

DRIVER

Cam McEvoy makes waves
in and out of pool

DESTINATION

Exploring the Clarence Valley
and life beyond the border

PLATE

Luxury and necessity at 8th
Ave Palm Beach

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WELCOME

Autumn 2018



The excitement is palpable here on the Gold Coast as the city experiences the largest sporting event we've ever seen – the 2018 Gold Coast Commonwealth Games. We wanted to do something to mark the Games in MBGC, and talking to champion swimmer Cam McEvoy, who is an Ambassador for both the Games and Mercedes-Benz Australia, is a fitting way to do that.

Cam says he has gained a whole new appreciation for the effort and organisation that is required to make a major event such as the Commonwealth Games a success, as he has observed the lead up from behind the scenes as a Games Ambassador.

In our story on Cam, you'll see he is a really interesting character. In between his swimming training regime, he is an aspiring scientist who is studying physics at Griffith University. He is also passionate about education and inspiring others to take an interest in science. He is certainly not a one-dimensional sportsman.

As Gold Coast residents, we have also gained that kind of insight into a major event that Cam has valued so highly. Since 2011, billions of dollars have been spent on new developments and improved city infrastructure. There are few better examples of how the coast has changed in the past four years than Palm Beach. In the first of a new series we have called Catchment, we profile this formerly sleepy beachside suburb.

Far from the high rises of Surfers Paradise and Broadbeach, Palm Beach has not-so-quietly enjoyed a renaissance – not long ago it had a single run-down pub, but now it's a thriving foodie mecca. Coincidentally, we also have a feature on 8th Ave Terrace, whose co-owners Jordan Stubbs and Shannon Baier-Dry have been two key players in the suburb's transformation.

They are a good example of how the Coast has become the entrepreneur capital of Australia, and that is another theme of this issue of MBGC. Our regular Highnett columnist, James Marshall from MWM Advisory, was recently named one of the Gold Coast's top young entrepreneurs. In this issue, he muses about what it takes to be a 'real entrepreneur'.

Elsewhere, we talk to a certifiably real entrepreneur, Michelle Noordink, who invented a unique style of women's footwear with interchangeable straps that allow the wearer to mix and match different styles on the one shoe base. Her journey from idea to successful business is insightful and inspirational story.

So, this magazine really sums up how great the Gold Coast is right now. And I don't see the Commonwealth Games as an 'end point' for the city, I see it as an opportunity to show off what we have become, and as a launching pad for a whole new period of success. Mercedes-Benz Gold Coast, and all its staff, are very much proud to be a part of it.

Robin Mainali
Dealer Principal
Mercedes-Benz Gold Coast

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CAM MCEVOY: THE PROFESSOR

WORDS James Perkins

PHOTOS Mercedes-Benz Australia



Swimming champion Cam McEvoy makes waves in the pool and studies them out of it, proving that athletics and education can co-exist.

From the window of his physics classroom, Australia's freestyle swimming champion Cameron McEvoy has watched as the Gold Coast 2018 Commonwealth Games Athletes Village has taken shape. That sight, of his home town transforming in preparation to host one of the world's largest international sporting events, has provided Cam a whole new perspective on the major swimming carnivals where he competes.

As the Athletes Village has grown brick by brick across the road from Griffith University, so has Cam's anticipation for the Games, and that is not just because it will be his most high-profile performance since the 2016 Rio de Janeiro Olympic Games.

McEvoy is a curious character, so as well as a new preparation in the pool, designed to give him the best chance at winning gold on the Gold Coast, Cam's role as a Games Ambassador has provided him an insider's look at the preparations as the event has evolved over the past seven years.

"I am very much looking forward to the Games," he tells Mercedes-Benz Gold Coast. "Not only because what I am doing in training will give me the potential to come out and swim well, but also because having the Games on the Gold Coast will add multiple dimensions to the experience – it is not only an international competition, it is also in front of my home crowd."

Since the Gold Coast was announced as the winning bid, Cam has seen the city transform in terms of its infrastructure and atmosphere and culture. "I have seen it happen from close up and it has been really cool to see that evolve."

As well as his work with the Games, Cam is a Mercedes-Benz Australia Ambassador. His current drive is a GLE 350, which he describes as "an engineering marvel

and mechanical beast with a unique look that sets it apart. And it is so much fun to drive," he says. The 23-year-old is also the first ambassador for Australia's science organisation, the CSIRO.

But, for now, swimming remains his top priority. With an adjusted training program to ensure he is at his peak at the time of the Games, Cam is making the most of his home-town advantage. He knows every scratch and mark on every tile of the warm-up pool at the Gold Coast Aquatic Centre, and he raced there at the 2014 Pan Pacific Championships, where he went head-to-head with swimming great Michael Phelps.

This season, his only goal is to have a good Commonwealth Games. "I have put a lot of emphasis on that long-term goal, making gains in terms of swimming and in the gym," he says.

"In the past, I would go about the season with a number of set milestones in the pool and in the gym and structure my training in order swim well at the Queensland State Championships, or whatever competition was at the end of the season."

