

INVEST IN GROWTH.

Finding Direction,
Creating High-
Performance
& Delivering
Profound Success
with ESMC.

ELEVARE Strategic Marketing Consulting (ESMC)

CONSULTING ▲ ADVISORY ▲ IMPLEMENTATION

SERVICES PROSPECTUS
2025/26

elevaremarketing.com.au

- ▲ Strategic Organisational Growth
- ▲ Business High-Performance
- ▲ Commercial / Customer / Market Expansion
- ▲ Professional Skills Training & Development
- ▲ Implementation & Growth Management


ELEVARE
Strategic Marketing Consulting

**EXPERTISE
LEADERSHIP
GROWTH.**

Finding direction, creating high performance
& achieving profound organisational success



"It is not the strongest of the species that survives, nor the most intelligent that survives.
It is the one that is the most adaptable to change."

Charles Darwin, 1859

WELCOME...

Welcome to ESMC's Service Prospectus for 2025/26.

There's no doubt, that the business landscape in Australia and internationally is facing diverse and unprecedented change. Across economic, political, technological, demographic, social and environmental domains, we are seeing rapidly shifting conditions that are regularly redefining organisation's planning, foci, and performance. Sadly, for many, these conditions are creating extraordinary levels of uncertainty, disorientation, anxiety, and ultimately volatile outcomes.

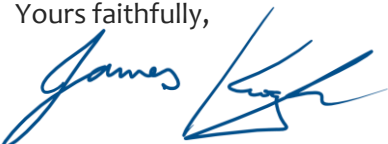
These challenges and impacts can certainly be overcome however.

It is our conviction that true business success is not derived from simply adapting to the seemingly unstoppable changes in the environments we face. But rather, from becoming masters of progressive transformation. It is, to build an organisation where mindsets, cultures, processes, market propositions, and relationships with consumers, all contribute to the objective of "perpetual evolution of advantage". The journey to this state is indeed achievable, and the rewards are tremendous... on many levels.

Within this document, we provide a summary of the professional services we offer and how these may assist you and your organisation in finding direction, creating high performance, and delivering profound success. We have also included information on our unique capabilities, our proud track record, and some of the effective approaches we adopt in our service support. Importantly, we have also shared details on the values, principles, and professional standards we embrace and apply... without compromise. These undertakings are the foundations on which our firm stands.

Thank you for engaging with us and for the opportunity to support your journey to Peak Performance.

Yours faithfully,



Managing Director
ESMC

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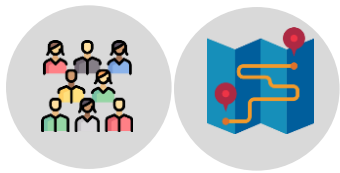
OUR CONSULTING, ADVISORY & IMPLEMENTATION SERVICES...

**FINDING DIRECTION.
BUILDING HIGH-PERFORMANCE.
ACHIEVING PROFOUND SUCCESS.**

ESMC are leading experts in the end-to-end process of achieving organisational success through Commercial, Consumer, Market/Competitive, and Capability Development.

We draw upon vast experience, high-calibre qualifications and skills, and the latest best practices across Marketing & Commerce, Strategic Leadership, Consumer & Organisational Psychology, Sociology, and Economics to provide excellence in Consulting, Advisory and Implementation Support. Our service deliverables include:

- ▲ Organisational Growth & Capability Development
- ▲ Strategic Growth Marketing & Planning
- ▲ Market & Customer Expansion (acquisition, retention & SOW#)
- ▲ Organisation Transformation & Change Management
- ▲ Professional Skills Training & Development
- ▲ Project, Campaign & Implementation Leadership



ESMC guides and supports diverse types of professionals, leaders, teams, and organisations to reach their Peak Performance. The firm provides standard or highly customised consulting, advisory and implementation services.

"Share of Wallet"

ELEVARE
Strategic Marketing Consulting

**EXPERTISE
LEADERSHIP
GROWTH.**
Finding direction, creating high performance
& achieving profound organisational success.

OUR SERVICE & SUPPORT STREAMS...



