate and Product marketing team.

Having delivered the first Asteron customer-focused strategic marketing strategy to the Asteron Board the agreement was to create a Superannuation product that was targeted to a particular audience – new business starters.

Working closely with the product development team, operations, distribution teams and external marketing agencies, we delivered Wealthstar in October 2004.

- Senior member of the project team that created the objectives and strategic implementation for the new Superannuation product launched October 2004
- Requirements for the New Product Project - included brand proposition, internal and external multi-channel communications, transactional web site creation, print collateral, launch event strategy and sales tools
- Managed the marketing budget of over $2m p.a. with eight direct reports
- Recruited DTP industry specialists allowed creative work to be managed in house and reduce dependency on external suppliers – savings of over $250,000 p.a
- Delivered the first customer-focused Business Development marketing strategy to Asteron Board
- Implemented Adviser and End Customer market research and product testing
- Constructed a Tender process, developed a branded template document and intelligence sharing register within the company
- Worked closely with Compliance team on all marketing initiatives and projects within the delivery schedule

Project Case Studies

Client: **Promina Group Limited**

Role: **Project Manager, Corporate Communications**

Employees own a piece of the action

Promina Group Limited listed on the Australian Stock Exchange in March 2003, and the Executive offered three Employee Share Plans to their 6,500 employees in Australia and New Zealand.

All Marketing Projects delivered the communication plan and strategies to educate employees on share ownership, as well as financial management oversight, offer prospectus and launch packs. The project achieved a 77% take up in the first year and this increased in 2004 and 2005.

- Development, implementation and delivery of the five Employee Share Purchase Plans. The aim of the Plans was to evolve a sense of Employee ownership in the company, act as a STI and to reduce overall churn of Employees.
- Have rolled out the offer from 2003, 2004, 2005 and 2006.
- Created and executed an internal communications strategy over three months.
- Identified the internal stakeholders, established the steering committee, escalated and implemented all policy decisions.
- Worked closely with Taxation and Legal Counsel teams – and their external advisers. Managed the dependencies and the timing within these relationships. Ensured that all legal, tax and accounting compliance procedures and approval were in place.
- Managed the complexities of a Senior Team dynamic.
- Built the strategy and process implementation between the Plan Management Company and Promina - including the transactional side, the purchase and allocation of shares.
- Wrote the first draft of the Service Level Agreements, for the Legal and Tax departments to finalise agreements with the Share Plan Management Company.
- Achieved an initial 77% Employee take-up rate in the first year.
- Maintained membership and reached individual year objectives each project to date.

Client: **MARSH**

Role: **Project Manager, European Communications**

Spread the word

Marsh European Communications team required an experienced project manager to work with their European communication network across 44 European and Middle East Countries that spread over 210 offices to work on the delivery of their Corporate Identity update.

Marsh had purchased Sedgewick in 1999 and the new Corporate Identity was the first time the parent company had worked through with the European network. Liaising with key stakeholders in each country – the conference calls were one of the greater challenges of this project.

We delivered our strategy, timeline, budget and individual country requirements to the Corporate Identity team In New York, and then it was time for me to go – my flight to Sydney was booked and I was on my way home.

- Deployment strategy of the global launch of Marsh's new corporate identity
- Rolled out through 44 European and Middle East countries and 210 offices
- Created the rollout strategy and implementation plan for the Corporate Identity across all communication channels
- Produced the European Version of the Corporate Identity manual for each country specific requirements
- Attended weekly international conference calls, hosted by the USA team, to report and monitor the European progress and budget control of the Project
- In conjunction with the above project - produced European Limit of Liability Report (including the translation into 4 European languages)

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Project Case Studies

Client: **Royal & SunAlliance and Williams Lea**

Role: **Project Manager, Marketing – Retail/Direct Insurance**

Delivering more than expected

In 1999 Royal and SunAlliance, UK launched an online suite of insurance products with the 'More than' brand to the UK market. Our role was to project manage the print procurement team which delivered more than 150 items from business cards to Product Disclosure Statements within a six-week timeline.

