

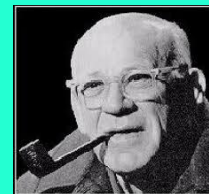
'Keeping the Tills Ringing in Tough Times'



"In times of change it is the learners who inherit the future.

Those who have finished learning find themselves equipped to live in a world that no longer exists."

-Eric Hoffer





A portrait of Anita Roddick, a woman with voluminous, curly brown hair, smiling warmly. She is wearing a dark leather jacket over a white top. A brown leather strap is visible over her right shoulder. The background is a soft, out-of-focus blue.

ANITA
RODDICK

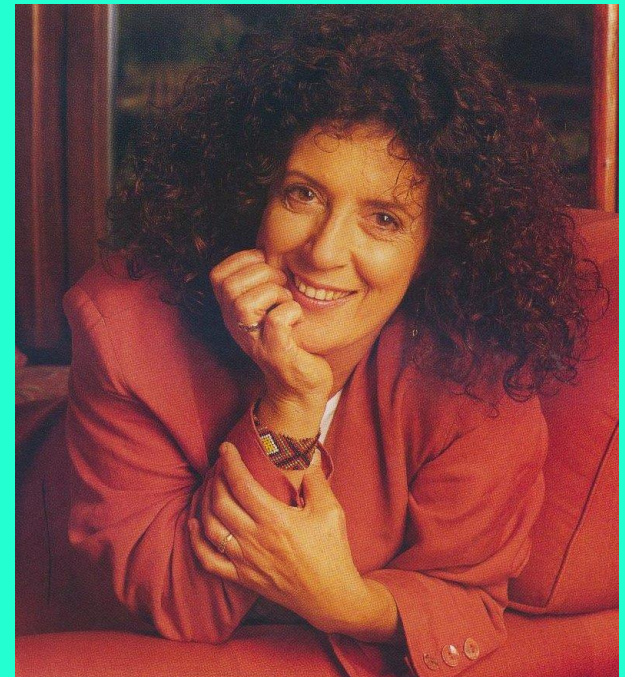
BODY
AND
SOUL

'Anita Roddick's book shows yet again that
business is about vision, integrity, courage and
humanity . . . a fascinating book'

Sir John Harvey-Jones

**'You've got to be hungry-
for ideas, to make things
happen and see your
vision made
into reality'.**

(Anita Roddick)



Importance of Idea Generation

Ideas make the world go
around.

People in communities and
business today
live and die by their ideas'

-Michael Kiely



'To stay ahead, you must have your next idea waiting in the wings'

-Prof Rosabeth Moss Kanter



COMMUNITY ECONOMIC AND EMPLOYMENT STRATEGIES

1. Retaining and Expanding Local Businesses

- Actions which assist local businesses improve their productivity and market share.

2. Fostering New Businesses - Actions that encourage and support the creation of new businesses to add value to existing products, to meet changing consumer demands, or to capture sales which might otherwise go to other communities, regions or countries.

3. *Attracting Outside Business and Resources* - Actions that bring new investment, employers and funding to the community.
4. *Plugging the Leaks in the Local Economy* - Actions that encourage greater loyalty in terms of purchasing by local residents and businesses.
5. *Marketing the Community* - Actions that enhance the appeal and image of the community to potential visitors and new settlers.

C.A.R.E STRATEGY

C reation

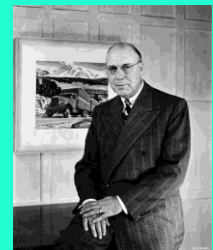
A ttraction

R etention

E xpansion

'The mechanics of running a business are really not complicated when you get down to the essentials. You have to make some stuff and sell it for more than it cost you. That's about all there is to it, except for a few million details.'

-John L McCaffrey

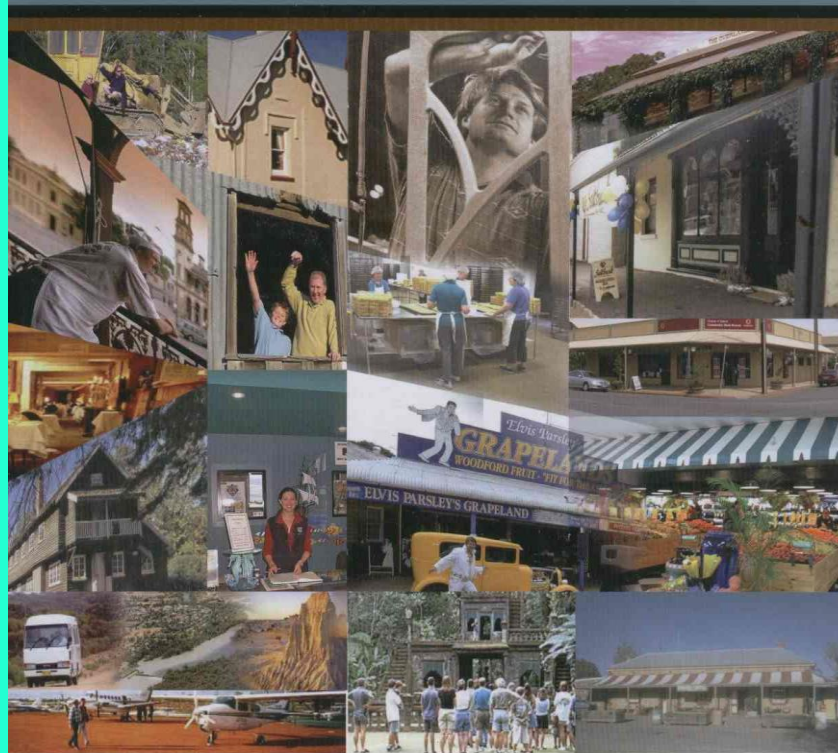




A report for the Rural Industries
Research and Development Corporation
by Peter Kenyon

