THE AUSTRALIAN OFF ROAD STORY

WORKPLACE WELLNESS
THE POWER OF NETWORKING

BUSINESS, COMMUNITY, EVENTS, LOCAL SUCCESS STORIES, TOURISM AND MORE
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Desert Psychedelic: Jimmy Pike is curated by artisan and toured by Museum and Gallery Services Queensland. The exhibition is supported by the Commonwealth, through the Australia-China Council which is part of the Department of Foreign Affairs and Trade. For more information visit artisan.org.au

IMAGE Jimmy Pike, Japingka - Snake (detail) 1991, Screenprint, 67x84 cm, S/95

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GRAPHIC DESIGN AND PRODUCTION BY: Coastal Copy and Print. COVER IMAGE: Greg Gardner Photography
Here at the Caloundra Chamber we believe that our region must be an NBN priority area following our win in the Google E-Town Awards.

The Google award celebrates and showcases towns and cities whose businesses are growing online and contributing to the future economic growth of their country. The Sunshine Coast has been named as Queensland’s most web-savvy region, winning Queensland’s Google eTown Award for 2013.

This proves that the Coast is making its mark in the new economy; and as a region we have all the natural advantages to keep this growth going.

Currently we are a very low priority on the NBN roll out and this will affect our ability to attract new industries to the Coast and to assist our current businesses to be competitive and reach out into new markets.
The Sunshine Coast is full of successful e-businesses, some of them you may not even be aware of as they progress in the background with international success:

Typefi Systems develops publishing software that automates single-source content publishing for digital and print formats, significantly increasing productivity and document quality. They have high-profile clients including the Lonely Planet, Random House, the World Health Organization, The International Organization for Standardization, Billabong, IGI Global and the American Bar Association. The company's annual turnover is now $3 million, and Typefi has satellite offices in the UK, US and India.

Food Matters produces an internationally recognised range of nutrition education resources, including a documentary, a range of digital content and recipe guides. Food Matters had turnover of $2M+ in 2012.

KnowledgeWise is widely recognized as the leading professional IT service provider on the Sunshine Coast. The business has achieved Microsoft Certified Partner and Microsoft Small Business Specialist status, and counts high profile companies such as Colliers International, Ray White and Brosnan Golf as clients.

iApps design, develop and publish applications for nationally recognized clients in a diverse range of industries, including tourism, primary industries, aviation, education and creative industries. In 2011 iApps opened an international production office in Bangalore, India to scale operations up and deliver a faster turnaround time to global clients.

Major projects for the Sunshine Coast are looming whose impact on the local economy will only be amplified by a prioritised roll out of the NBN. The Sunshine Coast University Hospital is not only one of the key infrastructure projects for the Coast, but indeed the state of Queensland. It is critical we are able to offer the latest and most effective technology to these projects to ensure the Coast can fully capitalise on the opportunities they will provide.

The Caloundra Chamber of Commerce will continue to lobby the new government through the Sunshine Coast Chamber Alliance to ensure the Coast is at the forefront of technological innovation in Australia.

The E-town award win has put the Sunshine Coast on the map as a destination thriving in the new economy, but a commitment to prioritise the NBN will make us even more attractive to prospective investors and internet business entrepreneurs.

The sooner the NBN is rolled out across the entire region, the sooner we can see more online businesses establish and progress and then we can become the e-town of Australia.

TRAFFIKA

WE BUY • WE SELL • WE LOAN THERE IS AN ALTERNATIVE TO CASHIES! PAWN BROKER
Sometimes, there is no escaping the talk of how tough business can be, yet we always manage to uncover local business success stories that inspire and amaze us.

Recently, Australian Off Road (AOR) held a celebration to launch their new state-of-the-art factory and showroom in the Sunshine Coast Industrial Estate, Caloundra. You really can’t gauge the sheer size of their new premises until you visit it yourself. The 5,600m² factory and showroom is exceptional and will allow the company to expand to 150 employees with over 75 locals already on the job.

The Australian Off Road story is an inspiring one to say the least. Steve Budden, Managing Director of AOR, began the business in his garage using his technical skills to construct a caravan. Today AOR produces over 150 full off road campers and caravans per year, with this figure expected to increase given the capacity of their new premises. Steve and wife Rhonda have taken giant leaps with the business since its beginnings.

“Rhonda came into the business after about two years as we started to grow and she was involved in reception and sales. As neither of us had been involved in selling previously, we gathered material on the subject and taught ourselves the basics and the psychology of the sales process. This was the single biggest milestone we had to face and Rhonda was the instigator and became our best salesperson for most of our time in the business, as I was always designing and building trailers.

“We then realised that marketing was another challenge and again we researched the ideas and learnt what it was all about. Rhonda was then heavily involved in creating stories about our trips, and even today her blogs are the single biggest viewed page on our website and sell the dream so successfully. For many years she wrote and edited our own electronic “Off Roadier” magazine that would go out to our database. This was before blogs became the popular buzz word that they are today. This strategy was very effective as it perpetuated the dream, gave us instant credibility and customer focus and was also very cost effective,” Mr. Budden said.
AOR have become a national exporter with their wide range of highly sought after 4X4 camper trailers, yet the company remains strongly attached to the local area with deep roots in Caloundra.

“We like to keep things local as much as possible. We have worked very closely with EvaKool in Caloundra over the years to design a specialty fridge that is only available in our campers. It works for us and local businesses to stay connected and support each other where we can,” Mr Budden said.

“Our new facility will enable us to be one of the Sunshine Coast’s largest employers. We wanted a new estate for our new building. We expect others will soon look favourably at the Sunshine Coast Industrial Park, which will improve the value of our investment.

“Our company has expanded every year that we have been in business. For the first five years we expanded up to 100% per year, and more recently 10% - 15% per year,” Mr Budden said.

Australian Off Road has the philosophy of moving with the market, and creating trailers that people want in the future. For this company accepting change is easy.