Royal & SunAlliance had recently outsourced their 22-member team to Williams Lea and my role was to take them through the change management programme and ensure all worked effectively and efficiently to agreed deadlines, work flows, budget requirements and roles and responsibilities. Working closely with the creative agency to apply the new brand across all collateral we delivered the equivalent of seven articulated trucks worth of print in seven days.

This contract was extended for another 12 months to work with the team to audit and benchmark supplier base, manage the people and performance issues and department restructure, continue to deliver work in progress and hand over to a full time resource.

- Williams Lea - out-source management specialists of print
- Transformed the print team at Royal Sun Alliance following their transfer to Williams Lea into a cohesive, commercially focused, empowered and productive business unit
- Developed and implemented print management, process, benchmarking and quality procedures
- Held the primary relationship with Legal/Compliance Team involvement with all work produced. Taking advice and amending copy accordingly and managing stakeholder expectations through the process
- Reduced costs by rationalising the supplier base from 132 to 54, by conducting a supplier review based on agreed criteria
- Managed an $18 million budget and 22 people
- Delivered 33% $6 million contractual savings within first year
- Each team member received a performance bonus of 10% salary for the first time in the print teams 19-year history

Client: **Arcadia Group plc**

Role: **Project Manager, Marketing – Fashion Catalogues**

A little process goes a long way

Dial Home Shopping is the catalogue business of Arcadia Group plc and a joint venture with Littlewoods Catalogue Shopping. In 1999 Arcadia Group was made up of 5 niche fashion brands, each with their own chain of stores through the UK; Evans, Racing Green, Principals, Hawkeshead and Top Shop. Dial Home Shopping ran the catalogue business for each brand.

Engaged by Dial to work across all three companies to streamline the process for their catalogue production.

Reviewed the creative and production of the suite of catalogues produced and tabled this report with the Board of Dial Home Shopping. This report identified inefficiencies in the process and duplication of resource. My contract was extended to implement my recommendations.

Within six months, created annual publishing plans for each brand, strengthened workflows, agreed roles and responsibilities. Reduced errors by 80%, eradicated missed deadlines, improved the publishing time by 25% and delays to print were a thing of the past.

Managing a $48 million budget and 8 direct reports we delivered $8 million in savings through smarter work practices and closer collaboration with our stakeholders.

- Conducted review of the creative and production management and presented the executive summary to the Dial Board
- Accepted contract as Project Manager, Marketing – Fashion Catalogues to implement recommendations
- Created and implemented strategies and achieved the business objectives of five brands that produced over 50 print and electronic catalogues p.a.
- Managed the creative teams to ensure the commercial viability of the catalogues, worked closely with the Creative Directors throughout the creative process
- Improved efficiency by 25%, reduced errors by 80%, and eradicated missed deadlines in re-designing the Dial Home Shopping Catalogue Workflow
- Implemented a digital Management Information System (MIS) incorporating all Creative, Production and pre-Press management
- Created up to 25% savings in time efficiency and reduced delays to print by 100%
- Responsible for a $48 million budget and 8 direct reports
- Delivered $8m in savings through better working practices and closer collaboration with Merchandise and Marketing departments.

Project Case Studies

Client: **Woolworths plc – United Kingdom**

Role: **Project Manager, Creative Services – Woolworths Direct**

Direct catalogue launch

Woolworths UK was set to launch their direct catalogue offer in October 1999 and while they had focused on merchandise and distribution requirements, they required a project manager with catalogue experience. I was engaged to work on the production of the launch catalogue and head the catalogue production team.

The marketing team had not produced a catalogue before, let alone 194 pages with over 5,000 products with a wide variety found in any Woolworths store, ranging from fashion, music, home wares, toys and camping gear. And we had a short time frame.

This project required a strong focus on training and mentoring for all internal and external team members. Roles and responsibilities were confirmed within the team, key stakeholders identified and became part of our working group giving advice on layout and styling requirements.

We delivered the launch catalogue and received great acclaim within the industry because Woolworths was making shopping just that bit easier. The catalogue was not perfect, but it was published and quickly increased retail sales. A promising start to a new business unit.