GOOD
Enough
Never Is

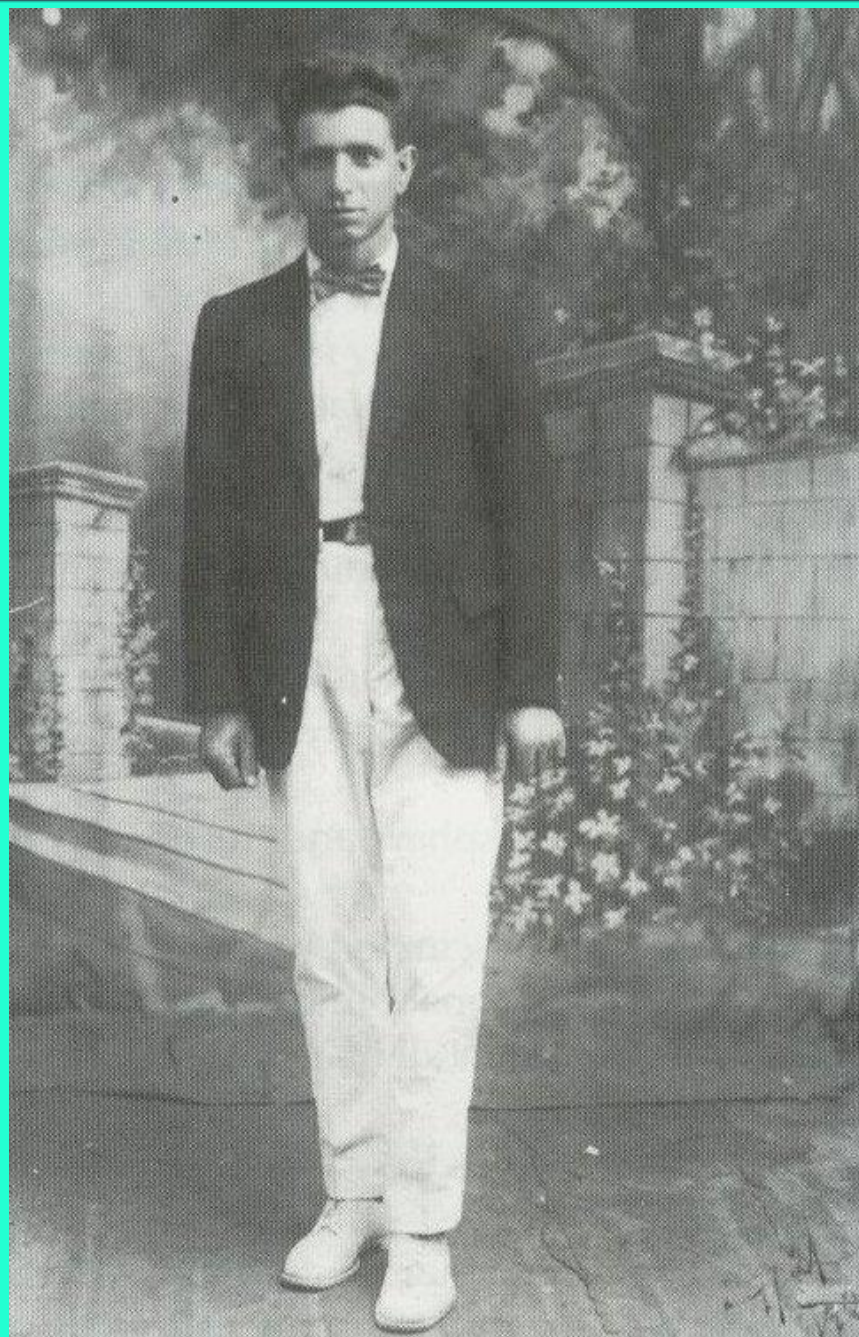
lessons from inspirational businesses in rural Australia



NORTH QUEENSLAND
TOURISM
AWARDS











54. *Clayton Park Hotel, San Francisco, N.Y.*



Souvenir Folder of



PARONELLA PARK

G. K. BOLTON, PRINTERS, CAIRNS





Mena Creek Falls, Páronella Park.



THE MODERN PICTURE THEATRE











Paronella Park

'Our task is to take the vision and dream of Jose Paronella - an exciting and incredible story, blend it with the beauty of his creation and produce an experience for the vision '

(Mark Evans)

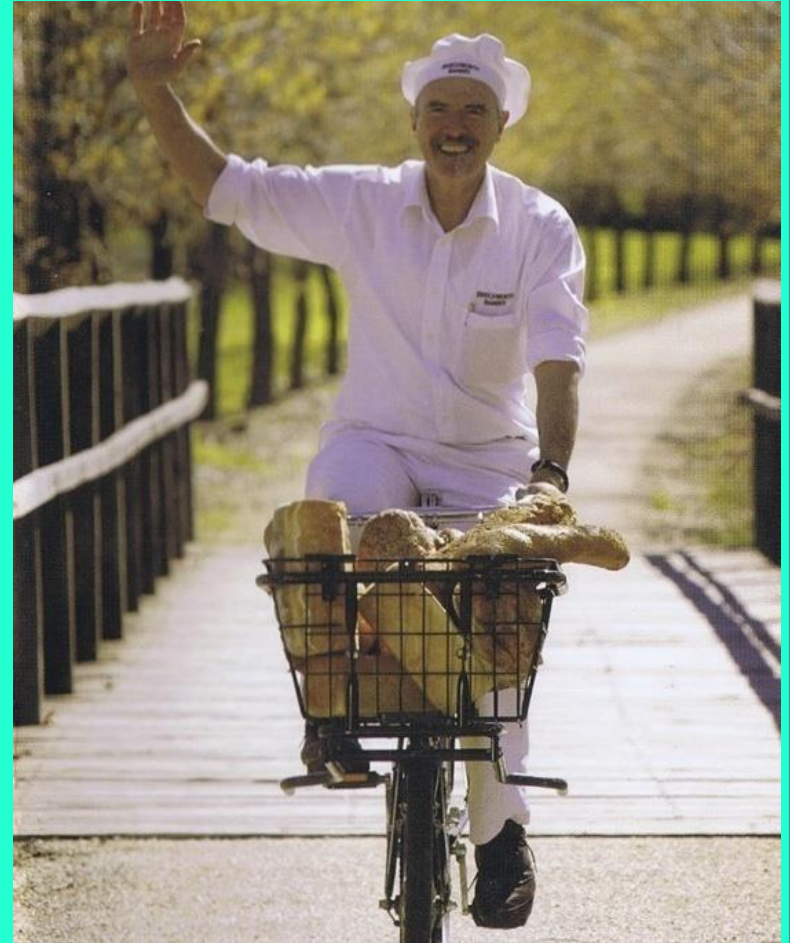
	<u>VISITORS</u>	<u>STAFF</u>	<u>PRICE</u>
1993	8000	$\frac{1}{2}$	\$4
2020	125,000 +	75	\$44

