

## Joint venture focuses on job opportunities

An historic partnership will help spearhead the marketing of a new Business and Technology Precinct to drive economic growth and create employment opportunities in the Sippy Downs and Palmview area.

The groundbreaking joint venture involves the Sunshine Coast Regional Council, University of the Sunshine Coast and developers Investa Property Group, S&L Developments and Aria Property (which also includes Bloomberg Inc. and Rosedene under its banner). The parties have signed a Memorandum of Understanding

to market the new Business and Technology Precinct, adjacent to the university. The aim is to promote the precinct, nationally and internationally, to attract high calibre businesses to the Sunshine Coast, with a view to generating high value job opportunities.



## Faster broadband network moves closer

World-class broadband services on the Sunshine Coast are fast moving closer.

With funding through the Federal Government's 'Clever Networks' program, and the support of the Sunshine Coast Regional Council, infrastructure is being added to assist the region's transition towards more knowledge-based sectors of the economy.

Work is due to start on a data centre at the site of the old Cooroy Butter Factory, keeping the introduction of WiMAX wireless broadband in the north of the region on track for

August 2008. Further south, five new WiMAX wireless locations are nearing completion and 29kms of optic fibre cable linking Sippy Downs and Maroochydore will be laid by early 2009.

The completion of the network will ensure the Sunshine Coast has world-class internet capability. For more information about the respective projects, contact Fiona Wilson on 5449 5137 or email [fiona.wilson@sunshinecoast.qld.gov.au](mailto:fiona.wilson@sunshinecoast.qld.gov.au) or Michael Whereat on 5441 8485 or email [michael.whereat@sunshinecoast.qld.gov.au](mailto:michael.whereat@sunshinecoast.qld.gov.au)

## CONTENTS

Awards Programs	2
Australian first in Noosa	2
Local produce stars in TV series	3
Precinct Strategy takes place	3
Affordable mentoring available	3
Business Profiles	4
Local centres get much needed makeovers	5
Aeromil takes flight	6
Upcoming events	6
Snapshots	6
Contact details	6



## Networking event packs them in!

The first-ever Sunshine Coast Regional Council networking event, held in April, generated an overwhelming response.

More than 300 business people from across the region attended the function at Novotel Twin Waters Resort. There was a broad spectrum of businesses represented, including financial institutions, hairdressers, health practitioners, retail outlets and tourism operators.

The evening enabled like-minded business people to expand their networks and raise the profile of their businesses with both potential customers and suppliers. Attendees were given the opportunity to attend a free networking workshop prior to the event to glean a number of tips about 'Networking vs Notworking', which was presented by Geoff Butler, from Vestra Business Advantage.

## Noosa Creative Alliance makes history

The Noosa Creative Alliance is an Australian first! A joint venture between the public and private sectors, the alliance aims to increase Noosa's attraction to creative and knowledge-based businesses. This, in turn, will broaden the region's economic base and strengthen the economy.

The Sunshine Coast Regional Council, Department of Tourism, Regional Development and Industry, developer Stockwell and the local community all contributed to the initiative.

The alliance follows a visit to Noosa by internationally renowned economic development theorist and author Richard Florida. A subsequent report, 'Noosa in the Creative Age' - prepared by Florida in conjunction with the Creative Class Group - highlights the importance and strength of creative talent, tolerance and technology in the region.

Now, 30 community members are working together to identify, drive and deliver key initiatives to support the creative and knowledge economy of the region. For a copy of 'Noosa in the Creative Age' or more information, phone 5449 5137.

## Nominate now for Excellence in Business Awards



Nominations are being called for the prestigious Sunshine Coast Excellence in Business Awards.

Now in their 14th year, the awards were officially launched at a cocktail function at Novotel Twin Waters Resort in early May. An exciting initiative of the Maroochydore Chamber of Commerce, they have evolved to become one of the most significant and prestigious business events on the Sunshine Coast, recognising the innovative and successful businesses that operate throughout the region.

Acknowledging the importance of the awards, the Sunshine Coast Regional Council has come on board as a major sponsor, supporting three categories:

- Rural Enterprise Award
- Environmental Industries Award
- Creative/Knowledge Industries award

Robert Starr, from last year's winner of the Rural Enterprise Award and Micro Business of the Year Award, has praised the value of the awards, "often in unexpected ways". Robert, who runs Pomona-based hairdressing salon 'Surrender Dorothy', said the awards had been instrumental in increasing the salon's client base and improving supplier relationships. An added bonus had been exposure on the ANZ Bank's 'local' television campaign.

