



31.07.23

To whom it may concern,

I am writing this letter of reference to highly recommend Clint Miller for any future endeavors in the field of business development, notably Aboriginal and Torre Strait Islander organisations.

Clint was an integral part of Worn Gundidj throughout his employment between October 2021 and July 2023. He joined our team as the Business Development Manager for our cultural tourism business based at the world renowned Tower Hill. Throughout his tenure, Clint has consistently demonstrated exceptional skills, dedication and strategic thinking, making a significant impact on our organisations growth and success.

When Clint joined Worn Gundidj, our tourism business was facing unprecedented challenges due to the Covid-19 pandemic and its subsequent restrictions. Despite the difficult circumstances, Clint swiftly took charge and supported our team in navigating through the uncertainties. His problem-solving abilities and keen insights were evident from the outset as he implemented much-needed changes to enhance the value of our cultural products and services including our first ever culture camp.

During his first two months of employment, Clint not only managed the responsibilities of his Business Development Manager role but also stepped up to assist our HR team in handling several difficult situations that arose due to the lockdowns. His compassionate approach and support was greatly appreciated by our team members, many of whom were experiencing mental and physical strains during those trying times.

In early 2022, Clint's impact led to his promotion to the senior leadership team. Now, the Business Development Manager across tourism plus our nursery, and bush foods businesses, Clint played a key role in the decision-making process of the organisation.

He introduced and successfully executed various business development ideas, including a comprehensive rebranding of our business, consolidating our Worn Gundidj shield across all our operations and services. This branding alignment significantly improved our visibility within the community and the broader marketplace, enhancing our identity as the Worn Gundidj eco-system.

One of Clint's most notable achievements was the introduction of an e-commerce site, which played a pivotal role in scaling our sales and streamlining customer access to all our



products and services. Additionally, he successfully executed a commercial agreement with Timboon Fine ice-cream for the manufacturing and co-branding of our bush foods ice-cream which further diversified our offerings and expanded our reach.

Moreover, Clint demonstrated exceptional networking skills and relationship-building abilities. He managed and developed a respectful relationship with key stakeholders Parks Victoria and Eastern Maar Traditional Owners, regarding the \$11.7m redevelopment of Tower Hill. Clint managed all the media relating to this redevelopment including radio and the local papers.

Clint also fostered strong partnerships with Local, State and Federal Government agencies in Tourism and Export, including Moyne Shire, Warrnambool Council, Visit VIC, Global VIC, and Austrade, enabling Worn Gundidj to explore exponential avenues and opportunities.

Throughout his 22 months with Worn Gundidj, Clint also managed a wide range of events that consistently received positive feedback, showcasing his adeptness in event management and ensuring memorable experiences for our customers and community.

In summary, his dedication, innovative mindset, strategic vision, and excellent communication skills have been instrumental in driving the success and growth of our organisation. I have no hesitation in recommending Clint for any future professional pursuits, and I am confident that he will continue to excel and make valuable contributions wherever he goes.

Should you require any further information or have specific inquiries, please do not hesitate to contact me.

Kind Regards,

*WC Sheppard*

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