



## **VIDEO TRANSCRIPT**

Shae Courtney, public affairs manager at Australian Beverages Council.

The Australian Beverages Council is the leading peak industry body for the non-alcoholic drinks industry. We certainly represent our members with pride and on a day to day basis. We've been doing it for more than 70 years.

The website fulfils two important roles for us. It's both a public facing resource, but it's also a member only resource, so there's a member portal aspect to our website. This is part of an important way in which we communicate. The member portal is a big part of delivering value for our members.

So Matt was referred to me by someone who we'd worked previously with, and Matt came highly recommended and we thought it might be a good partnership between us and Matt. In terms of where the website is going, I'm pretty pleased with how it's come out. It is a smart looking website. It's much better, so I'm pleased with where it's going. It looks good. It needs to be a functional website, and it is.

Matt is pretty dedicated, pretty responsive, very receptive to feedback. From a client's perspective, he's very important, and I think that the benefit of having Matt in the picture in his advice is that he was there to channel that feedback into a deliverable product, really. So, I think that Matt helped to steer us towards the finished product.

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