

# BETTER EMPOWERING LOCAL BUSINESS Business



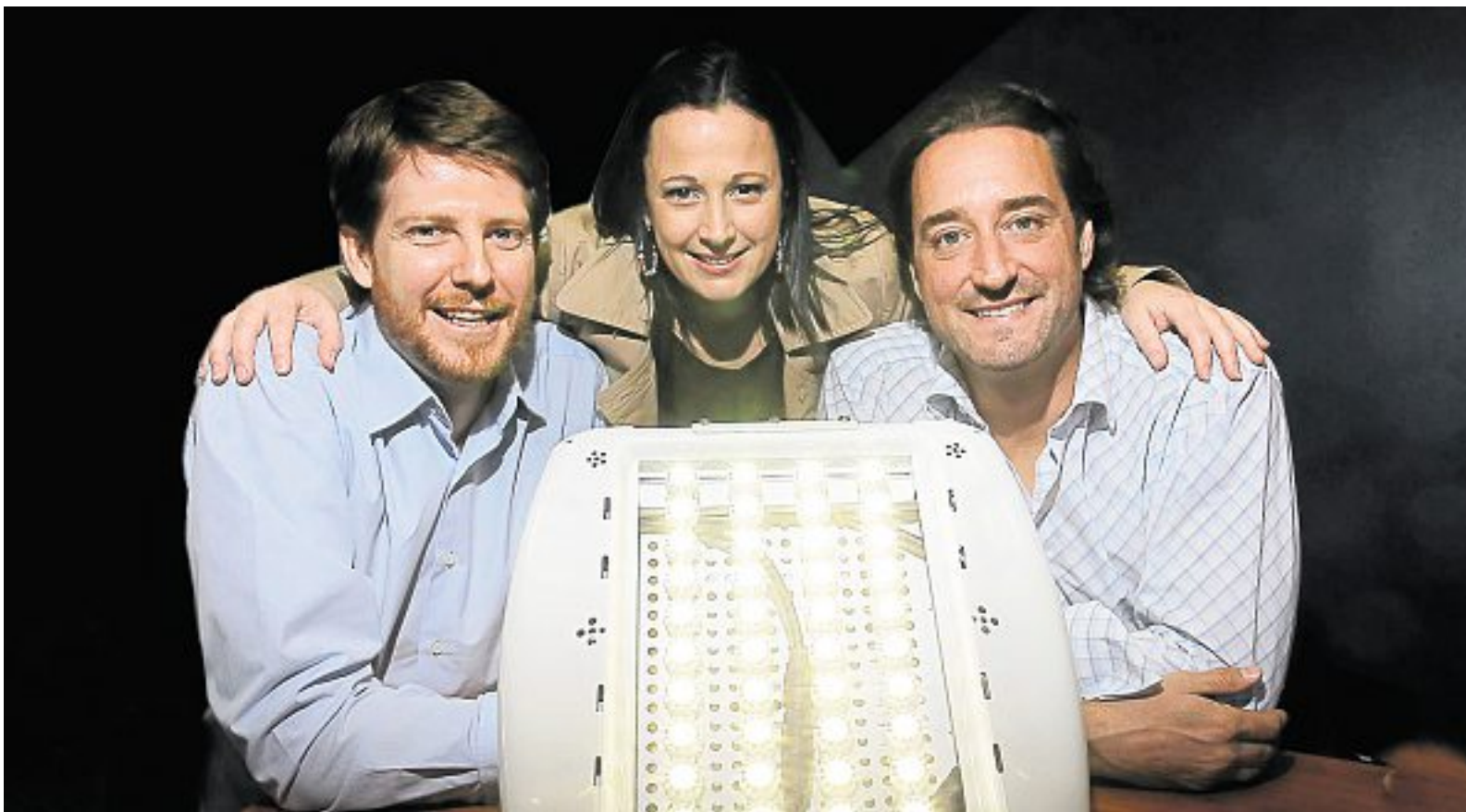
Commercial hot spot: P18



Strong customer brew: P19



Bollywood stars shine: P24



**LIGHTING THE WAY:** LED Light Works' Brock Shakespeare, Tully Reeman and Kevin Day are excited about their move to the Innovation Centre at the University of the Sunshine Coast. PHOTO: BARRY LEDDICOAT

## All in a Day's work

By JANINE HILL

### Innovative lighting company acts on bright idea

**W**HEN Kevin Day was up to his knees in muddy Siberian trenches, he never would have thought his name would one day be in lights.

The once-aspiring archaeologist is chief executive officer of LED Light Works, an exciting young business which is one of the latest additions to the Innovation Centre at the University of the Sunshine Coast.

