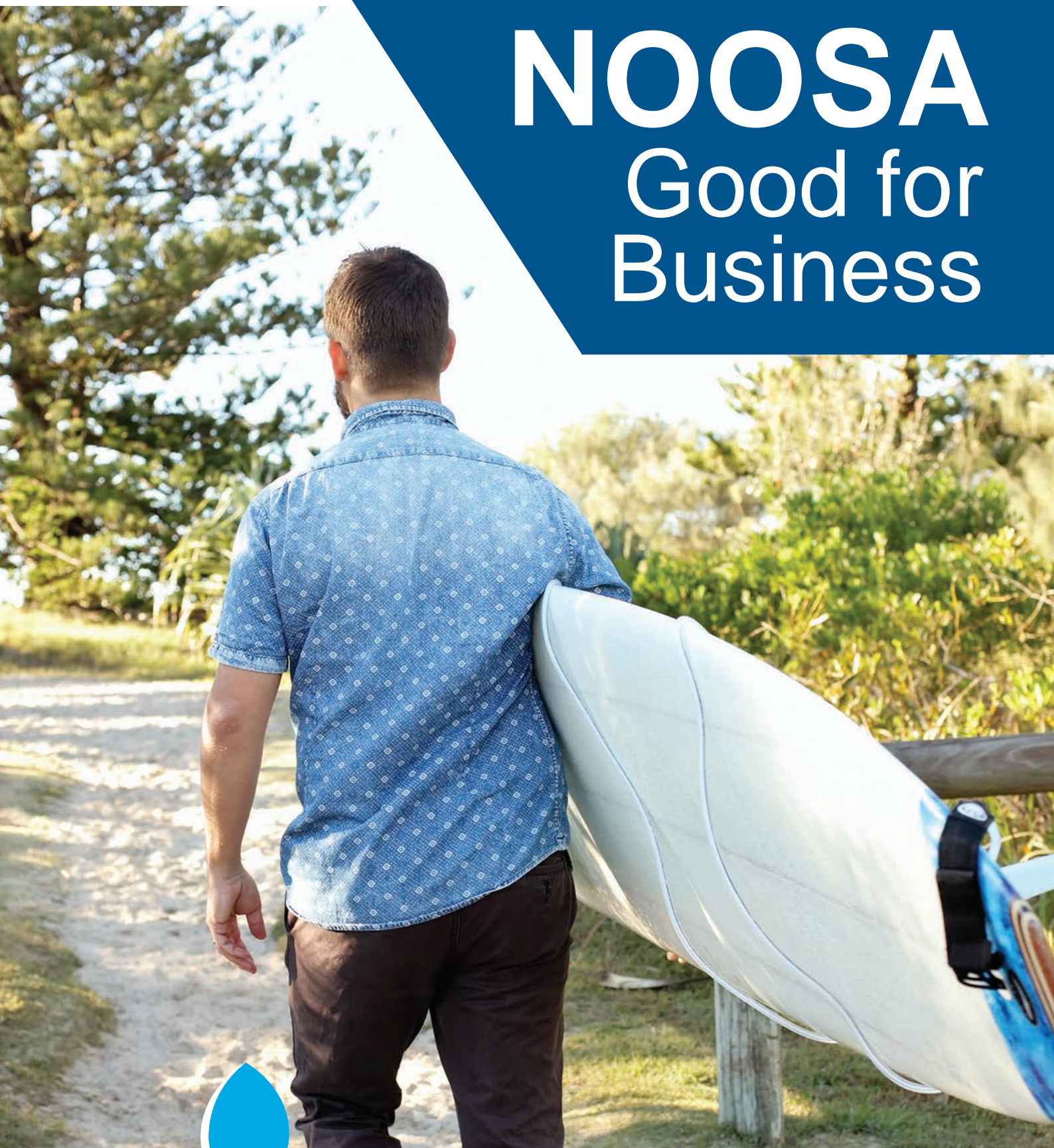


# NOOSA

## Good for Business



The right environment  
for investment



# Noosa @ Work

## - the right environment for investment

*Aboriginals were present in Noosa for tens of thousands of years before Europeans first arrived in the 1800s. Noosa Council acknowledges the Kabi Kabi (also known as Gubbi Gubbi) people who are the traditional custodians of this land and we pay respect to their elders past and present.*

### Welcome to Noosa!

Noosa means business. Here in Noosa we take our environment very seriously, and that same passion extends to our community and our local economy.

Over half a century of community activism has resulted in a local government region that is decidedly distinctive. Today Noosa Shire enjoys a reputation for avid environmental protection as well as sensitive human development. Arguably, Noosa Shire was pioneering sustainability long before the term was popularised.

While the tourism industry provides the essential spine for the local economy, Noosa Council is aware that diversification is the key to long-term economic strength. The opportunity for local businesses to leverage off the Noosa “brand” should not be underestimated.

Noosa has already seen considerable growth in entrepreneurial enterprises, particularly in the digital and IT fields. More and more “barefoot executives” are basing themselves here, capitalising on both the lifestyle and the technological advances that allow them to connect with domestic and global markets.

Business opportunities abound in Noosa, particularly in areas that mesh with the iconic Noosa image. Clean tech, agribusiness, creative industries, environmental industries plus the health & wellness sector may find that a Noosa home-base provides a useful marketing edge.

With local economic growth consistently above the State average, and unemployment levels below the rest of Queensland, I would describe Noosa as “humming”. Why not come and enjoy the tune?

**Tony Wellington**  
**Noosa Mayor**



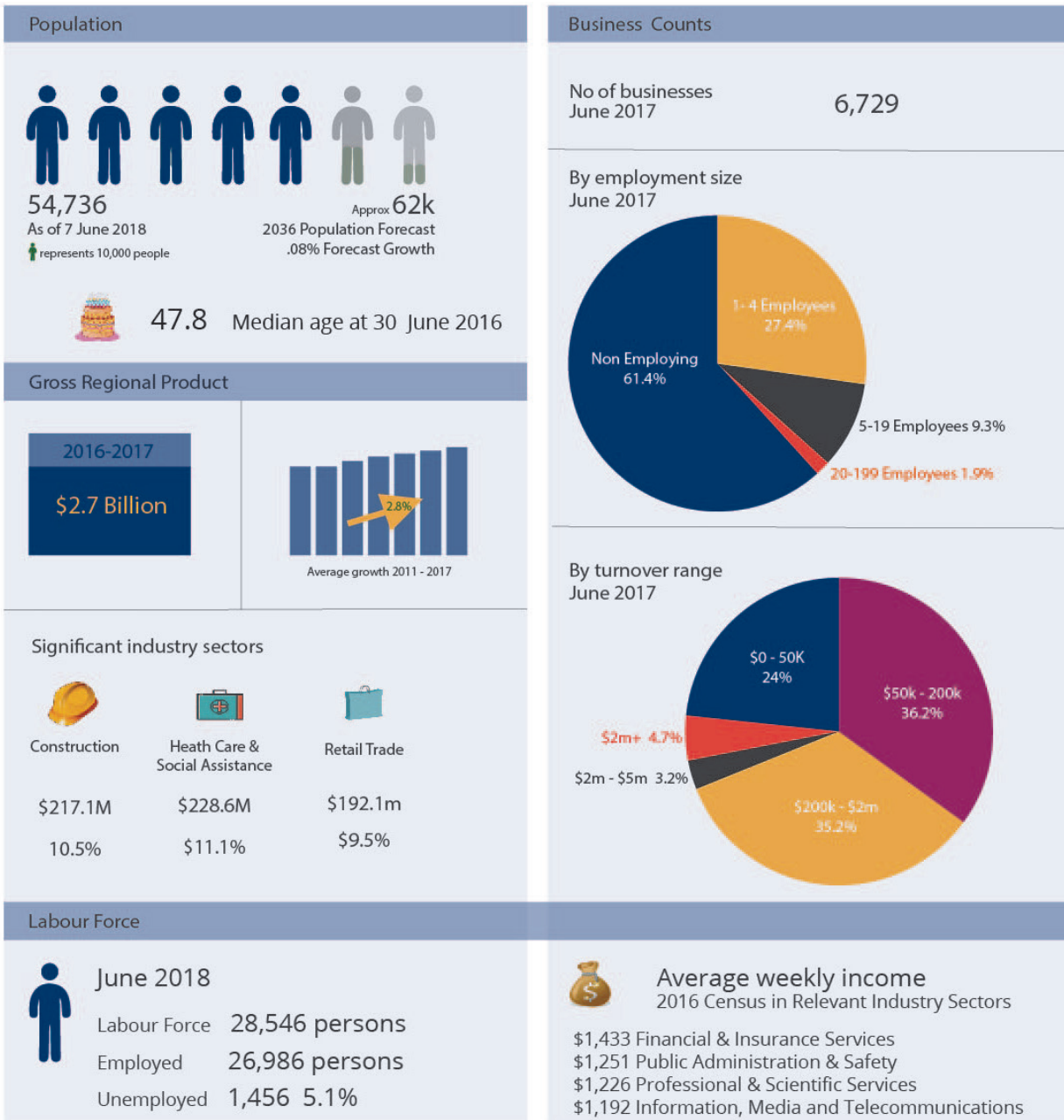
**“Today Noosa Shire enjoys a reputation for avid environmental protection as well as sensitive human development.”**

*“Domestic and international visitor growth continues to put Noosa on the map as one of Australia’s leading destinations. These visitors not only inject money into traditional tourism businesses but their spend whilst in Noosa is dispersed throughout the region.”*

**Damien Massingham, CEO, Tourism Noosa**

# Noosa by numbers

The Noosa economy is strong and growing. It reflects many national trends. Knowledge based industry sectors continue to offer fresh opportunities for growth and diversity to support our high-performing tourism sector.