Number 1 in RACQ's 150 Must Do's Award voted by the public in 2009



Beechworth, Victoria











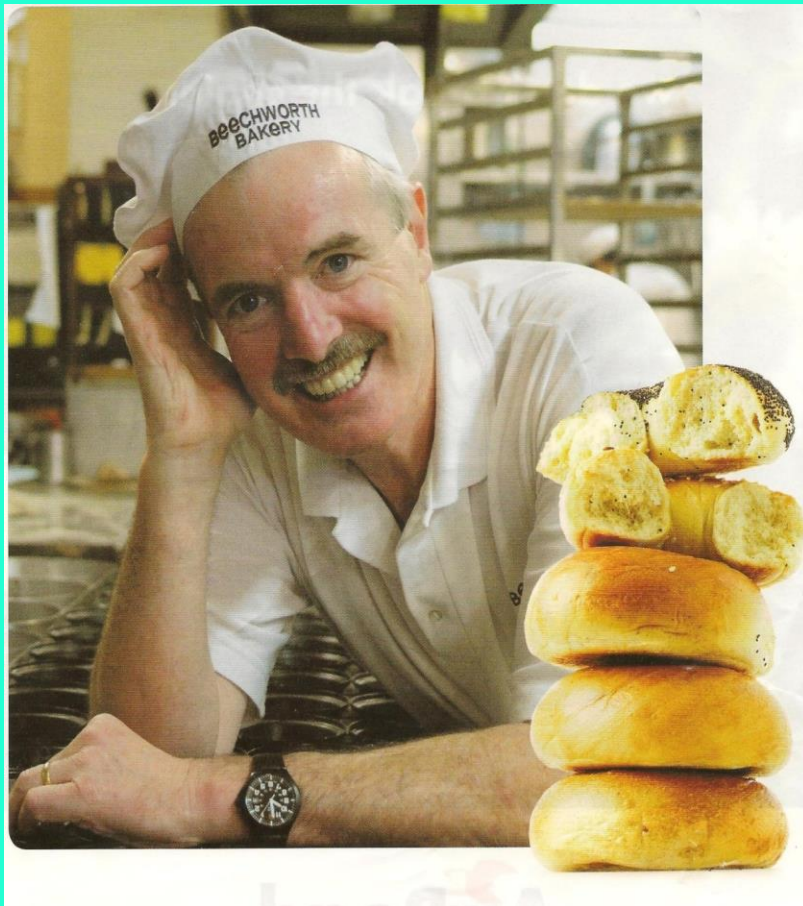


Case Study Beechworth Bakery

- ❑ Employs 76 people
- ❑ Turns \$8 million plus per year
- ❑ Took \$30,000 over the counter on one day
- ❑ Attracts over 800,000 customers per year
- ❑ Offers 200 products
- ❑ Seats 300 customers
- ❑ Has won the most significant Regional Tourism Award in Victoria 3 times

Replicated the bakery in 7 other towns
(>300 staff and \$17 million in total
turnover)



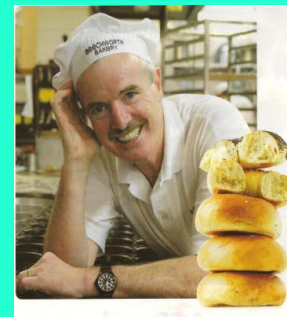


How do
you make
dough
Tom's
way?

1. Positively Outrageous Customer Service

'“If you don't take
care of the customer,
some one else will.”

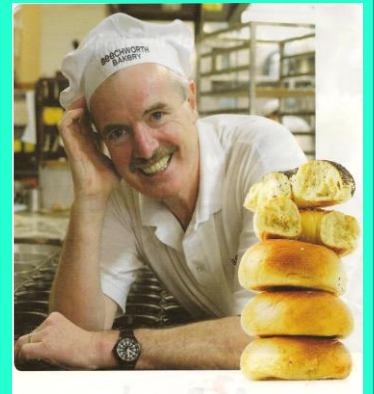
Tom O' Toole





**‘We are not in business
to build products or
services. We are in
business to build
relationships’**

Tom O'Toole



Why Retailers Lose Customers?

- 1% Die
- 3% Move Away
- 4% Float from business to business
- 7% Change business on recommendation from friend
- 8% Chronic moaners and buy according to their whims
- 9% Believe they can buy more cheaply elsewhere
- 68% Object to the indifference or attitude of the staff

**‘Any business that
doesn’t have a system
for customer feedback
is a solution looking
for a problem.’**

Scott Gross



We hope you have
enjoyed your visit
to Beechworth Bakery.

How can we serve
you better?

Your suggestions are
most welcome.

Thankyou.

BEECHWORTH BAKERY™

Australia's greatest bakery

Beechworth
Echuca • Albury • Bendigo
Healesville • Ballarat

enquiries@beechworthbakery.com.au

www.beechworthbakery.com.au

Tel 03 5728 1132

Date

Time

Comments:

Name

Address

Postcode

Location visited

Tel

'Our marketing is fair,
our customer service is
extraordinary. That's
what makes us
successful.'

Mark Evans,
Paronella Park



↓ Greeting at the Entrance



↑ Farewell
at the end
of Tour



Admission Includes

- Greeting and Farewell
- 2 Year Pass (Loyalty)
- Departing gift
- Tour guide gift (Bookmark)
- English/Japanese/Chinese/
Korean Tours-Day and
Night
- Umbrellas
- Insect Repellent
- Sunscreen
- Water Refills
- Binoculars
- Vehicle Transfers
- Botanical Guide
- Van Park site for 1 night
- 2 Park Pass
- Hydro Tour
- Selfie Sticks
- Wi-Fi
- Instagram Photo
- BYO food in Café
- Torches
- Audio Tours in 10
Languages
- Souvenir Guide 15
Languages
- Free Dog Sitting

★ Free Rental Services ★

SELFIE STICKS

毎種類別の無料貸出があります！
WHY DON'T YOU SHARE YOUR PHOTOS ON FACEBOOK OR INSTAGRAM?
YOU CAN USE FREE WIFI ON THE CAFE DECK AND IN THE CARAVAN PARK!
(IS AVAILABLE)

BINOCULARS

双眼鏡の無料貸出があります！
WOULD YOU LIKE TO SEE MORE OF WHAT PARONELLA PARK HAS TO OFFER...?
TERMS & CONDITION'S APPLY.
(IS AVAILABLE)



Find out!

Paronella Park

PLEASE ASK OUR FRIENDLY STAFF ABOUT USING THE



Instructions

- インスタグラムで@paronellaparkをフォロー
- プロファイルの設定が公開になっていることを確認
- インスタグラムに#paronellaparkのハッシュタグをつけて投稿
- コンピューターのスクリーンに投稿した写真が映るまで、その写真を印刷して、印刷し終わるまで

Instructions

- Open Instagram on your device and follow @paronellapark
- Ensure your account is on public
- Upload your picture to Instagram with #paronellapark
- Wait for your photo to appear on computer screen
- Select your photo
- Select Print

파로넬라 파크에서 찍은 사진을 프린트하기

- 핸드폰에서 인스타그램 (Instagram) 앱을 열고 @paronellapark (파로넬라 파크)를 검색 후 팔로우 해주십시오
- 고품질의 사진을 업로드 하시기 바랍니다
- 사진을 Upload한 후 #paronellapark 해그와 함께 올리주세요
- 컴퓨터 화면에 사진이 나타나면 사진이 프린트 됩니다
- 프린트된 사진을 선택하여 프린트 하십시오
- 프린트된 사진을 선택하여 프린트 하십시오

Paronella Park

The Dream Continues ...



Peace by the Waterfall



Peace by the Waterfall

Paronella Park

The Dream Continues ...

Paronella Park

The Dream Continues ...



Peace by the Waterfall



Paronella Park

The Dream Continues ...



Peace by the Waterfall



Thank You

Yvonne & Judy Evans

Photos available at:
www.paronellapark.com.au/highres
(07) 4065 0000
Mena Creek
North Queensland, Australia

Your guide today was

May the Dream Continue ...

Paronella Park

The Dream Continues ...

A Special Thank You

You have just visited a special part of Australia's heritage.

Paronella Park is privately owned and maintained.