The larger premises allows the future expansion of all facets of the business. Steve and Rhonda believe Caloundra is a great choice for their manufacturing business as it has much to offer. They need a young workforce as the trailers are physically difficult to build and also need highly skilled people, preferably with families as they tend to be more stable. Rhonda and Steve think Caloundra is a great place to live, possibly the best in Australia and offers a great lifestyle for families.

Australian Off Road has a fantastic team of staff who work collaboratively to continue to drive Steve and Rhonda’s dream business.

“Both staff and customers are the force that creates the dream. Without excellent staff we would have a giant headache, but they are a pleasure to work with and are all motivated by a work ethic to excel.

“Our journey is not really about money; it is about creating the brand that is Australian Off Road with the upmost respect for our ethics and our products,” Mr Budden said.

To find out more about Australian Off Road visit www.australianoffroad.com.au
Employee health now impacts a company’s bottom line more than ever before. Unhealthy employees are absent more often, injured more frequently, suffer lost work days to recover from injuries or illnesses, and are generally less productive. This also relates to employers and business owners themselves, as a lot of employers have experienced the detrimental effect on their business if illness strikes.

Why is improving workplace wellbeing a great investment for your business? Because work effectiveness is 42% higher in employees with good health compared to those with high health risk. Employees with a high health risk are 8.5 times more likely to have poor job satisfaction than those in good health.

A 2012 Global Wellness Study conducted by Bucks noted that the three major workplace risks that impair wellbeing are stress, workplace safety, depression and anxiety.

Dr David Hendrey, owner and operator of Wellsure, a health and wellness clinic in Caloundra, is a master of wellness. He has launched a new handbook, Vision for Vitality, was in the top ten in the World Triathlon Championships of 2009 and is a qualified chiropractor. Dr Hendrey sees first-hand the benefit that businesses gain through promoting a healthy worksite.

“The worksite is an important venue for the promotion of wellness because we spend most of our time at work. Wellbeing is the contented state of being happy, healthy and prosperous. Stress and being overworked costs Australians over 30 billion dollars a year” Dr Hendrey said.

How can businesses implement strategies for workplace wellness?

Some great ideas for businesses to begin this process are to hold a “wellness day” where you may bring in guest speakers on exercise, such as a personal trainer, or healthy eating with a naturopath or chef. It is more convenient for businesses to hold such “lunch and learn programs” over a lunch time to minimize disruption to the normal workday.

Why not have a yoga teacher come in for the whole team to begin a regular stretching session. How good would it be to start the day with a 10 minute group stretch session?

“As a chiropractor, I have run dozens of “wellness in the workplace days,” which would involve a range of wellness providers coming into the workplace to kick start a culture of health and wellbeing.

“Some of the local businesses have entered fun runs and Tough Mudder as a team. These initiatives not only improve health and fitness but also build team work” Dr Hendrey said.

Dr Hendrey recommends business taking these five steps to promote health and wellness in the workplace:

1) Create a framework for a healthy culture
2) Focus on participation, management and staff, making the process much more fun and likely to succeed
3) Measure and identify areas for optimal outcomes. For example, team participation in a local fun run. Write down each person’s current times, add them all up and work on reducing this total number of minutes as a team. Another example is a weight loss challenge where you focus on the total kilos lost by the team. Encourage and support each other to your goals.
4) Celebrate positive outcomes
5) Persist with an ongoing program for improved health and business performance

The government has launched a Workplace for Wellness Program that aims to empower, inspire and guide Queensland employers to support their workers to live healthier and longer lives. The program offers Queensland businesses access to a new website that provides more than 40 additional resources, such as templates, tools, ideas and tips to help develop and manage a sustainable workplace wellness program. Visit www.workplacesforwellness.qld.gov.au

You can also visit www.wellsure.com.au to find out more about Wellsure’s programs and facilities.
You mentioned you moved to Caloundra in December of 1983, where did you move from and what made you choose Kings Beach, Caloundra? I had moved from Brisbane where I had been living since leaving Melbourne. I had met my now wife and together we decided that Caloundra was the place we wanted to start our lives together and, perhaps more importantly, where we wanted to start a family. And I’m delighted to say we did just that. We have two children Natascha & Nicholas who also work in the family business with us.

What have been some of the biggest changes that you have seen take place over the last three decades at Kings Beach? We have been fortunate enough to see the modernisation of Kings Beach that has brought with it the interest of the developers and the investors, thus making life, in our opinion, better for all locals and visitors to our great city.

You’ve personally invested in the area. What are your thoughts about the real estate market currently? It’s hard for a lot of people to look at real estate as a commodity, having, just like every commodity, its ups and downs. But at the moment, one would hope we have seen the end of the downturn cycle. We have been experiencing an upturn in buyer enquiry, and hence sales and the ever increasing demand for rentals.

You are the marketing agent for the new apartment block being built opposite the Caloundra Surf Club. What can you tell us about this new development? Kings Edge is a great development by a great family firm from Brisbane. Using local trade’s people it is being built with the current financial climate in mind as far as its pricing. With the majority already sold and very few apartments left, it speaks for itself, great fit out, great views and a great location.

What needs to happen in the future to keep Kings Beach and Caloundra ticking over? We need to have more entertainment for our visitors, let alone our locals; we need areas where we can have live entertainment that has less of the draconian laws that restrict our restaurants, hotels and clubs providing what our tourists and most of our locals want. And these venues need to be in the heart of Caloundra and along its beaches; just look at how successful the Caloundra music festival is!

Recently, we met you both at one of our networking events and you brought great energy and excitement into the room? Do you have a good work/life balance? Like everything it didn’t happen overnight, but it was worth working for! (30 years). However, I have to say that it’s not been all that hard, doing something we love, in a place we love, for and with people we love.

How do you like to operate your business and what are your secrets to success? We like to have a relaxed atmosphere in which to work with the focus being on friendly, professional customer service. I would have to say we all measure success differently; I would like to think that we as a family business have made a positive impact locally and on the experience people have when they visit Caloundra. Plus, knowing how great Caloundra is, “Is/was our biggest secret to success”.

