

8 February 2008

## Unitec New Zealand and Grow Marketing

To whom it may concern

Anita Fleming has worked on a contract basis for the Institute Relations (IR) department at Unitec New Zealand since November 2006.

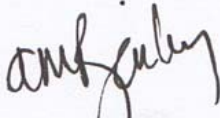
Anita was initially employed to support the marketing team in IR through a number of staff changes, and worked closely with the then Marketing Manager Tony Brown.

Institute Relations (IR) is a reasonably large and complex department, with 45 staff working in the marcomms, events, external relationships and customer service areas. Anita fitted in well and proved herself to be a good operator, drawing on a wide range of skills and with the ability and drive to deliver. Once her initial assignment was complete, she continued to work in IR on a wide range of projects, including advertising, information management, and communication.

Anita is an incredibly likeable and capable person. Her diverse marcomms experience and in-depth understanding of business systems and procedures means she has the ability to hit the ground running on any projects delegated to her. She is a consummate professional, and has been able to work with staff at all levels of Unitec and at a high level of trust. It has been particularly pleasing to have had feedback on Anita's work from staff in other departments, who have likewise found her a pleasure to deal with.

Anita would be an asset to any organisation. I would have no hesitation recommending Anita for marketing and business development work within Unitec, or with any other organisation.

Sincerely



Anne Bailey  
Director, Institute Relations  
Unitec New Zealand