SUCCESS ANALYSIS
& PLANNING

EXPERT ORGANISATIONAL GROWTH ANALYSIS & PLANNING

We have a team of highly talented experts who can objectively examine, assess and benchmark your organisation's operations. From this, we provide clear and economical pathways for improvement and growth. Regardless of the size of your business or the industry in which it operates, we can support and guide you to achieve your objectives.



STRATEGIC GROWTH
MARKETING

WORLD-CLASS STRATEGIC MARKETING MANAGEMENT CONSULTING

ESMC is a leading authority in the planning and delivery of strategic marketing excellence. We work closely with our clients to define market-based objectives and then to design tailored and high-impact Marketing Growth Strategies, Plans, Campaigns and Activities. Whether it is Branding, Market Engagement, Product and Proposition Development, or in the deployment of powerful Communication and Promotions; we will provide the most effective approaches to Customer Acquisition, Retention, and Value Creation (SOW[^]).



TRANSFORMATION
& CHANGE

ORGANISATIONAL TRANSFORMATION & CHANGE MANAGEMENT

Is your organisation "Fit For Growth"? We work collaboratively with clients to put into place the right People, Processes, Cultures, and Professional Training Support, that create highly effective and stable teams. That is, groups of Integrated Professionals that are "Ready, Willing and Able" to lead and deliver.

[^] "Share of Wallet"



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**EXPERTISE
LEADERSHIP
GROWTH.**
Providing direction, creating high performance
& achieving profound organisational success.

OUR SERVICE & SUPPORT STREAMS... Continued



IMPLEMENTATION
& DELIVERY

IMPLEMENTATION & DELIVERY - CAPABILITY BUILDING & GROWTH DELIVERY

ESMC are experts in successfully delivering Growth and Development Plans and ensuring these translate to Targeted Results. We have decades of experience in successfully implementing Strategic Plans, Marketing Growth Activities, and Special Projects: In-Full, On-Time, and On-Budget.



LOYALTY &
ENGAGEMENT

INTERNATIONALLY RECOGNISED EXPERTISE IN CUSTOMER LOYALTY & ENGAGEMENT

ESMC is also a distinguished specialist in the design, development, and delivery of world-leading Customer Loyalty / Engagement programs. Because of this, we have been trusted to lead the expansion of some of the country's largest and highest-profile membership / subscription-based programs. These include Virgin Australia's Velocity Frequent Flyer (VFF), News Corps' NEWS+, Optus Rewards, RACQ Membership, Lexus Encore, and many others across Elite Sporting Entities (within the AFL, Australian Rugby, Cricket, and beyond).



PEAK PERFORMANCE
TRAINING

HIGH-PERFORMANCE PROFESSIONAL SKILLS TRAINING & DEVELOPMENT

Do you and your team have the skills and capabilities necessary to be your best in highly competitive and demanding environments? Are you and your team armed with effective mental processes and habits that keep you motivated, resilient and delivering outstanding results? We can help with Peak Performance Professional Skills Training® Please see the following pages for details.



MEMBERSHIPS, SUBSCRIPTIONS & LOYALTY PROGRAM (MSL) EXCELLENCE...

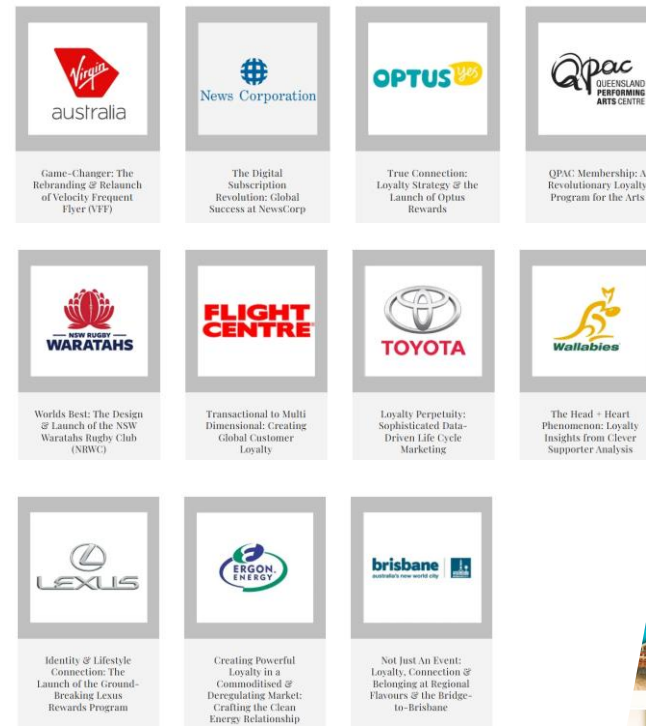
RICH RELATIONSHIPS. MEANINGFUL EXPERIENCES. CONNECTION & BELONGING.

