



An open letter to  
the people who have  
made OTM possible.  
The people who  
inspire me to Make  
Good Art. Always!

A letter from Amy Ward,  
Founder of OTM

In recent years a good friend of mine introduced me to the works and musings of Neil Gaiman; and in particular, his speech to graduates on the theme of Make Good Art.

It is this theme that so aptly describes what I see as the future for OTM; and all the people we work with.

I want us all to Make Good Art.

I want us all to believe in what we do and to always want to produce work of the highest quality.

We should inspire the people around us with the quality of what we deliver and the professionalism of our attitude – always!

The past decade has been an amazing ride.

As the director and founder of OnTap Marketing (from hereon in to be known as OTM) I have had the good fortune to work alongside many inspiring individuals. I have learnt from these people. These people are YOU.

You all do something interesting or inspiring in your own way. You are involved in industries, or services, or technologies, or philosophies that impact and contribute to our society in so many different ways.

Creating a business like OTM where we get to help you shape your organisations; take your ideas and make them implementable; harness the energy of change and help you communicate and engage for positive outcomes; that's the stuff that keeps us motivated to help you.

Please know, that if you are receiving a copy of this letter you have played an important role in the OTM journey.

Thank you for playing that role. It is invaluable.

As Neil says, Make Good Art. Always.

A handwritten signature in black ink, consisting of a large, sweeping loop on the left and a more complex, scribbled shape on the right.