

Gold Coast Bulletin
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High-flying ad firm's growth industry

WHAT does a bakery boss do when he leaves the dough industry after more than two decades? Well, in **Michael Sherlock's** case, he goes to grass.

That doesn't mean the former Brumby's Bakeries managing director is out to pasture.

Mr Sherlock is a director of Gold Coast company GrassAds, which this week took the wraps off one of its biggest jobs ever. GrassAds created the world's largest advertisement - bigger than a rugby field - for this week's launch of the \$340 million new-look international terminal in Brisbane.

The ad, for duty-free company Shop Fly Buy, was put together using a revolutionary Australian-developed robotic technology that has already secured sales in the US for the lucrative golfing circuit. The massive 9000sqm ad took three days to create and is clearly visible to passengers on domestic and international flights coming in to Brisbane.

Michael Sherlock, who left Brumby's after a bitter takeover battle with the Southport-based Retail Food Group last year, says GrassAds is taking the signage industry to a whole new level.

"Without this innovative new technology, an advertisement this size would have been impossible which is why the whole world is taking notice," he says. The patented robotic technology was pioneered by GrassAds chief executive Ian Mayfield.

Chalk another one up for Gold Coast, the 'smart city'.

Column: Bizzy Bits Nick Nichols and Shannon Willoughby

Section: BUSINESS

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Courier Mail
Edition 1 - First with the newsTHU 04 DEC 2008, Page 034
CITY BEAT
By James McCullough

From bread to paint

JUST when we were wondering what ever happened to Brumby's founder **Michael Sherlock**, we hear word from the trenches, or rather football fields.

Sherlock has popped up as a director of a Gold Coast-based advertising mob called GrassAds which, yes, paints large advertisements on grass.

In fact yesterday the group was proclaiming it had created the "world's largest advertisement, bigger than a rugby field" for the opening of Brisbane International Airport's new terminal.

The ad was apparently created with robotic technology that has secured sales in the US for the golfing circuit.

Email news

THE wild machinations of Phil Sullivan's former plaything City Pacific continue. Staff at City Pacific Finance were informed on Tuesday night the company had been sold.

In an internal email they were advised that settlement was due on December 12 although there was no mention of who had bought it.

City Pacific Finance was the old finance brokerage business which looked after the mums and dads, Terrain Finance (nee Northern City Finance).

Despite the revelation of the sale to staff, we couldn't find any notice by City Pacific to the ASX on the screens yesterday.

Meanwhile, despite the woes of the Gold Coast property group, its name will remain emblazoned on Doomben Race track for many years to come.

The City Pacific sponsorship contract runs until April 2011, pending any unfortunate disasters for

the company in the ensuing years.

Pollie bows out

WHAT is it with former politicians venturing into the alluring world of business -- and then falling flat on their faces?

Liberal party heavyweight Shane Stone, the former federal Liberal president and one-time Country Liberal Party chief minister, resigned as a director of City Pacific on November 28. His latest notice to the ASX reveals he holds 11,402 shares in the lumbering Gold Coast property group, worth a cool \$809.54 at yesterday's closing price of a mere 7.1. At its peak in February 2005 the shares were worth \$5.95, or \$67,727 for Stone and during the past year the stock hit a high of \$3.85, worth \$43,897 to Stone . . . if he'd sold.

Amex obsessed

THIS American Express horror story just gets better . . . or worse. Apparently the husband of the woman concerned (City Beat, Tues) was also a keen Amex fan. The gent, a prominent Brisbane businessman who sits on the board of two publicly listed companies and has a historical family private business Australia-wide, has a few Amex cards he is poised to cancel to boot.

"Between us we hold about six or seven Amex cards but I have cancelled my business card although I still hold my personal card but it will go," he whispered to City Beat. "I now find myself using Mastercard and Visa."

Housewife's escape

WHILE Melbourne housewife Fang He has managed to get out of the lumbering BrisConnections share register there are still a few others who are not so lucky.

After a brief burst of shareholder activity two weeks ago -- that would be volume in the stock -- BrisConnections has retreated to virtually no trades and is still hanging in there at 0.1.

The housewife emerged with an 8 per cent stake in the company when every other investor was bailing out.

She spent \$32,300 for the stake but faced another \$65 million in two further instalment payments but managed to offload the 32 million units for the same price that she had got in at.

Melbourne internet domain name company Australian Style Investments, run by Nicholas Bolton, took a 12 per cent stake and is believed to have picked up Fang He's stake.

However it is understood that despite the LARGE amounts of publicity, there are actually several other punters sitting on the BrisConnections register who will be up for heaps when the first instalment payment falls due in January.

Award overload

ANOTHER day, another award handed out to some sector of Queensland business.

Local businesswoman Sandy Forster, with four years' experience under her belt building her training and coaching mob WildlyWealthy.com and WildlyWealthyWomen.com has been named International Mentor of the Year at this year's Stevie Awards for Women in Business in New York, US.

So exactly what are the Stevie Awards?

Caption: On page 55: Colour caricature showing Michael Sherlock; Graph showing Snapshot and Popular Stocks

Illus: Artwork

Table

IllusBy: Wharton

Section: FINANCE

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We're more than a
pretty face (but we
already knew that)
By by Jake Dew

THE Gold Coast has been named one of the most intelligent cities in the world.

It is the only Australian city to make the list of the world's top 21 Intelligent Cities by leading international think tank, Intelligent Community Forum.

Gold Coast Innovation Centre chief executive Andrew Loch said the accolade highlighted the depth of the city's knowledge base and its ability to prosper on the global market.

He said the Coast's big bonus was its diversity across industry.

"We have world-leading expertise in a lot of industries and that is allowing us to lead the way," said Mr Loch. "It's a great place to work and play, and people come here with that in mind and as a result innovation is growing as our we continue to grow."