In a congested, dynamic and digitally driven landscape, how does an organisation effectively attract and retain its MSL customers? Building multidimensional relationships through establishing Connection, Value, and Belonging has never been so important. This is where ESMC can assist.

ESMC are specialists in the design and development of world-leading MSL programs, and our track-record is distinguished. For almost three decades, we have been relied upon to lead and shape some of the most complex and high-profile MSL programs in the country.

From Lexus Encore, News+ and Velocity Frequent Flyer, through to AFL and Australian Rugby Union memberships, we have supported growth and success across a diverse range of sectors and continue to do so. Some common service areas we work across include:

- ▲ Not-For-Profit (NFP) Clubs / Associations / Foundations
- ▲ Sporting Clubs / Associations
- ▲ Professional Associations
- ▲ Superannuation Funds
- ▲ Education & Alumni
- ▲ Arts & Culture Associations / Academies / Galleries etc.
- ▲ Airlines & Travel-Related Organisations
- ▲ Hospitality & Social Clubs
- ▲ Special Interest Clubs & Communities

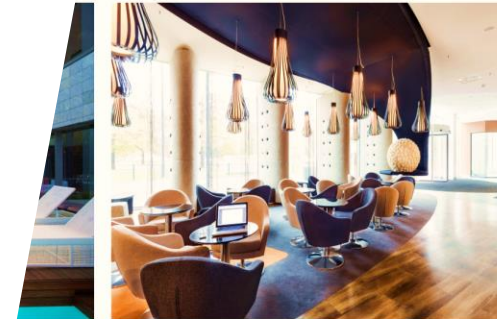


“

With the correct focus, MSL programs can provide rich and rare pathways to establishing extraordinary customer relationships...

James Keogh
Managing Director
ESMC

”



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LEADERSHIP
GROWTH.**
Providing direction, creating high performance
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MEMBERSHIPS, SUBSCRIPTIONS & LOYALTY PROGRAM (MSL) EXCELLENCE... Continued

**ENRICHING & ELEVATING THE BRAND.
BUILDING POWERFUL PROPOSITIONS.
EXCELLENCE IN ENGAGEMENT & GROWTH.**

Loyalty programs, Membership programs and Subscription-driven services have an extraordinary amount in common. They all seek to move beyond singular, irregular and transactional-natured exchanges with customers. Rather, they seek to establish customer relationships that are inherently more Meaningful, Valuable, Active, and Perpetual in nature.

ESMC are specialists in this space and can bring world-class expertise, experience, and best-practice capability to your organisation and its operations.

Contact us, and we can explore ways we may be able to support you and your organisation's MSL growth and success. Some examples of service support include:

- ▲ Share National & International Trends, Best-Practices & Case-Studies
- ▲ Assess & Provide Clear Recommendations on your Organisational Growth Opportunities
- ▲ Provide Independent Expert Input, Views or a "Second Opinion" on your organisation's Key Performance Activities
- ▲ Collaboratively build highly successful Strategic Growth Plans
- ▲ Support the Implementation of Best-Practices across your organisation's Growth Planning, Development & Implementation Functions.



