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Ruth E Wilson Enterprises Pty Ltd.

Offers consultant work in the field of Media/PR, Events & Industry Association Management.

Available as Public Speaker.

Previous Consultant contracts:

- 2000 – 2002 **Year of the Outback 2002**
Chief Executive Officer
Established office and staffing, travelled extensively throughout Australia to speak with local communities to enlist their support and involvement with the Year. Managed budget, media and State liaison.
- 1995 – 1999 **Australian Council for Responsible Nutrition**
Executive Director
Responsible for the overall running of the Association, including finances, public relations, marketing, sponsoring and hosting international seminars and growing the consumer membership of the Council.
- 1988 – 1995 **Event Oganiser & Media Consultant**
A brief sample of client history below.
- Nutritional Foods Association**
Secured over \$500,000 value of media exposure for antioxidants during September/October 1994.
- Australian Geographic - Dick Smith 1993:**
Responsible for media coverage of Dick Smith's Trans-Australia Balloon Flight.
- Bicentennial Balloon Challenge 1988**
As Challenge Director, co-ordinated the requirements of 78 ballooning teams from 18 countries involving over 1,000 personnel, including army troops and a mobile medical team. Raised \$1,250,000 sponsorship in funding and kind from corporations and government.

Worked with local councils across the continent to encourage their participation in the Challenge, to use the ballooning event to build their own celebrations

Henkel/Cognis Corporation USA Pty Ltd:

Responsible for writing and distribution of press releases to the Australian and New Zealand media to support Natural Source Vitamin E.

Michael Edgley International:

Harold Park Paceway promotion "Entertainment You Can Bet On!". Wrote weekly radio and print advertisements; organised weekly performers on track. The promotion ran for six months and came in under budget.

Sponsorship gained and promotional/media work carried out with these additional companies:

Kellogg Australia; Kodak (Aust) Pty Ltd; Life Education Centres; Qantas; Range Rover; Gibson Freight International; Tupperware.

Worked as a journalist in Japan and New Zealand. Guest speaker at numerous functions over the past 18 years.

Contact details:

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