

## Sarah Richardson Consulting Pty Ltd

*Please enjoy my Christmas [message](#).*

*I hope you've had a fab year and have great things in store for 2016.*



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### My news

#### Recent inspiration

"The pewter sea lay behind, while ahead of him was all the land that led to Berwick where once again there would be sea. He had started, and in doing so Harold could already see the end."

-*The Unlikely Pilgrimage of Harold Fry* by Rachel Joyce

#### Board appointments

I recently joined the [Board](#) and Advocacy Committee of Parkinson's Australia, a peak body representing 80,000+ people with Parkinson's.

In early 2015 I was appointed to the [Advisory Board](#) of ProPortion Pty Ltd, an entrepreneurial SME supplying nutrition rich foods to Australia's healthcare sector (hospitals, aged care facilities, Meals on Wheels).

#### New website

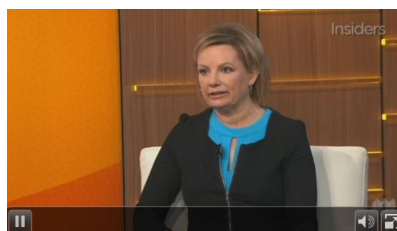
Inspired by my new [website](#) features and my trend spotting passion, I've written a number of blogs from not-for-profit change to big data, enriched the news section, built SEO principles and made the site mobile responsive.

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### Sector spotlight

#### Health and aged care

Minister for Health and Aged Care Hon Sussan Ley MP spoke with Insiders' Barrie Cassidy about the innovations in mental health, disability and aged care, revealing the intended impact of some of the greatest [reforms in our social history](#).

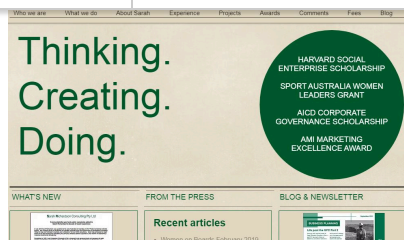


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### Latest musings

#### The change conundrum

Many corporates have experienced first hand the results of being out of tune with consumers. We explore why charities are taking time to come to grips with putting the user at the centre and look at a new breed of [charity emerging](#).



## Staying tuned

I'm always keen to keep up with latest trends and recently attended interesting seminars and read insightful research.

### NFP financial literacy

Pro Bono Australia and Grant Thornton's Not-for-Profits National Head Simon Hancox presented a fascinating webinar summarising their [recent research](#).



### Australian innovation index

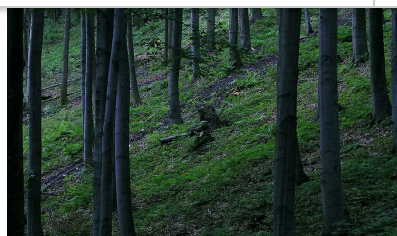
Australia Post joined forces with GiveEasy to launch the [Australian Not-for-Profit Innovation Index](#). Surveying more than 700 not-for-profit professionals, this important study found organisation size, social media engagement and external collaboration contribute to innovation.

### Marketing automation: new black

I enjoyed hearing from Xero's Andy Lark, Marketing Tech Blog's Doug Karr, *Disruptor's Handbook* author Gavin Heaton and other global experts at interesting Adobe, Marketo, Meltwater and Redback seminars in 2015.

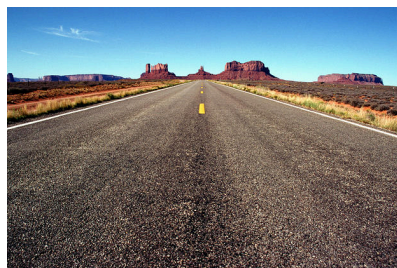
### Entrepreneurship

Recently following successful entrepreneur Jack Delosa, I watched some inspiring videos and read his blog. Jack and his [Entourage](#) provide valuable educational videos, seminars and customised training programs, and host the popular Unconvention each year to thousands of budding entrepreneurs in Australian and NZ capital cities.



### Strategy vs tactics

From large corporates to small organisations to charities, has a passion for operational excellence clouded our ability to create a [vision](#)?



### Big data, next opportunity or just fad?

Big data can be empowering for some organisations. Many others are overwhelmed and lack the resources or expertise to collect, manage and report on large amounts of [data](#).



## My consultancy

Established in 2004, we provide SME sales, marketing and management consulting to build disciplines for turnaround/growth. The [consultancy](#) offers business advice to CEOs and Boards who may not have a senior marketer, sales manager or HR professional, or who are looking for an objective outside review.

## Biz health check

Take the [Survey](#) to identify your business advice needs.

## Gold stars

Over the years Sarah Richardson and Sarah Richardson Consulting have been recognised with prestigious [awards](#).

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