- Memberships
- Subscriptions
- Loyalty Programs
- Engagement Activities

	BRAND DEVELOPMENT	<ul style="list-style-type: none">▲ BRAND AWARENESS▲ BRAND RECOGNITION▲ BRAND CONNECTION / ADVOCACY
	MARKET ENGAGEMENT	<ul style="list-style-type: none">▲ ATTRACTING TARGETED PROSPECTS▲ COMMUNITY ADVOCACY▲ COMPETITIVE MARKET POSITIONING
	CUSTOMER ACQUISITION	<ul style="list-style-type: none">▲ SUPPORTER ENGAGEMENT▲ SUPPORTER PARTICIPATION▲ SUPPORTER INTERACTIONS / TRANSACTIONS
	IMPACT + MILESTONE ACHIEVEMENT	<ul style="list-style-type: none">▲ COMPETITIVE-CENTRED SECTORAL METRICS▲ COMMUNITY PERFORMANCE SCORECARDS▲ MARKETABLE MILESTONES
	MEMBERSHIPS + CUSTOMER RETENTION	<ul style="list-style-type: none">▲ INDIVIDUAL MEMBERSHIPS▲ COMMERCIAL / GROUP MEMBERSHIPS▲ SPONSORSHIPS / INVESTMENT
	FINANCIAL + CHARTERED OBJECTIVES	<ul style="list-style-type: none">▲ REVENUE + COST REDUCTION▲ LONG-TERM PROFITABILITY + ASSET ACCUMULATION▲ CHARTERED OBJECTIVES: SOCIAL / CIVIC + COMMUNITY + ENVIRONMENTAL



When supporting client MSL Growth, there are Six Critical Foci that we consider and address in collaboration. Please see above.



PEAK PERFORMANCE

Professional Skills Training®



Peak Performance Professional Skills Training® is an acclaimed professional development program that has been designed in collaboration with leading experts across Business and Commerce, Strategic Leadership and Management, Psychology, Sociology, and Elite Performance Development (within Business, Sport, Politics, and the Arts).

The full program encompasses 5 high-impact professional development streams. ESMC, national and global CEOs, and our elite contributors from diverse fields have identified these skill categories as crucial for professional success in the post-COVID era.

At the heart of the training is the objective of building powerful, practical skills by learning from best practices, the knowledge and experience of proven experts, and the latest evidence-based science ^.

Participants can choose to complete individual course streams or the entire program. For optimal results, the program's structure and delivery format can be customized to meet clients' specific needs, allowing for in-person or online delivery.

This unique program is designed to help individuals and teams elevate their professional performance, significantly improve their work-related outcomes, and to do so ... with a strong focus on health, reinvigoration, fulfilment and sustainable balance. For more information about this program, please contact us.

^ Leading organisations and institutions have adopted and endorsed Peak Performance professional training. These include the venerable University of Queensland (UQ).



Excellence in Next-Generation Strategic Leadership



Advanced Decision-Making & Problem Solving



Powerful Persuasion & Influence



Harnessing Innovation, Creativity & Entrepreneurialism



The Unstoppable H3 Professional:
Pathways to Healthy & Happy High-Performance ▲

▲ This training incorporates compelling techniques in Mental Resilience, Mindfulness, Self Purpose, Self Maintenance, Crisis Management, & Human Critical Balance.



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WHO WE PARTNER WITH & SUPPORT...

**FROM MANAGERS TO MULTATIONALS.
FROM BRISBANE TO BERLIN.
WE SUPPORT THOSE WHO SEEK SUCCESS.**

ESMC supports a range of individual and organisational clients from a variety of sectors and backgrounds.

These include:

- ▲ Individual Professionals & Business Leaders
- ▲ Small to Large Teams, Departments & Divisions
- ▲ Middle - Senior Management, Executives & Boards
- ▲ Businesses, Organisations, Institutions, Associations & Corporations
- ▲ Public, Private, Government & NFP Entities



Professionals & Managers



Snr Managers, General Managers (GM's) & Directors



Executive Leaders & Board



Small to Medium Enterprises (SME)



Companies & Corporations (Private, Public & Government Owned)



Not For Profit (NFP): Charities & Club/Associations



Government & Institutions

We work predominately with clients across Australia and Oceania, but also with those that are based further afield in Asia, the US, the UK and Europe.

So regardless of your location, the nature of your success objectives, or the environment in which you operate, connect with us, and together we can investigate how our expertise and resources may support you.