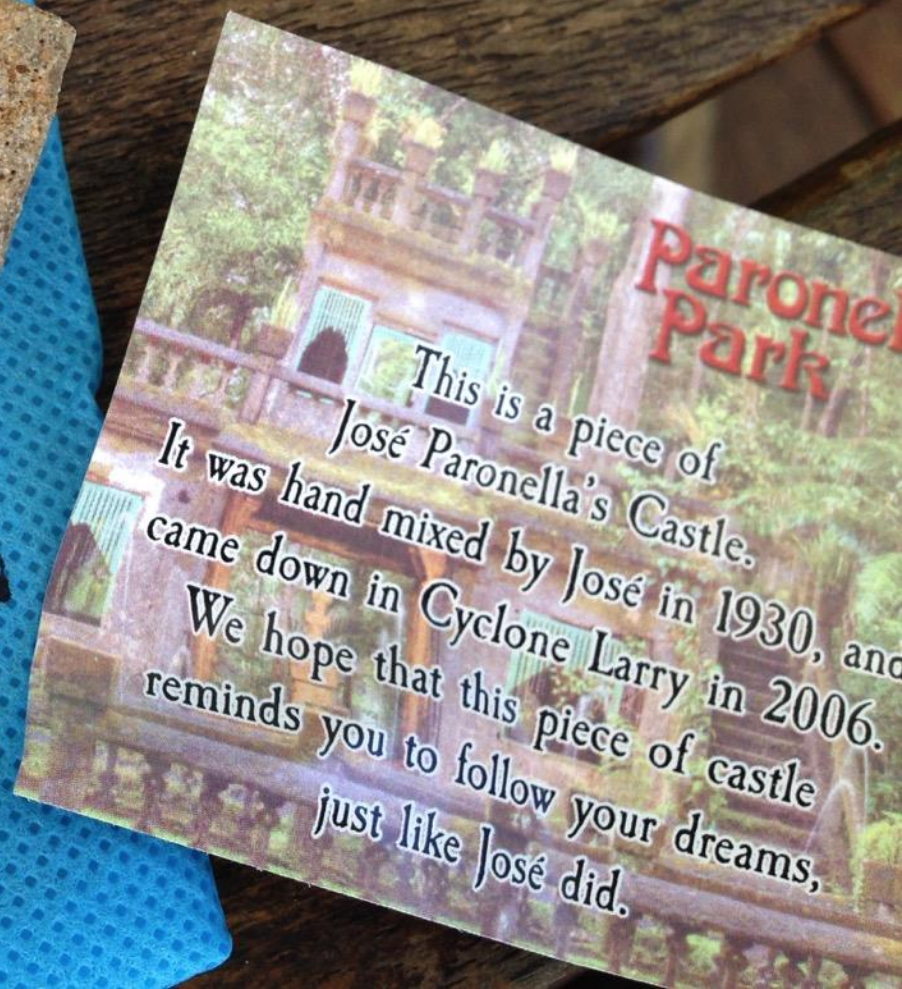
Your support allows us to preserve this unique property and to contribute to the realisation of dreams within our local community.

We look forward to seeing you again.

Paronella Park



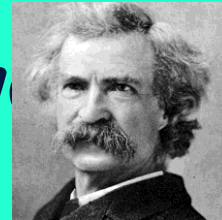
The Dream Continues



Our Guarantee

Paronella Park aims to give it's Customers an experience of a life time. If your visit to Paronella Park was not a "not to be forgotten" experience we will gladly refund your admission charge.

"The customer is the only critic whose opinion matters at all." -Mark Twain



"Management may allocate the money, but the customer determines how much there is"

-Michael Le Boeuf



**‘If you bend over
backwards, there is no
way you will fall on
your face.’**

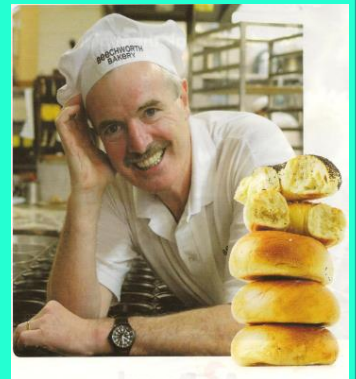
-Zig Ziglar



2. Innovative Marketing

'In every town and business there has to be the WOW factor. WOW is the answer'

-Tom O'Toole





*Australia's
Greatest Bakery*

C O M P L I M E N T A R Y
ONE VOUCHER PER CUSTOMER PER TRANSACTION ONLY

CS 31001



BEECHWORTH BAKERY
27 CAMP STREET,
BEECHWORTH VICTORIA 3747

C O F F E E S T O P

Your choice of...

Hot chocolate, cappuccino, coffee or tea



BEECHWORTH BAKERY









LARRY'S SHOES

Largest shoe store in the world

- ❑ incorporates a shoe museum featuring shoes from people like Clark Gable, Marilyn Monroe, John Kennedy, Judy Garland etc
- ❑ free coffee at Cappuccino Bar
- ❑ physical therapist who gives complimentary foot massages on Sundays and holidays
- ❑ big screen TVs showing latest sports programs
- ❑ selection of more than 30,000 pairs of mens' shoes in 2,000 styles
- ❑ new staff receive 64 hours of training before they go onto the floor
- ❑ staff have business cards, thank you notes and birthday cards they can send customers
- ❑ 30 day 'walk test guarantee' promoted on big posters throughout the store

HUMOUR

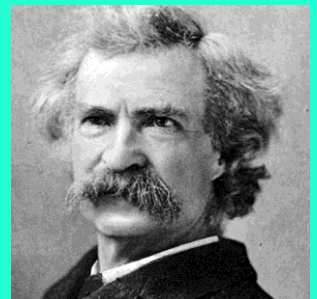
'If I can get you to laugh with me you'll like me better, which makes you more open to my ideas

-John Cleese



'The human race has unquestionably one really effective weapon - laughter...against the assault of laughter nothing can stand'

- Mark Twain



ALRIGHT
Y' BASTARDS
IT'S
CHRISTMAS!
START
SPENDING!








OPEN

*and
Awesome*

STUFF
YOU'VE
NEVER
SEEN
BEFORE
THIS
WAY



FUN AND EXPERIENCE

'If you're not having fun, you're doing it wrong'

- Alex Bogusky



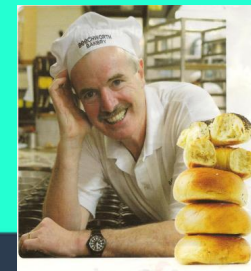




3. Staff Pride, Enthusiasm and Involvement

‘I spend a lot of money training my staff.
Some locals think that I’m investing too
much money in my people and they say to me:
“Tom, what if you train them and
they leave?”
To which I usually reply:
“What if I don’t train them and they stay.’

(Tom O’ Toole,



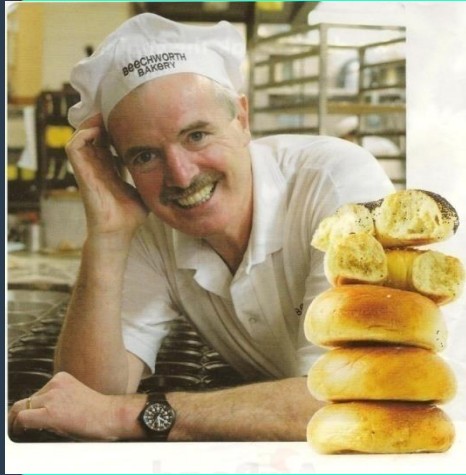


'I am just one of 76, and the most useless one they tell me. My business is about people.

We so often think it is about product.