The business, founded by Mr Day and his business partner, chief financial officer Brock Sha-

kespeare, offers energy-efficient lighting solutions using LED technology.

Mr Day said they were pleased to set up base at the Innovation Centre, which has become a hub for about 30 knowledge-based businesses.

"It's a fantastic name, the Innovation Centre, and we're aligned with an institution of higher learning. It's given us great proximity to people who can help in the research and development side of things," he said.

The fledgling business can already boast some impressive projects, including the Canberra Airport, the Compass Building and the Redlands RSL.

Mr Day said the firm worked closely with designers and architects, such as Rudd's Engineering and Crossley Architects, and firms such as Noosa Lighting, to provide lighting solutions for businesses and buildings.

The company uses consultant experts such as engineers and electrical engineers to design

lighting systems using cutting-edge technology.

While LED Light Works is headquartered in Australia, where research and development takes place, the business model involves international distributors, manufacturing and quality control in south-east Asia.

Their firm's position, one step back from the client base, positions it as an interface between the development side of the in-

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### FIVE MINUTES with Caroline Magerl

NEWSPAPER and magazine cartoonist, picture book illustrator and now full-time painter, whose work can be found at: [www.cmagerl.com.au](http://www.cmagerl.com.au)

**To me, business is...**relating.  
**My first job was...**scrubbing pots in a hotel kitchen.

**My biggest failure was...**decorating the walls of a function room for Mother's Day in that same hotel. I neatly tied one long balloon in between two small round balloons, repeating that arrangement all around the room. No idea.

**My biggest success was...**the last show (at The Gallery Eumundi). If for no other reason than it proves the value of hanging in.  
**The greatest risk I ever took was...**leaving my life as a freelance illustrator to paint full time.

**The best advice I ever got was...**from my husband, and to the effect that we each bring something unique to the world. So "man up" and do it.

**When times are good, I...**focus on my work and buy a nice red.  
**When times are bad, I...**focus on my work and buy a cheaper red.

**I am reading...**the works of Mircea Eliade, Steppenwolf by Hermann Hesse, and The Name of the Rose by Umberto Eco.

**I really wish...**I had taken up music sooner in life.

**I could not live without...**my teapot. And music, family, food and the time to enjoy them.

**The thing not many people know about me is...**my eyesight is so poor I once had a conversation with a store dummy.

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# La Balsa getting out the 'house full' signs

**T**ENANTS have been quick to take up leaseholds in Mooloolaba's newest commercial building, La Balsa.

Given the impact of global economic conditions on the local economy, the building was expected to take three years to fill, but has been 70% leased within six months of its completion.

On Brisbane Road, a two minutes' walk from The Esplanade and the beach, La Balsa is the first commercial-only building to come on line in Mooloolaba in years.

Tenants in the six floors of office space include accountants, engineers, lawyers and other professionals, as well as the project developer, Mal Pratt & Associates.

Icon Law have recently relocated from Noosa to La Balsa, and the diverse property, real estate, software, fitness, IT and export company the Paladin Corporation moved in last week.

Street level retail premises have been taken by Rok It hairdressing salon, Crust Pizza, which moved in on the weekend, and Nude Deli Café, which is due to open this Thursday.

Two retail spaces and various office spaces remain.

The fourth floor is completely full, and an international firm has shown interest in the fifth floor, which has been held open for a whole-of-floor or half-floor tenant.

La Balsa boasts two levels of



**PLEASED AS PUNCH:** Daniel Hill from Mulraney Accountants says the new La Balsa building (inset) offers both space and convenience. PHOTO: WARREN LYNAM

allocated basement car parking, as well as general customer parking on the ground floor, water views from many offices, and showers and toilets on every level.

Mulraney Accountants, which has operated in Mooloolaba since 1992, made the move from nearby Walan Street to La Balsa to accommodate growth.

Mulraney partner Daniel Hill said the move enabled the busi-

ness to remain close to its local clients.

"There's not a lot of substantial office space available in Mooloolaba. If it wasn't for this, we'd be like most businesses and have to move down to Kawana," he said.

All of Mulraney's fourth-floor offices have water views and the reception has views towards the Glasshouse Mountains.

Mr Hill said the building's loca-

tion was convenient for employees and clients.

"A lot of people go for walks at lunchtime. It's two minutes to The Esplanade. It's also good when you've got clients, and you can duck up there to meet them for a coffee or lunch," he said.

Mr Hill said the opening of Nude and Crust Pizza downstairs would mean that coffee and lunch were only footsteps away.



