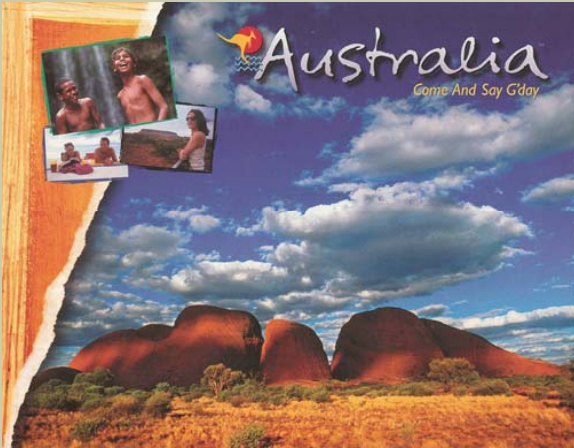
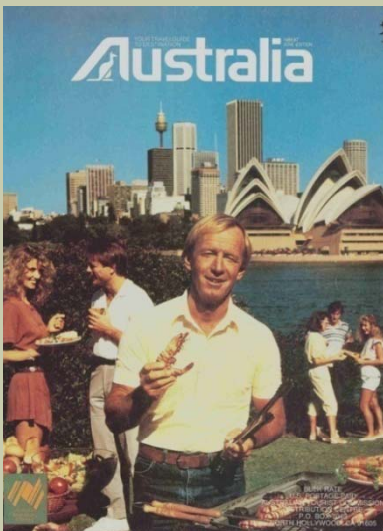


Come and Say G'day



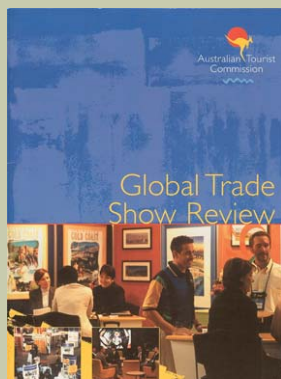
For more than twenty years, Bill Baker has been active in the branding and marketing of Australia in global markets. He was a major contributor to the success of Australia's acclaimed "Shrimp on the Barbie" campaign, which he directly managed for seven years.

He also designed and directed the ATC's integrated marketing programs in North America and across Europe. These included database marketing, publications, public relations, trade marketing and co-operative advertising campaigns.



He held executive positions with the Australian Tourist Commission in the USA and Europe for a decade, and has been consistently engaged by the ATC (now Tourism Australia) as a consultant over the past decade.

Bill was involved in the development of Brand Australia, acknowledged as being one of the most successful pioneering efforts in the branding of a nation.



Bill Baker is a very good operator. Whatever you want done, he will deliver, on time and with professionalism, insight, thoroughness, and intelligence and most importantly on brief."

John Morse,
former Managing Director,
Australian Tourist Commission