

## Reference for Julian Good of Good Liaisons

### TO WHOM IT MAY CONCERN

I have known Julian Good for many years and I followed with interest his career progress within the regions hotel and travel industries. When I started to build my own resort near St Albans, I often sort his advice and guidance on sales and marketing matters.

Because of this, it was when I purchased the Bohemia Resort in Cairns one of the first companies I called in for help was Good Liaisons.

The property held excellent potential but had been very poorly marketed and was trading well below it's potential. Julian Good travelled up to Cairns and, within 24 hours was starting to work on a marketing vision for the resort I had not considered — targeting totally different market segments.

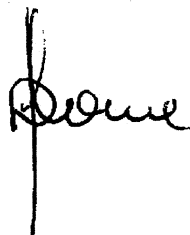
He returned to Sydney and worked on a business plan for the resort. This included very interesting data he had found during his research, which gave me a full understanding of the local market (travellers buying habits, arrival statistics as well as what my competition was doing). He also detailed at length how I should position the resort within two different markets, listing the companies I should approach and deals/packages I should offer them and then, the returns I should expect from these activities.

I also found that he had some excellent contacts within the industry, which he introduced me to. It would probably have taken many months to meet with them and a similar period to build up a working relationship with them. With his introductions, it saved me valuable time.

Because of Julian Good's professionalism, ability to understand markets and what they want and his depth of experience I am pleased to report that my resort is trading above my competitors and we have exceeded the revenue targets we set the resort. I would use the services of Good Liaisons again.

Name: Darryl Rowe  
Address: 231 McLeod Street, Cairns QLD 4870  
Company: Bohemia Resort

Signed:

A handwritten signature in black ink, appearing to read 'Darryl Rowe', written over a vertical line that extends downwards from the signature.