



MEDIA RELEASE

MyBudget founder to spark connection at 2018 Travellers Choice conference

4 October 2018: **No matter what a business is selling, if it fails to build and sustain a connection with customers it's going nowhere. Few companies have a stronger or more trusted bond than MyBudget, which is why Travellers Choice is today pleased to announce the award-winning company's founder Tammy Barton as the keynote speaker at its Annual Shareholders' Conference in Cairns next month.**

In 1999 at the tender age of 22, Barton saw an opportunity to reduce financial stress in the community by helping ordinary people better manage their personal finances. Today MyBudget is a national success story, with 11 branches, 240 employees and an annual turnover exceeding \$30 million.

Since its inception the business has helped more than 65,000 people come to grips with their money and it currently manages around \$1 billion worth of client salaries. Along the way Barton has collected some of Australia's most coveted business awards, including Ernst & Young's 'Young Entrepreneur of the Year' and Telstra's 'South Australian Business Woman of the Year'.

Travellers Choice Managing Director Christian Hunter says a key factor in MyBudget's ongoing success is its ability connect with younger customers.

"This year's Shareholders' Conference is themed 'Power of Connection' and no business better embodies the concept than MyBudget," says Hunter.

"Under Tammy's direction the company has been particularly successful at connecting with Millennials – people born between 1980 and 2000. In fact more than 50% of MyBudget's clients are people who have only reached young adulthood this century.

"It is vital that Travellers Choice members, like all travel agents, engage with this group, which is why Tammy's insights into effective language, messages and communication channels are so valuable."

Travellers Choice's three-day Shareholders' Conference will take place at the Cairns Convention Centre from 30 November.

Along with Barton, members will hear from a variety of industry leaders, including futurist Steve Sammartino, who will explore ways Travellers Choice members can connect with emerging technology trends and transition into the digital age.

The event will also feature member workshops, a Preferred Supplier Exhibition, the company's Annual General Meeting and an 'Electrified' Gala Dinner where top agents will be presented with the group's coveted Gold, Silver and Bronze Choice Awards.

For more information on Travellers Choice please visit www.travelagentschoice.com.au.

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