Cam is injury and illness free and has built a consistent foundation of fitness and strength. "With these last several weeks remaining, all I have to do is phase up my speed and power development, which is an area I have a natural advantage. There is a lot of potential for improvement ahead of taper time."

At the Games, Cam will have the chance to best his performance in the 2014 Glasgow Commonwealth Games, where he won silver in 50m, 100m, and 200m freestyle (as well as gold in two relays).

If he can do that, it will be his first individual gold medal at an international event, achieved in front of a parochial home crowd, in the city he grew up in. That's the stuff fairytales are made of.



I am very much looking forward to the Games ... it is not only an international competition, it is also in front of my home crowd

MCEVOY THE PHYSICIST

In the lead-up to the 2016 Rio Olympics, a group of scientists from the Laser Interferometer Gravitational-Wave Observatory (LIGO) and Virgo Interferometer observed gravitational waves for the first time, 100 years after they were first predicted by Albert Einstein.

Cam, who aspires to become a theoretical physicist, had a swimming cap printed with the detection signal that was witnessed by the scientists, which was of two supermassive black holes colliding more than a billion years ago.

By winning the 100m freestyle in a world record time for a textile swimming suit, Cam made waves in the pool, and his cap made waves among scientists.

“When I raced in the trials, the people who discovered the gravitational waves picked up on it, and I was so happy.” Now, those scientists have a slide of McEvoy and his scientific cap on a powerpoint presentation they show while touring the world talking about their discovery. “That’s really cool,” adds Cam.

“I did it because I want create a bridge between science and the general public by bringing attention to important discoveries such as that of the gravitational waves. It would be nice if that sparked some interest.

At university, Cam is working with Professor Erik Streed at Griffith, where he has graduated from coursework to research.

“It is quite a big leap from doing coursework, where you are being fed information in core subjects, to doing research, which involves going out and seeking out information from any possible source,” he says.

Participating in research may allow Cam to add ‘published author’ to his resume, alongside swimming champion. “It would be great to have that,” he admits.

When asked to explain what the paper will be about, the swimmer pauses to consider how to explain theoretical physics to a layperson. “The hardest thing might be the title of the paper,” he laughs.

When he gets his thoughts together, he says, “we are looking into a new experimental method of testing dipole moments and higher order moments of biomolecules.”

The mathematical modelling will allow the team to test the methods they use to measure the moments. “We will put a biomolecule alongside other particles inside an electrical trap, and they will then hover in the trap and allow us to manipulate them to gather new information.”



MCEVOY THE EDUCATOR

Not only is Cam passionate about learning, he would like to inspire that kind of passion in others. He is an educator, which is essentially a family business for the McEvoy's.

Cameron's elder brother, Hayden, has a tutoring company called A-Team Tuition, which has become the largest on the Gold Coast.

"He has developed a method for teaching kids, where it is not just about the content, but also developing a good relationship with the teachers and how to pinpoint the best ways to learn," says Cam, a former Emmanuel College student.

Cam's mother, Janine, a psychologist, has helped develop some of A-Team's education programs.

"She has helped developed a strategy to help kids learn better and apply techniques to help them thrive," explains Cam.

And it is seeing results. The business recently gave two scholarships to year nine students at Miami State High School who were lagging behind their classmates.

"What Hayden discovered was that those students' results were not a reflection of their ability to learn, both just had difficult

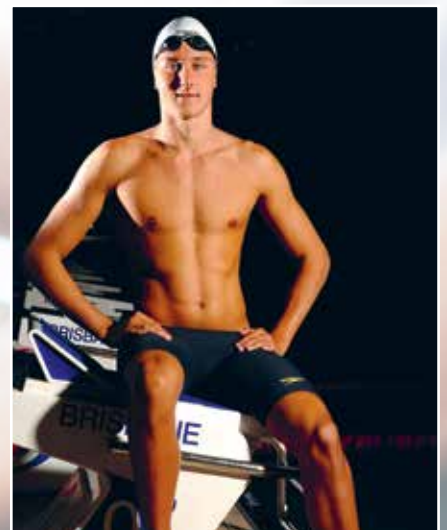
lives outside of school and their time and attention went towards that instead of learning," says Cam.

Those students quickly advanced to become A students, and one of them topped their class at maths.

"The things Hayden is doing in the education realm are extremely needed in today's society," says Cam. "He is creating a movement and is having a huge impact on how education is viewed by students and their families on the Gold Coast."

By wearing images from the world of physics on his swimming caps and working with the CSIRO, and as an advocate for his brother's business, Cam is doing his bit to help make that happen. And he hopes some up and coming sportspeople might see him as an inspiration, both in and out of the pool.

"I want to show a lot of kids coming up through school that you don't have to choose between sports and academics - you don't have to drop one to focus on the other. You can do both."



Beyond The Games

The Gold Coast 2018 Commonwealth Games is expected to inject \$2 billion into the Queensland economy and create 30,000 jobs.

Since 2011, the private and government sectors have joined the investment boom.



