



Royal Agricultural Society of NSW

Thursday 11 July 2013

To whom it may concern

Deanna Varga has been consulting to the Royal Agricultural Society of NSW since August 2011 and has worked with us on two consecutive Sydney Royal Easter Shows.

Initially contracted for an eight week project to review feasibility and develop strategies for commercial products based on the redevelopment of the Main Arena, Deanna's strategic thinking, project management and understanding of commercial viability not only provided the platform for her to continue consulting to the RAS, but also responsibility for implementation and critical analysis. A number of these projects have now been adopted into the RAS for a second year. The RAS then re-engaged Deanna for a second year on a consultancy basis to assist in driving its tourism initiatives.

Deanna has well developed relationships and a strong understanding of the tourism sector and major events. We leveraged this to create new commercial opportunities and drive internal stakeholders to deliver products and marketing opportunities for new international markets. She brings an external perspective to the table which we found valuable in this context.

I commend Deanna for her professionalism and ability to assess the commercial viability of opportunities while leveraging key relationships to facilitate the process. In addition, she has a passion for tourism and delivers beyond expectations.

Kind Regards

A handwritten signature in cursive script, appearing to read "Cherie Nicholl".

Cherie Nicholl
General Manager, Business and Commercial
Sydney Royal Easter Show