If you could give one word of advice to our business community what would it be? “BUILD IT AND THEY SHALL COME” •
When was the last time you spent a day at the beach?

By Bill Darby MBA MAICD, Caloundra Chamber of Commerce Management Committee

Take a minute out of your busy day and picture yourself overlooking an exotic beach.

You're somewhere along the Mediterranean coast and after spending the morning having breakfast in one of the many seaside cafes dotted along the esplanade, you've taken a good long walk around the cliff's edge lining the ocean. Feeling like you've walked off your breakfast platter of cheese and sourdough it's now time to relax and soak up the sun. Armed with your beach towel and the small daypack you carry around, you head down to the beach.

The nicer beaches are always interesting places to be and in summer there's plenty of activity. Small beach clubs often provide easy access onto the beach and for many, they become the perfect setting to kick back and relax for the afternoon. These beach clubs generally aren't anything fancy and don't dominate the beach. They merely add a welcome amenity in some of the more popular areas.

Deck chairs are set up in pairs and each set has its own umbrella. You find the spot you're happy with and throw down your towel. You've been to the same place for most of the week so you know the routine. The attendant wanders over to collect her 10 Euros. That's the price for spending as much time as you want relaxing in comfort for the afternoon. You've come to know her over the past few days and like the others working behind the adjoining bar and serving snacks, she's super friendly. With a summer job working on the beach, who wouldn't be?

Like most beach clubs, the sandy surrounds are immaculate. As each club is run as a private concession, competition for the tourism dollar ensures great service and well-maintained facilities. No doubt there are strict guidelines to ensure the beaches are kept clean and the environment protected. Many of these clubs are decades old and know full well that the beach is by far their biggest asset.

As you're sipping on a Corona thinking about where to go for dinner, you wonder why beaches back home in Queensland don't have the same feel. You think to yourself that if you were an overseas tourist visiting the Gold Coast or the Sunshine Coast, how good would it be if you could walk down from your apartment and spend the day in comfort enjoying the friendly hospitality Aussies are famous for.

Back to reality, the Queensland Government is investing millions into kick-starting the State's tourism industry to get us back to that coveted Number 1 spot. There are however many challenges. We have an almost untenable federal penalty rates framework, we have ageing tourism infrastructure and we have overly burdensome environmental protections that effectively lock up our best natural assets.

We are a tropical destination known the world over. To win the world over, we need to be able to compete with the high standards of tourism offered elsewhere. “On-beach” hospitality infrastructure is commonplace in Europe, the Med, South America and all throughout Asia. Maybe it's time Queensland started to get serious about real beach tourism – which in the 21st century is a whole lot more than slip, slop, slap!
The Power of Networking

You can be the best in the business, but you're not going to be successful if no one knows who you are.

Networking is a powerful marketing tool, but it doesn’t come naturally to everyone. Some of us are too shy to walk into a room full of strangers and others don't know how to strike up a conversation.

Terri Cooper used to sit in her car trying to work up the courage to walk into a networking event. Sometimes she would go in and other times the overwhelming fear would consume her and she would drive back home. This scene seems ironic now, as Terri, known as the networking queen hosts her own networking events to rooms filled with people and she does it with an aura of confidence, expertise and skill.

This month Terri will celebrate 12 years of running her Terri Cooper Networking Events business and she prides her success almost solely on networking.

"I can also vouch for social media helping me to build my business, but nothing beats the connection that you make face to face. Why? Because people buy people, they don’t buy products or services,” Terri said.

"I've had some amazing stories of success from guests who have attended my events. The most memorable is one networking connection where people have gone into business together, and another was a lady who was invited to be a guest author in a book (which is now published).

"Whenever I hear these stories of great connections, it gives me goose bumps. That's what gets me out of bed every day! My good friend Robyn Henderson has a powerful saying that 1 in 4 people you meet at a networking event will become either: a client, a prospect, a referral or a friend. That's a pretty good reason to get out and start networking," Terri said.

Career One’s survey found that 49.94% of people wished they were better at networking. That's half of every room of people you walk into. We are not taught how to network. We are most often just tossed in the deep end and we sink or swim. Don’t feel bad or beat yourself up if you don’t like networking or feel that you aren’t good at it. It doesn’t come naturally to most people but the good news is that you can improve your networking skills with a little bit of initiative.

Networking is invaluable with a referral generating 86% more results than a cold call, approximately 70% of all jobs are found through networking, and most people you meet have around 200 contacts.

If you wish to grow and improve your networking skills visit www.terricooper.com.au

Image courtesy of Paused

Terris Top Ten Quick Tips for Better Networking

1) Smile  
2) Wear a name badge  
3) Always offer a business card  
4) Stand where people are likely to congregate (like the bar or trade display)  
5) Ask people about themselves and their business  
6) Ask open ended questions  
7) Listen  
8) Befriend first timers  
9) Use names often  
10) Follow up
REDUCING ENERGY CONSUMPTION IN YOUR BUSINESS

The arrival of an electricity bill in the letterbox is often not the most pleasant of experiences.

Energy bills are one of the largest annual costs for most businesses. Predicted rises for the next financial year are estimated at 15 to 17 per cent for businesses and even higher for home owners. Adopting some simple strategies can dramatically reduce your energy use and electricity bills.

Many businesses are now exploring ways to reduce energy consumption and save money on their power bills.

The Chamber of Commerce and Industry Queensland (CCIQ) is now delivering the State Government’s ecoBiz program. Designed to assist businesses to reduce their carbon footprint and save money at the same time. The easy low cost strategies listed on the ecoBiz website cover changes in energy, water, waste and chemicals.

Practical energy saving tips include: switch-off lights and electrical devices when not in use, reduce lighting in non-essential areas, use daylight instead of artificial lighting where possible, use natural ventilation, control your air-conditioning systems and more. The ecoBiz website has specific information for many different types of businesses from coffee shops to hairdressers to service stations.

In general, sustainable practices in a business can be achieved by following these steps:

1. Creating a baseline of resource consumptions.
2. Identifying potential areas for efficiency improvements.
3. Researching potential finance and environmental savings.
4. Developing an action plan—based on research and available funding.
5. Implementing the action plan and achieving financial and environmental savings.