Source:  
Noosa's Economic Profile: [www.noosa.qld.gov.au/economic-profile](http://www.noosa.qld.gov.au/economic-profile)  
Noosa Regional Profile: <https://statistics.qgso.qld.gov.au/qld-regional-profiles>



## People power

Our community grew by 1.3% in 2017, which is consistent with state-wide trends. The estimated population carrying capacity identified in the 2006 Noosa plan is 61,350.

## Working together

Noosa has an active labour force of more than 28,000 people, many working in or for small businesses. Noosa's health care and social assistance sector has become the largest sector in Noosa, overtaking the construction sector, contributing \$228.6M in 2016-17. The Noosa economy continues to transition to higher value adding activities. Gross Regional Product in the Noosa Local Government Area has grown on average, 2.8% between 2011-2017.

## Safe as Houses

In 2018, the median house price was \$649,250, compared to the Queensland average of \$457,000. This higher median price is likely due to strong interstate and investor interest in the region. Noosa has seen strong growth in property prices over 2017 and 2018.

## Schools of thought

Noosa is fertile ground when it comes to education, skills and training. There are 16 public and private schools in Noosa with a further 16 independent schools across the wider Sunshine Coast region. Noosa has university hubs, express services to University of the Sunshine Coast and a range of higher learning, vocational and training institutions.

## Sporting achievements

Noosa's reputation as an elite athlete training ground continues to grow with facilities catering to a myriad of sports. Clubs, multi-sports complexes and aquatic centres offer 9 full size fields under lights, an Olympic standard heated pool, a high level criterium cycling track, an 8-lane athletics track, 24 tennis courts, 3 bowling greens, 5 croquet courts, 8 softball diamonds, 2 basketball courts, 13 netball courts, and specialist trainers, full size gymnastics sprung competition floor. Not forgetting our unparalleled natural training ground - perfect for anyone seeking a physical pursuit of excellence like sailing, rowing, equestrian, lifesaving, surfing and much more.

## Eventful

World-class events play out on the Noosa stage, but we're also home to emerging festivals and artists. Our calendar is chock-full with sporting and cultural events including the world's largest triathlon/multi-sport festival. Events showcase Noosa's lifestyle attributes, attracting key domestic and international markets and injecting millions into the local economy annually.

# Catch a break in Noosa's LIFESTYLE LOCATION



**It has never been easier to combine business and pleasure in Noosa – where it is possible to have the best of both worlds and you'll have time for a surf without the daily commute.**





Located on Queensland's Sunshine Coast, Noosa is just 1.5 hours' drive from the state's capital of Brisbane. Noosa is 875 square kilometres in size and embraces both coastal and hinterland towns, a vibrant and creative community of over 53,000 residents and globally significant natural assets, including the Noosa National Park and the Noosa Everglades river system. Recognised as Queensland's first UNESCO Biosphere Reserve, Noosa epitomises a sustainable and healthy lifestyle location envied by many. And whether you prefer short, long or SUP we've got a point-break, open beach or tranquil river system to get back that work-life balance.






## Noosa is well connected to Australia and the world.

**By air** - Sunshine Coast Airport, just 30 minutes drive from Noosa, offers direct multiple daily flights from Sydney and Melbourne with connecting services from all major Australian capital cities. Seasonal Auckland-Sunshine Coast direct flights also operate. Brisbane Airport, Queensland's domestic and international gateway, operates over 200 daily flights 24 hours a day, seven days a week. **By road** - Noosa is an easy 1½ hour drive north of Brisbane along the Bruce Highway. **By rail** -Noosa is connected by rail north to Gympie and beyond and south to Brisbane via Nambour.

	Brisbane - Noosa	90 mins
	Sydney - Sunshine Coast	1 hr 30 mins
	Melbourne - Sunshine Coast	2 hr 20 mins
	Adelaide - Sunshine Coast	2 hr 40 mins

	Auckland - Sunshine Coast	3 hr 30 mins
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# Our business edge – WHY CHOOSE NOOSA?

**“Noosa offers a hard won balance between business and the environment, and it’s a valuable asset for business attraction, whether it be the famous Hastings Street retail strip, commercial offices in Noosa Junction or the Noosaville industrial estate.” Paul Forrest, Ray White Commercial**

**With Noosa’s enviable blend of natural and man-made assets it’s not surprising so many people choose to do business here. Ask a local business operator, why Noosa, and you’ll get a variety of answers all tied to a common theme of lifestyle. Noosa boasts a range of co-working spaces, serviced offices, networks, business mentors and is home to a number of successful digital entrepreneurs.**

**No matter what business you’re in Noosa has a balance sheet of bankable assets...**

**Brand Noosa...** speaking of assets - Noosa’s brand is well-established with strong domestic and international awareness. It aligns to our destination experience, reflects our many positive attributes and drives interest and engagement with potential markets. Brand Noosa is good for business.

**Strategically positioned...** just 1.5 hours’ drive from Brisbane CBD, airport, the Port of Brisbane and trade logistics. Noosa has the

transport infrastructure and location to access major global and domestic markets.

**Entrepreneurial spirit...** they’re known as the barefoot executives – they could work anywhere but they choose to work here. They meet in boardrooms, in cafes and bars, and under shady trees. What’s not to love about that?

**Innovative thinkers...** Noosa placed 5<sup>th</sup> in the top 10 innovative regional cities in Australia in a recent [report](#) by the Regional Australia Institute. While no one measure can fully capture the complexity of innovation, Noosa scored highly across contemporary innovation measures due to our depth of knowledge-intensive business services, a trademark culture and strong business entries.

**Networking nous...** Noosa knows how to network - strong global business networks and numerous formal and informal support systems are in place to facilitate knowledge sharing, strategic partnerships and experience mentoring.





**Emerging opportunities...** the innovators, the technically-minded, the knowledge based, the foodies, boutique farmers, creatives – from start-ups to small business through to large corporates - all have the opportunity to shine in Noosa. And it's not just because of the weather.

**Commercially competitive...** Generally Noosa has a competitive cost structure in terms of commercial leasing, employee costs and payroll tax providing good value and relative affordability compared to major cities. 2016 sales data sourced from Ray White Commercial Noosa suggests the average price per sqm for industrial land and building sits at approximately \$1,800 and for office space \$3,900. Leasing rates for industrial buildings range from \$90 to \$150 per sqm p.a. depending on quality and location with an average lease rate of approximately \$120 per sqm. Similarly leasing rates for office space range from \$250 - \$750 per sqm p.a. depending on quality and location with an average lease rate of approximately \$360 per sqm.

**Hardworking spaces...** and flexible options, with access to incubator and mentoring programs, Noosa is riding a new wave

of progressive thinking. Flexible, collaborative workspaces have been popular in Noosa for some time.

**Welcoming visitors...** Noosa attracts around 2.2 million visitors each year who contribute more than \$800 million to the local economy and generate around 20,000 full and part-time jobs. Tourism Noosa protects and enhances the destination brand, working in partnership with Council, industry and the community. It represents 600+ members and its activities are supported by thousands of local businesses through a tourism levy.

**The good life...** our high quality healthy lifestyle is enhanced by a natural environment and supported by a range of health, fitness and well-being practitioners.

**Community pride...** ask a local what they love about Noosa and it will be a long and passionate conversation – whether it's paddling for a wave before or after work, cheering for the local team, being home in time to take the kids to sport, they'll be sure to tell you why Noosa works for them.