*You can nominate yourself or another successful business by visiting [www.maroochy.org](http://www.maroochy.org). Nominations close in early July, with the awards dinner to be held in November.*



## Management awards aim for top performers



Do you know a manager who stands out in the crowd, leads from the front and inspires others? If so, they are the type of person who deserves to be nominated for the 2008 AIM Management Excellence Awards.

Sponsored by the Sunshine Coast Regional Council, the awards are designed to encourage and recognise all levels of management and represent an individual's unique management capabilities wherever they sit in their career path. Nominating someone in your sphere of influence is a fantastic way of recognising a talented manager and encouraging their development. For further information, or to nominate someone deserving, log on to: [www.managementawards.com.au](http://www.managementawards.com.au)

## Sunshine Coast produce hits the airwaves!

The Sunshine Coast has received national television exposure on Channel 7's Mercurio's Menu.

Featuring the best of the region's produce, the Sunshine Coast episode was aired to more than 500,000 across Australia in early May. This included season-high ratings of more than a quarter of a million people in Sydney.

One of a 13-part series, the filming of Mercurio's Menu on the Sunshine Coast came about as the direct result of a co-operative marketing venture between Sunshine Coast Airport and Jetstar.

### 'Stars' of the show included:

- Frank Pardon's Bananas • The Spirit House
- Noosa Farmer's Market • Berardo's Restaurant
- The Beach Retreat Coolum • Noosa Crest
- Fish n Crab Deep Sea Charters • Tjuringa Emu Farm
- K&J Paxton passionfruit (pictured below)
- Sunshine Coast Airport

Mercurio's Menu features locations that are delivering some of Australia's best produce, as well as reflecting key destinations within the Jetstar network.

Visit the 'Episodes' page of [www.mercuriosmenu.com](http://www.mercuriosmenu.com) for further details on the Sunshine Coast segment.



## Retail & Commercial Precincts Strategy - Northern Region

Council has been working with local business associations in the development and implementation of Retail & Commercial Precinct Strategies designed to celebrate the unique aspects and offering of each precinct and increase market position. Recent initiatives have seen:

- The Peregian Beach Business Association produce and launch a regional television commercial that focuses on the array of products and services available in and around the newly up-graded Village Square.

- The Tewantin Community Association produce and launch the 'Tewantin Guide', a print based directory which features a new logo, business and services listing and a local area map which features a number of Tewantin icons including the Noosa Marina, the Noosa Regional Gallery, access to the Noosa North Shore and much more.



- The Cooroy Chamber of Commerce develop a new logo to underpin future advertising, marketing and communications.



- The Noosa Junction Traders Association and property owners in partnership with the Sunshine Coast Regional Council recently engaged SGS Economics & Planning and Village Well to develop the Noosa Junction Commercial & Economic Planning Strategy – "Stepping Up – Stepping Out". The study is expected to be completed prior to June 30 and will identify issues, opportunities, and the desired role and function of the centre, a detailed assessment of the centre and future development and improvements. Comment and feedback from traders, property owners and the community via workshops, surveys and one on one consultation, and statistical information gathered will inform the strategy.

## Take advantage of affordable mentoring and training

Small and medium-size businesses across the region have been provided with access to affordable mentoring and training.

Caloundra City Enterprises is hosting the initiative, which provides businesses with a mentoring and training package worth \$7700 for a minimal outlay of \$495. The program, supported by the Sunshine Coast Regional Council, The Hinterland Business Centre, TRAC Consulting and AusIndustry, is designed to help guide business growth and development.

Delivered by industry mentors, the program has received excellent endorsement from a range of diverse companies whose testimonials reflect the benefits they gained by increasing their skills in financial management,

environmental best practice, peak performance and business stability.

Businesses involved in the creative industries, tourism, hospitality, retail, trades, manufacturing and business services sectors are encouraged to participate.

A Certificate of Recognition will be presented on successful completion of the program. Jiggle Jigsaws, which is featured in this edition of the newsletter, is one business that has already enjoyed the benefits of participating in the program.

This is an Australian Government funded initiative under the Building Entrepreneurship in Small Business program.

# Spotlight on Sunshine Coast businesses . . .



30 Allen St, Caloundra 4551  
P: 07 5444 3512  
W: [www.jigglejigsaws.com.au](http://www.jigglejigsaws.com.au)

## Jiggle helps solve employment puzzle

A Caloundra business is providing much-needed employment opportunities for Sunshine Coast people with disabilities. Jiggle Jigsaw Puzzles, which is owned and operated by husband and wife team John and Helen Yates, presently employs three people with disabilities at its Allen Street factory to assist in the manufacture of its range of educational jigsaws.

