

CITY BEAT

WITH MITCH GAYNOR



Professing interest

It's Elementary For Professor Sherlock.

Former Brumby's bakery boss **Michael Sherlock** has been made an Adjunct Professor at Griffith University's Griffith Business School.

The new position will see Sherlock share his wealth of franchising experience with Griffith Business School's Asia-Pacific Centre for Franchising Excellence.

Adjunct Professor Sherlock's appointment builds on his existing links with the centre as a member of its advisory board. The school says it is delighted to have a prominent, high-profile franchise leader such as Sherlock to provide strategic insight to both the centre and sector.

We wonder if he will insist on taking the Professor title as seriously as **Clive Palmer**.

"After many years of experience in franchising, I'm looking forward to giving back to the sector that has looked after me all these years to now pass on the benefit of my experience," the good professor said.

Despite stepping away from Brumby's he has his hands full and sits on several advisory boards as a strategist and mentor.

Under his leadership he grew the Brumby's brand from an ailing set of bakery shops into one of the largest bakery franchise systems in Australasia, and drove the share price from 56¢ to \$3.40 in just over three years.

In 2007, Sherlock resigned from the franchise after ASX-listed RFG purchased Brumby's for \$46 million. He has since parked most of his Brumby's cash with **Warren Ebert's** Sentinel Property Group which he sees as "a sure bet".

Don't believe hype

WHEN **Sir Richard Branson** hits town you expect a bit of fanfare, but after a couple of hours of chatter at yesterday's UQ Business School lunch you could be forgiven for wondering what all the fuss was about. The panel idea, while commendable, fell a little flat in between Sir Richard's three decades of grandiose success and his vision for the final frontier

four other speakers saying something else.

For \$300 a ticket you want to hear the man himself riffing, unplugged, about all his unadulterated brilliance for two straight hours, because let's face it, he's an event in himself.

The 1500 who turned up to the Brisbane Convention and Exhibition Centre included former Australian cricketer **Michael Kasprowicz**, Aria property developer **Tim Forrester** and Sunsuper boss **Tony Lally**.

Crowd shortfall

IT was easy to get caught up in the Sir Richard hype at the Convention Centre, with the audience caught in somewhat of a crowd crush outside the Great Hall. Less problematic were those lining up to the **Bill Shorten** lunch at the same venue, where a couple of hundred at best were quietly

honcho of ABC Learning Centres childcare chain, is unbelievably good – City Beat reckons he could charm his way out of a Taliban hostage beheading.

He's currently bankrupt but was in Federal Court yesterday, trying to overturn an inability to get permission from his bankruptcy trustee to leave the country.

Ironically, he had been overseas when made bankrupt and only jetted back to Brisbane at 6.45am yesterday from the US.

Groves in court explained away questions about car sales and trusts, and even showed a dash of humour when asked about family ties to Australia.

Yes, he had kids here, but "I'm too young to be a grandfather," he told Justice **John Logan**.

And when the judge asked about arriving in court after an 18-hour trip to Brisbane, Groves grinned and said he had stopped in quickly, so he could have "a shower, put on a suit".

Upmarket Ekka

IT is exactly 89 days until the real deal kicks off but plans for the 2013

Ekka are well under way, with the official launch of the new, swank VIP suites being held ringside tonight.

An intimate gathering of movers and shakers including Federal Member for Brisbane **Teresa Gambaro**, Flinders Group chairman **John Cotter**, Minter Ellison senior partner **Bill Thompson** and Brisbane Broncos Board member **Katie Bickford** savoured the ambience of the two, airconditioned corporate suites that sit above the Main Arena and offer 360-degree views of the ring.

RNA chief executive **Brendan Christou** said the Ekka was a good time for businesses to meet with clients in an informal, relaxed environment.

"Plenty of business is done at the Show, we're just making it a little more comfortable," he said.

"The introduction of Ekka Corporate Suites is an exciting move for the RNA."

Both suites are laid out like a cocktail bar with dry bars, stools and lounges and they can each accommodate 100



NEW ROLE: Michael Sherlock.

ushered into a small, poorly lit room out the back of the centre to hear Mr Shorten's prosaically titled superannuation lecture: "Safeguarding our future".

The crowds spoke loud and clear yesterday: unless the future involves space travel you can shove off. Regardless, the two turnouts were probably a prescient reminder of how September 14 might look for some. Unfair I know.

Eddy's flying visit