HERE'S A SNAPSHOT...



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Village fits in big city vision

Infrastructure created for the 2018 Gold Coast Commonwealth Games will leave a remarkable community-driven legacy.

WORDS James Perkins PHOTOS GOLDOC





The Parklands Project is the colourful centerpiece of the 2018 Commonwealth Games' legacy for the Gold Coast. The \$550 million master-planned residential community, which will play the role of Games Village, is the most significant urban renewal project in the city's history.

Built by Melbourne-based developer Grocon, it spans 14 hectares at the 29 hectare Parklands area, which was formerly the Gold Coast showground.

The remaining land has been retained by the state for future development opportunities, which are expected to be complementary to the Gold Coast Health and Knowledge Precinct.

Karine Dupre, Associate Professor at Griffith School of Environment, where she is Head of Architecture, says the village has been planned with a clear legacy for the Gold Coast.

"We already know how it will be used after the Games finishes, who will be looking after it and how it fits in with the wider vision for the future of the city," says Dr Dupre.

"What has been done with the 2018 Commonwealth Games infrastructure has been very much community driven, and that is quite remarkable. That will maximise the legacy post games, which is such an important thing."

She likes how the village was developed integrated with the Gold Coast Health and Knowledge Precinct masterplan with open

spaces that benefit both the Gold Coast University Hospital and the nearby Gold Coast Private Hospital.

"There is a boulevard that irrigates the district, alongside a street direct to the Gold Coast Hospital. Visitors to the hospital will have opportunities to stroll around and not remain confined within the hospital."

The village has strong environmental credentials, as it has gained both Six Green Star Communities rating from the Green Building Council of Australia, and Six Leaf EnviroDevelopment Mixed Use rating from the UDIA.

So often, cities shy away from colour because it doesn't fit within the overall urban setting. But in this case, the government and council have agreed and said, 'let's do it'

Dr Dupre describes the use of colours on the exterior of the buildings as bold.

"It paints a picture of the Gold Coast as a young and vibrant city, which is really the image that the Gold Coast wants to market. So often, cities shy away from colour because it doesn't fit within the overall urban setting. But in this case, the government and council said, 'let's do it'."

The site was handed to GOLDOC in October 2017 to be transformed into the Games Village. That includes fit out of the temporary gymnasium and polyclinic as well as several pop-up retail outlets.

Following the games, the village will be returned to Grocon, which will maintain ownership of the apartments and add them to the city's rental pool. A Grocon spokesperson talked to MBGC about the rationale behind the design of the precinct.

WHAT ARE THE MAJOR THEMES IN THE DESIGN OF THE GAMES VILLAGE?

The Parklands Project embraces the colourful cultural heritage of the Gold Coast to create an active, inviting, and human-scaled community, with a fine-grained grid of streets and avenues to enhance connectivity.

The strong north-south streets and their perpendicular avenues are aligned to make important connections to open spaces, as well as the university and the hospital. That is in response to Parklands' long-term future as part of a health, knowledge and industry centre of economic excellence.

Main Street connects the major public transport node through the village heart along the 'passeggiata' (Italian for an afternoon stroll), which takes pedestrians and cyclists to the furthest residential precinct via an unbroken lineal route.

The primary planning gesture comprises two armatures (frameworks) of residential use embracing green parkland to the north. The village heart at the intersection of Main Street and Hospital Boulevard is the precinct's identifiable central public place.

Medium-rise buildings include human-scaled garden spaces framing human-scaled streets. Townhouses inform the building design within the eastern precinct – they are individual in nature, yet with common features of colour and form to unify precincts.

The over-arching architectural ideas are not only expressed at an urban scale, but also worked into the fine-grain details at pedestrian level, providing a legible and cohesive link between the big ideas and the human level experience.

THE EXTERIOR OF THE GAMES VILLAGE BUILDINGS ARE COVERED IN VIBRANT COLOURS - WHAT IS THE THINKING BEHIND THIS?

The building facades are daubed with graded blues, greens, yellows, oranges and reds, creating a shared DNA for the village. The hot

yellows and oranges at Parklands' heart cede to softer greens on the fringe. The brightest colours in the palette come from nature: the neon green of the red-eyed tree frog and reds and yellows of indigenous grevilleas and melaleucas. The double helix at the core of the village heart continues conceptually through the site, leaving splashes of colour on the buildings as it intersects the facades.

The use of a visually identifiable village heart, as well as clear major axes that all lead back to this central element, aid clarity and legibility of the overall site.

HOW DO THE INTERIORS FIT IN WITH THE FACADES?

The DNA of the architecture extends into the interiors with each unit colour coded through feature joinery elements and finishes. The delightful lobby artwork by Mark Haysom, the lead project architect, further echoes the theme of the architecture and landscape design.

Where possible, units are oriented along the north/south aspect for optimal solar orientation and adequately separated to allow light penetration, air circulation and privacy.

All homes are built to meet Liveable Housing Association (LHA) design guidelines for inclusive and accessible living spaces. The Parklands Project achieves an LHA Silver rating for townhouses and LHA Gold rating for its apartments.

