

# CITY BEAT

WITH ANTHONY MARX



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## HOT CHILE

STILL smarting from his failed bid to win a Senate seat last September, businessman Greg Rudd (illustrated) has headed overseas to do a bit of consulting work.

The lookalike brother of former PM Kevin Rudd cabled Citybeat this week to sing the praises of Chile, where he is spruiking for FNZ, the mob which flogs "wrap platforms" for financial markets.

Rudd seemed rapt with Santiago, where many of the 180 Australian companies doing business in Chile are based.

"With our high dollar, low peso, Chile being a free trade partner and the only South American OECD member, it's a no-brainer destination for

Australian businesses to grow offshore," Rudd said.

FNZ, which was launched in New Zealand 10 years ago, sees Chile as the gateway for expansion across South America.

The company is chaired by the former Minister for Superannuation, Nick Sherry.

## HE'LL TREASURE THAT

THERE were laughs all around yesterday when Three Plus' Barton Green had a momentary slip-up and introduced Tim Nicholls as a "Queensland Treasure" at the Queensland Media Club lunch. The Treasurer said he welcomed the new title. He noted that the club's next speaker was none other than "self-proclaimed national treasure" Clive Palmer.

## SHERLOCK'S HOME

THE entrepreneur who turned around the once-struggling fortunes of Brumbys and helped it become Australia's second largest bakery franchise wants to pass on a few business tips.

Brisbane-based Michael Sherlock has been teaching at the Griffith Business School's Asia-Pacific Centre for Franchising Excellence since last year, when he was named an adjunct professor.

Following a quick "business trip" to Las Vegas, Sherlock will return to the river city to teach his latest one-day masterclass on franchise growth on June 5.

Participants will also get a personalised follow-up consultation from the man

now nicknamed "The Professor".

Sherlock helped the Brumby's share price grow from 56¢ to \$3.40 in a little more than three years. He stepped down as MD in 2007 after Retail Food Group acquired the business for \$46 million.

## ON THE RUN

THEY say building a successful business is a marathon, not a sprint. But does it help if the boss also runs the long races for real?

You might think so, given the prospects of Brisbane technology firm GlobalX, which expects to generate \$60 million in revenue this year and grow with some acquisitions.

Chief operating officer