



SUCCESS STORY >>>



Executive director of Brumbys - Michael Sherlock.

**THE FUN OF RIDING
BUCKING BRUMBYS**

With more than 28 years experience at the helm of one of Australia's leading bakery chains Brumbys Michael Sherlock claims to have the secret ingredient to a happy life.

The industry veteran who has tried his hand at being a teacher, property developer, fruit store owner and even a fisherman lives by the old adage that money will never buy you happiness.

"It's all about attitude," he said. "I have worked in a variety of roles and the key is to keep that fun factor in your life, to make sure that when you go to work it is what you love

doing," Mr Sherlock said.

"It's all in your attitude, earning every dollar has to be fun, it's about turning obstacles into stepping stones. Earning big dollars doesn't make people happy, it's about doing what you want to do and listening to yourself."

Mr Sherlock should know. As the executive director of Brumbys for the past seven years, he has been a part of it since the beginning and was there for the opening of its first Queensland store in Stanthorpe.

"There are many obvious highlights, one of which is being involved with the creator of Brumbys – who was, in fact, the leader of a

yoga cult all those years ago. Lead by a genuine Indian guru, the group created the bakery, which was the genesis not just for Brumbys but also Baker's Delight bakeries, in order to pay overheads – and it has been a very interesting experience to have been able to say I have had dealings with this Indian guru."

But it was hardly smooth sailing for Mr Sherlock who re-invented himself after a withdrawal from the board in the 1990s.

After trying his hand in property development for several years he eventually headed the consortium that bought the Brumbys chain when it went into receivership six years ago.

"There were, of course, times when the board was politically focused and there was a great deal of infighting and instability but you get through those times," Mr Sherlock said.

"The company suffered due to poor management and since taking it over it has grown steadily over the last six years. We now have more than 310 stores with a projected plan to reach 400 in the next four years.

"With expansions into New Zealand and the Middle East we have a structured strategy focused on opportunities for growth in both domestic and international markets."

When asked what Brumbys's main business philosophy is, Mr Sherlock said it was simple, "We work towards achieving four key things, sell more bread, to more people more often while building more profit, fun and lifestyle for all stakeholders in the Brumbys system.

"Without any of these factors we simply wouldn't be where we are today," he said. ■