There are simple changes you can make to your business to improve sustainability and reduce expenses.

For general and industry specific guides to assist businesses with implementing eco-efficient practices visit www.ehp.qld.gov.au/sustainability/sector-guides/general
The second 30 year Queensland Plan (QPlan) Summit is to be held in Brisbane in October.

The primary purpose of the Brisbane summit is to consider the feedback Queenslanders have provided to the QPlan survey questions, which is to be unveiled later in the year. I am very pleased with Caloundra’s strong representation in this important process.

In my last column I shared information about an interesting presentation delivered by the CSIRO at the first QPlan Summit in Mackay. The presentation was on six different global “megatrends” (or significant shifts in environmental, economic and social conditions) that will impact the way we live in coming decades.

The experts and strategic planners have told us what to expect and when to expect it, but how do we prepare for such significant shifts or “megatrends”? What do we need to be doing now to ensure we are prepared for these future needs and opportunities, some of which are nearly upon us?

Preparedness can only be achieved with the cooperation of all tiers of government and the community, and over the coming months I am facilitating meetings with key industry and business bodies and representatives of community groups to further discussions on “megatrends”.

In preparation for these meetings I have reviewed a suite of existing tourism and economic strategies, economic forecasts for the region, Queensland tourism statistics etc., there is an abundance of existing and well informed information.

I would like to share some information on one common theme which stood out to me –

CSIRO’s Megatrend No. 3 – “The Silk Highway”:

- discusses an economic shift towards China and India. This megatrend though relating to economic growth raises the potential for stronger tourism and cultural ties.

Sunshine Coast Business Council's’ economic directions research 2013, highlights:

- the need to focus more on national and international markets and export income
- the demands of the emerging middle classes in the Asian markets and the potential to provide products and services to some of those markets.
- the need to attract more domestic and international investors to the region and

Queensland Events and Tourism stats:

- 2.4M of 5.6M visitors to Australia in 2012 came from Asia
- 42% of international visitors to Queensland in 2012 were from Asia
- The Chinese are the 2nd largest tourist market to Australia after New Zealand
- The Chinese will be the largest tourist market to Australia by 2016
- Chinese holiday visitors are the strongest current and forecast inbound growth market to Queensland and Australia
- 50 % of Chinese visitors are repeat visitors
- Asia was the 5th largest international source market to the Sunshine Coast in 2012

Tourism is, and is predicted to remain, one of the critical industries to underpin our economy and is such an important part of our lifestyle. We need to ensure we are doing all we can to maximise our opportunities in this market.

Please do not hesitate to contact my office (5491 2780) if you would like to be involved in further discussions about Caloundra’s preparation for this exciting future.
**Simon Ambrose has officially started in his role as Chief Executive Officer (CEO) at Sunshine Coast Destination Ltd (SCDL).**

The highly regarded former CEO of the Augusta Margaret River Association was the driving force behind the success of the Margaret River tourism strategy.

Simon looks forward to working with the Caloundra region to raise the domestic and international profile of the Sunshine Coast as a premier tourist location.

In other news, we’d like to thank the representatives of SCDL’s Southern Destination Advisory Panel (DaP) for 2012/13.

Some of the group’s achievements include:
- Dedicated public relations support for Caloundra media releases
- Representing the subregion as part of an SCDL/New Zealand trade mission
- Running a successful radio promotion in Toowoomba on CFM
- Running a one month advertising campaign to build engagement with Caloundra on Facebook
- Upgrading the visitor billboard on Caloundra Road

We welcome the new Southern DaP and look forward to a productive year. Kath Massey (Massey Online Management), Tracey Harris (Caloundra Holiday Centre), Mark Burns (Casablanca Beachfront Apartments), Bill Darby (Rumba Resort), Leanne Layfield (Caloundra Chamber of Commerce), Ken Jeffreys (Caloundra Jet Ski).

**THE SUNSHINE COAST – A FOODIE’S DELIGHT**

From sweet juicy pineapples to freshly caught spanner crabs, the Sunshine Coast’s warm climate, rich soil and abundant oceans make for a gourmet paradise.

Now you can tempt your tastebuds with the Sunshine Coast’s Official Food Guide that highlights the best places to buy, eat and cook some of the region’s freshest and tastiest produce.

Learn where you can meet and greet the farmers at a local marketplace such as Kawana Farmer’s Market and sample some of their fresh produce and gourmet delights.

Find out where you can handle a flaming wok like a master chef at one of the region’s acclaimed cooking schools such as Tamarind Cooking School at Spicers, Maleny.

Discover the best places to sample locally produced cheese and pick your own strawberries at one of the many food attractions.

Check out where you can snack yourself some local seafood for dinner, or tour through the Hinterland vineyards on a foodie adventure.

If you want to treat yourself, use the Food Guide to uncover some of the region’s award-winning restaurants serving everything from modern Australian such as Caloundra’s Tides Waterfront dining to classic Italian and Japanese.

The Food Guide also lists some of the region’s top foodie events and festivals as well as information on special deals for you to stay play and feast.

The guide was developed by the Sunshine Coast culinary tourism group which is represented by SCDL, Sunshine Coast Council’s Seasons of the Sun and Tourism and Events Queensland.

In addition to creating the region’s Official Food Guide, the group has developed a food experience trail and recently exhibited at the Brisbane Regional Flavours Festival and Auckland Food Show.

For a copy of the guide, go to visitsunshinecoast.com.au.

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**UPCOMING EVENTS**

**Caloundra Music Festival**
4 – 7 October
Kings Beach, Caloundra
This popular festival will take place on the final week of the spring school holidays. This not for profit, family friendly, community event, celebrates the environment, cultural achievements and community pride of the Caloundra area. Kings Beach and surrounds will come alive with a diverse line-up of entertainment.