# Did we mention OUR LIFESTYLE...?

## Key infrastructure – the framework for good business

### Transport and access

A number of passenger, freight and transport companies operate across the regions, linking Noosa Shire key hubs inland, north and south. The North Coast line is the principal regional freight and passenger line within the Queensland Rail network, linking Nambour in the south and Cairns in the north. The system carries various freight products, including containerised and industrial freight, livestock and bulk commodities. Containerised freight services operate between Brisbane

and major centres. Train stations within the Noosa Shire include Cooroy, Pomona and Cooran. The expansion of the Sunshine Coast Airport will further provide opportunities for the agribusiness industry to grow. Improved infrastructure will provide better access into international markets including Asia. The Port of Brisbane is located 153 kilometres south of Noosa along the M1 and within a two-hour drive from most of the Noosa Shire.



#### **Sunshine Coast Airport**

[www.sunshinecoastairport.com.au/go.cfm/contact-us](http://www.sunshinecoastairport.com.au/go.cfm/contact-us)

#### **Port of Brisbane**

[www.portbris.com.au/contact-us](http://www.portbris.com.au/contact-us)

### Education, skills & training

A pipeline of skilled workers is the backbone of a sustainable economy. Noosa and the broader Sunshine Coast offers an extensive range of education and training facilities evidenced by a highly skilled local workforce. Universities, Registered Training Organisations (RTOs), colleges, institutes, specialist vocational and an English Language College are all part of the mix.

**CQUniversity** has invested \$2.5 million into the expansion of its growing **Noosa campus** to

upgrade facilities, increase operational space and allow for a doubling of student capacity from 600 to 1200 over the next four years, with a range of new degrees delivering more locally trained graduates to the community. Facilities include clinical nursing laboratories, library and student resource centre facilities, state of the art collaborative learning spaces and is home to the Learning and Teaching Education Research Centre (LTERC). **University of the Sunshine Coast (USC)** flagship campus is



located in Sippy Downs offering more than 100 full degrees across eight study areas including business, IT and tourism; creative industries, design and communication; education; engineering and science; health, nursing and sport sciences, humanities, psychology and social sciences; and law and criminology. **USC Noosa** is a convenient study hub located at The J in Noosa Junction which is offering a number of business and Tertiary Preparation Pathway courses. USC express shuttles connect USC Sunshine Coast with the Noosa hub. **Tafe Queensland East Coast** offers practical, hands-on classes, state-of-the-art East Coast facilities and purpose-built learning areas on campuses across the Sunshine Coast including Maroochydore, Mooloolaba and Nambour. Other specialist education and training is also provided in Noosa by organisations such as **Frontline Care Solutions** and **Lexis English**.

**“Noosa provides a unique and unrivalled opportunity for a first class education experience situated in an attractive lifestyle destination. The region’s educational needs are well serviced by a comprehensive range of public and private educational providers from all sectors, enabling seamless, flexible and lifelong learning pathways which include vocational, undergraduate and postgraduate study at CQUniversity.”**

**Teressa Schmidt,**



**Education and training:**

- [www.cqu.edu.au/about-us/locations/noosa](http://www.cqu.edu.au/about-us/locations/noosa)
- [www.usc.edu.au/learn/the-usc-experience/study-locations/usc-study-hubs](http://www.usc.edu.au/learn/the-usc-experience/study-locations/usc-study-hubs)
- [www.tafeeastcoast.edu.au/](http://www.tafeeastcoast.edu.au/)
- [www.frontlinecaresolutions.com/](http://www.frontlinecaresolutions.com/)
- [www.learn2live.com.au/html/training/166/registered-training-organisations](http://www.learn2live.com.au/html/training/166/registered-training-organisations)



## Communications connecting communities

To communicate with the rest of the world infrastructure is imperative. Connectivity is increasing across the shire with major improvements coming on line. High speed fixed wireless broadband network now operates across the Noosa hinterland and new levels of mobile connectivity are also rolling out in partnership with the State and Federal Government infrastructure

programs. A growing number of companies provide telecommunications services to Noosa and surrounding regions. Noosa's telecommunications infrastructure is in line with other major Australian regional centres and soon to be even stronger with the National Broadband Network fibre network currently rolling-out across the shire.



**NBN:** [www.nbnco.com.au](http://www.nbnco.com.au)

**Digital Sunshine Coast:** [www.digitalsunshinecoast.com.au](http://www.digitalsunshinecoast.com.au)

## Digital hubs and co-working spaces – next gen incubators

A new look Digital Hub precinct is on its way for Peregrine Beach which will further enable the local digital sector by bringing together specialists, provide training and offer access to services and facilities such as high-speed broadband; video conferencing; technologically-enabled spaces; 3D printing; digital library and digital literacy programs. Noosa is also home to a range of purpose built co-working spaces which also enable incubation, start-ups and entrepreneurial activities. **Duke Douglas** in Sunshine Beach is an architecturally designed co-working space for creatives. The studio houses a group of permanent, part-time and casual creatives working both independently and collaboratively. **Ecom Noosa** is an

accelerator space which provides conference facilities, café and individual office suites - their aim is to assist start-up businesses by providing a commercial ecommerce link to the broader digital economy. **Junction 2** is Noosa Junction's first purpose built co-working space for freelancers and start-ups designed for collaboration and creative thinking, with a range of options from single day hot desking to long-term 24/7 access. Noosa Boardroom has recently remodeled – its shared working environment meets the needs of work-at-home professionals, freelancers, start-up enterprises, independent contractors and consultants. Short term (one day) and long term options are available.



[www.dukedouglas.co](http://www.dukedouglas.co)

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

[www.junction2.co](http://www.junction2.co)

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

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





## Strength in diversity

**Noosa's economy is becoming more diverse with a vibrant combination of start-ups and entrepreneurial leaders choosing to work from our shores.**

Collaboration through co-working spaces, research, knowledge-based institutions and digital hubs is firing innovation and driving success. Our economic engine, though still powered by tourism, construction and retail, has been boosted by knowledge based, creative industries, particularly in the digital and environmental space. Growth in the information technology, health, education and advanced manufacturing sectors is changing Noosa's economic profile and creating opportunities in education, research, employment, enterprise and investment. As our tourism industry

continues to edge towards the billion-dollar mark, the digital economy has been building steadily, attracting digital entrepreneurs and start-ups with flexible business models who can work as comfortably from the beach as they can from the boardroom. Another growing sector - health, well-being and aged care specialists can access the older local demographic, keen to embrace the Noosa lifestyle. Agribusiness opportunities are also ripe for development. Growers and graziers operate across Noosa's hinterland and are cultivating our reputation for sustainable produce, with awarding winning chefs plating up in signature style. Proximity to road, rail and ports enables producers access to a growing domestic and international market.

Noosa as a desirable place to live, work and visit. Working with stakeholders, local industry and community, it looks beyond tourism-driven economic growth and employment, towards a more resilient and diversified economy. It takes into account community values such as low rise, low density development, and protection of natural attributes and explores key opportunities for sustainable growth particularly in ‘smart’

industry sectors with high economic value and low environmental impact. Businesses that share and build these core values into their own culture are well positioned to succeed in Noosa. The plan’s key themes and priorities are outlined in the snapshot below.

### Driving the economy – protecting community values

Priority sectors	The what & the why
Health & wellness	growing strongly • ageing population stimulates demand • future driver of innovation and technology • range of employment opportunities • direct links to education and training • supports local businesses and healthy lifestyles
Digital economy	drives innovation • changing business operation • opens new channels to global markets • high value-adding • export focused • strong link to education and training
Environmental industries	strongly aligns with Biosphere status • high-value, export orientated • driven by technology and innovation • provides skilled employment opportunities
Rural enterprise	Noosa is well known for food • Biosphere status supports clean, green and locally produced • boutique producers • increasing demand for local and sustainable
Tourism	world class tourism destination • strong brand • proactive industry • existing successful management and funding structure
Professional services	provide support and services • play a key role in commercialisation of new products and services • key component of industry supply chains
Creative industries	Offers opportunity in high value areas such as architecture, design, virtual reality, R&D software, film and television production; entertainment software

Noosa’s Local Economic Plan recognises the link between a strong economy and sustaining



**Local Economic Plan**

[www.noosa.qld.gov.au/local-economic-plan](http://www.noosa.qld.gov.au/local-economic-plan)



## Planning for business

**Business drives the economy and Noosa Council is committed to working with its community of stakeholders to nurture innovation and foster a well-balanced economy.**

Good planning is the backbone of sustainable lifestyle. The Noosa Plan is the planning scheme for the Noosa Shire and sets down the planning framework to guide its future. As one of Council's key tools to influence the local economy, the Plan identifies development opportunities supported by the community as well as assessment criteria and "look and feel". It looks to balance and maintain amenity and protect Noosa's competitive edge by shaping precincts and centres and catering for the future needs of business and industry. There are countless development opportunities across the shire for businesses in key sectors that 'fit' the Noosa lifestyle and community values. Investors and new business operators have a range of precincts to choose from depending

on their own requirements and local planning regulations. Key growth areas include: Noosa Junction, a mixed business commercial/creative/entertainment hub just over the hill from the iconic Hastings Street; the Peregrin Village digital hub; hinterland business centres; industrial estates in Noosaville and Cooroy's Jarrah Street and Lower Mill precincts. Strategically located in Noosaville, Noosa Civic precinct has considerable development potential, particularly for knowledge based, research and development and education sectors.



