

# Bob Ansett

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## ***Business entrepreneur, best-selling author & speaker***

Bob Ansett is a business entrepreneur and best-selling author who needs little introduction. The story of how he built Budget Rent a Car from scratch into a multi-million dollar international business – only to be overtaken by a financial crisis – has been well documented in his three best-selling books, *Bob Ansett – An Autobiography*, *The Customer* and *The Meaning of Success*.



Much sought after on the public speaking circuit Bob Ansett has delivered more than 2000 speeches. With an entertaining and informative approach, he draws from a wealth of business and sporting experience to provide practical advice, insights, anecdotes and new approaches to all facets of human endeavour.

Bob Ansett is a warm, engaging personality with an enthusiastic and optimistic outlook on business and life.

Bob has first-hand top-level experience in a variety of fields. He has pioneered new approaches to established procedures in many areas of management and customer relations. As the former president of the North Melbourne Football Club, Bob knows full well the importance of a positive “can do” attitude. And not just in football.

But Bob has far more than just this one message. Couple optimism with knowledge and experience and you have the ingredients for success – both personally and in business.

### **About Bob Ansett:**

Bob Ansett was born in Australia but schooled in the United States. He returned to Australia in 1965 to start the Budget Rent a Car System, which in many ways was a textbook success story, proving that in Australia you could develop an enterprise in which all employees were committed to excellence.

During his 25 years with Budget, Bob introduced Franchising and exported the Budget System to over 20 countries, including Japan and New Zealand. He grew the company from a two-person small business to a dynamic enterprise employing more than 300 people and turning over in excess of \$400 million.

Budget was a trend-setter in employee relations being one of the first companies in Australia to introduce staff health and fitness programmes. BRW magazine dubbed him “the entrepreneur’s entrepreneur” for he not only built a remarkable business but added a further dimension to the way in which business was conducted in this country at that time.

Leaving Budget in 1990, he established ‘Bob Ansett Marketing’ to manage his speaking engagements and provide consulting services in the field of Customer Service. This company now operates from Noosa Heads on the Sunshine Coast where Bob resides.

Recognised as a champion of small business, Bob spearheaded campaigns against the Fringe Benefit Tax and Capital Gains Tax, encouraged deregulation and fought hard to change the ‘two airline system’ in this country – at a time when his was a voice in the wilderness.

Bob is a director of BSR (Betta Home Living) and ‘spearheaded’ Noosa’s successful campaign to restore its Council. He has been President of the Melbourne Chamber of Commerce, founder and inaugural President of the Australian Customer Service Association and Chairman of the Federal Government’s Trade Negotiations Advisory Group.

### ***Bob Ansett talks about:***

- Customer Service
- Motivation
- Selling
- Marketing
- Leadership
- Franchising
- Management
- AFL Football

### **Client testimonials**

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“ Bob was professional, friendly, and down-to-earth. He gave a fascinating, funny, impressive and very relevant talk about his journey in business, to which everyone in our quite diverse audience (from engineers and academics to sales managers and fabricators) could relate. He had wonderful and inspiring examples of attitude, service, and other points of difference that can help a company thrive or survive where competitors don't!

**- Composites Australia**

“ Bob Ansett's presence has certainly created a great deal of discussion and the value of his presentation will, I'm sure, be felt for a long time to come.

**- The Norwich Group - Aviva**

“ Your discussion was both inspiring and insightful and I know all attendees benefited greatly from hearing from a true business 'icon'. Our 'Premier ' Sales Consultants spoke with great passion of your presentation on the Friday and will take away great enthusiasm back to each of their projects.

**- Delfin Lend Lease Limited**

“ It was a (predictably) fabulous address, and certainly refreshing for somebody to use the forum to challenge the advertising industry that packages everything professionally except itself.

**- Ideal Marketing**

“ Bob attracted more delegates to his session than any other speaker. He also demonstrated his ability to motivate people by his approach to life and business, good or bad.

**- Hardware Federation of SA**

“ Presented well and it was refreshing to hear someone who has had both success and failure fighting back.

**- AMP NSW**

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