If my place burnt down tomorrow, and as long as the buggers weren't cooked, I could be operating down the road within hours'

(Tom O'Toole)





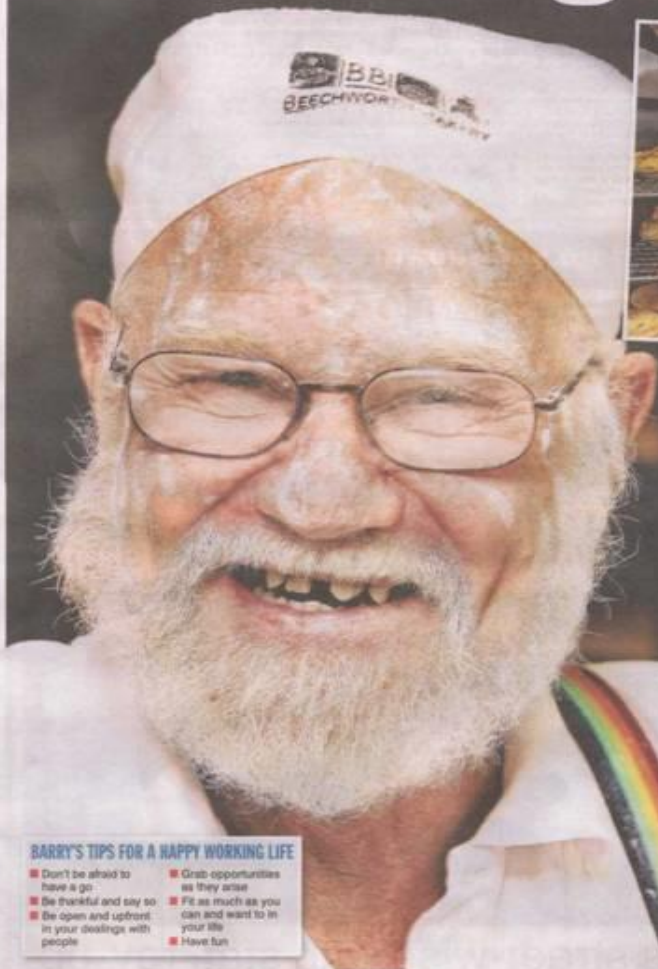
Staff Appreciation

U.S. Experience

- 64% of people leave their jobs because they do not feel appreciated
- 70% of workers report no praise or recognition in the workforce

Great-grandfather's a late starter, but an early riser and he's . . .

Not loafing around



Delicious: Barry Pope smiles as another batch cools down at Beechworth Bakery (above). Pictures: ANDREW TALKER

ATTITUDE beats age any day, says Australia's oldest apprentice baker.

At 71, great-grandfather Barry Pope has well and truly earned the right to put up his feet in retirement.

But he prefers to rise in the dead of night to don his cap, roll up his sleeves and get to work making dozens of loaves of delicious bread for Beechworth locals.

"Nothing beats the smell of fresh bread cooking and it's something I wanted to learn to make all my life," he said.

A couple of years ago, at 80, he did a TAFE course, got himself a job and an apron and is on his way to mastering his new craft.

Mr Pope's fruit loaf won second prize in last year's Victorian Baking Industry Association annual cook-off. He loves a dark rye and plans on inventing his own stout bread.

"Although putting a statue of stout in bread could be a waste of a good drink," he said.

Barry goes to the Royal Melbourne Show every year but says he is not ready to compete against some of the state's top bakers.

"No, my wife Betty is president of the Beechworth Country Women's Association and while I accompany her to the show each year it is simply in the capacity of chief potato peeler and dishwasher at the CWA table," he said.

My Pope's decision to

Kelly Ryan

take up an apprenticeship in his 70s was not taken lightly. "It's a good thing it's a pittance of a salary really, because it doesn't interfere with my old age pension," he said.

"It was about fulfilling something I have always wanted to do at every stage of my life. My father was a baker, two of my brothers, my son, Thomas was also."

"I always kept it in the back of my mind that it was something I could do and when the time was right, something I should do."

His determination has inspired locals, said Beechworth Bakery managing director Marty Matassoni.

"Barry and his wife are the sort of people who are local identities, a bit of a local institution for all they do for others around them," Mr Matassoni said.

"He impresses cricket on the weekend and is good umpire for the district 80s league. He drives the community bus to get elderly people around, although some of them are probably younger than him."

"He's a role model for the entire community and a mentor to the younger people he works with."

Mr Pope said he estimated some younger apprentices who couldn't back him in the wee hours.

"I'm a plodder and I get there in the end," he said.

Editorial, Page 31

BARRY'S TIPS FOR A HAPPY WORKING LIFE

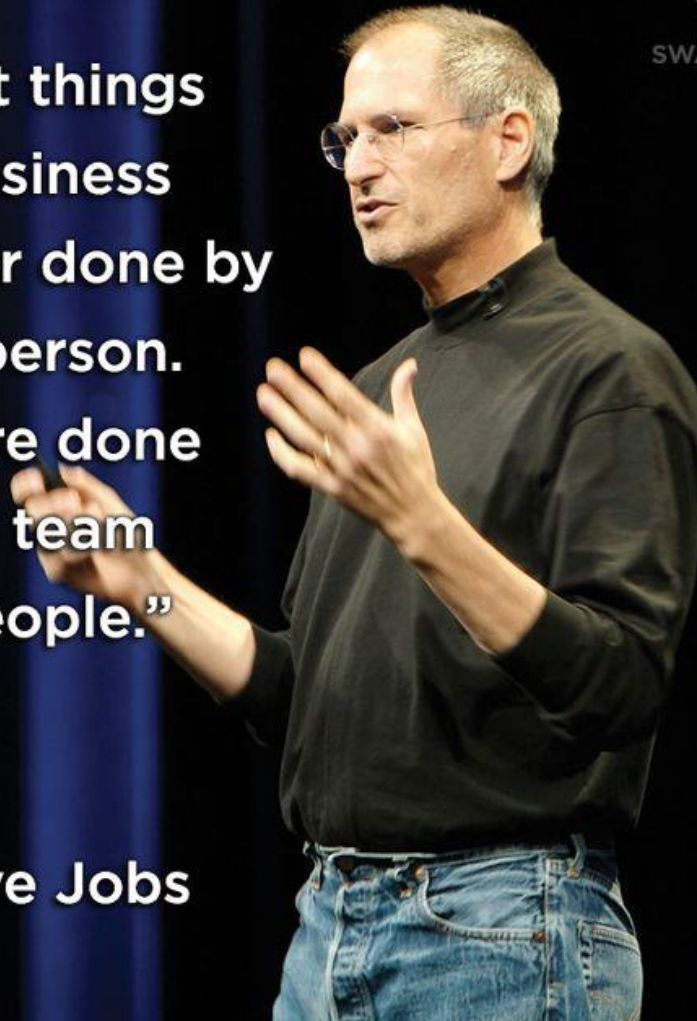
- Don't be afraid to have a go
- Be thankful and say so
- Be open and upfront in your dealings with people
- Grab opportunities as they arise
- Fit as much as you can and want to in your life
- Have fun