**LIT UP:** Compass Building.

## LED now well placed for growing audience

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dustry and the demand for its technology.

Mr Day said he and Mr Shakespeare had done some hard yards to research and understand the industry but were now well-positioned and market-ready to embrace the technology.

"Everyone is really excited, not only by the technology but the green side of things. Also, with thinks like the carbon tax, they are looking to save money and go green at the same time," he said.

LED Light Works is one of growing force of about 120 clean-tech industries on the Sunshine Coast.

Bruce Napier, chairman of Cleantech Industries Sunshine Coast, said the region was perfectly positioned to lead the state in clean technologies.

The group had existed informally for about two years before its incorporation last year, and Mr Napier said the formalisation would provide more recognition for local clean-tech industries.

"I think we are a little bit more organised in that way. That will help us, I think, to position the Sunshine Coast as a clean-tech hub," he said.

Mr Napier said the booming resources sector offered opportunities for clean-tech industries but it was difficult for small-to-medium enterprises to access them.

A clean-tech industries conference will be held later this year which will discuss opportunities, among other topics.

## Take small steps now to save money in long run

**E**NERGY savings for businesses could be as simple as painting a roof, according to Sunshine Coast architect Liza Neil.

Ms Neil, from Gomango Architects, said painting a dark roof a light, reflective colour could reduce the interior temperature by three degrees, saving on air-conditioning.

Ms Neil, who will be one of the speakers at an upcoming forum on how businesses can save energy, water and costs, said many industrial sheds could benefit from simple changes that would make employees more comfortable and save money.

Besides painting, Ms Neil suggested installing large, slow rotating fans to encourage air-move-

ment, fitting a combination of low and high louvres to improve ventilation, and using insulation.

She said some businesses were also moving towards using their own solar power and harvesting their own rainwater.

The Department of Environment and Resource Management will hold a Sunshine Coast Queensland Water and Energy

Sustainable Technologies Network forum at the Lake Kawana Community Centre on Thursday, August 25.

All businesses interested in reducing their costs and environmental impact are invited to attend.

Registration is \$44. For information or to register, go to [www.derm.qld.gov.au/qwestnet](http://www.derm.qld.gov.au/qwestnet)

## Do shoppers really get agro during full moon?

**W**E'VE all heard the stories about how police, fire fighters and ambulance workers can pick a full moon by the number of calls, but I never realised that the lunar effect on lunatics also translates to the retail sector.

A store owner told me this week that they had found that problem customers with agro attitudes or false claims tended to come through the doors around full moon.

Can anyone else out there in business back this up?

▶ THAT conversation got me thinking about the stories that retailers must hear from people seeking refunds.

I went online looking for crazy refund excuses and came up with: a



### INSIDE BUSINESS with Janine Hill

woman who wanted to return picture frames to the store because she had the room repainted and they no longer matched; a woman who demanded a refund from a restaurant after she had eaten her entire meal because she decided that she did not

like it; and a woman who asked for a refund on a leather bag because it smelled too much like...leather.

▶ SUPPOSEDLY, times are tough and we're all watching our spending, but it seems that there are Australians who do not mind parting with a bit of their hard-earned to stay in shape.

Jetts Fitness has signed its 100,000th Australian member.

It is interesting to note that Jetts gyms are open 24/7 and contract-free. While there are people who are willing to pay to stay in shape, maybe there is some appeal in not having to commit specific time or allotted funds to the perfect 10.

And while we're talking fitness, congratulations to the Caloundra Aquatic Lifestyle Centre gym, which

celebrated its first birthday on Saturday with an open day.

▶ THERE'S some funky feet getting around worksites these days and it's all for a good cause. The Purple Boot campaign raises money for breast cancer awareness. The campaign is supported by boot manufacturer Steel Blue, which has extended its range with the addition of special purple boots, elastic-sided non-safety and lace-up safety boots for men and women. Twenty dollars from the sale of each purple pair goes to the Breast Cancer Foundation of WA Inc. You can get your purple boots from Stew's Home Brew Shop at Maroochydore, which is today's Secrets of Our Success story on the facing page.

▶ MORE than a few Australians are going to look back on their careers in a few years time and thank Laurie Cowled.

Laurie, of Noosaville, has made a something of a habit out of funding scholarships in everything from ballet to brain research, the latest being the first Women in Business scholarship at the University of the Sunshine Coast which was awarded to Kristen Reeves recently. "To see an enthusiastic young woman thrive in her chosen field of study and to know I was able to give a helping hand is thrilling," Laurie said.

#### THOUGHT FOR THE WEEK

A friendship founded on business is better than a business founded on friendship — John D. Rockefeller Jnr