**View the Noosa Plan**

[www.noosa.qld.gov.au/view-the-noosa-plan](http://www.noosa.qld.gov.au/view-the-noosa-plan)



## What's your village vibe – beach or hinterland?

Noosa is a collection of beach, river and hinterland villages – distinctive in their own right – all great places to do business.

### Noosa Heads – inspiration in every direction

One of Australia's most dynamic visitor hubs – iconic Hastings Street, with its year-round market appeal, is also the perfect place to do business. A relaxed, pedestrian-friendly, beachside thoroughfare it offers alfresco dining in bustling cafes and elegant eateries, boutique and specialist retail, galleries, day-spas, professional services and a range of resort and apartment accommodation.



#### Hastings Street Association

E: HSA President: [shane@boardwalkbistro.com.au](mailto:shane@boardwalkbistro.com.au)

### Noosa Junction – everyone's favourite local

The central business district of Noosa shire, just over the hill from Hastings Street, Noosa Junction has its own unique village vibe and eclectic style. Where locals intersect with visitors, this dynamic village precinct is home to more than 200 diverse businesses. It has a much-loved street culture with friendly bars, cafes and restaurants, cinema and supermarkets as well as varied retail, health, beauty, well-being and professional services. Full of creative spirit you'll find live music, night markets, art and film festivals co-habiting with wide-ranging business offerings.



#### Noosa Junction Association

E: [contactatnoosajunction@gmail.com](mailto:contactatnoosajunction@gmail.com)





## Peregian Beach – the little village big on charm

Fringed by stunning coastal dunes and sweeping open beaches, the businesses of Peregian hug a grassy village square. Picturesque Peregian Beach is located 15 minutes' drive from Noosa Heads, at the southern end of Noosa's coastline. Described as the little beach village that's big on charm, Peregian Beach offers a wide range of attractive low-rise holiday accommodation, friendly clubs, specialty shops, cafes and restaurants, traditional and alternative health care professionals, and professional services. Also home to the much-loved Peregian Originals music festival. The Peregian Beach Business Association Inc. actively supports and promotes local businesses through events and marketing opportunities.



### **Peregian Beach Business Association**

E: [robyn-walter@bigpond.com](mailto:robyn-walter@bigpond.com)

## Noosaville – river life & commercial hub

Located along the river between Noosa Heads and Tewantin is the thriving river community of Noosaville. A popular tourism destination favoured by families for the expansive foreshore parkland and tranquil waters. Alongside the parkland are Gympie Terrace and Thomas Street with an array of restaurants, cafes, shops and riverfront accommodation. The broader Noosaville area is also a key part of the Noosa economy with the largest industrial estate in the shire and a strong service and retail sector including the Noosa Civic shopping centre.



### **Noosaville Business Association**

E: [contact@noosavillebusinessassociation.org.au](mailto:contact@noosavillebusinessassociation.org.au)

## Tewantin – historic heart

Tewantin is the historic heart of Noosa - a small village on the Noosa River and the launching point for the vehicle ferry to Noosa North Shore, the Great Sandy National Park and Fraser Island. Originally a timber town and the river port for the Noosa area, today Tewantin is home to Noosa Council's administrative hub, a bustling retail strip, cafes and eateries, the ever-expanding and popular Tewantin-Noosa RSL Club, the historic Royal Mail Hotel and Noosa Marina – a mixed-business destination in its own right.



### **Tewantin Traders Association**

[www.facebook.com/TewantinTradersAssociation/](http://www.facebook.com/TewantinTradersAssociation/)

## Our hinterland villages

### Cooroy – heart of the hinterland

This family friendly township has a vibrant business community including accommodation, restaurants, cafes, clubs, retail, health and well-being services. They are staunchly supportive of their local community with a range of active community groups and clubs. Cooroy has also creatively transformed its heritage buildings into art spaces - the restored Butter Factory Arts Centre in the historic Cooroy Butter Factory showcases local and national artists and is part of the Cooroy Mill Place, a community and tourism hub featuring a state-of-the-art library and an interpretive walkway. It is also home to several of the shire's largest employers.

### Kin Kin, Cooran and Boreen Point – artistry at work

Noosa's northern-most hinterland towns are warm and welcoming with their passionate local artists, health therapists, foodies, B&B operators and boutique farmers. These creative business clusters are spread throughout the area which is also home to a diverse range of successful entrepreneurs and knowledge-based businesses as well

as agricultural producers. Lake Cootharaba is host to high-profile sailing events and the international Floating Land event celebrating art and the environment. The network of tracks and trails throughout the area attract visitors year round.

### Pomona – urban appeal to this King of the Mountain

Located at the base of Mount Coomora, the home of the gruelling King of the Mountain Race, Pomona is undergoing something of a transformation having dropped onto the radar of young urban professionals. There's an energy about the town being driven by a growing community of hip, artistic locals frequenting new business ventures such as micro-breweries, artistic hubs and eateries that could hold their own in the metro hipster precincts further south. All this newness is framed by Noosa's rich history on display in the Noosa Museum and the historic Majestic Theatre, the oldest continuously running silent movie cinema in the world.



#### Cooroy

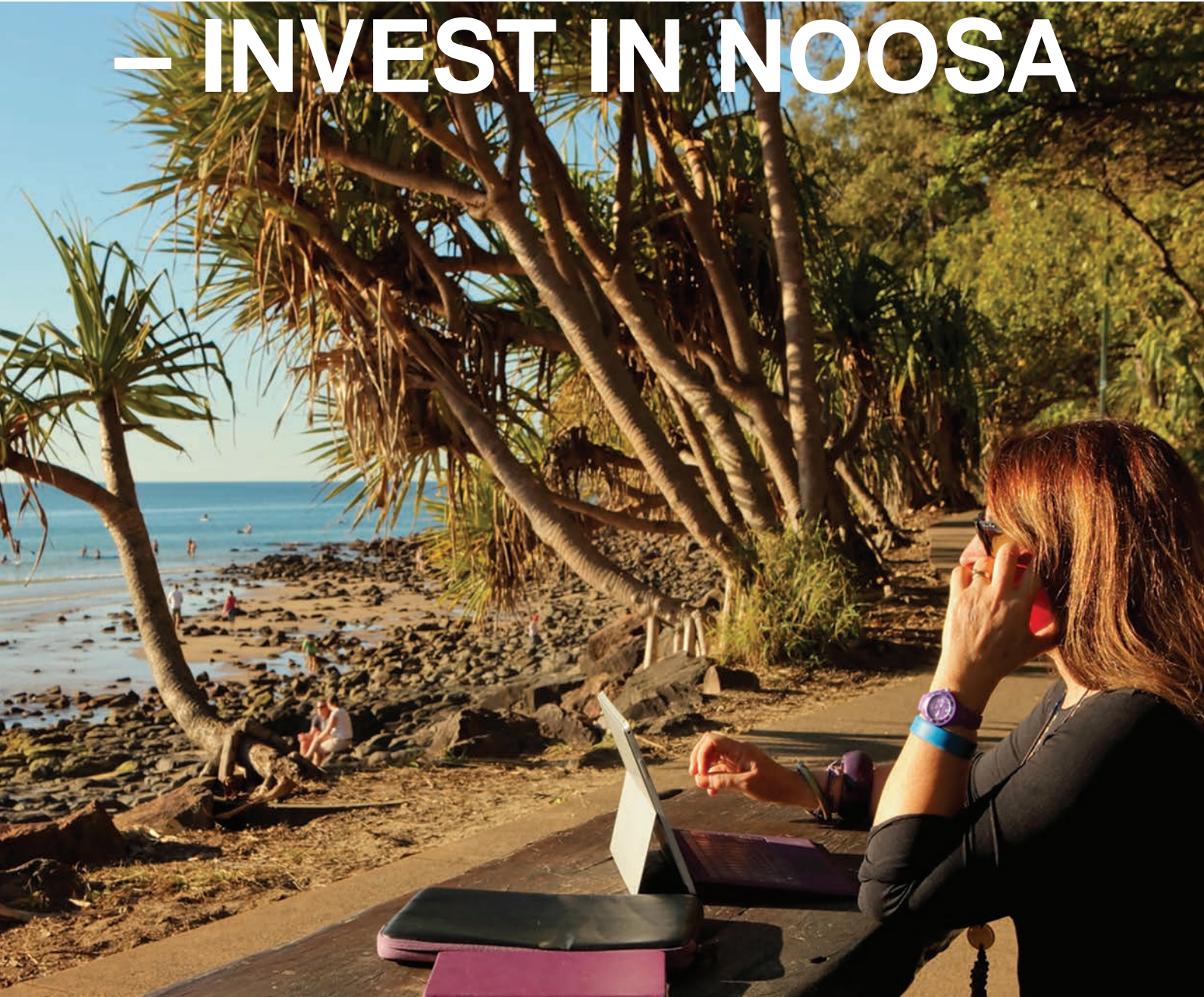
[www.cooroy.com.au/](http://www.cooroy.com.au/)