**“Great things
in business
are never done by
one person.
They’re done
by a team
of people.”**

- Steve Jobs



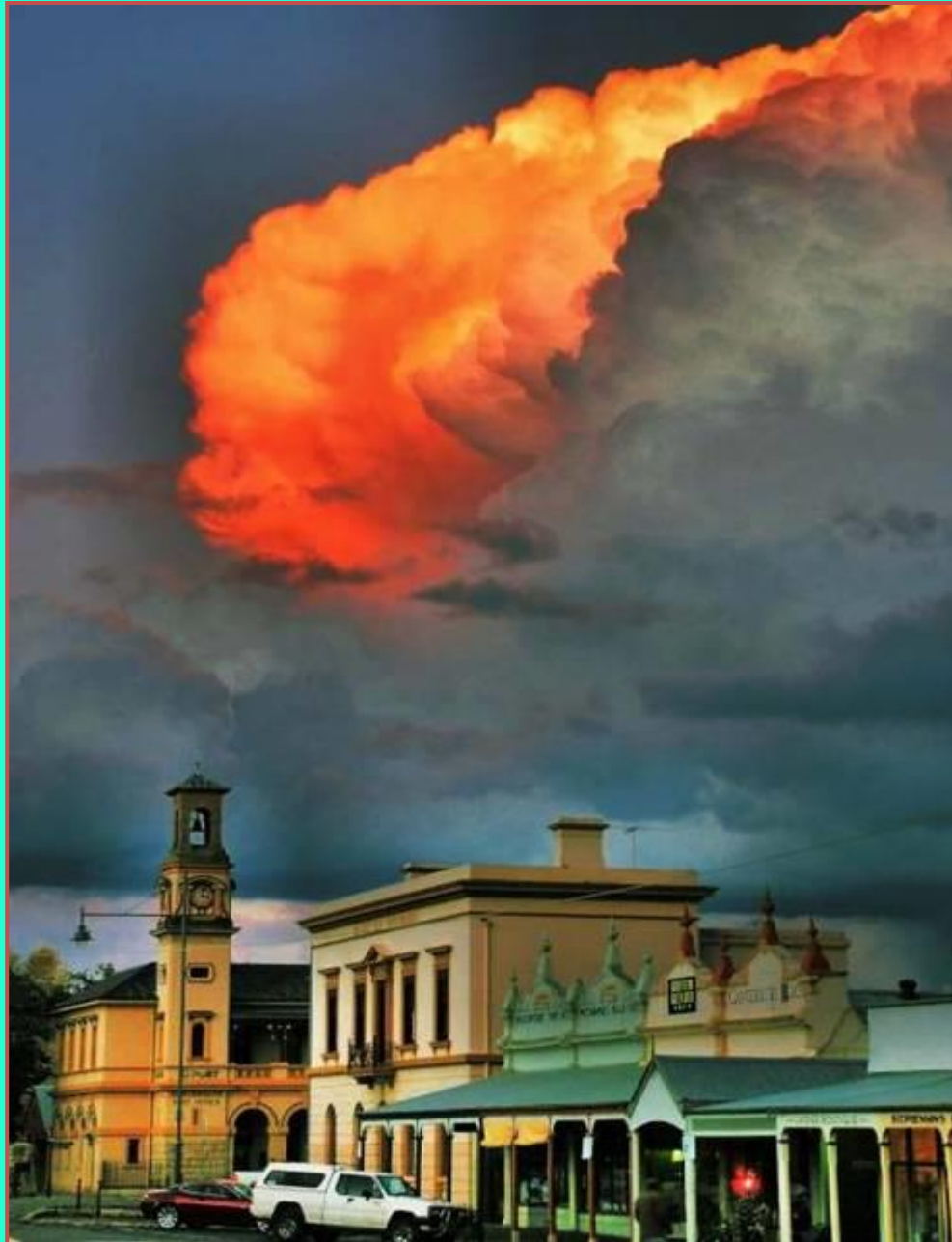
4. Community Connectedness

*‘Be part of your community.
Stick up your hand and get
involved’.*

(Tom O’Toole)









TOUR DE ALBERTA'S GREATEST BAKERY BEECHWORTH BAKERY

22-26 OCTOBER, 2014

5 FANTASTIC STAGES.

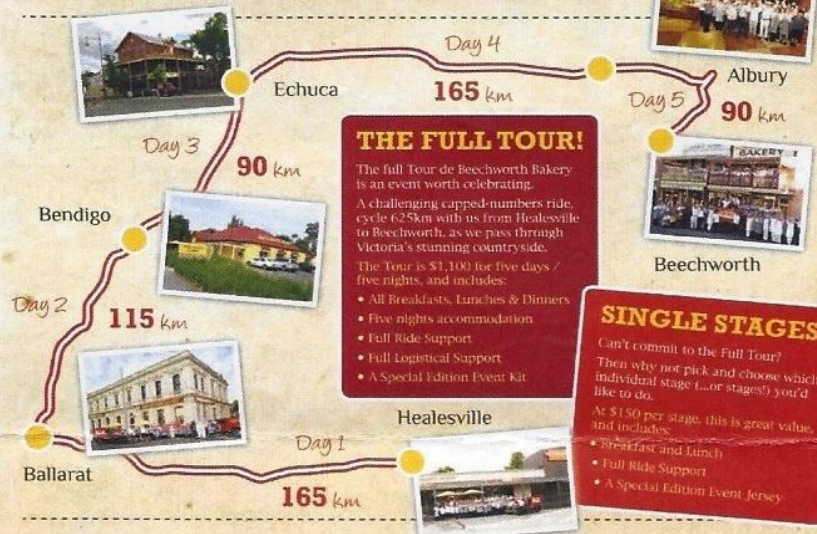
RIDE ONE DAY. OR ALL FIVE!



And help us to Raise Funds
and Awareness for the SES!

The Tour de Beechworth Bakery offers the chance to enjoy some of the most stunning scenery in Victoria whilst enjoying the pro-cyclist life. All you have to do is ride; we take care of luggage, meals, mechanics & accommodation. We really could not think of a better way to celebrate 30 years of the Beechworth Bakery really! Better still, we will be supporting the great work of the SES as we tour around, helping raise awareness and funds for this great service. For further information and entry, visit our website: www.BeechworthBakery.com.au

AN EVENT WORTH CELEBRATING!



THE FULL TOUR!

The full Tour de Beechworth Bakery is an event worth celebrating.

A challenging capped-numbers ride, cycle 625km with us from Healesville to Beechworth, as we pass through Victoria's stunning countryside.

The Tour is \$1,100 for five days / five nights, and includes:

- All Breakfasts, Lunches & Dinners
- Five nights accommodation
- Full Ride Support
- Full Logistical Support
- A Special Edition Event Kit

SINGLE STAGES!

Can't commit to the Full Tour?
Then why not pick and choose which individual stage (or stages!) you'd like to do.