**The Swisse Color Run**
13 October
Stockland Park, Kawana
The Swisse Color Run is set to change the colour of the Sunshine Coast, becoming the second Queensland location to play host to the iconic new event. The five kilometre fun run with a colourful twist will see participants of all ages and fitness levels covered in colour by the time they’ve completed the course, it will be the ‘happiest 5k on the planet’.

[www.thecolorrun.com](http://www.thecolorrun.com)

**Fluff**
16 – 17 October
Lake Kawana Community Centre
Enjoy a mix of physical comedy, playful dance, music, voice and whimsical characters. Fluff is a delightful story of what happened to a group of mismatched handmade toys that got lost. Master of eccentricity, Christine Johnston has created a simple, joyful and humorous tale for children, told with a twist!


**Sunshine Coast Home & Caravan, Camping & Boating Expo 2013**
18 -20 October
Stockland Park, Kawana
A major shopping event for the Sunshine Coast. Quality home and lifestyle products will be on show, including building, renovating, green living, home improvements, homewares, kitchenware, gardening and more.

**GETTING TO KNOW YOU CALOUNDRA JET SKI**

Caloundra Jet Ski offer fully guided tours for those wanting to experience the Sunshine Coast's natural environment, while getting a good dose of adrenalin. We met with Caloundra Jet Ski's new owner and tour operator, Ken Jeffreys, to see what gets him out of bed every day.

*How long have you lived on the Sunshine Coast?*

My family and I arrived on the Sunshine Coast in January 2013, in time to seek refuge from another cold winter in Tasmania.

*What do you enjoy most about the tourism industry?*

I get a real kick out of making people happy and receiving their positive feedback from the tours and as the new owner of Caloundra Jet Ski, I get to see happiness every day.

*Where is your favorite place on the Sunshine Coast?*

Tripcony Bight on the Pumicestone Passage because you get magical views of the Glass House Mountains from the vantage point of a jet ski and are occasionally lucky enough to see turtles.

*What is your favorite thing to do?*

On my days off I enjoy riding on the region’s great bike tracks but nothing really compares to enjoying the Sunshine Coast’s natural environment from the water.

*What’s the most challenging aspect of your role?*

Marketing my business, however this has been made much easier thanks to Sunshine Coast Destination Ltd (SCDL) and the Caloundra Chamber of Commerce.

*Are there any special services you offer?*

We offer corporate days and group experiences. We recently held one for local business, Plastec Australia and it was a great opportunity for the team to bond off site.

*How is your Jet Ski business different from others on the Sunshine Coast?*

Our tours are fully-guided eco-journeys for those who want to experience the Sunshine Coast’s natural environment while getting a dose of adrenalin. We’re also very focused on the customer, ensuring they get the best service and experience for their money.

*What makes the Sunshine Coast Naturally Refreshing for you?*

Spending two minutes on the shore and seeing the customers from our tours coming back with a huge grin on their faces.

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**Zoo Run**

27 October

Australia Zoo

Introducing the first ever Zoo Run, a fun run through Australia Zoo with 100% of the profits donated to Australia Zoo Wildlife Hospital. Run through Australia Zoo in the morning before the Zoo opens to the public. Join us for some fun on the 5Km run or the shorter 2km run/walk! There will be entertainment on the day, with some special VIP’s participating.


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**Melbourne Cup Day**

5 November

Corbould Park

It’s time for the ladies to don the huge hats and fancy fashion, while the men step out in style and head to the Sunshine Coast Turf Club to enjoy live thoroughbred action, roving entertainment, and fashions on the field. Melbourne Cup Day Sunshine Coast style is a great day out with friends. Free buses will be available, check out the website for more details.


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**Steve Irwin Day**

15 November

Australia Zoo, Beerwah

This is a ripper of a day to celebrate Steve’s love of animals, family and conservation. Everyone everywhere can don some khaki for the day at Australia Zoo where there will be tons of activities for the whole family! It is also a day where people around the world join together to raise money for Australia Zoo Wildlife Warriors.


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**Triathlon Pink**

24 November

Stockland Park, Kawana

Triathlon Pink is a fantastic fun day of personal achievement. The Triathlon Pink goals include challenge, participation and fun as well as raising funds for the fight against Breast Cancer. If you are into fun, health and fitness and raising funds for a fantastic cause - Triathlon Pink is for you.

On October 14th, Caloundra will get a treat with the influx of shiny, sporty looking cars as the 2013 Australian Clubman Nationals stays here for four days of fun in the sun.

A Clubman car, or “Clubbie” as it is more affectionately known, is a lightweight, open, two-seater sports car generally designed for both road and track with an emphasis on simplicity, light weight, good performance and road-holding. The Clubbie is a car unlike any other, designed purely for the fun of unadulterated driving pleasure in its purest form.

The Clubman Nationals is a major event on the Clubbie calendar and this is the seventh time that the group have joined together at an Australian destination. Themed “Fun in the Sun”, 200 people will be visiting the Sunshine Coast and using Oaks Oasis Caloundra as their accommodation and event HQ.

There are car clubs in all states representing this group of cars; but the Clubman Nationals provides a forum for the development of a broader group and interchange of ideas and social interaction. This event is gaining a growing commitment from the Australian clubbie community with drivers and their partners looking forward to enjoying the environment, roads, food and entertainment of the Sunshine Coast.

On Thursday morning, October 17th, between 9am – 11am, you can view a stellar line up of these amazing cars at the Kings Beach upper car park. Or, you can stand in Bulcock Street at 8.30am to see the cars drive past as they make their way to Kings Beach via the main street.

This year’s event is supported by a number of local and national businesses, including Snowdownia Airconditioning, Shannons Insurance, Cross Country Tours and Eumundi Markets.

For more information visit www.clubmannationals.com

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Workshops, Staff Training, Meetings, Auctions & Business Launches

from as little as $45 per hour

Located on ground floor adjoining reception, Monaco’s conference room is perfectly suited to smaller corporate groups. Fitting up to 60 Theatre Style, 30 Classroom Style and 12 Boardroom Style you are sure to keep your audience captured within this intimate room.

FREE Catering and Audio Visual for your event!!

Monaco is offering local businesses a deal they can’t refuse.

