



DK MARKETING PTY LTD

DK Marketing, leading international direct mail specialists, have continued their proud tradition of support for local charities and events in the Northern Territory during 2009.

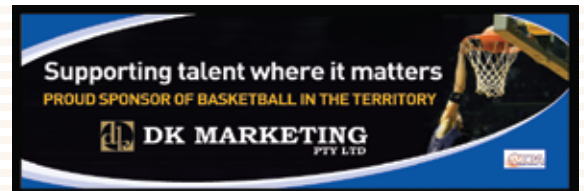
Since 2007 DK Marketing has contributed over \$90,000 in cash and in-kind support to charity organisations such as Starlight Children's Foundation, RSPCA Darwin, Guide Dogs SA.NT and the Cancer Council NT. Again throughout 2009 DK Marketing extended the hand of charity to local organisations dedicated to improving the lives of those in need. Along with continuing their support of Variety, DK Marketing was proud to support new charities such as Camp Quality, Leukaemia Foundation as well as sponsoring local sporting community.

This year, \$21,150 in cash and in-kind support was donated to these commendable organisations to help with their fundraising abilities. The pro bono services DK Marketing provided was particularly helpful. Through creating quality marketing materials including direct mail letters, invitations, brochures, newsletters and posters in support of each charity's fundraising events – DK Marketing helped increase awareness and participation from the local community. As General Manager Wayne Ratcliffe stated, "Cash donations help enormously, but providing our unique marketing support and materials can often have a bigger impact as they facilitate wide-reaching fundraising efforts."



Letters of appreciation from charities, Starlight Children's Foundation, Leukaemia Foundation and Camp Quality.

In 2009 DK Marketing registered as major sponsor of the Darwin Star Ball – a national event that raises much needed funds for the Starlight Children's Foundation. As a major sponsor, DK Marketing generously contributed over \$10,000 in cash and in kind support by producing promotional materials and invitations for event. A total of \$80,000 was raised on the night. "This year through support of organisations such as DK Marketing, Starlight has been able to continue to run the new Starlight Express Van program in the Northern Territory, so that more seriously ill children can experience the magic of Captain Starlight." said Louisa Galpin, former National Strategy Manager for the Starlight Foundation.



DK Marketing also developed strong ties with Variety NT, the children's charity, led by Operations Manager Greg Ostler. Support included providing promotional materials and printing of their bi-monthly newsletter - services valued at over \$3,000. "Variety is very lucky to have the assistance of the wonderful people at DK Marketing here in Darwin," said Karen Dee, Chief Executive Officer, Variety NT. "We commend Greg and his team for their outstanding work for the NT community."

Leading into 2010 DK Marketing's charitable efforts extend to a wide range of causes including Camp Quality, Leukaemia Foundation, Neighbourhood Watch and Lions Club. DK Marketing is a forward thinking, socially aware business that prides itself on charity work and its commitment to making a difference in the local Darwin community. Greg Ostler and Wayne Ratcliffe look forward to a long and rewarding relationship with these organisations. "We are thrilled to be able to give back to the local community by supporting these charities. They work tirelessly to improve the lives of the people who need it most, so it's important for local businesses to support them."

DK Marketing is also proud to note that since opening their doors in May 2003, they have injected approximately \$75 Million dollars into the Northern Territory economy through employee salaries and spend with suppliers.



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