#### Cooran Business Directory

[www.cooran.com.au/business-directory/](http://www.cooran.com.au/business-directory/)



# Escape the mainstream – INVEST IN NOOSA



**There are many success stories of people doing business in Noosa - as diverse as the destination itself**



Jodie's shelves are packed with free-range goodness from signature pies, dips and condiments, home-cooked take home meals and Mayan Farm produce including hams and bacon.



<b>Core business</b>	Beef cattle, livestock farm Café catering
<b>Sector</b>	Agribusiness
<b>Location</b>	Kin Kin
<b>Year established</b>	2006



# AGRIBUSINESS – A CLIMATE FOR GROWTH

The Noosa shire and neighbouring regions have established food industries of Dairy, Seafood, Beef and Horticulture. Noosa is also home to a growing and eclectic mix of artisan value-add producers and gourmet food outlets. Local agribusiness is becoming more entrepreneurial, extending market opportunities through a value-added approach and linkages to sectors such as retail, tourism and health and well-being.

Local graziers in Noosa are rearing smaller numbers of pasture fed beef cattle. 'Boutique' beef cattle are free to roam in smaller herd numbers and are finding their way into refrigerator shelves of gourmet suppliers and onto plates in local cafes and restaurants. Noosa is also home to more than 50 agribusinesses, mostly on a cash crop, market-garden scale, specialising in fruits, vegetables, salad greens, nuts, herbs, ginger and rhizomes and other horticultural products. There is a strong focus on organics and chemical free, with many producers seeking direct marketing opportunities via farmers' markets, specialty retailers and local restaurants. They are supported by a local cluster of 'green' fruit and vegetable wholesalers, retailers, marketing co-operatives and distributors.



## Mayan Farm & Black Ant Gourmet

### *A free range hive of creative expression*

*'We started free range farming in Cooroy just for ourselves. Our neighbours were our first customers – that quickly grew. As a chef I've been blessed with the opportunity to source fresh produce direct from local markets, trawlers and farms. Having our own farm is fundamental to our supply chain between the food on the table at Kin Kin General Store and Black Ant catering – all part of our paddock to plate philosophy.'* **Jodie Williams**

Mayan Farm is 160 acres of fertile grazing land along the Kin Kin Creek, in the Noosa Hinterland. The hinterland's high annual rainfall makes it the perfect setting for farming a large variety of livestock including Droughtmaster cattle, Saddleback/Large Black Cross pigs and Quarterhorses.

#### **Getting started – what led you to Noosa?**

I was born in Cooroy and lived in Noosa until I was 21, moving to the hinterland as soon as I started a family. We chose Kin Kin as it was farming country and still in the Noosa shire, with plenty of room for growth. It is just what we needed.

**“Grow local,  
employ local,  
purchase local,  
supply local,  
eat local.”**

**Key elements in your supply chain and collaborative partnerships.**

Grow local, employ local, purchase local, supply local, eat local.

**Greatest challenge?**

Legislation (red tape) and costs of keeping it local. Employing local, stocking local produce, growing local.

**Biggest risk?**

Not becoming a statistic to all the challenges that ALL small businesses have to face.

**Biggest success?**

Being true to myself, working hard and moving forward everyday no matter what.

**Biggest failure?**

Being true to myself and a little too honest to people and working a little too hard every day.

**Key point of difference from the competition? What gives you an edge?**

Our farm to plate business (Café/ restaurant and Catering business) focuses on clean food grown locally where it can. Toxins, chemicals, preservatives and stress of daily living is destroying our health ... something has to change. Social media is getting the message out about honest health choices.

**Connecting with your markets – key channels?**

Word of mouth, Facebook, instagram, websites, local news articles... all help get the word out.

**What advice would you give yourself if you could start over?**

Take one day a week to STOP and enjoy life.

**What do you see in your 5-year future?**

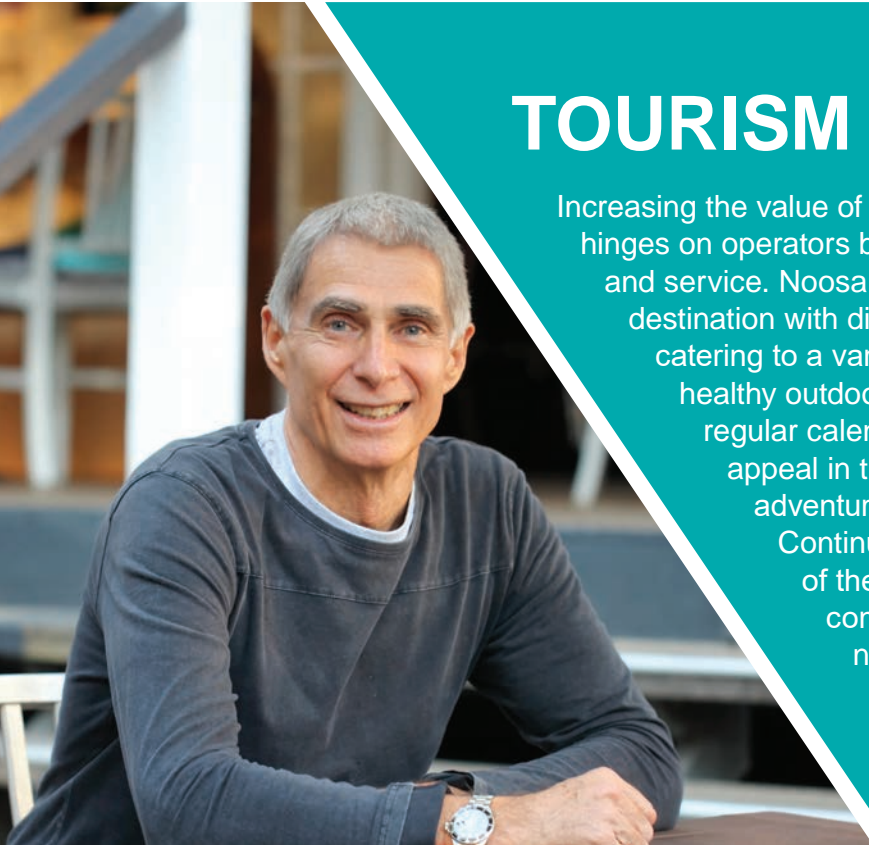
A little more time to relax and enjoy my many passions (other than my job).



# TOURISM & HOSPITALITY

Increasing the value of the tourism industry to the local economy hinges on operators being aware of the importance of product and service. Noosa is more than just another beachside destination with distinctive villages surrounded by nature, catering to a variety of visitors. Marketing focus is on a healthy outdoors lifestyle, combined with a vibrant and regular calendar of events. Noosa continues to build appeal in the weddings, boutique conferences, adventure travel, and “getaway” segments.

Continuing to educate industry about the values of the Noosa Biosphere as a proof-point of this community’s efforts to live in harmony with nature is also central to telling Noosa’s sustainability story. There are many business opportunities in Noosa’s tourism and hospitality sector.