WHAT ARE SOME OF THE HIGHLIGHTS OF THE LANDSCAPING?

Throughout the Gold Coast, evidence exists of the region's ancient geological history where remnants of the Tweed volcano can be seen. From the Basalt plug of Mt Warning, rivers and streams have eroded the soft tuff and breccia rock as they make their way to the Pacific Ocean.

The Parklands Project lies in the foothills of this landscape sculpted by 23 million years of erosive forces. Site topography suggests that ephemeral waterways would once have



run through the site. The geometry and arrangement of elements are drawn from this geomorphological story.

The public realm landscape strategy is developed around a transect through a series of contextually identifiable Gold Coast landscape typologies – 'mountain to creek'.

Together, the streets, parks, plazas and residential lots reinforce these typologies as you move through the site.

The village buildings embrace a seven-hectare unstructured parklands environment that draws heavily from the surrounding Gold Coast remnant landscape systems in its design.



Left to right: GOLDOC CEO Mark Peters, Queensland Premier Anastacia Palaszczuk, Domic Bedggood Commonwealth Games diver and GOLDOC Chairman Peter Beattie discuss Games Village handover.

The Main Park incorporates the site's stormwater system through the design of 'Little Biggera Creek', a natural 'soft' edge to the primary boulevard and a series of water cleaning ponds that add to the diversity of planting opportunities that surround the park exposing the rich flora and fauna of the region.

A hierarchy of diversely planted streets prioritise shade to pedestrian pathways, by employing shade trees in build outs or clumped in groups in generous planting areas.

The private development lots are bordered by trees marrying into the diversity of species and planting patterns in the public works blurring the lines between public and private.

At the Games Village, there are:

- 1,170 apartments
- 82 townhouses
- six resident centres
- four recreational pools
- seven serviced laundries
- 516 accessible bedrooms
- 3,500 bins to service all areas
- 1,700 pillow cases changed daily
- 2,053 bathrooms cleaned daily
- 3,300 bedrooms cleaned daily
- 3,400 single sheets changed daily
- 7,000 towels changed daily

Over the games, the Village will use:

- 208,000 bath towels
- 31,000 hand towels
- 23,000 bath mats
- 75,000 sheets
- 57,000 toilet rolls
- 1,000kg of washing powder
- 178,000 garbage bags
- 84,000 sachets of sugar
- 56,000 coffee sachets

Village Support Operations include:

- 137,000 pieces of furniture, fixtures and equipment
- 13,000 chairs
- 11,900 tables
- 4,000 bean bags
- 1,684 TVs
- 50km of fibre optic cabling

To cater for the athletes, there will be:

- 18,000 meals served daily
- 3,300kg of fresh strawberries
- Over 10,000kg of fresh fruit salad
- 2300 bunches of spring onion
- 5100 bunches of fresh basil, parsley, coriander, tarragon, and chives
- 121,000 bananas
- 29,000kg of fresh chicken
- 14,000 Beef Steaks
- 5,000kg of lamb
- 1500kg of sticky rice
- 3000kg of jasmine rice
- 240,000 serves of assorted bread
- Over 100,000 fresh eggs
- 8000kg of fresh fish
- Over 40,000 individual smoothies
- 52000 Individual Ice Creams
- 25000 Individual Yoghurts
- Athletes have been spicing up their food with over 500kg of chillies and 200L of Tabasco Sauce

To transport the athletes, officials and coaches, there will be:

- 84 buses coming and going in the Transport Mall per hour

Luxury: a necessity

8th Ave Terrace co-owners Jordan Stubbs and Shannon Baier-Dry talk revolving menus, wine lists, cocktails and the evolution of Palm Beach with MBGC.

WORDS James Perkins PHOTOS Hayley Williamson

The motto for 8th Ave Terrace is a quip from the great American architect Frank Lloyd Wright, who once said, “give me the luxuries in life, and I will gladly do without the necessities”.

The quote always stuck with the restaurant’s co-owners Shannon Baier-Dry, Jordan Stubbs, Krista Hall and Nikki Grimshaw-Jones, who felt it summed up their approach to hospitality.

It’s a sentiment felt at their café, Espresso Moto (23rd Ave, Palm Beach), and at their bar and restaurant on the Gold Coast Highway at 8th Avenue (also in Palm Beach) which, in its first year, has developed a reputation for providing the type of luxury Wright would have enjoyed.

Jordan explains that premium coffee beans and milks are a core offering at Espresso Moto, and similarly, at 8th Av Terrace care is taken to choose fine local produce and top-shelf spirits and wine. “And that’s the way it should be,” he says.

Wright enjoyed life’s luxuries, but he also developed the ‘organic’ style of architecture, which promotes harmony between the built environment and the natural world. In that tradition, 8th Ave Terrace fits well with its surroundings.

It features two distinct areas set over two storeys: the vergola-roof first floor is an airy, bar-style setting with views overlooking Gold Coast Highway and the ocean, while the second floor contains a more traditional restaurant setting. It means the venue can cater to a mix of occasions - for both relaxed and intimate evenings.

