

Helen Robinett Director and Image Advisor Image Quest

“You never get a second chance to make a first impression.”

Helen Robinett is obsessive about helping people to feel fantastic about themselves. With a background of over 20 years in sales and marketing coupled with extensive experience advising leading corporate and individual clients, Helen understands why personal and professional image are key ingredients in business success. Helen works with clients to develop a comprehensive image-management strategy and ensures that staff reflect the image and branding of the company.



Helen is experienced in delivering dynamic presentations designed to inspire and enlighten. Popular topics include the importance of first impressions; managing perceptions of those around you; dressing for where you want to be; and effective wardrobe management. Helen is known for her warmth, humour and impactful style.

Her ability to maximize the potential look and feel of individual personalities and corporate cultures is second to none. Helen is recognized within government and corporate environments as the ‘go to’ person for customized image consulting. Clients who have experienced Helen’s magic touch often speak of having a new attitude and approach to their work and life.

She is one of only five image professionals in Australia to achieve the designation of Certified Image Professional through the Association of Image Consultants International and has recently published a book on Personal Branding, Apprentice to Business Ace. She is also a recent edition in the 2009 Who’s Who of Australian Business Women.

Helen Chairs the board for Big Brothers Big Sisters mentoring program and Try Youth and Community Services in Melbourne and facilitates the ‘Look good feel better’ program at the Freemasons Hospital for cancer patients.

