

Business and Marketing Planning surge in readiness for FY2012/13

StrategyCo reports significant increase in corporate planning sessions

Planning, Research and Marketing Communications consultancy StrategyCo reported high levels of business confidence among companies with Australian operations - gauged by its appointment book for planning sessions for the new Australian Financial Year, due to commence on 1 July. Speaking on behalf of the company, Planning Director Charles Hornor said that 'with just over 3 months to go until the new financial year, we are being asked to assist an increasing number of businesses with full-day and half-day planning sessions to develop and lock in: revenue budgets (and how to achieve them); Marketing Activity Plans; and Cross-functional Implementation Activity Plans.'

He added that Marketing Activity Planning is at its highest level for more than three years, indicating companies intend to increase marketing budgets in the 2012/13 financial year. "All of the companies whose Marketing Planning we are engaged in are budgeting for increased annual spend versus the current financial year."

The planning methodologies developed by StrategyCo ensure companies receive a finished plan that is easy to track once they move into the implementation phase, with status-reporting, next steps, responsibilities and accountabilities all built-in.

The company reported that in addition to strong bookings from large organisations, an unusually large number of small and medium enterprises have scheduled planning days on the specifics of their marketing plans, more than three times the number recorded at the beginning of March 2011.

Mr Hornor said: "If planning day bookings are a gauge of business confidence then it appears that business owners have taken a positive view of the coming financial year. They are saying to us 'let's get to work to ensure our plans are in place so that our team members are ready to hit the ground running in July.'" Simple half-day planning sessions start at \$1250.00 + GST. For more information or to arrange an interview contact Charles Hornor, Planning Director on 03 8399 9511 (Direct Line), 0410 327 122 (mobile) or charles.hornor@strategyco.net.