Cities were assessed across a number of key intelligent community indicators including broadband connectivity, knowledge workforce, digital inclusion, innovation and marketing,

Mr Loch said the city was fortunate to have strong support from the council and the Queensland Government. This was evident by the strong commitment to the Gold Coast Knowledge Precinct which is being developed to create, attract and support knowledge-based businesses throughout a 200ha area surrounding Griffith University.

The precinct is a valued hub of knowledge creation, learning and commercialisation created through a co-operative partnership of all tiers of government, the education community, private sector operators and the city's people.

News of the Gold Coast's recognition delighted Griffith University provost professor Max Standage, who said it was exactly what the city needed to cement its position as a leader on the global stage.

And the university's commitment to harbouring and developing key research facilities would ensure it continued to prosper, he said.

"A lot of hard work has been put in place from the government departments and the community to increase the broad knowledge base of the city.

"You need a strong research base to grow these things.

"The Coast started with its tourism base and what came from that was building the knowledge and we are now moving to build that profile and it's needed if the city is to position itself as a world leader."

Gold Coast Mayor Ron Clarke, thrilled by the result, said the city had now set a benchmark for other Australian cities in terms of knowledge sharing and technology available to businesses.

"This further demonstrates what a progressive and dynamic city the Gold Coast has become," said Cr Clarke.

"And it will continue to evolve as more and more businesses choose to operate from the region."

The Gold Coast could be in for a further boost, with the city to be considered for the ICF's Intelligent Community of the Year award.

ICF is a New York-based organisation that took shape in the 1990s through the World Teleport Association, before becoming an independent organisation in 2004.

It works to identify, study and evaluate intelligent communities.

ICF will announce the top seven intelligent communities of the world at the annual conference of the Pacific Telecommunications Council in Honolulu, Hawaii, next month.

The city was a shining example of opportunity, according to Griffith University students Dave Houston, who has been studying in dentistry, and Holland's Karin Van Vliet, who graduated from Griffith University earlier this year with a masters degree in business.

Mr Houston believes the Gold Coast was named in the world's top 21 Intelligent Cities because it rewarded brave and bold ideas.

Over the past two years, the 24-year-old has developed the Paradise Regatta - an event that promises to become one of Australia's premier rowing meetings - while doing his graduate diploma in dentistry.

"I set up the regatta with no one telling me it can't be done," he said.

"I don't think there's another university or city in the world that would let a dentistry student set up a

sports tourism event.

“The ideas flow in this city and there is not much to stop them, which is why I love this place.”

Mr Loch said many Gold Coast businesses were forging ahead in innovation and set to make a big impact world-wide, creating global market opportunities.

He said medical research body Migco, based at Griffith University, was making inroads in the development of migraine therapy - and was just one of the big success stories of the Coast.

Another was leaving its mark for all to see. GrassAds, a Gold-Coast based signage company, created the world's largest advertisement - bigger than a rugby field - for the opening of Brisbane International Airport's new terminal.

With patented Australian-developed robotic technology, GrassAds had already secured sales in the United States on the lucrative golfing circuit.

GrassAds director **Michael Sherlock**, the former managing director of Brumby's Bakeries, said it was exciting to be taking the signage industry to a new level.

Self-sufficient living had also put the Coast on the map, with the Ecovillage at Currumbin showing the way in environmentally conscious living.

Its sustainability had received wide-spread praise, most notably when it was named the world's best environmental development in the International Real Estate Federation Prix D'Excellence Awards in Amsterdam.

Ecovillage owner Kerry Shepherd said stepping beyond what many considered the norm had proven successful.

“We are not afraid to challenge the conventional and it shows that it is OK to step outside of the normal way to produce something that is the next step in the society,” she said.

It was something Ms Shepherd said had also helped the Gold Coast forge ahead and continue to shine around the world.

“As a city we have always stepped outside of normality and tried things that others do not try.

“With the mindset of Gold Coasters and the council, continuing to shine is an achievable thing.”

Mr Loch said it was important the city continued to flourish on the world stage.

And the city had to be proud of its achievements.

“We can hold our head up high,” he said.

“Obviously we measure up very well in punching well above our weight.

“Where we have got to already is very good but getting to the next stage requires the support to ensure we keep going and we have that.

“I think we are strategically positioned for the long-term.”

Where we stand in the world

The Smart21 of 2009 includes communities from 12 nations on four continents with populations ranging from 17,000 to 2.5

million. They are:

- * Albany, New York, USA; population 94,000
- * Ashland, Oregon, USA; population 22,000
- * Bristol, Virginia, USA; population 17,500
- * Dublin, Ohio, USA; population 40,000
- * Edmonton, Alberta, Canada; population 1,035,000
- * Eindhoven, Netherlands; population 297,000
- * Fredericton, New Brunswick, Canada; population 50,535
- * Gold Coast, Queensland, Australia; population 509,000
- * Issy-les-Moulineaux, France; population 61,000
- * Kenora, Ontario, Canada; population 17,000
- * Malta; population 405,000
- * Manchester, England, UK; population 2,500,000
- * Moncton, New Brunswick, Canada; population 125,000
- * Nelson Mandela Bay, South Africa; population 1,200,000
- * Porto Alegre, Brazil; population 1,400,000
- * Riverside, California, USA; population 291,000
- * Stockholm, Sweden; population 795,000

- * Tallinn, Estonia; population 400,000
- * Taoyuan County, Taiwan; population 1,950,000
- * Trikala, Greece; population 52,000
- * Westchester County, New York, USA; population 950,000

Caption:

Griffith University students Dave Houston and Karin Van Vliet know they live in one of the smartest cities on the planet.

Illus: Graphic

Map

Photo

IllusBy: Glenn Hampson

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