ESMC and its consultants have worked with and for some of the most revered organisations in Australia and Globally. We have been trusted as leading authorities in Organisational Growth, Marketing Best Practice, Capability Development and in the creation of Step-Change Success. Please see the following page for further details...

OUR PEOPLE & WORLD-CLASS CAPABILITY...

RICH & RARE EXPERIENCE.
HIGH-CALIBRE PROFESSIONAL SKILLS.
DRIVEN TO BUILD & GROW.

ESMC is a group of highly trained professionals with vast experience in achieving individual, team and organisational success. We provide consulting, advisory, training and implementation services with a focus on Strategic Market Planning, Leadership Excellence, Marketing and Competitive High-Performance, and Capability Development. These services are of the highest standard and meet international best practices.

ESMC is headquartered in Brisbane, Australia. We draw from an extensive network of highly talented specialists located in Brisbane, Sydney, Melbourne and Canberra, and further afield in New Zealand, Asia, North America and Europe.

We are a Management Consulting firm with strong client support standards. ESMC's people and processes are strictly centred on the achievement of client success through expertise, integrity, professionalism, collaboration, confidentiality, and with social and environmental responsibility.



ESMC was founded in 2019 and is led by its Managing Director / Principal Consultant - James Keogh. James brings almost 30 years of experience delivering transformational marketing growth activities with and for some of the world's most successful organisations. These include Virgin, Toyota, Lexus, and the world's largest media company - NewsCorp. He has a reputation for being one of Australia's finest marketing and organisational growth professionals.



James holds numerous academic and professional qualifications. These include a Master of Commerce (M.Com) in Marketing from the University of New South Wales (UNSW) and a Bachelor of Commerce (B.Com) in Marketing/Economics from Griffith University (Griff.). He has also completed specialist training in Consumer and Organizational Psychology, Neuroscience, Crisis Management, Neuro-Linguistic Programming (NLP), Change Management, Critical Decision-Making, Advanced Problem-Solving (Kepner-Tregoe), Project Management, Australian and International Consumer Law, and Advanced Professional Coaching.



OUR APPROACH & METHODS FOR SUCCESS...

OUR STRATEGY, APPROACH & VALUES TO CREATE SUCCESS...



MARKET GROWTH,
COMPETITION & DOMINANCE

How does an organisation (division, department or team) achieve outstanding strategic, pragmatic and perpetual commercial growth?

How does it compete, expand and win markets, particularly in the face of highly dynamic social, competitive, regulatory, technological, and industry-based factors?

ESMC are experts in the planning, design and execution of activities that overcome these challenges. Some of the areas in which we focus to collaboratively deliver success include:



OBJECTIVES, MISSION & PURPOSE

Assessing or defining Organisational (group, team, individual) short and long-term objectives. ▲ Enriching and bringing clarity to organisational and human mission / purpose.



SITUATION, STATE & TRAJECTORY

Examining the organisation's abilities, resources, structure and assets (capital, brand, market/consumer-based, staff, propositions, intellectual, etc.). ▲ Knowing who you are, where you are heading, and what you can build from.



IDENTIFYING EXISTING & FUTURE "OPPORTUNITY WAVES"

Identifying market, consumer and competitive opportunities. Assessing for alignment (and evolution linkages). ▲ Looking ahead, thinking "Big Picture", and revelling in being entrepreneurial.



EMBRACING CONSUMER-CENTRED STRATEGY & THE BEST ENGAGEMENT METHODS

Building short and long-term Strategic Growth & Marketing Plans; ones that integrates high-impact propositions, capability, consumer and process development activities. ▲ Getting the organisational focus right – centred on consumer relationships and always seeking the best pathways to engagement.



TRANSFORMATION & EMBEDDING THE "PERPETUAL EVOLUTION OF ADVANTAGE" (PEOA)

Establishing an organisation where its senior leaders, management, staff and teams, are inspired, rewarded, and thrive from organisational development. ▲ Creating an organisation where its people feel safe, empowered, and are energised to become masters of progressive transformation.