Head Chef, Chris Harrington, is the former owner of Foam at Lennox Head and has diverse experience accumulated over 20 years’ experience as a chef, including at a two Michelin Star restaurant in London, pubs and a detention centre.

“He went from using tweezers to plate up a dish to deep frying steaks,” says Jordan of Chris’ experience moving from London fine dining back to pub food. Shannon adds, “He has had a whole lot of extreme cuisine experience, and now he is making his own journey and doing his own thing and we are the space that is lucky enough to have him.”

Jordan adds, “It is unpretentious because of that, because of the exposure he has had during his career.”

Shannon describes 8th Ave Terrace as casual fine dining without the price tag, and Jordan adds, “It is quality without having to feel stuffy about it.”

“It is about enjoying your food and taking it as it is; for people who aren’t impressed with food plated by tweezers, but who like to be constantly surprised by what is coming out of the kitchen.”

Chris changes the menu each week at 8th Ave Terrace, which is an essential element of the restaurant’s offering. Although the menu changes regularly, there is a theme that can be expected from 8th Ave, and that is quality and freshness.

“Our customers can expect to come with fresh eyes every time, and, no matter what

they order, it will be the best meal they have had here. That is what we challenge ourselves to achieve,” says Shannon.

Jordan adds, “There is nothing more exciting than sitting down at a restaurant and saying to the waiter, ‘pick me something’.”

Fresh seafood will be a focus at the restaurant in 2018, such as the shell-on prawns from Weipa in the Gulf of Carpentaria, covered with fresh lime and black garlic.

“Our restaurant really lends itself to seafood. Eating prawns and oysters sitting outside drinking champagne and rosé just go hand in hand,” says Shannon.

The wine list was developed by Krista, who is a third-year sommelier. Just like the food, the wine list is designed to take people out of their comfort zones.

“We don’t want people to get comfortable and only drink sav blanc or moscato,” says Jordan. “We want to push the boundaries, and our staff are educated enough to know what people are asking for, and advise on how they could try something similar but in a completely different grape.”

Jordan gives an example: in spite of their reputation, rieslings can make a strong alternative to a sauvignon blanc. “After dining with us, the number of people that have changed from drinking sav blanc to a really nice Riesling is amazing,” he said.

PALM BEACH RISING

The 8th Ave Terrace owners are among the group of restauranteurs who have driven the revitalisation of Palm Beach.

The strip running along the ocean between Burleigh and Currumbin was for years a sleepy suburb with a run-down pub, but has changed into perhaps the Gold Coast’s hottest location.

Shannon says that Barefoot Barista was the catalyst of the change in Palm Beach, alongside the (now closed) Pablo Pablo Latin eatery.

“There has been a slew of breakfast joints open up over the past few years,” he says. “Breakfast is accessible, and people develop a three-day-a-week coffee ritual, so you can begin to educate them en masse by doing really good coffee and breakfast, and then it is not long before they start to want more and more.

“That’s why we wanted to do a restaurant here; we could see what people wanted and they were waiting for us to do it.”

Jordan says Palm Beach has become a more desirable location because of the explosion in cafés and restaurants.

“Having one café and a pub didn’t really cut it,” he says. “We have got to 18 cafés in Palm Beach now, and that’s just ridiculous. There are only 29 avenues in Palm Beach and you have got 18 coffee shops. That then brings forth the growth of Palm Beach in other areas.”

Shannon adds, “it makes it very livable”.

“Three years after the café boom began, people who are invested in the cafés, or people from the outside, are enticed to invest in a restaurant, because the growth is there.”

Jordan remembers that around three years ago, four cafés opened in the suburb in quick succession.

“And then, all of a sudden, there were five, six, seven, and now it has grown to a point where you have seven nighttime restaurants and they are killing it, doing really good stuff,” he says.

“Palm Beach is on the explode still. It is the little suburb that could, but it just wasn’t doing it until about three years ago.”

Shannon says they were warned about opening at Palm Beach before they did Espresso Moto.

They said, ‘Oh My God! Palm Beach! Be careful down there, count your teaspoons every day’,” he laughs.

“It has got character and it is evolving into this really cool little spot. Why wouldn’t it? It has got the best location. There is a beach out the front, creeks out the back, it is close to the M1, and you have got the airport just there. It is just the perfect spot.

“I wish I bought property here three years ago. If only we knew. We did the silly thing and opened up cafés and restaurants instead.”



“Our customers can expect to come with fresh eyes every time and no matter what they order it will be the best meal they have had here. That is what we challenge ourselves to achieve”



Palm Beach is the first suburb MBGC will profile as part of our new Catchment series. Turn the page to learn more about what’s happening at this seaside suburb. Think your suburb has what it takes to be featured in the next Catchment series? Nominate now at mbgcustomercare@mbgcgoldcoast.com.au



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Not so Sleepy Coastal Village

Palm Beach is the Gold Coast's hottest suburb. Over the past five years it has become a thriving lifestyle destination with a unique café and restaurant culture. MBGC profiles the suburb as part of a new series called Catchment.