Book your business event and receive complimentary Morning OR Afternoon Tea for the first 10 delegates as well as FREE use of all Audio Visual Equipment within the room.

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For Bookings & Enquires
P: (07) 5490 5490
reception@monacocaloundra.com.au
www.monacocaloundra.com.au
12 Otranto Ave, Caloundra (Next door to Shingle Inn Cafe)
THE CALOUNDRA CHAMBER OF COMMERCE HOSTED ITS ANNUAL GENERAL MEETING (AGM) AND NETWORKING NIGHT IN SEPTEMBER AT OAKS OASIS CALOUNDRA. The Chamber welcomes the new Management Committee and looks forward to a productive year.

Michael Shadforth (President) ..... Property Only
Alex Myles (Treasurer) ............. Mobbs & Co Accountants
Sean Aylett (Committee) .......... Suncorp Bank
William Darby (Committee) ....... Rumba Resort
Nantha Lingam (Committee) ...... Bartercard Sunshine Coast
Shane Monro (Committee) .......... Stockland Caloundra
Tatiana Porter (Committee) ...... Haycroft Workplace Solutions
Jennifer Swaine (Committee) ..... Schultz Toomey O’Brien Lawyers
Vicki Taylor (Committee) .......... Red Hot Chilli Pepper

Previous committee members who retired at the AGM were Michelle Timperley (First Class Accounts Caloundra), Mike Wilkinson, Will Casey (Plasac) and Marion Wands (ConNetica). Sincere thanks to them, for their considerable time, energy and commitment to supporting the Chamber and its members.

Visit the Chamber website for information on all upcoming events and to view more social pics in our gallery www.caloundrachamber.com.au

Photos courtesy of Brian Rogers Photographics
A1 Airport Transfers
A1 Airport Transfers has just celebrated 10 successful years in business after commencing in August, 2003. Based in Caloundra, they provide personalised, direct door to door to Brisbane airports, Sunshine Coast airport, cruise ship terminals in Brisbane, Roma Street Transit Centre & hotels in Brisbane city centre.
www.a1airporttransfers.com.au

Agleamn Finish Auto & Marine Detailing
We are a prestige vehicle detailer with the majority of our clients from the private sector. We work on all makes of prestige vehicles such as BMW, Mercedes, Audi and more. We are situated at 4 Mary Street Caloundra and deliver a first class service for all our clients.
0415 303 769

Australian Off Road
Australian Off Road (AOR) the creative heart of the Australian off road industry offering the best range of 4wd camper trailers. With a new state-of-the-art factory and showroom at the Sunshine Coast Industrial Estate, Caloundra, it is worth a visit to the new premise to see the fabulous products on show.
www.australianoffroad.com.au

Bright Eyes Sunglasses Caloundra
Bright Eyes Sunglasses Caloundra is a sunglass specialty store that provides expert advice on the supply and fitting of sunglasses, ranging from budget polarised sunglasses through to the best glass polarised lenses on the market. Come and see the team today at Stockland Shopping Centre Caloundra.
www.brighteyes.com.au

Chilli Fire Services
We are based in Caloundra and assist your business with Queensland fire compliance, providing fire training, warden training, fire safety advisor consultancy, emergency procedures and evacuation diagrams. We also supply and maintain portable fire equipment, fire extinguishers, fire blankets, hose reels and more.
www.chillifire.com.au

ElevenPM
ElevenPM Studios is located in The Old Ambulance Station Arts Centre in Nambour. Revolving around a 72 channel AMEK analog mixing console, the studio is a creative environment offering recording artists a select choice of outboard gear, boutique microphones and a highly-experienced production team.
www.elevenpm.com

Grizzle n Grouch
Do you find yourself experiencing little niggles, a sore neck or aching back? Are you overwhelmed or stressed? Then having a regular massage may help you feel a lot better. Isn’t it time you took time out for yourself, book a massage today. Mobile masseuse, $70 for the Caloundra area, health fund rebates apply, phone 0412 041 904.
www.grizzlengrouch.com

Healthy Life
When you visit our stores you will find a comprehensive range of natural health products including a wide selection of vitamin and mineral supplements, whole foods and herbal teas, natural beauty products, sports nutrition and supplements, all with great service. Come and see us at Stockland Shopping Centre Caloundra.
www.facebook.com/healthylifesunnycoast

IT Shop
IT Shop is a premier, technology solution provider. IT Shop is the most innovative computer and electronic shop of its type, offering simple, clear, transparent billing schedules, and technician’s that speak in simple English. Come in and see the team today at Stockland Caloundra.
www.theitshop.com.au

KBR Property Sales & Management
KBR Property Sales and Management is a proactive family owned and operated agency that specialises in selling coastal lifestyle. The team at KBR has extensive local knowledge and a very sound understanding of the current market. If you are looking for an agency that knows and understands the market then call us today.
www.kbr.com.au

Laser Assault
All ages can play Laser Skirmish; there is no pain and no paint. We play outdoors at the Rocky Creek Scout Camp at Landsborough, or we can come to you, which is great for team building activities. We do lots of parties and are quickly becoming popular in the corporate sector for team building activities.
www.laserassault.com.au

Lucio Matarazzo Pty Ltd
Lucio Matarazzo Pty Ltd is a team of two industrial relations practitioners. We assist employers, employees and independent contractors with workplace matters. We interpret and draft workplace instruments; we investigate, risk assess and advocate. Our big picture passion is the pursuit of fiscally responsible workplace practices.
www.workplaceresource.org

Momentum Software Solutions
Momentum Software Solutions provide customized MYOB Enterprise Solutions to businesses. MYOB Enterprise Solutions is the MYOB mid-market product range specially designed for businesses that are experiencing growth and feel that they may have outgrown traditional software products like MYOB AccountRight, Quickbooks or XERO
www.momentumsoftwaresolutions.com.au
Moos Baazs & Oinks
We are family owned and operated butcher shop and supply restaurant quality meat to your door step saving time and money. We cut all meats to your needs and specialise in gourmet sausages. Our online store is available so you that you can order all of your meat from.
www.moosbaazsoinks.com.au