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OUR APPROACH & METHODS FOR SUCCESS... Continued

OUR STRATEGY, APPROACH & VALUES TO CREATE SUCCESS...



LEADERSHIP, HIGH-PERFORMANCE &
ORGANISATIONAL EXCELLENCE

How do you achieve targeted growth and success as a leader?
How does a business, team or organisation come together and succeed in the face of adversity and limited resources?

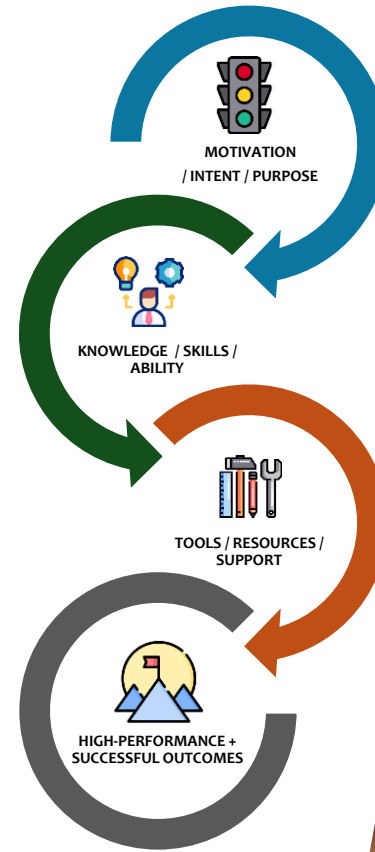
Our experience, and the very best evidence and research tells us, that the success of any group or organisation is reliant on the quality of its peoples *Leadership* and their *Performance*. At its core, it's the ability to: a. Make and commit to decisions of powerful advancement, b. Implement decisions and plans with great efficacy, and c. Enable and inspire others to do the same. So, what are the fundamental human conditions that leads to professional high-performance for individuals and teams? There are 3 core necessary factors:

- ▲ Motivation / Intent / Purpose
- ▲ Skills / Knowledge / Ability
- ▲ Tools / Resources / Support

ESMC works in collaboration with its clients to apply this and other proven success frameworks to bring individuals, teams, and organisations to their Peak Performance.



We are often asked, which of the above factors is the most important for leaders and teams in achieving professional Peak Performance? Whilst all are dependent and interrelated, Motivation remains the most critical. Personal and collective drive is the energy that can, as a starting point, seek and build the other factors through Persistence, Insistence and Discovery.



OUR VALUES, COMMITMENTS & POLICIES...

STRONG GOVERNANCE, EMBEDDED VALUES, & TRUE PROFESSIONALISM...

ESMC operates within a transparent, ethical, compliant and integrity-centred governance framework. We welcome everyone to explore our policies, charters, agreement framework, and ethical codes. Please see below.



PRIVACY POLICY & CHARTER



STD SERVICE AGREEMENT / TERMS OF TRADE



CODE OF ETHICS & CONDUCT



For more information on our policies, codes and commitments, please click on the policy items above and follow the links.
Alternatively, please visit www.elevaremarketing.com.au.

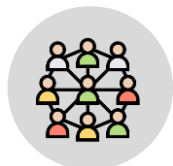


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WE SUPPORT & ACKNOWLEDGE...

RECOGNISING, BACKING, & TAKING ACTION FOR THE MUTUAL GOOD...

ESMC is a firm that assumes its role in the Australian and International business community with a strong sense of responsibility. We aim to do all we can within the course of our work, to support positive and universally beneficial change.



ESMC supports and endorses a range of other organisations, Institutions, charities and causes. All of these entities work tirelessly to progress social, environmental and humanitarian causes in Australia and globally. We provide further information on these at www.elevaremarketing.com.au.