WORDS James Perkins



FOOD AND DRINKS

The Blue Door

The Blue Door on 5th was voted the Gold Coast's best new Establishment and achieved its first Chef's Hat from the Australian Good Food Guide within 10 months of opening in March 2017.

Head chef and owner Dylan Cashman (formerly of Fins, Sean's Panaroma, Paper Daisy), has crafted a unique menu using ingredients sourced and foraged locally.

The afternoon Dylan talked to MBGC, he had just returned from a foraging trip from Duranbah to Palm Beach where he picked local herbs for the menu such as beach sorrel, native parsley, warrigal green and beach rocket. "All these things feature heavily in our cooking," he says. "You can create a proper, real restaurant and actually use local ingredients and local suppliers."

For example, the plates are from a Tugun potter and many of the unique ingredients are sourced from Buck's Farm in Chillingham. "We are showcasing creative cooking using local farmers and local products," Dylan adds.

The Blue Door on 5th will challenge its diners, in a welcoming and engaging dining experience. The food is complemented by a stellar wine and beverage list compiled by wine guru Florent Elineau. It is a high-class yet unpretentious addition to the thriving suburb.

Other Palm Beach dining haunts: Burgster, Lester and Earle, The Collective, Balboa, Wilderniss Café and Bar, Palm Beach Hotel, The Scottish Prince, Lee's Cakes and Pastries.

COFFEE

Barefoot Barista

The arrival of Barefoot (Barista) at Palm Beach around a decade ago is what many see as the catalyst for the suburb's change. Founders Dean Hyland and Liz Ennis created a café that made people want to visit the area with its well-crafted coffee house-brand Story Coffee, and its unique menu. Since founding Barefoot, Dean and Liz have gone on to establish Borough (Barista) in Burleigh Heads and Background (Barista) at Mermaid Beach.

Other coffee haunts: Espresso Moto, Spikexx Espresso, Department of Coffee, AVVIA, Genki, Hessian and Bean Boutique, and more.



ACTIVITIES

Craft Parlour

This bright and delightful studio was founded in August 2015, and is found next door to Spikexx and The Store – Artisan Grocer. Crafty people come to the regular workshops, which include all kind of subjects, such as macramé, screen printing, watercolour, string bag making, and more. In addition, the space is used for bridal and baby showers, and parties. Founder Rachel Valentine says she has found her true calling through the Craft Parlour. She studied fashion and millinery and worked in sewing alterations for six years before starting the Craft Parlour, and she says it has made her heart happy. Rachael Valentine yearned for something that was creative and fulfilling and the Craft Parlour was born.



Ritual Yoga

Sophie and Rose Lamont founded Ritual Yoga just over two years ago, and since that time it has expanded to host 55 yoga and pilates classes each week under the tutelage of 20 instructors.

The sisters were teaching yoga classes to earn some money while studying at university and came across the space on Palm Beach Avenue in their last semester. “It really resonated with us; it felt right to open a studio here, so we did it,” says Sophie.

They timed the decision perfectly, and are pleased with the response to their studio. “We are super thrilled that we have created a nice little community on the southern end of the Gold Coast. We really love the lifestyle.”

Plans for Ritual Yoga and Pilates in the new year include teacher training and opening a second venue, either on the Gold Coast or in northern New South Wales.

“We would eventually like to go national and have Ritual Yoga and Pilates studios in every major city in Australia,” says Sophie.

She says it has been exciting seeing the suburb grow and evolve over the past two years.

“We think we are lucky in that we got in at a really good time to open a studio at Palm Beach as it is growing fast and there are heaps of new little shops, bars and cafes opening all the time. It is a new little hub.”



SHOPS

The Store – Artisan Grocer

Marc Neumann, has founded this organic food and locally produced condiment haven, right next door to his other establishment, Spikexx Espresso. The Store – Artisan Grocer is, as its name suggests, a haven for foodies who prefer local, organic fruits, vegetables,

cheeses, sauces and condiments. And even when Spikexx is closed, The Store remains accessible for some high-quality sauces.



Kingswood Park Butchery

Long before the café and dining scene exploded in Palm Beach, the beachside suburb was famous for its sausages. Specifically, from Brenton ‘BJ’ Waller at Kingswood Park Butchery.

His lamb, pumpkin and fetta sausage, named the best in Queensland in 2010, is just one of several award-winning sausage recipes produced on premises.

“Sausages are one of our strengths,” says BJ. “Any butcher worth its salt today has a range of gourmet sausages; it is crucial.”

BJ also smokes all of his own ham and bacon on site, and supplies only grass-fed beef. The high-quality produce continues to gain accolades: last year Kingwood Park Butchery won the butcher category at the Best of Gold Coast Awards.

The second-generation family business was established in 1971 as Peter Waller’s Tender Meats, and was initially located on the corner of 7th Avenue and the Gold Coast Highway.

