



AMI State Awards for Marketing Excellence.

State Winner - Marketing Excellence for "Corporate Social Responsibility"

State Winner - Marketing Excellence for "Social Marketing"



Marketing & Operations Manager, Allan Godfrey with the 2 Marketing Awards.

AMI Marketing Awards

AMI Awards

The Australian Marketing Institute (AMI) is the national association for professional marketing. Each year the AMI recognises marketing achievements through their annual AMI Awards for Marketing Excellence. In 2008, the Royal Life Saving Society WA (RLSSWA) was nominated for two AMI category awards; Corporate Social Responsibility, and Social Marketing. An AMI Marketing Excellence Award is the pinnacle of recognition in the marketing industry. Nominees are judged by some of Australia's leading marketing academics and industry professionals.

On Wednesday 8th October 2008, at the AMI state awards, AMI state president Mr Ashley Whitworth AMAMI CPM announced that RLSSWA had been recognised as the WA state winners of Marketing Excellence in both the "Corporate Social Responsibility" and "Social Marketing" categories for the "Warren Blackwood Call Centre" project.

The achievement of these awards are a credit to; the Executive and Board of RLSSWA for their unwavering commitment to the program; the staff of the WBCC who continue to deliver outstanding results; and the loyal support of RLSSWA's charity partners.

Project Overview

The following is a summary of the "Warren Blackwood Call Centre" project.

RLSSWA has been conducting direct marketing based fundraising programs for its own purposes since 1990. To ensure that there was minimal leakage of fundraised dollars to private companies (previously outsourced); RLSSA decided (6 years ago) to in-source its direct marketing activities. RLSSA established two call centres in the Warren Blackwood region in WA to create employment in towns affected by the Regional Forest Agreement (RFA) and resultant loss of jobs from the timber industry. The strategy was to in-source direct marketing activities, whereby making significant cost savings which could allow a greater percentage of the donated dollar to directly deliver community services.

Through the Warren Blackwood Call Centres (WBCC), RLSSA has delivered significant results for RLSSA and its charity partners including;

- *Over \$1.1 Million operating cost saving which has been re-invested into charity based community services;*
- *Acquisition of over 300,000 new supporters; and*
- *Delivery of community service messages to over 10 Million households and business across Australia.*

The WBCC project has created over 430,000 hours of employment and initiated an economic benefit of over \$24 Million into the Warren Blackwood community.

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