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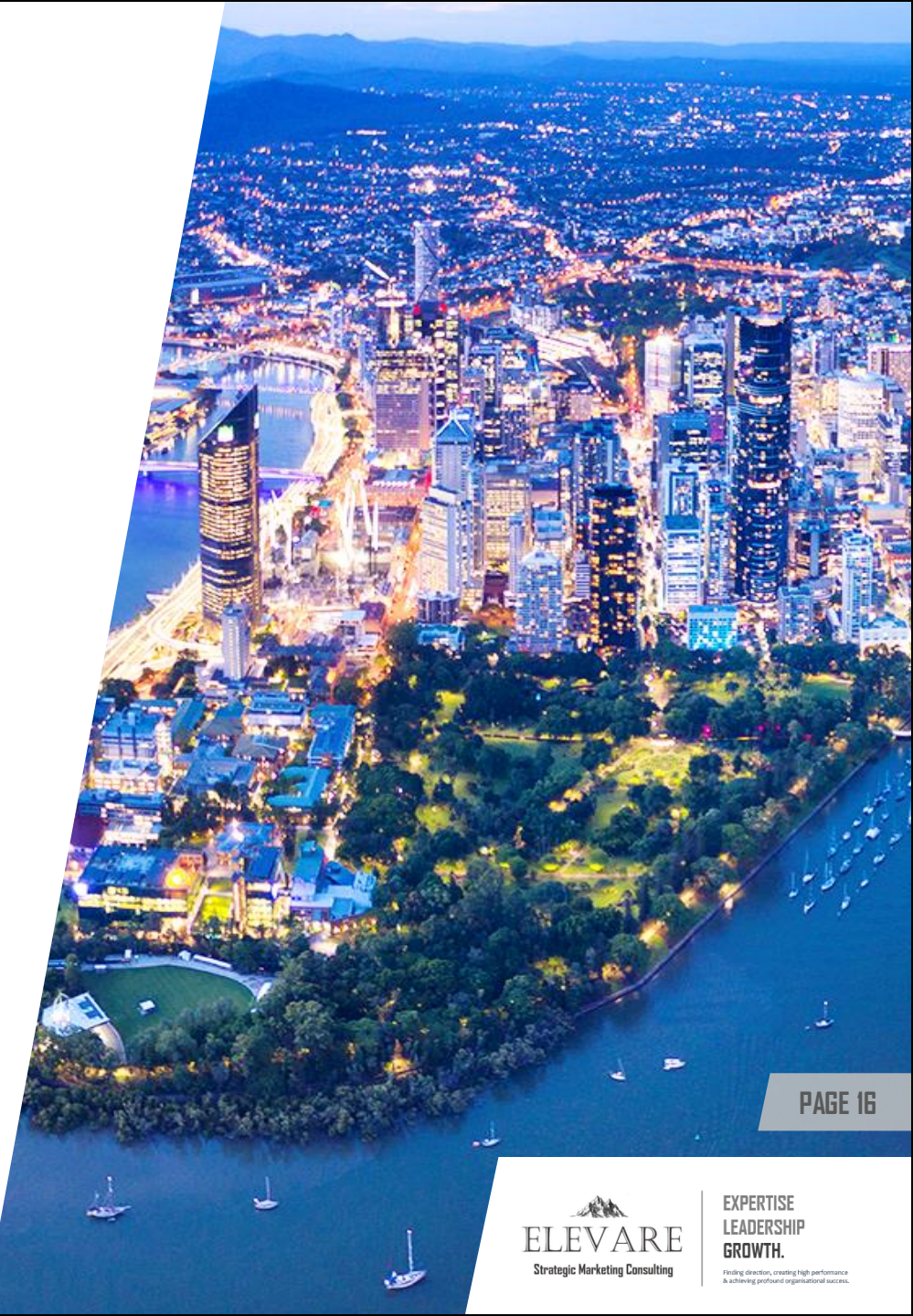
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Managing Director: James Keogh
Managing Director / Principal Consultant – Organisational Growth
Strategy & Implementation



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ACN: 661 211 561







ELEVARE

Strategic Marketing Consulting

EXPERTISE



LEADERSHIP



GROWTH

**Finding Direction,
Creating High-Performance
& Delivering
Profound Success
with ESMC.**

- Business & Organisational Growth
- Strategic Marketing Management
- Business/Market Planning, Development & Execution
- Professional Development, Learning & Skills Training
- Organisational/Team Change Management & Realignment
- Consumer/Market Acquisition, Retention & SOW Growth
- International Business Development

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