

# Business achievers

Tell us your success | P: 5431 7206  
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## COMMERCE DINNER

Tickets are on sale for the Commerce Caboolture Christmas dinner, at Caboolture Historical Village, on December 8. Tickets \$20. Visit [www.commercecaboolture.com.au](http://www.commercecaboolture.com.au).

BUSINESS  
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## Working to keep locals employed

PETER and Simone Avraam have gone from being take-away operators in the city to factory owners manufacturing their own brand of take-away foods that are sold across Australia.

When a local supplier asked Peter to make him up a box of potato scallops he had no idea the request would grow into a new business venture.

Before long the orders were flowing in until eventually manufacturing potato scallops become a business of its own.

Peter acquired the scallop-making techniques from his father Sol, so he called the business, Sol's Snax.

The business has grown and Sol's Snax now manufactures potato scallops, savs in batter and pineapple fritters.

Peter and Simone prefer to employ local people because they find they are more likely to stay with the company and, in collaboration with Enid Chankay at Campbell Page's Kippa-Ring Employment Hub, have employed more than 20 local

### EMPLOYMENT

**WHAT:** Local Jobs for Local People campaign

**WHY:** Connect local people with local employers

**WHEN:** Next 12 months, headlined by a jobs expo on December 10

**WEB:** [www.moretonbusiness.com.au/moreton-careers](http://www.moretonbusiness.com.au/moreton-careers)

SNAPSHOT

jobseekers since moving to this region in 2007.

Campbell Page is part of the Local Jobs for Local People campaign – a joint initiative of Moreton Bay Regional Council and the Federal Government's Keep Australia Working program, and sponsored by the Herald's sister paper, the Northern Times.

The campaign will be featured at the Keep Australia Working Jobs Expo at the Morayfield Leisure Centre on December 10.

The expo aims to create local employment by promoting what assistance is available to local businesses.



ROUGHING it: An EarthCruiser all-terrain camper can tackle any track.

## Take rocky route with latest camper

GLENN ROBERTS  
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VEHICLES made in Caboolture are taking adventurers across some of the roughest terrain on earth.

These vehicles are EarthCruisers, four-wheel-drive trucks with sophisticated camper sections designed to take two people on overland trips in comfort.

Equipment such as three 64 watt solar panels moulded into the roof, two 110ah batteries, diesel water heater and stove, 90l water tank (an

extra 100l tank is available), water purifier and LED lighting enable them to be self-sufficient.

The 7.5sqm interior has a hot shower, toilet, 120l fridge/freezer, table and double bed.

The camper section is a fibreglass construction with panels having 30mm of closed-cell foam, making them strong yet light, offering good insulation.

The pop-top roof adds 600mm of height and the retractable awning provides shelter outside.

EarthCruisers start life as eight-tonne trucks. The dual rear wheels are replaced with single 16-inch wheels with military-grade tyres.

Production and sales manager Michael Gregson said the design was based on the off-road experience of EarthCruiser boss Lance Gillies and his partner Michelle Boltz, and Kym Bolton.

Prototype testing included crossing 700km of sand dunes in the Great Sandy Desert of Western Australia and 27,000km across Russia and Mongolia which in-

### THE DETAILS

**VEHICLE:** Modified Mitsubishi Fuso Canter 4x4 cab-chassis.

**Engine:** Diesel 4.9 litre turbocharged four cylinder.

**Gearbox:** 5-speed with 2-speed transfer case.

**Weight:** just under four tonnes.

**Seating:** Two plus a drop-down centre seat.

SNAPSHOT

## Christmas is a time to engage with your customers

IT IS hard to believe, but old Santa is already greasing up the sleigh for another trip around the globe at the expense of parents everywhere.

Now, as far as event marketing is concerned, Christmas is the big one.

For many in the retail sector, it is the time of year that provides the profit to sustain

### TAKING STOCK

Steven Eager



them through the leaner periods.

Of course, Christmas is not the only event. We are all familiar with other retail events such as Valentine's

Day, Mother's and Father's Days, Spring Carnivals and End of Financial Year.

While economic cycles make retail a tough industry, as a sector they have certainly mastered the art of event marketing.

It is perhaps because of the challenges of the industry that retailers have had to be so innovative.

The question is, what lessons can be learnt by businesses in other sectors? The answer is a great deal.

The wonderful thing about event marketing is it provides a reasonable basis to engage in communication with new, old, existing or prospective customers.

The real challenge is in identifying an event that is

relevant to the customers so they want to participate.

By way of an example, let's assume you have a lawn mowing business.

In this case, you may decide to use holidays as the event with a "Holiday Hell" message that warns people not to waste their holidays sweating over a broken down lawn mower and lawns

that are out of control.

The point is most people's lives are signposted by events.

If you want to be relevant to them with your offer, you need to cut through all the other noise from people trying to win their business.

Be smart and you won't have to worry whether you were naughty or nice.

## Nicole, aged 30. One of 700,000 reasons to keep reading.

In May last year, Nicole suffered a permanent brain injury following a routine operation. Leaving her parents with no other option but to care for her every need, 24 hours a day.

Nicole is just one of the 700,000 young Australians being cared for at home, putting enormous strain on family, friends and carers.

### So who cares?

Youngcare Connect. A new hotline making a real difference to people with high care needs, their family, friends and carers.

To find out more, phone the hotline on **1300 844 727** or visit [www.youngcareconnect.com.au](http://www.youngcareconnect.com.au)



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