

BETTER EMPOWERING LOCAL BUSINESS Business



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ICING ON THE CAKE: Former Brumby's managing director Michael Sherlock will share his secrets for business success at the Sunshine Coast Business Expo at the end of the month.

PHOTO: CONTRIBUTED/SCN020311MSHERLOCK

The heavy hitters are coming to town

By **REBECCA MARSHALL**
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THE Brumby's bakery franchise founder.
The man behind Chemist Warehouse and ePharmacy.
The woman who built a self-

titled fashion empire.
The serial entrepreneur who is regarded among the sharpest small business experts in the world and the man famous for lifting the lid on the latest and greatest gadgets to make your life easier.
Michael Sherlock, Brett Clark,

Sacha Drake, Andrew Griffiths and Peter Blasina are the headline drawcards at the fast-approaching Sunshine Coast Business Expo.
The March 30-31 event also features a guest appearance by TV's David Koch, rounding out a stellar line-up here to pass on advice to an

expected 2000 expo visitors.
Brumby's Mr Sherlock will address the expo's first event, the welcome breakfast, thanks to the Sunshine Coast Council.
"The savvy, quick-witted and entertaining Mr Sherlock will

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FIVE MINUTES with Leighanne Daniels

SENIOR marketing consultant at marketing, communications and event management firm PlaceMakers, aged 32.

To me, business is...following your passion and taking others along with you.

My first job was...when I was 10 years old, my brothers and I would wash cars and mow lawns.

My biggest failure was...following someone else's path/dream for me and not following my own path.

My biggest success was...deciding what I wanted in life and going for it!

The greatest risk I ever took was...getting out there and giving it a go.

The best advice I ever got was...never give up.

When times are good, I...take more time out with my family.

When times are bad, I...continue to focus on my marketing strategy and tactics to ensure I'm still attracting new clients.

I am reading...children's books...like Scratch and Patch, Spot and The Very Hungry Caterpillar.

I really wish...governments at all levels would reduce the amount of red tape.

I could not live without...my husband Peter and my two children. I could not live without the laughs, hugs and kisses. I learn something new every day from them.

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Innovative ways to meet online market

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share his considerable business experience and knowledge with an expected 170 attendees," Economic Development and Council Entrepreneurship portfolio chair Councillor Lew Brennan said.

"His presentation is guaranteed to be inspiring, informative, entertaining and above all educational."

Mr Sherlock graduated from a Melbourne university as a teacher then become involved with a health and education foundation.

He initially ran a fruit shop, then a bakery in a lifestyle community, before putting together a consortium of franchisees, management and suppliers to purchase the Brumby's bakery chain from the community and rescue it from financial ruin.

In just three years, he took 53 stores in danger of collapse to a highly regarded franchise system with 320 bakeries and concept stores, and a shareholder value of \$46m (up from \$6m).

"The Brumby's franchise model is incredibly successful and we are hoping that by bringing Michael to the region we might soon see a few local businesses develop into successful national franchise models," Cr Brennan said.

"Even if you are not looking to set up a franchise, Michael's business tips apply to all kinds of business models from owner-operators to multi-national firms.

"One of the more interesting points that Michael stresses as a key ingredient for a successful business is to have fun along the way. I think this is something that Coast businesses will really relate to."

Mr Sherlock resigned from Brumby's in 2007 and is now a sought-after speaker and mentor. The Brisbane-based father of four has co-written a business book called *Jumpshift! Shift Your Business Into Hyperdrive*.

Penetrate online markets

THE Australian Bureau of Statistics found there are 6.9 million active internet subscribers in Australia, so it is little wonder many local busi-



SPREADING THE WORD: Chemist Warehouse and ePharmacy founder Brett Clark will speak about online marketing. PHOTO: VINCENT L LONG

nesses are considering how to penetrate the online shopping market.

One man who has done it well is Brett Clark, of Chemist Warehouse and ePharmacy.

The Sunshine Coast branch of the Australian Institute of Company Directors has arranged his presentation to help business owners make the shift from traditional business to e-commerce.

"The event is a follow-on from the first day of the expo, with Brett Clark, founder and managing director of ePharmacy and managing partner of Chemist Warehouse, speaking about the opportunities available to businesses when entering the digital realm," AICD chair Natasha Read said.

"Sunshine Coast businesses are facing a tough economic climate at the moment, and we've found business operators are open to exploring online options in order to keep up with the latest consumer trends and remain afloat.

"Conducting business online can be a great way to grow your business and reach out to time-poor customers who simply can't make it to your store within opening hours."

ePharmacy/Chemist Warehouse generates gross revenue in excess of \$1 billion and employs more than 6000 people.

Tickets to Mr Sherlock's breakfast are \$49, while Mr Clark's address is free. To register and see the rest of the program, go to schbizexpo.com.au

The last chance to get your business profiled by Kochie

LOCAL internet marketing firm Traffika is breaking into the international market with a new licensed company launching in India to service south-east Asia.

Traffika Asia has opened in Hyderabad, and comes just two years after the company launched in Australia.

Managing director Matt Forman said the new office would service areas like India, Malaysia, Singapore and Thailand. It will be headed up by Dinesh Jain and have a staff of six.

Traffika is a digital marketing firm that helps businesses drive traffic to their websites. It counts Bond University, Lorna Jane, Alibaba.com and Sunsuper as clients.

► BETTER Business and the Sunshine Coast Business Expo organisers are giving two lucky businesses the opportunity to have their business profiled by Kochie in front of an expo crowd of more than 150 people.

And today is your last day to enter the competition!

Nominees have to fill out a simple form and must be willing to go under the microscope with Kochie and local business experts who will provide Better Business tips live on stage.

To nominate, go to www.sunshinecoastdaily.com.au/better-business and fill out the nomination form before the end of the day.

► THE Coolum BizFest is coming up.

The business, family and multicultural event is expected to draw thousands of people to Coolum on April 8 and 9.

Organisers are aiming for more than 100 business display booths and more than 50 food and market vendors, as well as entertainment and a master chef challenge.

For more information, phone 5446 4263 or 0404 390 054 or go to coolumbizfest.com

► UNITYWATER has announced its business and community



INSIDE BUSINESS

with Rebecca Marshall

reference groups.

The groups have been established to help inform Unitywater's decision making processes.

The Business Advisory Group members are: Mark Bradley from USC, Dieter Spielkamp from Novotel Twin Waters Resort, Dianne Healey from Sunshine Plaza, Tess Simpson

Bonsai Northside Nursery owner, Irena Morgan (MW Training Consultants), David Hawtrey (Edenlea Retirement Village), Michael Mitchell (Queensland Hire), Michael Kennedy (Kennedy's Classic Aged Timbers), Allen Stevens (Embracia Nursing Homes), Nathan Koina (Mailezy), Gary Davis (Baycoast Business), Ken O'Connell (Metropolitan-Caloundra SLSC) and Geoff McKay (Brisbane Customs Brokers).

► YVETTE Adams and Nyssa Berryman are doing their bit to ensure the plight of Christchurch people is not forgotten as they rebuild.

The Kiwi pair has joined forces with Anna Day from KEA Noosa to put on a fundraising lunch. It will be held at the Maroochydore Surf Club on April 8.

Get your tickets at: <http://kiwiquakelunch.eventbrite.com/>

THOUGHT FOR THE WEEK
BULL markets are born on pessimism, grow on scepticism, mature on optimism, and die on euphoria.

— Sir John Templeton

PACIFIC VOLVO BUSINESS TIP #4

"Ring your business and see how you sound to your customers – the number of times the phone rings before it is answered and the tone of the staff member's voice will influence your customer's perception of your business."

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