Points North Apartments
Points North Apartments based at beautiful Kings Beach is unique in that it is a resort facility only for permanent residents, making it a great environment to form friendships and to get to know your neighbours. This is luxury living at its best, call today to find out more.
0419 719 200

PMCN Consulting Pty Ltd
We are aware there is significant demand for regular information and support services beyond the role of the simple “tax” accountant. We are dedicated to the improvement and success of your business by streamlining your obligations to allow you to grow.
www.pmcnconsulting.com.au

Re/Max Property Services Caloundra
Re/Max Property Services Caloundra is a long term established name making positive changes to the business and office culture. Under new ownership this real estate office has become more involved in the local community through sponsoring local clubs and is heavily involved with the “Make-a-Wish® Foundation” through the organisation of the quarterly Mega Garage Sales.
www.propertyservicescaloundra.com.au

SCAIP Inc.
SCAIP’s main aim is to activate disused spaces to encourage the community to come together, have pride in their towns, participate in culture, whilst fostering a safe, supportive and engaging environment. We call it ReSCAIPing destinations to animate communities.
www.scaip.com.au

Savvy Business Sales
Specialists in sales of medium to large businesses on the Sunshine Coast. Savvy have a wealth of experience and knowledge in franchises, manufacturing, retail & tourism, food and service related businesses. Savvy raising standards in business sales.
www.savvybusiness.com.au

Steve Wynder Hair & Beauty
Providing the best salon experience imaginable, the Steve Wynder signature precision hair cutting techniques help even the finest hair to sit at its best, and is easy and manageable to do at home. A well known celebrity stylist from the UK, Steve and his team have a vast knowledge of all aspects of hairdressing.
www.steveynder.com

Stand Out Promotions
Stand Out Promotions has one of the largest ranges of promotional products and corporate gifts in Australia, all available with your logo printed, embroidered, or laser engraved. We have over 23 years of experience.
www.standout.com.au

The Infinite Group
Working with successful business owners who are looking to take their businesses to the next level is our key area of focus. We concentrate on 4 key areas: growth and development, franchising, acquisition and exit strategy.
www.the-infinite-group.com

The Lateral Group
We work hard for our clients by providing them with the right support and advice, to help them maintain ‘more time, more money, less stress!’ Whether your needs are related to personal tax, financial planning or taking your business to new heights, we work with you to achieve your goals.
www.lateralgroup.com.au

TSG Tobacco Station Caloundra
TSG Caloundra is a specialist tobacconist stocking an extensive range of tobacco products, smoking accessories and giftware at competitive prices. Conveniently located within Stockland Caloundra, we offer a fast and friendly service. Tobacco Station Group (TSG) is synonymous with “top service guaranteed”!
(07) 5438 2030

The Coffee Club – Caloundra
Glenda has been involved with The Coffee Club Caloundra Stockland since 2005 and has seen many positive changes in the coffee culture. Glenda believes Caloundra has been a wonderful place to do business and is supported primarily by the local regulars. The new look store at Stockland is fantastic. Visit Glenda and the team today.
www.coffeeclub.com.au
Small to medium business often can’t afford a marketing agency or a marketing manager to assist with their promotion, so it generally gets left up to the business owner/operator and expected master of all trades to do the best that they can to market their business.

Sound familiar to you? With University degrees based around marketing alone, it can be an overwhelming task for a lot of business owners.

Ben Bradshaw, founder and CEO of multi-award winning online marketing company SponsoredLinx, knows all too well how it feels as a small business trying to stand out from the crowd. As an entrepreneur who built his business from a one man team, Ben attributes his success to a strategic approach to online marketing, and shares with you his formula to take the right steps to marketing your business.

1) Businesses should have a clear promise of delivering something of value to their consumers. All businesses need to align themselves with a promise that will help to put out consistent messages and attract the right customers.

2) Research is the foundation of every successful marketing activity. Every business needs to know its target audience, competitors and external factors, such as changes in policies or changes in the buying behaviour of your target market. It is very difficult to target an audience if you don’t know who you are targeting and why. Without undertaking research, businesses risk making uninformed decisions.

3) Businesses need to be strategic when approaching their marketing offline and online. Know what advertising channels exist to promote your product. This means understanding the different advantages and disadvantages of each channel. In some cases, online advertising is a more effective channel than your local newspaper and vice versa. If you are aware of the different advertising channels, you can strategically target your audience.

4) All businesses need to have an online presence. Going online can open doors to a range of opportunities. Your online presence can support existing marketing and sales activities, increase your productivity, and allow you to engage in online sales to support your bricks and mortar business.

It’s time to stop doing your marketing on a whim and begin to be strategic about your approach to online and offline marketing. This will ensure you are getting the correct message about your business out there, and will see a better return on investment for it.

For some great information on how to take your business online visit www.digitalbusiness.gov.au
They might be juggling nappies, sleep time and mashed banana, but that doesn’t mean there isn’t time for starting a business.

According to the Australian Bureau of Statistics, women make up 33% of small business owners and the number is steadily climbing. This is being fuelled by the growth of mumpreneurs – women who decide to launch their own business after having children. Kiri Weedon is no exception to the mumpreneur revolution.

Kiri is the owner and founder of Funky Bub, providing bubs with a bib that not only looks funky but is also absorbent. Some may say that it is fate that drove Kiri to where she is today; others may say pure initiative, maybe it is a combination of both. Either way, Kiri’s successful business flows perfectly with a work/lifestyle balance and allows her to spend time with her two gorgeous girls and husband whilst being financially stable. A clear win-win situation for Kiri and an obvious reason as to why there is a growing number of mumpreneurs in Australia.

Kiri is a regular stallholder in the Markets on Bulcock and says that the market atmosphere complements her product, and the shoppers are always enthusiastic and excited about her handmade bibs.