The store moved to its current location on Palm Beach Avenue in 1985, and BJ took ownership of the business at the turn of the millennium.

Since taking over, BJ has seen his clientele steadily become younger and more dynamic.

“Palm Beach has come full circle: it has gone back to being a small, beachside community,

and from my point of view, business has gone better than ever,” he says.

“Seeing what has happened out of this window over the past five years or so has been unreal.”

In his younger days, BJ would finish school, ride to 7th Avenue, have a quick surf, and then play arcade games in Ziggy’s Pinball Parlour until his parents finished work at the butcher. “It was a great time to be growing up,” he says.

Also check out: the Palm Beach Surf Shop, Ralph White Music, and the assortment of charity shops.



OVERVIEW

Geography

Palm Beach is around 4km long and is bordered by the edges of Currumbin Creek to the south and Tallebudgera Creek in the north, and the Pacific Highway in the west. The Gold Coast Highway connects Palm Beach to Currumbin and Burleigh Heads by road, and there are three arterial roads west to Elanora: Sarawak Drive, Palm Beach Avenue and 19th Avenue. At Palm Beach, the Pacific Highway comes within 1,500m of the Pacific Ocean.



The natural reef

A natural reef extends northwest from a few hundred metres off 11th avenue and stretches for around 1.2km offshore. It is a haven for anglers and divers, and when there is good conditions, dozens of boats and kayaks can be seen from the shoreline enjoying the incredible natural environment that is a breeding ground for sea life.

The beach

Palm Beach is the most vulnerable section of coastline on the Gold Coast and council has undertaken a two-stage project to help protect it from storm events and erosion. Phase 1 of the \$26 million Palm Beach Shoreline Project was completed in 2017 and included beach nourishment. A large barge deposited 470,000 cubic metres of sand onto the beach in mid-to-late 2017 in what became an iconic ‘rainbowing’ process.

The next stage is the planning and construction of a large artificial reef a few hundred metres offshore.

The project is expected to be completed in 2019. Current life saving facilities at Palm Beach include five City of Gold Coast lifeguard towers, and three surf lifesaving clubs: Tallebudgera, Pacific and Palm Beach.

Tallebudgera Creek

The suburb terminates on the southern bank of the Tallebudgera Creek, which is a popular place for families to swim in seawater while protected from the breaking waves. The City of Gold Coast has a lifeguard tower in the area, to keep an eye on swimmers in the creek.

Property

The median house price at Palm Beach is \$818,500, up 16 per cent in 2017 and 60 per cent in five years. The median unit price, meanwhile, is \$435,250, up 8.68 per cent in 12 months.

Development

Temple, Palm Beach

Temple is a seven-storey tower that includes five apartments and a two-level skyhome, topped off by 360-degree views from its private rooftop garden that features a pool. The apartments have 180-degree views of the Pacific Ocean from Burleigh to Coolangatta, while the rear balconies look out over the waterways of Tallebudgera and to the Gold Coast Hinterland.

Magnoli Residences

ASX-listed developer Sunland sold out its Magnoli Residences development in quick time. Stage two began construction in the second half of 2017 - but still to come are two mid-rise towers, around 10-storeys high, earmarked for the former Palm Beach caravan park.

Pavilions development

The suburb’s Coles-anchored mall is set to expand this year, after Consolidated Properties and CVS Lane Capital Partners bought out the old Pavilions site adjacent to the current mall for \$16.25 million. The developers plan to reconfigure the site to increase the size of the shopping centre, which will allow Coles to expand and provide space for specialty shops.

Infrastructure – light rail

Stage Three of the Gold Coast light rail project is expected to end at Burleigh Heads. Vocal opposition has emerged against the preferred route – Tallebudgera Creek and along the Gold Coast highway. Opponents argue the line should go west from Burleigh Heads and then follow the Pacific Motorway south to the Gold Coast Airport.

Demographics (2016 census)

- 14,654 people (13,956 in 2011)
- 7,504 private dwellings with 2.3 people per household
- Median household income is \$1,228
- Median monthly mortgage repayments \$1,900
- Median weekly rent \$340



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2017 Mercedes-Benz C 300

\$92,900.00 Drive Away

\$50,000 - \$100,000



Km 22,595. Two-door and four-seat Cabriolet in Polar White with Black Leather interior. Stock number L11461

FEATURES INCLUDE

- AMG Body Styling
- 19 inch Multi-Spoke Diamond Cut Alloy Wheels
- COMAND Navigation with Voice Activation
- BURMESTER Surround Sound

Many more features to list.

\$50,000 - \$100,000



2016 Mercedes-Benz V 250

\$84,900.00 Drive Away



Km 11,077. Five-door and seven-seat Avantgarde Wagon in Brilliant Silver with Black Leather interior. Stock number L11441

FEATURES INCLUDE

- Avantgarde Interior Package
- COMAND Navigation with Voice Activation
- LED Intelligent Headlamps
- Distronic PLUS Cruise Control

Many more features to list.