## Halse Lodge

*Heritage icon – generations of youthful travellers*

*“We’d like to see every guest we welcome to Halse Lodge leave an ambassador – for us and for Noosa. Welcoming our guests back to Noosa, often with family, is always very special too – we have celebrated six weddings so far of couples who met staying at Halse Lodge”*

### Drew and Peggy Pearson Owners Halse Lodge

#### Getting started - what led you to Noosa?

My wife and I settled in Noosa in 1979. I worked as a lawyer/partner in the practice of Sykes Pearson and Miller for around 20 years. I had travelled overseas as a backpacker prior to starting my legal career. In 1995 when the opportunity arose to lease Halse Lodge and to turn it into a backpackers

hostel with a public restaurant and bar my wife and I took the opportunity.

The physical location of the Halse Lodge property is crucial to its success and iconic status. The site and premises are Heritage Listed and are recognised as an indispensable benchmark of Noosa’s history.



Core business	International backpackers Hostel, Locals restaurant and bar
Sector	Tourism – Accommodation Food & Beverage
Location	Noosa Heads
Year established	1996





### Key elements in your supply chain and collaborative partnerships?

During 20 years our supply chain has grown and includes; word of mouth, social media, third party websites, travel agencies and info centers, other hostels and the YHA chain.

We have sat on the Adventure Queensland Committee [the State industry Body] for some 16 years and I have been the secretary for most of those years. We work closely with other State Bodies, Tourism and Events Queensland and particularly Tourism Noosa and the local Backpack Cluster Group. Join with others, get involved.

### Greatest challenge facing your business success?

Reinventing what we do, our products, our look and feel to stay up to date and compete with other accommodation, restaurants and bars in Noosa. The world changes every day, embrace it and don't be afraid of change, be part of it.

### Your biggest risk?

Events beyond our control such as Sars/ the GFC/ Brexit / and increase in value of the AUD\$ resulting in international travelers no longer coming to Australia. Other destinations can become popular and may rise as a preferred destination for travelers at times.

### Biggest success?

Our staff who just love being part of Halse Lodge and our industry. Introducing more than 250,000 new international travelers as guests of Halse Lodge to Noosa.

### Biggest failure?

Lack of funds to re-invest in upgrading the facilities. We fail DAILY but we try to do better each time we make a mistake.

### Key point of difference from the competition? What gives you an edge?

Operating in Noosa's last piece of 1880's Heritage. Caring for our guests, personal service, remembering first names. A culture that revolves around making sure every guest who comes to the property for whatever purpose leaves as an ambassador for Halse Lodge and for Noosa.

### Connecting with your market – key channels?

Third party websites, Facebook, Instagram, email websites, blogging.

### What advice would you give yourself if you could start over?

Make every guest leave as a walking brochure for your business. Be prepared to work long hours, seven days a week and look at what you do as a lifestyle, not a job. You just have to love it.

### What do you see in your 5-year future?

To secure the long term operating future of the property, to improve our facilities for in-house guests, and patrons to our restaurant and bar. To remain an absolutely crucial part of Noosa's tourism growth.

### Do you have an exit strategy for your business?

No, we don't want to exit, we enjoy it too much. The reality is that there will not be an exit from Halse Lodge. The property is zoned 'Community Purposes' and 'Water Conservation and Open Space' and as such I expect that the current use which has been continuous for approximately 135 years will continue for the foreseeable future. We are merely custodians of the property and its use on behalf of the community.



Core business	Engineering & Environmental Services
Sector	Property, agriculture, infrastructure, mining, energy and health sector
Location	Noosa Shire – Peregian Beach, national & international
Year established	2009



# ENVIRONMENTAL INDUSTRIES

Noosa's growing environmental industries sector includes environmental consultancies and services, energy, water and waste services, building materials, engineering and scientific services that support businesses in the sector. Noosa is home to a number of well-established businesses in this sector as environmental industries align with the Noosa Biosphere and community values. The unique blend of natural and man-made attributes that led to Noosa's Biosphere status encourages world-class talent and experienced leaders to collaborate through research, knowledge-sharing and education. It has created a climate of opportunity and innovation – our own eco-system of like-minded people intent on creating a culture of behavioural change and cleantech industries.



## Premise

### *A collaboration of knowledge & innovation*

*“To be able to step outside and hold a work phone call looking out at the ocean, under a clear blue sky is very special.”*

**Paul Fox, Principal Ecologist**

Premise brings together a partnership of highly specialised boutique businesses to offer a comprehensive and complementary range of expert knowledge and innovation across a number of industry sectors. Key services cover environmental, agriculture, storm-water treatment, civil and structural and specialist environmental training.

#### **Getting started – what led you to Noosa?**

The business established as a home-based business in Peregian Beach before growth required the need for larger office space. The benefits of Peregian Beach village were realised in these early days and the choice to transition to office space in the village was an easy one. The Peregian Beach office was the first Premise office to establish with successful business leading to other office locations opening throughout Queensland and Australia.

The core team is largely unchanged since inception with the location being imperative for our culture and people. It's laid back and yet we are able to maintain our identity of being thought-leaders and innovators in our fields. Peregian Beach village is a great place to meet clients for a project meeting; whether it's inside the office, at a coffee shop or in the park.

#### **Key elements in your supply chain? Collaborative partnerships?**

Premise brings together a partnership of highly specialised boutique business ranging from engineering, agricultural and environmental consultants to specialised environmental product supplies and field teams.

#### **Greatest challenge facing your business success?**

Significant business growth. Business

growth has opened the doors to a larger range of clients, skill sets and opportunities for the business. However, these exciting opportunities also come with a range of challenges in consolidating a range of businesses together.

### **Biggest risk?**

Undertaking work in limited sectors and therefore subject to rises and falls in those industries. We have diversified and now service clients in property, agriculture, infrastructure, mining, energy and health sector.

### **Biggest success?**

Our growth and being regarded as specialists in our respective fields by peers and industry. Doing things differently, and not being a typical consultant.

### **Biggest failure?**

Trying to grow too quickly when market conditions didn't allow. Following some very successful years the business grew rapidly to service workloads. With the decline in the mining and gas industries this workload dropped and the business size actually declined. Lessons were learnt and we have now successfully diversified with sustainable growth being a core objective moving forward.

### **Key point of difference from the competition? What gives you an edge?**

Our key point of difference is we are boutique and highly specialised, yet now are at a size to offer a comprehensive and complimentary range of expert knowledge and innovation. Being leaders in our fields we are also not scared to think outside the box offering our clients innovative solutions that we can also implement on the ground through product development. We have some great thought



leaders that have helped develop innovative opportunities for the business and also industry as a whole.

### **Connecting with your market – key channels?**

A lot of business to date is repeat customers and word of mouth. We have a great reputation for being industry leaders, innovative and doing things right. We use LinkedIn, Facebook and other typical social media platforms, however as the company expands and we invest more in research and development of products, we envisage a greater reliance on new marketing platforms to achieve the desired outcomes.

### **What advice would you give yourself if you could start over?**

Listen, but don't listen too much. A lot of people provide great advice and have



experience in business management; however some people can only see the risk and not the reward. You will not always get it right, but you will learn along the way.

**What do you see in your five year future?**

Being the number one preferred consultancy servicing property, agriculture, infrastructure and resource sectors.

**Do you have an exit strategy for your business?**

Yes, we have succession planning in place and provide opportunities for the next generation of young professionals on the coast and in the other offices.

**“Our key point of difference is we are boutique and highly specialised, yet now are at a size to offer a comprehensive and complimentary range of expert knowledge and innovation.”**



**Core business**

Email technologies for Internet Hosting Providers – mobile email apps, webmail and email-server infrastructure

**Sector**

Digital economy

**Location**

Noosa Shire – Peregrin Beach, national & international

**Key market**

USA – 95% export business

**Year established**

1999



# DIGITAL INNOVATION

Digital disruption is transforming many traditional workplaces. Global trends suggest the way we do business and how we engage with our customers is changing. Conventional offices and formal organisational structures are being joined by virtual agencies and strategic collaborations. Digital innovation and technology can increase productivity and reduce costs. It can improve supply chain management, process automation, real time reporting, business intelligence capabilities and enables greater mobility.



## Atmail

*“After traveling around Australia in 2001, I fell in love with Noosa and began moving the team and operations to Peregian Beach.”*

### Ben Duncan

#### Getting started – what led you to Noosa?

Atmail began operations in Western Sydney, a bootstrap and profitable company year on year.

#### Key elements in your supply chain. Collaborative partnerships?

Our product is more IP & developer focused. Ideas, code, and sales execution.

#### Greatest challenge facing your business success?

Attracting further talent, experienced programmers and senior staff. The Sunshine Coast has a smaller pool of talent – we often have to recruit from interstate or overseas.