Although Jiggle Jigsaw Puzzles is a long-established business, John and Helen have boosted production in the four years since they took over, allowing them the luxury of employing staff. John said, "We actually knew the parents of one of the girls we now employ and she came on board via the STEPS employment program, which assists people with disabilities to find work. STEPS said they had two other people who might be suitable for what we are doing, so now they are also part of the team."

Improved production techniques – including laser cutting - have seen their factory expand from 50 to 150 square metres and production significantly increase in the past 12 months to cater for their catalogue-based customers.

John said the focus of the business was wholesaling to schools, crèches and kindergartens. John and Helen say Jiggle has grown thanks to advice and practical support from the Sunshine Coast Regional Council's local business unit.

## Otilly & Lewis



Shop 4, 4 Grebe St,  
Peregian Beach, 4573  
P: 07 5471 3906  
W: [www.otillyandlewis.com.au](http://www.otillyandlewis.com.au)

## Peregian store offers the best of Europe

For those who cannot travel to Europe to do their shopping, Peregian Beach retailer Otilly and Lewis is bringing Europe to the Sunshine Coast.

This, though, is not department store fare; it is hand picked from across Europe by Otilly and Lewis's mother and daughter team Helen Allison and Jodie Gibbens, who focus on buying from small family businesses where quality is measured in generations.

"We go to Europe twice a year to find products you would simply not find anywhere else, with an emphasis on quality, beauty and utility," explains Jodie. The range they bring back is as diverse as it is unique, from fabrics, furniture, glassware and homewares through to men's and women's fashion accessories.

Jodie said the business had been established for 10 years and the Peregian Beach location was a major plus, providing convenient and fuss-free shopping for their regional clients, as well as their significant following from Sydney and Melbourne clients."

Otilly and Lewis's success has led to the opening of a second store in Brisbane's Fortitude Valley and, in what Jodie sees as a natural progression of the business, it also offers an interior design and decorating service.

"Our long-term customers obviously like what we have to offer and we know what they like," said Jodie, adding that her mother had the interior design talent in the family.

Jodie, who returned to the Sunshine Coast after the birth of her twins, will soon head back to England to live, providing her with easy access to Europe for her buying sprees.



8 Harvest Rd,  
Yandina, 4561  
P: 07 5446 8800

## Russell & Diane are quiet achievers!

For 18 years, Crown Castings has been quietly going about its business in the Sunshine Coast hinterland, manufacturing products that are destined for Australian and overseas markets.

Among the earliest tenants of Yandina Industrial Estate, Crown Castings is a small foundry run by Russell and Diane Hewitt. As they admit, what they do isn't glamorous - in fact, is dangerous - but it requires a high level of expertise.

Crown Castings specialises in non-ferrous metals, turning molten aluminium and bronze into a range of products that help keep the wheels of commerce and industry turning. Fired by gas, the aluminium is heated to 7500C and the bronze anywhere up to 14000C before pouring. To complicate matters, there are 15 different types of metals to choose from, depending on the job requirements!

As Russell explains, "We aren't manufacturers in our own right. Our customers come to us with a pattern and we create the finished products, which go all over the world. We have done everything from ornamental pieces up to 50kg castings."

He said the precision required is evidenced by the manufacture of the housing for laser eye equipment.

"Occasionally we lose work overseas because of costs but they invariably come back because the products we manufacture have an extremely low failure rate."

Diane was the country's first female tradesman moulder when she received her ticket 13 years ago, while Russell is only one of four teaching the trade in Australia.

# Town centres receive attention

Nambour and Caloundra town centres are receiving extensive makeovers.

Work has already started on transforming the heart of Nambour, while steps are being taken to ramp up the revitalisation of Caloundra's Bulcock Street. Both projects are regarded by the Sunshine Coast Regional Council as extremely important to the long-term prosperity of the region.

## Nambour - Hub of the Hinterland

Work in the Nambour CBD revolves around building a new town centre at the intersection of Lowe, Short and Queen Streets and includes shelter, public amenities and extensive streetscaping. A year in the planning, it is a key focus of the revitalisation of 'Nambour - Hub of the Hinterland' project, funded by Council, the State and the Federal Governments.

The township is also part of a ground-breaking project assisting local businesses survive and grow. The Queensland Government has contributed \$80,000 to the 'Nambour - Hub of the Hinterland' project to tailor a Business Retention and Expansion program. This program assesses local economic capacity and shapes economic development action plans with a view to encouraging local entrepreneurs to fill identified gaps.

Anyone interested in the program can drop into Hub Headquarters in Queen Street for project information and updates. Simply follow the 'Queen Bees' and look for the distinctive gold, green and jacaranda 'Nambour - Hub of the Hinterland' awning.



