

Mountain home vies for top prize

Rockcote jumps list rankings

SUE MIKKELSEN
mikkelsen@qst.newsltd.com.au

THE Sunshine Coast's building industry will be under the national spotlight tonight when a Noosa builder vies for the House of the Year award at the national Master Builders Awards.

Braeden Constructions will represent Queensland with a pavilion-style house on Cooroy Mountain that is about five times the size of most houses, but built at a fraction of the cost of some of its award competitors.

The company is also in line for the National Residential Builder of the Year award at the Great Hall, Parliament House, Canberra.

Braeden Constructions owner Mick Devlin said the awards would provide national recognition for the Sunshine Coast's building industry.

"Buildings on the coast are as good as, if not better than anything else anywhere in Australia," Mr Devlin said. "It's a nice accolade to get there and it's great for all the team that were involved."

"You drive around the Sunshine Coast, particularly Noosa and see so many interesting and different designs and architecture. It's really special."

He said the coast's climate attracted talented people, from designers to engineers and builders.

"There are also discerning buyers who know what's available and what can be done," he said. "And the indoor/outdoor lifestyle on the coast means there are some really interesting designs to make the most of it."



STUNNING CONSTRUCTION: MBA House Of The Year national finalist 2010 from Braeden Constructions.

Master Builders regional manager Stephen Robinson said Braeden Constructions, which won last year's Sunshine Coast House of the Year for a beachfront house at Sunrise Beach, had set "an amazing standard of construction".

The Cooroy Mountain house, linked by walkways and curved walls, was outstanding and "far exceeded all facets" of the award criteria.

"With sweeping curved lines and a brilliant central focal point featuring a raised gourmet kitchen overlooking a huge sunken lounge, extensive sitting and dining areas, and an unbelievable outdoor terrace area, this home is one-of-a-kind," Mr Robinson said.

Mr Devlin said his team of local builders and tradespeople had overcome structural problems with the site, chosen for its views from

Noosa North Shore, Lake Macdonald valley, Pomona and Mt Tinbeerwah to the ocean as far south as Coolum.

"When we first went there we drove through what was originally a cow paddock to a cleared spot with rocks all around," he said. "It hangs from the side of a rocky hill - the deck is 6m off the ground with a suspended slab and a massive concrete void underneath."

He said the good working relationship between his team, the house owners, designer Ben Thornton from SBT Designs at Doonan, and SCG Engineers from Noosa had helped the project work.

The awards would be judged on workmanship, value for money, design and the technical difficulty of the build. He said the 11,000sq m house, was an "almost commercial-size worksite" and cost about \$2.7 million.

AT least three Noosa businesses were named in the Q400 list, which recognises the state's private sector companies.

Environmentally friendly paint and render manufacturer, Rockcote; water treatment and recycling design and manufacturing company, Clearmake; and Cooroy Mountain Spring Water were named in the 2010 Queensland Business Review list.

Rockcote was listed at no. 119, Cooroy Mountain Spring Water was no. 148 and Noosaville's Clearmake was no. 313.



Rockcote, owned by Chris and Bob Cameron (pictured), improved its ranking from 178 in the 2009 Q400 list.

Cooroy Mountain Spring Water general manager Harry Burnett said the company was honoured to be recognised as one of Queensland's leading businesses for the second year in a row.

Cooroy Mountain Spring Water launched a range of sparkling spring water this year and relaunched its still spring water brand.

Online guru key speaker

AN international expert in online marketing will be keynote speaker at a workshop for tourism businesses hosted by University of the Sunshine Coast on Wednesday, November 24.

Dr Ian Fenwick wrote *Digimarketing*, a guide to the rapidly evolving world of new media and digital marketing.

He is in demand globally for his ability to clearly communicate the trends, technologies and marketing concepts.

➔ The workshop will run from 8.30am to 5pm. Registrations can be made on 5459 4892 or by emailing pmc@usc.edu.au

Market research a vital ingredient for successful business

HAVING been involved in a few businesses and watched some fail over the years, I have often considered what it takes to create and sustain a successful business in Noosa.

Many of us have watched businessmen and women invest money and time into a new business, and we all secretly hope they survive.

On the surface the business may look like a winner - the



Lawrence

business idea/delivery is unique and the people are talented, well trained and adhere to good business practices. So what then is the problem? Market research is the problem; it is the missing link. And by this I mean delving deep into the

vagaries of Noosa-customer behaviours and patterns.

Business concepts that have worked elsewhere may not work here because we have a unique residential demographic combined with seasonal tourist trends.

Understanding the Noosa customer is critical for success. Identify your targets - be they tourists, residents or other businesses - and get to know

their preferences.

Once you have a grip on your "typical customer", model both customer numbers and frequency of purchase for various seasons, factor in both the good and the bad times.

Test your assumptions. Do not assume that if you advertise they will come.

Seriously, most local business owners will be

willing to help out if you are not in direct competition.

If more people were more thorough with their market research specific for the Noosa area, I believe we would have more successful business start-ups and a more vibrant economy to benefit all.

➔ Anne Lawrence is co-owner of Noosa Boardroom, Noosa Civic.

\$10,000 to be won!

To celebrate the new look Noosa Journal we are giving 2 lucky readers the chance to win \$5,000 each.

For your chance to WIN, just send The Noosa Journal masthead to PO Box 104 Alderley QLD 4051 with your name and contact details on the back of an envelope.

Entries close 10am Friday 3/12/10. Winners will be drawn at 10.30am Friday 3/12/10 and be contacted by phone and names published in the following weeks editions. For more terms and conditions go to www.questnews.com.au.