#### Biggest risk?

To stop innovating, and creating business processes that get in the way of customer growth.

#### Biggest success?

Landing key contracts in Japan was a recent success. Also supporting customers for over 10 years with our software, customers who continue to use and love our solutions.

#### Biggest failure?

Expanding the team too quickly and not trusting my gut on critical business decisions.

#### Key point of difference from the competition? What gives you an edge?

Improved user-interface, our software is a joy to use, easy to administer, and we are easy to do business with. Atmail has a strong R&D focus since we have been innovating in our industry for over 10 years with multiple products and dramatic changes to our industry. We love building new messaging applications, with a focus on the user-interface & user-experience. We believe in open-source and embracing open-standards as part of our development philosophy.

**“Place more focus on your customer-base, they are a great source of future revenue and referrals.”**



### **Connecting with your market – key channels?**

Good SEO and social-media visibility definitely helps our business. Trade-shows are also important for us, which we can meet new opportunities and mingle with other vendors in our industry. Given we are in the Sunshine Coast and our business is global, it's critical we spend time abroad visiting customers and sales opportunities, hence my team and I are often in the US, EU or Asia for work.

### **What advice would you give yourself if you could start over?**

Trust your gut and try to avoid raising capital from the wrong places. Place more focus on your customer-base, they are a great source of future revenue and referrals.

### **What do you see in your five year future?**

Atmail doubles to 50 staff and remain in Peregian Beach for our software development HQ - New product line and increased revenue, and loads of R&D and innovation.





**Do you have an exit strategy for your business?**

Yes if an overseas buyer takes an interest in the company, I'd be thrilled to inject capital and ideas into the next business venture in Noosa.



Core business	Language and vocational training programs for international students. Lexis welcomes in excess of 7,000 international students from more than 80 countries each year to locations in Australia
Sector	Education and training
Location	Noosa Junction - national & international
Key market	98% services export
Year established	2004



# EDUCATION

The education and training sector is one of the largest employers on the Sunshine Coast and Noosa is well positioned to create and facilitate jobs and skills in a knowledge based economy. Specialist sector training in growing sectors such as health and aged care, extensive RTO institutions, renowned and respected universities and colleges all combine to give students of any age a learning advantage.



## Lexis English

### *Experience beyond the classroom*

*“Lifestyle was not originally a consideration for us in choosing to operate from the Noosa Shire, but as our family situation has changed it has become increasingly important to us.”*

**Ian Pratt Managing Director Lexis English**

According to their website, there's only one Noosa, and there's no better place in Australia to study English. Lexis English, recently named one of the five best English language schools in the southern hemisphere and fully accredited as an official Cambridge examination centre, know all about leveraging their location.

#### **Getting started – what led you to Noosa?**

Noosa was our first campus location and continues to be our head office. The attractions of Noosa were critically important to us in the opening of our business, and gave us a clear competitive advantage (or at least a substantial point of difference) in what is a fiercely competitive trading environment.

#### **Key elements in your supply chain. Collaborative partnerships?**

Lexis markets our products almost entirely to overseas consumers through a multi-

channel marketing process. Locally, we work with a range of institutions and businesses to provide students experiences and further study opportunities to our clients. The list is diverse – from travel companies, to surf schools, to TAFE and local high schools.

#### **Greatest challenge facing your business success?**

The international education business trades in an extraordinarily competitive and highly volatile environment. It is extremely subject to shock from outside factors such as exchange rates, government policy etc.

#### **Biggest risk?**

Opening in a non-mainstream destination was a potentially limiting factor in the establishment of the business and was by far the greatest risk we undertook. We were strongly advised not to consider a regional location such as the Sunshine Coast in that

the majority of the market would simply not consider it as a study destination. In many ways, this greatest risk became our greatest asset.

### Biggest success?

Developing staff to grow with us as we expanded from a single destination into other regions, other states and eventually internationally.

### Biggest failure?

Taking a conservative approach to broadening our investment base in the early years.

### Key point of difference from the competition? What gives you an edge?

Lexis established ourselves in the 'mind' of the market with the concept that students 'could study somewhere seriously nice.... with no loss of academic quality'. We invested heavily in the design of our courses and curriculum to target high value markets, then used the Noosa location as a differentiating factor to the competition, mostly based in the inner city areas of Sydney and Melbourne. Once we addressed perceptions that there would be a loss of product quality by studying regionally, we could leverage the strong natural attractions of the Sunshine Coast into our overall marketing message.

### Connecting with your market? Key channels?

Lexis markets through a range of channels including overseas agent representatives, overseas offices, trade media, online media and a wide range of social media including Facebook, Twitter, YouTube, Instagram, Blogs and language-group specific sites such as Mixi.



### What advice would you give yourself if you could start over?

I would tell myself that I needed to accept that I was going to spend the entire decade of my 30's jetlagged, tired and stressed. I would tell myself that there would be times that the risks seemed to massively outweigh the benefits, but that if I backed myself and my team we would always find a way through. I would tell myself that setbacks that seemed devastating were always temporary, and that there was very little that could not be resolved through hard work and maintaining focus. Most of all, I would tell myself that what I value in my job in my 40s were the extraneous benefits that I never would have considered when I started – a sense of working with good people, of building a team and watching individuals work their way through the company into positions in where



they now actively steer the future of the organisation.

**What do you see in your five year future?**

We will continue to diversify our product base within Australia and expand our physical locations overseas.

**Do you have an exit strategy for your business?**

Yes, we have a broad plan for the next decade.

**“Lexis markets through a range of channels including overseas agent representatives, overseas offices, trade media, online media and a wide range of social media...”**



Core business	Health retreat
Sector	Health & wellness
Location	Hinterland
Key market	National and international
Year established	1990



# HEALTH & WELL-BEING

A relevant and growing sector in Noosa being driven by destination values and attributes, locals and visitors embracing a healthy lifestyle surrounded by nature and an ageing population. Specialist aged-care services are emerging as this market grows. With an interest in health, the local population is looking to remain active and this is reflected in growing wellness sector. Key events such as the Noosa Tri Festival, and high standard of sporting infrastructure further support market demand.



## Living Valley

*Empowering people to take charge of their health*

*“We are not merely a place of pamper. We actually improve and extend life. We implement solutions based on the philosophy that our bodies are designed to win, when given the right conditions.”*

**Gary Martin Co-Founder of Living Valley - CEO**

### Getting started – what led you to Noosa?

We were searching for a multi acre (100-200 acres) property in rural South East Queensland with six to seven established buildings, plenty of water, fruit trees, firewood, bush walking trails, no more than two hours from Brisbane. While praying about it, together with several friends, we received a phone call advising of a property in Kin Kin on the Sunshine Coast, on 145 acres, having seven buildings, forests, water and orchards being located exactly two hours from Brisbane!

### Key elements in your supply chain. Collaborative partnerships?

Medical supplies and supplements, organic produce, advertising, linen services, postal, couriers, stationery, hardware & building supplies, service stations.

### Greatest challenge facing your business success?

Filling the beds. Return guests and guest referrals make up 80% of clientele. We need funds to promote the business far and wide through advertising campaigns.

