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*Incorporating Olympic Communicators  
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# BOB ANSETT

Bob Ansett was born in Australia but spent his formative years in the United States. His story has been well documented in his three best-selling books, "Bob Ansett, An Autobiography", "The Customer" and "The Meaning of Success".

He founded the Budget Rent A Car System in 1965 and in doing so developed a unique organisation that grew from a small two person business to a dynamic enterprise employing over 2000 people trading in 20 countries with an annual turnover exceeding \$400 million.

Budget was a trendsetter with employee relations and was one of the first companies to introduce health and fitness programs for its employees. Budget's innovative marketing and customer service excellence was recognised not only in this country, but also internationally.

Business Magazine BRW dubbed him 'the entrepreneur's entrepreneur' for he not only built a remarkable business but changed the way in which business was conducted in this country.

Leaving Budget in 1989. He established 'Bob Ansett Marketing' to provide consulting services in the field of Customer Service. That company operates from Noosa Heads on the Sunshine Coast, where Bob now resides.

He has been President of the Melbourne Chamber Of Commerce, founder and inaugural President of The Australian Customer Service Association, Chairman of the Federal Government's 'Trade Negotiations Advisory Group', Vice Chairman of the Moomba Festival and was President of the North Melbourne Football Club for 13 years.

## TOPICS INCLUDE:

- ◆ Customer Service
- ◆ Leadership
- ◆ Change Management
- ◆ People Management
- ◆ Motivation

#### RECENT CLIENTS:

National Mutual  
Hutchinson Australia  
Novel Australasia  
JNA Computer Software  
Heidelberg Electricity  
Hydro Electricity  
Freemasons Hospital  
Northern CollegeHPM  
TAB (NSW)  
Patent Attorneys  
Retech Global  
Kronos Australia  
IAG Conference

The Sizzler Group  
Mobil Oil of New Zealand  
Hifert  
The Quicksilver Group  
Forest Hills Shopping Centre  
Penrith City Public Meeting  
Institute of Credit Managers  
Industries Sydney  
SYBIZ  
Toyota Franchisees  
Macquarie Business School  
Aust Driver Conference  
WMC (Deakin University)

DHL Worldwide Couriers.  
Hewlett Packard  
Bonlac Foods.  
Ramsay Health Care.  
Stanwell Corporation  
Ray White Real Estate  
Century 21'  
Hilti Australia  
Fairfax Community Newspapers  
Super Fresh/Super Value  
Horsham Business Centre  
Toastmaster Annual Convention  
Toyota Franchisees (Qld)

#### CLIENT FEEDBACK

*“Excellent. Bob adapted his delivery to suit the group. Very honest discussion that has stayed with individuals throughout the program.”*

**Deakin Australia**

*“Bob’s speech was good, he provided some insights into customer service. His desire to take questions and his answers to those questions was excellent and very appreciated.”*

**Supercorp Australia**