## Bulcock Street Revitalisation

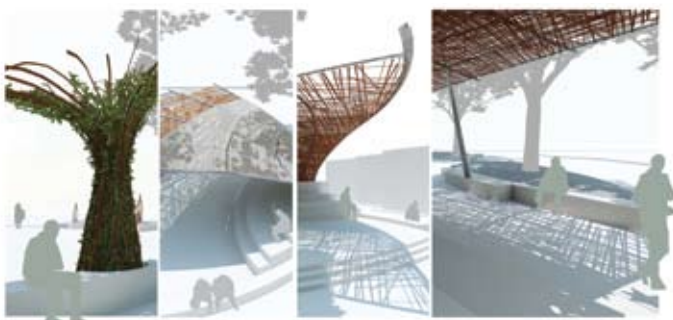
Meanwhile, in Caloundra, the Bulcock Revitalisation Project Group is working to make things 'happen'. Key stakeholders, including Caloundra Chamber of Commerce and Bulcock Street landowners, are in the throes of establishing a task force to drive the revitalisation of this key precinct. Parking, traffic congestion, Council planning requirements and development costs have been identified as some of the infrastructure issues that need to be addressed.

The project is being managed through Caloundra City Enterprises, a business support and investment attraction agency supported by the Sunshine Coast Regional Council.

Caloundra City Enterprises is also putting in place business improvement strategies to ensure business operators have access to training opportunities and programs aimed at increasing their capacity and profitability.

Further information on the project can be obtained by emailing Caloundra City Enterprises at

[ask@ccenterprise.com.au](mailto:ask@ccenterprise.com.au)



## Noosa Biosphere



Following UNESCO's approval of International Biosphere status for the previous area of Noosa Shire, exciting initiatives are now being developed to strengthen the Biosphere and capitalise on major economic opportunities the Biosphere offers.

Once formed the Noosa Biosphere Reserve Governance Board will take this forward, supported by community sector boards, Tourism Noosa, a secretariat and a working group provided by council.

# Sunshine Coast business spreads its wings in world first

Sunshine Coast-based aviation business Aeromil is set to open the world's first aircraft store in Sydney.

The Cessna Store- Aviation by Aeromil Pacific, is an initiative of Aeromil Pacific Executive Chairman Steve Padgett and will offer the idea of business aviation to Australia.

The new store will operate from Sydney's Spring Street in the CBD, keeping company with the area's 'millionaire's factory' of Macquarie Bank, the stock exchange and famous Pitt Street business district.

Steve says the aim of the store is to create business aviation awareness through marketing aircraft, offering aircraft management, arranging charters and educating their professional clientele.

A Pilot Centre and Flying Club at Aeromil's Sunshine Coast Airport headquarters will also be marketed through the new Sydney store. It will aim to attract professional clientele interested in learning to fly or training to a higher standard.

"We believe there is a market to experience flying and enjoy life while you are doing it," says Steve. "The Cessna Store will feed the Pilot Centre and Flying Club corporate enquiries, and will be a terrific opportunity to widen the interest in aviation, and promote the new services offered by Aeromil at our local Sunshine Coast airport."

Aeromil can be contacted on 5448 8700.

[www.aeromil.com.au](http://www.aeromil.com.au)

## Upcoming Events

June 20-22: Coates Rally Queensland, Nambour & Imbil

June 20-July 20: Sunshine Coast Winter Bowls Carnival

June 27-29: Taste of Coolum Wine Weekend, Hyatt Regency Coolum

July 5-13: Tastes of the Coast at Caloundra

July 11-13: Queensland Home Garden Expo, Nambour

July 29: Business Networking Event, Victory Hotel, Cooroy

## Snapshots



- Information from the Noosa Business Survey is now available. This comprehensive, three-year survey encompasses the profile, issues, needs and expectations of businesses at the northern area of the Sunshine Coast. For more information, please phone 5449 5137.
- 'Business Better Than Usual – Regional Business Assistance Guide' is a one-stop, start-up point for key business information, contacts and networks in the Sunshine Coast. For more information, please phone 5449 5137.
- The Mooloolaba Triathlon Festival is conservatively estimated to have contributed more than \$5 million to the Sunshine Coast economy. Held from March 28-30, the festival attracted 3,500 participants from 37 countries - a 20% increase from 2007.

**PLEASE STAY IN TOUCH!**  
Contact details for the Integrated Economic Development Branch are as follows -

**Tewantin**, 9 Pelican St, Tel: 07 5449 5200  
**Nambour**, Cnr Currie & Bury Streets, Tel: 07 5475 8501  
[ecdev.nambour@sunshinecoast.qld.gov.au](mailto:ecdev.nambour@sunshinecoast.qld.gov.au)  
**Caloundra**, 1 Omrah Ave, Tel: 07 5420 8200  
[www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au)