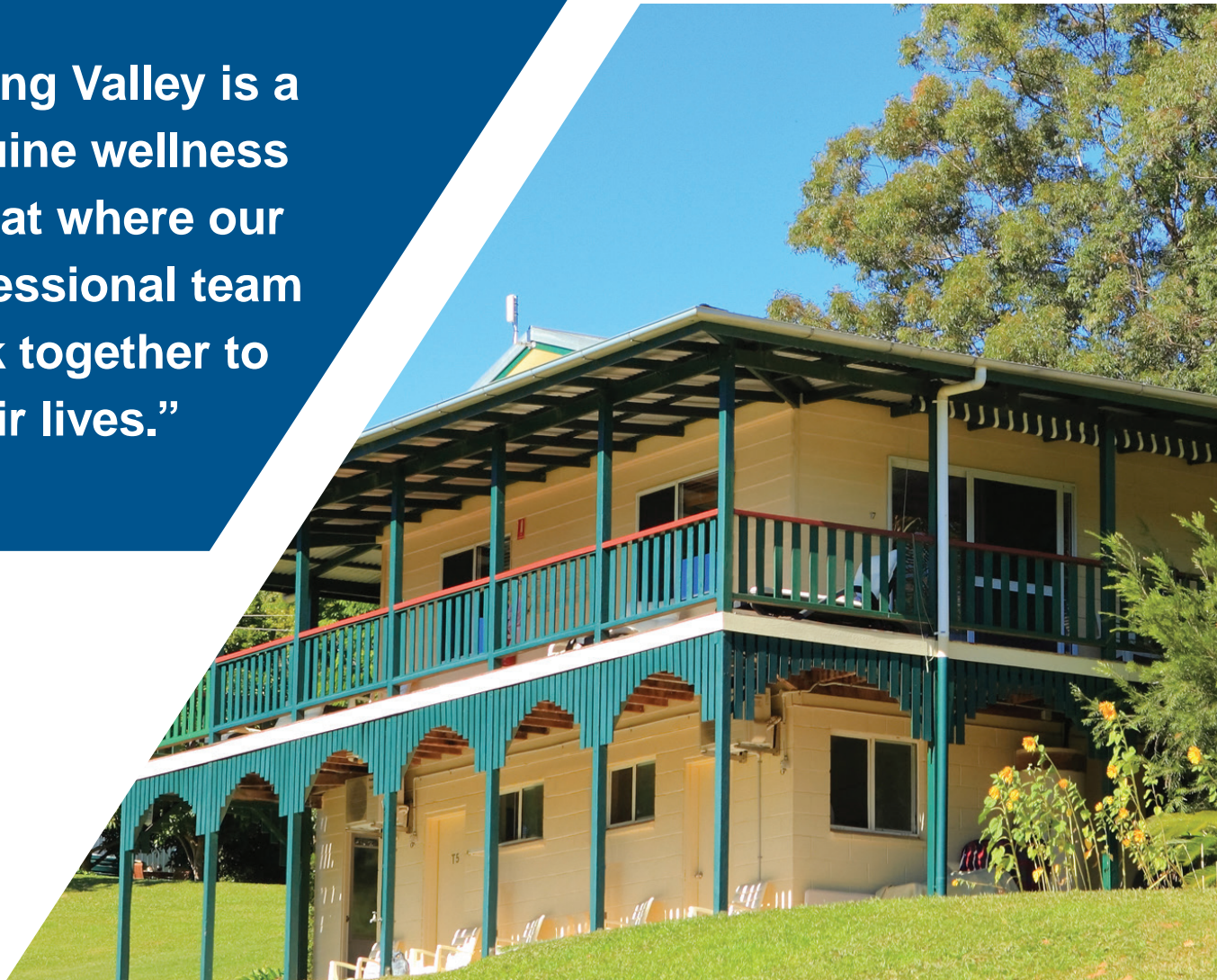
### What was your biggest risk?

Debt.

### Biggest success?

Changing lives in a positive way. Our greatest successes have been achieved when people with serious illnesses receive our treatments, follow our nutritional and lifestyle recommendations and achieve absolute recovery. This is a regular occurrence.

“Living Valley is a genuine wellness retreat where our professional team work together to repair lives.”



### **Biggest failure?**

We have never experienced failure. As a registered Public Benevolent Institution, we provide an optimum level of service for minimal cost. Our greatest challenges have been financial, but we have always made ends meet.

### **Key point of difference from the competition? What gives you an edge?**

Living Valley is a genuine wellness retreat where our professional team work together

to repair lives. We are not merely a place of pamper. We actually improve and extend life. Our healing and detox programs are unique and proven over 26 years.

### **Connecting with your market? Key channels?**

Facebook, Instagram, magazines, newspapers, television, radio, tourism bodies, local councils, website, email campaigns.





**What advice would you give yourself if you could start over?**

Do it all again!

**What do you see in your five year future?**

Consolidation. Expand facilities.

**Do you have an exit strategy for your business?**

Yes. My 35-year-old daughter has grown up in the business and has worked in every

department. She will gradually take the reins and continue to expand and develop the retreat. She is a qualified chef, lecturer, therapist, counsellor and a member of the Australian Institute of Management.



Core business	Artist and arts facilitator
Sector	Creative arts
Location	Noosa
Key Market	Local and national
Year Established	2012



# CREATIVE INDUSTRIES

Successful creative industries are characterised by highly imaginative, original thinkers. Not surprisingly these innovators often trade in intellectual property and are early adopters of technology. Creative industries are a significant aspect of Noosa's culture and lifestyle with significant potential to add to the local economy. They enhance local community and visitor experiences through music, arts and interpretive activities.



## Annie's Workroom

### *Giving voice to everyday life*

*"My business began as an outlet for creative pursuits, a way for me to absorb myself in learning traditional techniques, whilst still creating a marketable product."*

#### Anne Harris Conceptual Artist

#### Getting started – what led you to Noosa?

Noosa provides the perfect environment of bushland and urban towns to be able to make the work in solitude, but connect to a wider community through the local towns, and tourism networks.

#### Key elements in your supply chain – collaborative partnerships?

Local businesses that support the creative arts through galleries, retail outlets and workshop locations.

#### Greatest challenge facing your business success?

Being an artist and finding ways to monetise the process that support the process of creativity, without jeopardizing the available time to actually make. There is always such a fine line between marketing and business/

financial success and still having the time and resources to make new work.

#### Biggest risk?

Stepping away from making production art (i.e. naturally dyed scarves) and exploring other opportunities to create income. Really investing the time in my Conceptual Art Practice to give it a chance to grow. And redefining ways that this can be financially viable, via Workshops, public art facilitation, community art projects and creating solo bodies of work and self-publishing art zines.

#### Biggest success?

Noosa Regional Solo Exhibition 2016.

#### Biggest failure?

Online Store

**What is your key point of difference from the competition? What gives you an edge?**

Persistence, continuity and attention to all the aspects that create a rounded marketing platform to sit my business on. The creative process of creating intellectual property, i.e. a brand that my work can sit within, is ongoing. What marketing channels including digital/ social media platforms are critical to your business?

**What advice would you give yourself if you could start over?**

Don't be afraid to really be yourself, to let what is your passion truly drive the work that you do. Don't hide behind the safety of what you have done successfully in the past, limit your vision for the future.

**What do you see in your five year future?**

Creativity, Exhibitions, more Community Art, and lots of growth personally as I explore my identity, place, culture and the environment that I live in.

**Do you have an exit strategy for your business?**

Because this business is now so intermeshed in my life, when I stop making, creating and sharing will probably be when I take my last breath.





# PROFESSIONAL SERVICES

Professional services are a key component of industry supply chains and tend to cluster in response to demand and areas of specialisation. They are key to Noosa's economic development and are represented strongly in our local business story.



## Carole Tretheway Design *Enhance your life through design*

*"Nothing gives me greater joy than being able to bring someone's vision to life. I never get tired of hearing people say, this is exactly how I pictured it."*

**Carole Tretheway – Interior Designer**





Core business	Furniture, interior design & decorating
Sector	Professional services
Location	Noosa
Key Market	Local and national
Year Established	2009

**Getting started – what led you to Noosa?**

Family and lifestyle led me to Noosa. I had been living in England working and studying for eight years and my brother, Stephen Kidd, enticed me back to Australia in 1986 to work with him as an interior designer. Noosa Heads was the beautiful location!

**Key elements in your supply chain?  
Collaborative partnerships?**

Reliable and consistent partnerships, working together as a team for a positive outcome for our clients. I am fortunate to have great staff, plus good quality builders and suppliers, who I have worked with over the years.

**Greatest challenge facing your business growth/success?**

Cash flow is always the number one challenge in small business. Having that network of reliable, consistent and loyal colleagues is vital.

**Biggest risk?**

Opening my own business, a fabulous risk!

**Biggest success?**

My client relationships and the results we achieve together. Repeat business and referrals.

**Biggest failure?**

There are always challenges in small business; and it is all about your attitude and approach to the situation. No failures, simply challenges with positive outcomes.

**What is your key point of difference from the competition? What gives you an edge?**

Our quality service to all our clients along with our ability to listen. Hearing what's important to them is integral to achieving their desired outcome. Without our clients we wouldn't be here!

**What marketing channels including digital/social media platforms are critical to your business?**

Houzz has been a great outlet for us. We have won Houzz awards for Service and Design. Our new website [www.ct-design.com.au](http://www.ct-design.com.au) is very important, along with



word of mouth - clients recommending us, plus the return of clients for further works. We have also worked hard to build our Instagram platform for visual presence.

**What advice would you give yourself if you could start over?**

Enjoy and trust in yourself.

**What do you see in your five year future?**

Continuing to grow the business in all aspects from furniture, interior design and renovation works and further expansion in building design.

**Do you have an exit strategy for your business?**

I would like to see the business continue after my departure. I may simply reduce my hours and continue to be involved. I am so passionate about my work - it would be challenging for me to depart completely.



# NOOSA

Good for  
Business



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