“I realised there was a niche market for baby bibs that actually worked and weren’t so thin. My daughter Zali was dribbling from the age of 3 months, her clothing would be soaked within minutes so much that I was going through 12 bibs a day and I knew there had to be a better way. “So with the help of my mum who is a sewer, I created a bib that has three layers and it helped absorb the dribble and kept her dry. I went from 12 bibs a day down to three with my own design. This was the moment that the Funky Bubs business was born” Kiri said.

Kiri’s dream slowly turned into a reality as she began sourcing fabrics, sewing and selling her handcrafted baby bibs, spending endless hours a week in her garage to produce the quality, highly sought after product.

“I don’t really see myself as a mumpreneur but I must admit that I don’t mind the sound of it. I like the idea of being creative and working my own hours but it has taken many years to find the right balance. I used to work 24/7 and found I was neglecting other things. I was caught up in the whole buzz of what I was doing.

“Today, I have the right balance. I work from Monday - Thursday creating the bibs and Sundays selling them in the Markets on Bulcock. My favourite part of the year is summer, so I tend to work harder in the cooler months stocking up and relax more in the warmer months” Kiri said.

With the help of other mumpreneurs, Kiri has her own website and Facebook page that assist with sales of her bibs.

“I have met amazing people and made many friends at the markets that are like minded and supportive of what I do. There are many more mumpreneurs in the market and we all offer advice, support and help to each other with suggestions on how we can all build our businesses”.

You can visit Kiri at our Markets on Bulcock in Caloundra every Sunday from 8am – 1pm. ■

www.facebook.com/marketsonbulcock
www.facebook.com/Funkybabybibs
MEMBER’S DIRECTORY

The Caloundra Chamber of Commerce is proud to have members from a broad variety of businesses. So many, that we just can’t list them all on one page! Our next edition will feature members in the sectors of banking/finance and insurance, beauty, building and construction. The full list of members and their contact details is always available online at www.caloundrachamber.com.au

TV & MEDIA

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<tr>
<td>Coffee News Sunshine Coast Region</td>
<td><a href="http://www.coffeenews.com.au">www.coffeenews.com.au</a></td>
<td>0424 381 396</td>
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<tr>
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<td>(07) 5430 8000</td>
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ACCOUNTING

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| Asset Accounting | www.assetaccounting.com.au | (07) 5491 3750 |
| BDO | www.bdo.com.au | (07) 3237 5893 |
| Core Business & Management Advice | www.corebusiness.com.au | (07) 5438 8088 |
| First Class Accounts Caloundra | www.firstclassaccounts.com/caloundra | (07) 5493 3770 |
| First Class Accounts Kawana | www.firstclassaccounts.com/kawana | 0424 032 815 |
| Focus Professional Group | www.focuspg.com.au | (07) 5479 2833 |
| Initiative Accounting Group | www.initiativeaccounting.com.au | (07) 5437 8888 |
| Mobbs & Company Accountants | www.mobbsandcompany.com | (07) 5437 9566 |
| Nexgen Accounting | www.nexgenaccounting.com.au | 0416 105 888 |
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| PMCN Consulting Pty Ltd | www.pmcnconsulting.com.au | (07) 5492 7960 |
| The Lateral Group | www.lateralgroup.com.au | (07) 5438 8630 |
| Wardle Partners Pty Ltd | www.wardlepartners.com.au | (07) 5492 0300 |

AUTOMOTIVE

| Agleamn Finish Auto & Marine Detailing | www.alloydoctor.com.au | (07) 5491 1108 |
| Alloy Doctor Pty Ltd | www.alloydoctor.com.au | (07) 5491 3750 |
| Bob Jane Tmarts Caloundra | www.bobjanetcaloundra.com.au | (07) 3237 5893 |
| Caloundra Advance Collision Repairs | www.facebook.com/CaloundraAdvanceCollisionRepairs | (07) 5438 8088 |
| Caloundra Brake & Clutch | www.caloundrabrakes.com.au | (07) 5493 3770 |
| Caloundra Suspension Centre | www.caloundrasuspension.com.au | 0424 032 815 |
| Garry Crick Auto Group | www.cricks.com.au | (07) 5479 2833 |
| Kings Beach Service Centre | www.pelicanmotors.com | (07) 5437 8888 |
| Pelican Motors | www.procheckautomotive.com.au | (07) 5437 9566 |
| Procheck Automotive | www.revolutionautomotive.com.au | 0416 105 888 |

2013 NETWORKING EVENTS

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<tr>
<th>MONTH</th>
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<th>EVENT</th>
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<tr>
<td>November</td>
<td>TBA</td>
<td>Better Business Breakfast with guest speaker</td>
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<td>Thursday 7</td>
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<td>Pride of Workmanship Awards presented by the Rotary Club of Caloundra Pacific</td>
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<tr>
<td>Saturday 16</td>
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<td>Sunshine Coast Business Awards gala presentation evening</td>
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<tr>
<td>December</td>
<td>Tuesday 10</td>
<td>Caloundra Chamber of Commerce Christmas party</td>
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Visit the Chamber website for more information on events closer to their dates.
WHAT WE DO
TAPAS | COCKTAILS
LIVE MUSIC | FUNCTIONS
OFF-SITE CATERING

CONTACT DETAILS
115 BULCOCK ST,
CALOUNDRA 4551
P: 07 5341 8374
E: tapas@fortyfive51.com.au
Forty Five 51 is now on Bartercard

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or email us at online@achievepremiumresults.com
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Office 2: 40sqm* $8,800 p/a + outgoings & GST
Office 8: 100sqm* $20,640 p/a + outgoings & GST

SHOPS:

Shop 1: 120sqm* Price on application
Shop 5: 68sqm* $17,125 p/a + outgoings & GST
Shop 6: 59sqm* $14,750 p/a + outgoings & GST
Shop 12: 86sqm* $19,780 p/a + outgoings & GST
Shop 17: 86sqm* $19,780 p/a + outgoings & GST

(* Approximate size)

FOR LEASE: From $8,800 p/a + outgoings & GST

Paul Bell
m. 0400 711 969
e: pbell@henzells.com.au
a. 49 Bulcock St, Caloundra
p. 07 5491 2000