- Produce a 194-page catalogue, 5,000 products within six weeks to launch Woolworths Direct home shopping business.
- Transformed an in-house production team into an organised, cohesive unit by providing structure, introducing process, scheduling and planning
- Trained team members to understand how to work in a catalogue environment
- Defined roles and responsibilities and clear objectives
- Identified and worked qualified catalogue techniques into Catalogue page structure
- Trained external suppliers in Catalogue workflow management and production disciplines
- Retained to produce the company's Christmas Home Shopping Catalogue
- Managed $3 million budget and four direct reports
- Catalogues increased footfall through retail stores by 10% and increased sales by up to 5%

Client: **Marks & Spencer - United Kingdom**

Role: **Marketing Director, Retail Catalogues**

Shopping just got easier

Mary-Jane Daniher was an integral member of the project team established to research how Marks & Spencer could enter the fashion catalogue shopping market in the UK. This two-year key project involved developing a marketing and publishing brief, world wide creative benchmarking, budget forecasting and management, corporate identity implementation, auditing and contractual negotiations of a supplier base, creation of an in-house graphic and photographic studio, and development of the customer experience – packaging, livery on transport and uniforms.

The fashion catalogue was launched in 1996. Over the next two years the focus was on building the online business and the team of employees working on the M&S catalogue from six to 600. The fashion catalogues delivered a 5 per cent uplift in sales in the first year.

- Responsible for a budget of $18 million and four direct reports
- Increased footfall through stores by 15%, increased sales by 30% and broke even as a business within 3 years.
- The launch fashion catalogue won "Creative Reprographic House of the Year" at the UK 1998 Print Week Awards.
- Proposal presented to The Board of Directors with successful outcome
- Conducted a review of USA and European creative services suppliers
- Established the Creative and Production team, appointed and managed the international supplier base. Built a strong team environment
- Implemented and produced the corporate identity for the launch, covering Internal and External Communications
- Established the in-house creative DTP studio saving over 25% ($750,000 p.a.) on creative costs
- An additional project - Create a 31,000 sq feet in-house multi-purpose photographic studio and product storage area from an existing warehouse
- Created a commercial proposition to lease the photographic studio for 3rd party use – revenue generated covered the annual operating costs of the site
- The photographic studio enabled us to reduce our studio hire costs on studio photography by 100%

ALL MARKETING PROJECTS

Awards and Professional Development

Mary-Jane is an accredited Project Manager by the Australian Institute of Project Management, holds a Diploma in Project Management and Certificate IV in Training and Assessment.

As a Member of the Australian Institute of Project Management (AIPM), and a committee member of the AIPM Women in Project Management Special Interest Group and a member of the Australian Institute of Management Mary-Jane continues her professional development and gives her time freely to promote and support the project management industry.

For the past 7 years Mary-Jane, has been a member of the judging panel for the Australian Catalogue Association for their annual catalogue awards, speaks at industry conferences and teaches project management in her workshops.

Credentials

- Diploma of Project Management - AIM
- Registered Project Manager (RegPM)
- Accredited by Australian Institute of Project Management
- Certificate IV Training and Assessment - HKCC
- Certificate – Direct Marketing – ADMA.
- Certificate – Project Management – Sydney University
- General Print Certificate – Sydney Technical College

Industry Associations

- Member of the Australian Institute of Project Management (AIPM)
- Committee Member of AIPM Women In Project Management Special Interest Group
- Member of the Australian Institute of Management
- Judge for the Australian Catalogue Association
- Project Manager – Australian Businesswomen's Network Annual Seminar & Expo Day

Professional Development

- Diploma in Project Management
- Certificate IV in Training and Assessment
- Microsoft Office 2 day training course
- Women in Leadership programme
- SharePoint Member and Site Owner training
- MYOB Levels I and II

Awards

2007	Bronze Winner of International ARC Award – Best Insurance Annual Report
2006	Winner of ARA Bronze Award – 2005 Promina Annual Report
2000	International Catalogue Conference, Chicago USA – Speaker
1998	Winner UK Print Week Awards – best reprographic Catalogue
1989	Winner PR Week The Sword of Excellence Award