

# My BUSINESS

YOUR GUIDE TO DOING BUSINESS ON THE COAST

## 'Closed' slur to be kicked to the kerb

By OWEN JACQUES

THE community and Sunshine Coast council have both spoken, and both have united to encourage our industry and consign the "Closed for Business" slur that haunted our council forever to the scrap heap.

The council unanimously voted to accept the Economic Development Strategy 2010-2014 on Thursday, something that Councillor Lew Brennan described as "a great day".

Following public consultation on the council's corporate plan, residents were quizzed about their top concerns and it appeared to surprise council that it was economic development; that is, jobs and business, that ranked number one.

For Cr Brennan, it was a chance to encourage Coast businesses to grow and begin the hunt to bring more larger-scale companies to our region and diversity to our industries.

"Like all documents, these are full of words that most businesses won't read because they're too busy, and that's how they should be. What we're saying is, there are a lot of opportunities for us to help them."

And that pesky "Closed for Business" slogan that has been long-pedalled by some Coast industries may finally be cast aside for good.

According to Cr Brennan, it wasn't just a simple case of dejected developers spreading scandalous rumours.

"I think there were statements made by councillors that gave the impression that we were not supportive of business growth," he said.

"I've been approached by business representatives who have told me they were nervous about the language coming out of council. And I don't think developers were pushing that barrow at all.



LOOKING AHEAD: Cr Lew Brennan, Economic Strategy Planning manager John Elliott and Inward Investment manager Alex Lever-Shaw discuss the Economic Development Strategy.

PHOTO: BOB GOULD/190303

"(Council) claimed they had a green mandate. I don't believe the development industry was trying to progress the argument for their own profits and outcomes."

Smaller operators through to larger businesses will be given opportunities from council, he said, and likened this new strategy to a "toolbox" for the business community.

"Over 60% of our businesses are home-based, and from those to bigger players, we have the tools to support them," he said.

"We'll look at the gaps of what is required and then go out and attract those businesses.

"It's a toolbox and it's a commitment."

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**FIVE MINUTES**  
with Jon Black

INAUGURAL CEO, Unitywater, the Sunshine Coast and Moreton Bay region's new water distribution and retail authority. The new business will commence on July 1, 2010. Unitywater will be responsible for water supply and sewerage services for more than 270,000 residential and business customers across the wider region.

**To me, business is...**about delivering customer service, making a fair return and having a team that loves what they do to make this happen.

**My first job was...**as a petrol pump attendant in Canberra.

**My biggest failure was...**not running fast enough to make the Commonwealth Games team in 1982.

**My biggest success was...**becoming a dad to my sons - Nicholas, 13 and Alexander, 9.

**The greatest risk I ever took was...**leaving the Army after 25 years.

**The best advice I ever got was...**look after others first. **When times are good I...**relax and am happy.

**When times are bad I...**go running to burn off the negativity.

**I am reading...**The Big Necessity by Rose George - an interesting and informative book about toilets and sanitation - one needs to know about these things when in the sewage business.

**I really wish...**I could play a musical instrument.

**I could not live without...**exercise and laughter.

**The thing not many people know about me is...**I grew up without shoes in West Africa.

### INDUSTRIES COUNCIL WANTS TO GROW

- Aviation
- Creative Industries
- Digital Industries
- Education Services
- Environmental services
- Food and beverage: ie, food producers
- Health industry
- Light industries, including advanced manufacturing
- Professional services
- Sport and leisure
- Tourism and events



## BUSINESS MATTERS

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