At \$150 per stage, this is great value, and includes:

- Breakfast and Lunch
- Full Ride Support
- A Special Edition Event Jersey



Healesville > Ballarat > Bendigo > Echuca > Albury > Beechworth

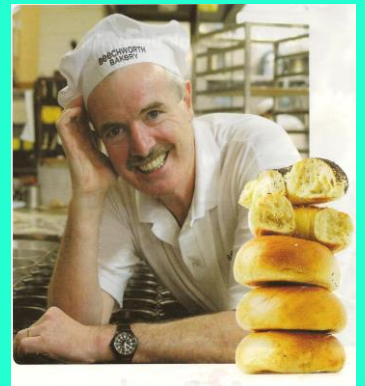


www.BeechworthBakery.com.au

5. Collaboration and Networking

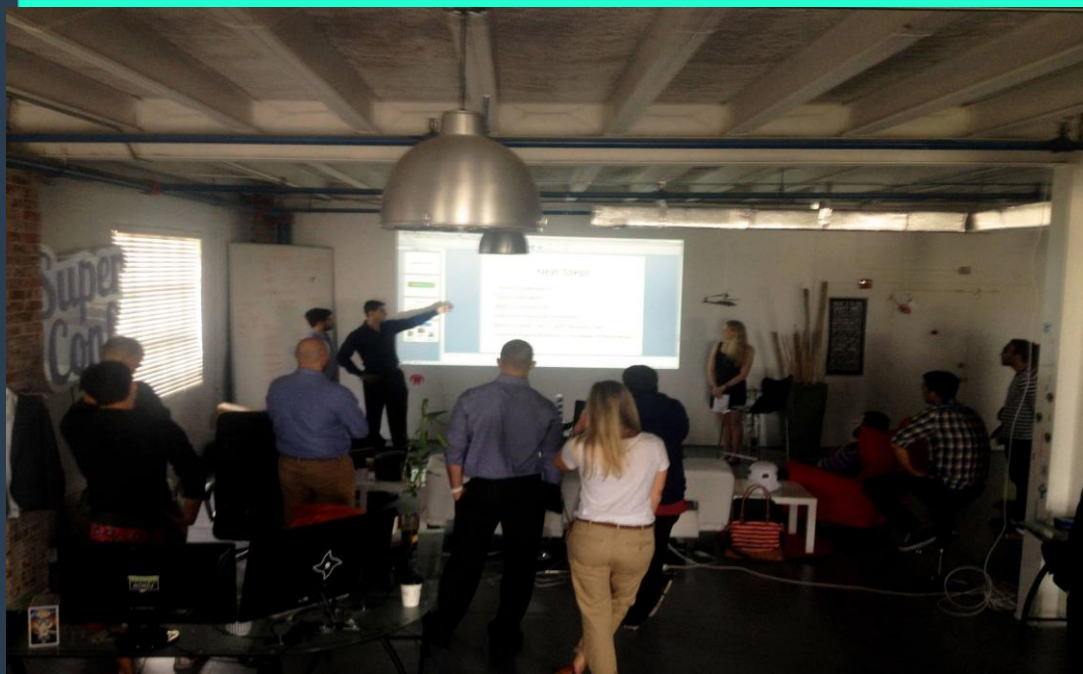
'None of us is as strong as all of us. I know when we all work together, we all win together.'

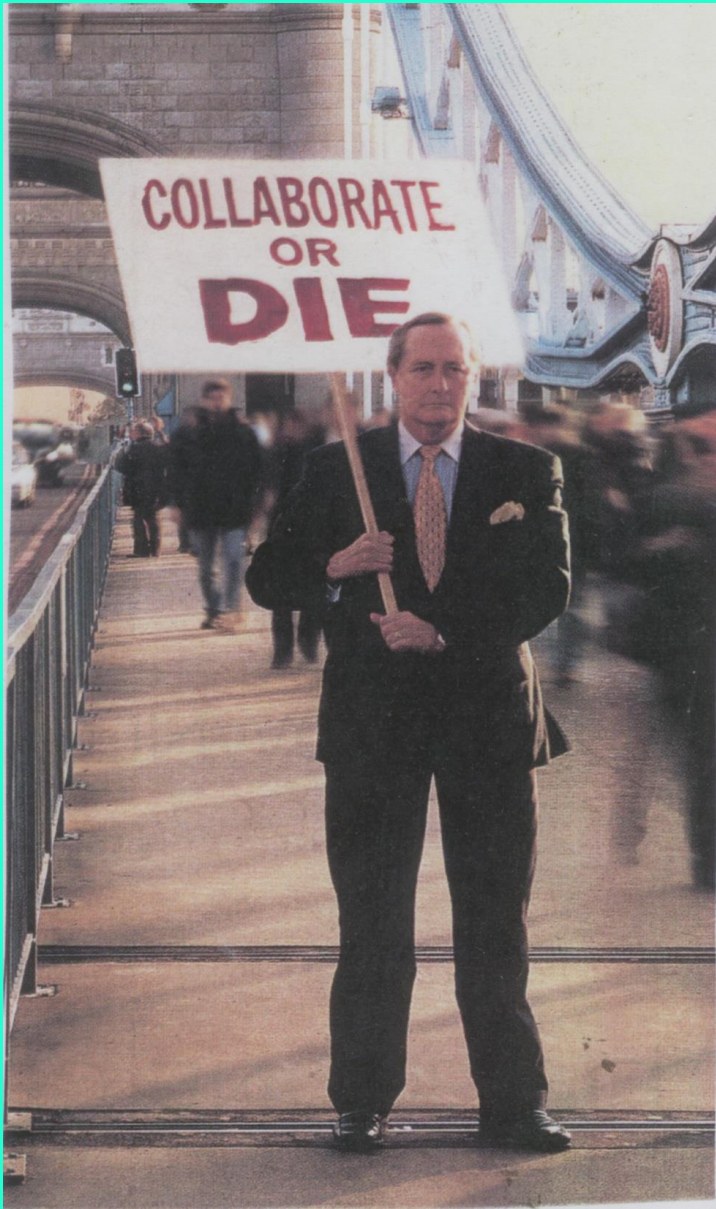
Tom O' Toole,





Waffle Wednesdays- A Breakfast Networking Event





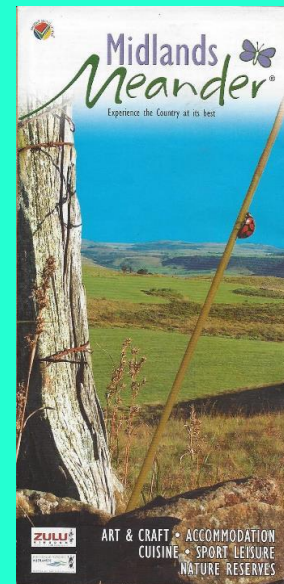
'If you want to go faster, go alone. If you want to go further, go together.

(African Proverb)

Midlands Meander, South Africa

"a spectacle of nature, arts and crafts, just waiting to be explored"

- Africa's largest and most popular arts and crafts trail- 80 kms , 225 businesses on 4 routes
- 30+ year history



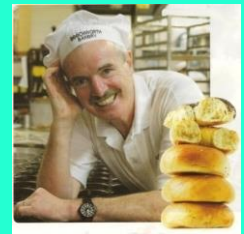
*'I will market my
neighbour as well as I
market myself'*

(Wall Pledge of participating
businesses in the Midland Meander
Arts Marketing trail)

6. Passion

‘Passion. If your heart’s not in it, get out. The sky’s the limit if your heart’s in it. You’ve got to have enthusiasm. If you haven’t got enthusiasm you’re bugged!’

Tom O’ Toole



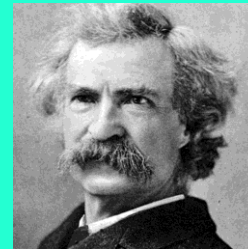
***‘A person without a
smiling face must
not open a shop’***

(Chinese Proverb)

Avoid the Dream Takers and Negative Energy Suckers ...

‘Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great’ .

-Mark Twain



7. Continuous Learning

‘Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow’

– William Polland

Lessons

1. Positively outrageous customer service
2. Innovative marketing
3. Staff pride, enthusiasm and involvement
4. Community connectedness
5. Collaboration and networking
6. Passion
7. Continuous learning



To be successful in business, one
needs to be:

Bold

Different

and

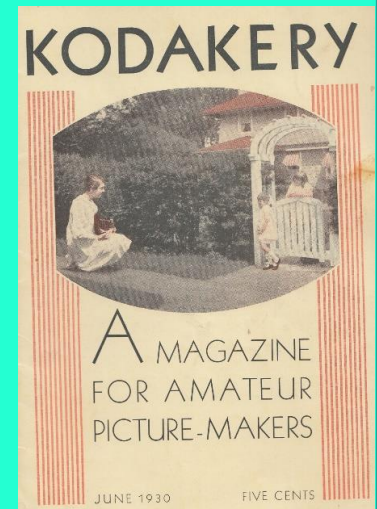
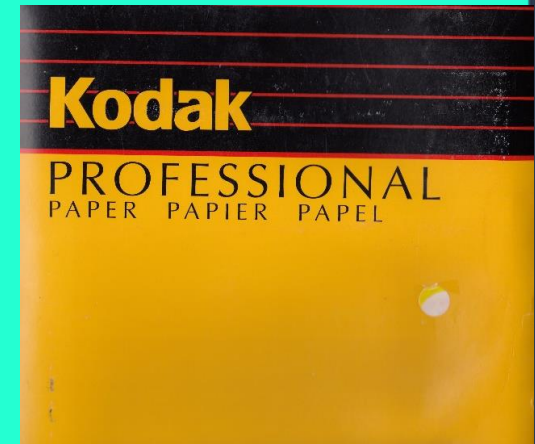
First

(Anita Roddick, Founder, The Body Shop)

- What helps you run a business in Dunedoo?
- What hinders you running a business in Dunedoo?
- What ideas do you have to make the business environment better in Dunedoo?

"The Future Ain't What it Used to Be"

In 1998, Kodak had 170,000 employees and sold 85% of all photo paper worldwide. By 2012, paper film was not being used again, and Kodak went bankrupt. Kodak did not see it coming and did not change their business model. Yet what is interesting is that digital cameras were invented in 1975.

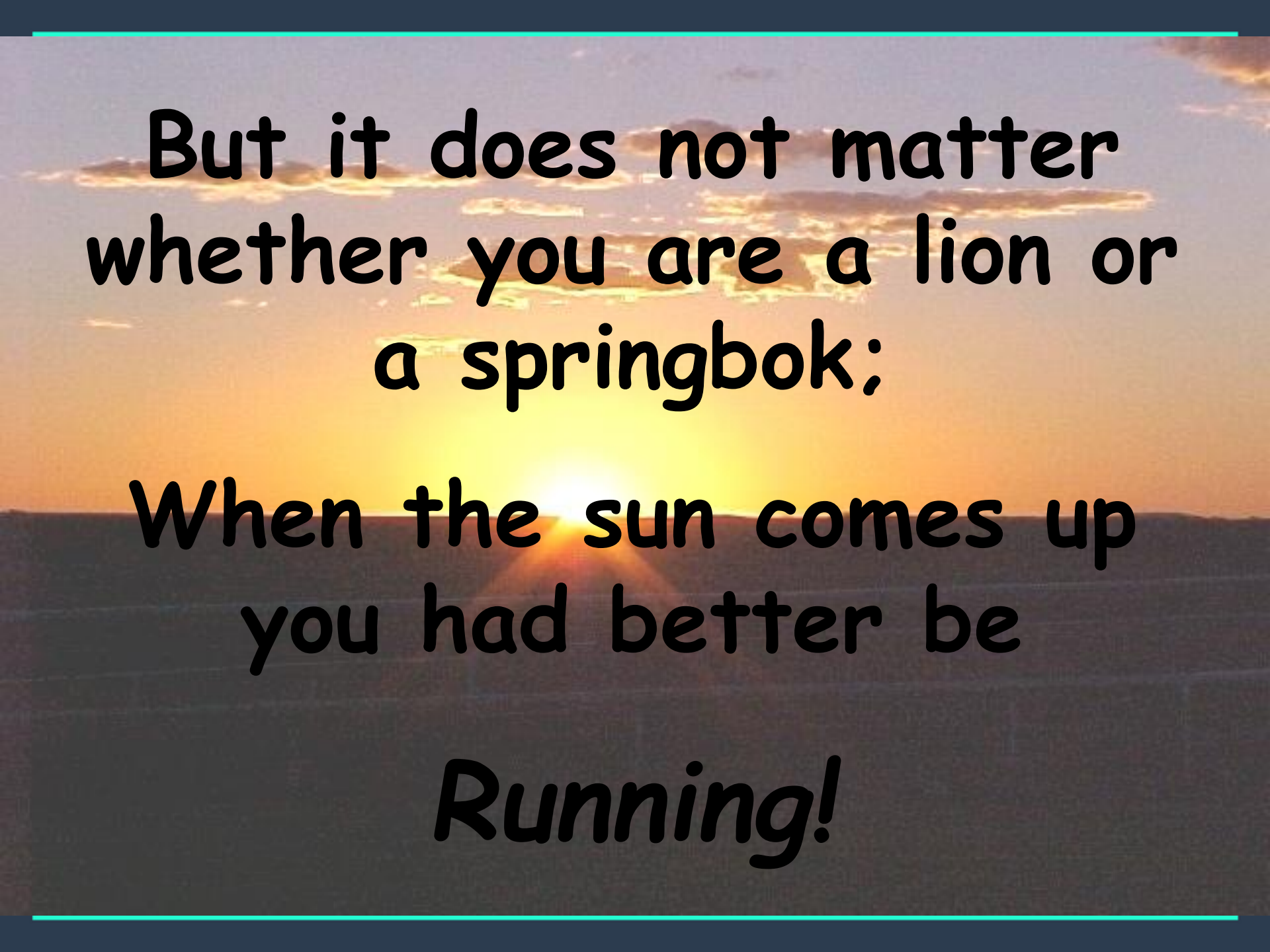


Every morning in Africa a
springbok wakes up.

It knows it must run faster than
the fastest lion or it will be killed.

Every morning a lion wakes up.

It knows it must outrun the
slowest springbok or it will starve
to death.



But it does not matter
whether you are a lion or
a springbok;

When the sun comes up
you had better be

Running!