2015 Mercedes-Benz C 250

\$62,900.00 Drive Away

\$50,000 - \$100,000



Km 32,510. Four-door and five-seat Sedan in Palladium Silver with Cranberry Red interior. Stock number L11487

FEATURES INCLUDE

- AMG Styling Package
- Vision Package
- COMAND Navigation with Voice Activation
- Distronic PLUS Driver Assist System

Many more features to list.

\$50,000 - \$100,000



2017 Mercedes-Benz C 200

\$62,900.00 Drive Away



Km 11,312. Four-door and five-seat Sedan in Iridium Silver with Black Artico interior. Stock number L11450

FEATURES INCLUDE

- COMAND Navigation with Voice Activation
- Electric Front Seats
- Panoramic Glass Sunroof
- LED Intelligent Headlamps

Many more features to list.



2016 Mercedes-Benz C 250

\$62,900.00 Drive Away

\$50,000 - \$100,000



Km 21,134. Four-door and five-seat Sedan in Diamond Silver with Black Leather interior. Stock number L11460

FEATURES INCLUDE

- DISTRONIC PLUS Radar Cruise Control
- 7G-Tronic Automatic Transmission
- Electric Seats
- Electric Glass Sunroof

Many more features to list.

\$50,000 - \$100,000



2015 Mercedes-Benz C 250

\$59,900.00 Drive Away



Km 28,764. Four-door and five-seat Sedan in Obsidian Black with Red Leather interior. Stock number L11242

FEATURES INCLUDE

- AMG Bodystyling throughout
- Vision Package
- COMAND Navigation
- Seat Comfort Package

Many more features to list.



2014 Mercedes-Benz C 250

\$54,900.00 Drive Away

\$50,000 - \$100,000



Km 59,598. Four-door and five-seat Sedan in Diamond Silver with Beige interior. Stock number L11425

FEATURES INCLUDE

- COMAND Navigation with Voice Activation
- Electric Tilting & Sliding Glass Sunroof
- Electric Memory front seats with Heating
- Distronic PLUS Cruise Control

Many more features to list.



2014 Mercedes-Benz A 250

\$44,900.00 Drive Away



Km 23,745. Five-door and five-seat Sport Hatchback in Cosmos Black with Red Cut Leather interior. Stock number L11409

FEATURES INCLUDE

- AMG Exclusive Package
- Gloss Black Diamond Cut Alloy Wheels
- Panoramic Glass Sunroof
- Electric Memory Front Seats with Heating

Many more features to list.

\$15,000 - \$50,000



2016 Mercedes-Benz B 200

\$44,900.00 Drive Away



Km 14,074. Five-door and five-seat Hatchback in Polar Silver with Black interior. Stock number L11439

FEATURES INCLUDE

- Panoramic Glass Sunroof
- LED Headlamps and Tail lamps
- Gloss Black Exterior Trim Elements
- COMAND Navigation with Voice Activation

Many more features to list.

\$15,000 - \$50,000



2014 Mercedes-Benz A 200

\$34,900.00 Drive Away



Km 87,647. Five-door and five-seat Hatchback in Polar Silver with Black Artico interior. Stock number L11438

FEATURES INCLUDE

- AMG Styling Throughout
- Panoramic Glass Sunroof
- LED Headlamps and Tail lamps
- COMAND Navigation with Voice Activation

Many more features to list.

\$15,000 - \$50,000



2012 Mercedes-Benz C 200

\$32,900.00 Drive Away



Km 21683. Five-door and five-seat Sedan in Obsidian Black Metallic with Black Artico interior. Stock number L11471

FEATURES INCLUDE

- COMAND Navigation with Voice Activation
- Reverse Camera
- Front and Rear Parking Sensors
- Extremely low kilometres

Many more features to list.

\$15,000 - \$50,000



2012 Mercedes-Benz B 200

\$29,900.00 Drive Away



Km 59,742. Five-door and five-seat Hatchback in Cosmos Black with Black Artico interior. Stock number L11458

FEATURES INCLUDE

- Panoramic Glass Sunroof
- COMAND Navigation with Voice Activation
- Night Package
- Black exterior trim elements

Many more features to list.

\$15,000 - \$50,000



2012 Mercedes-Benz B 200

\$27,900.00 Drive Away



Km 29380. Five-door and five-seat Hatchback in Polar Silver with Black Artico interior. Stock number L11459

FEATURES INCLUDE

- COMAND Navigation with Voice Activation
- Harman/Kardon Surround Sound
- Electric Glass Sunroof
- Reverse Camera

Many more features to list.

\$15,000 - \$50,000

Beyond the Border

The \$4.3 billion Woolgoolga to Ballina Pacific Highway upgrade, due for completion in the next two years, will open up the Clarence Valley to the day drive market, and its beaches, quaint country towns and natural beauty are set to be rediscovered.

WORDS Bruce Nelson PHOTOS Bruce Nelson, Carolyn Ryan, Robyn Spratt and Maria Mackenzie

For a decent day trip from the Gold Coast, Byron Bay has been the go-to destination for a while.

What used to be well-over an hour's drive, sometimes even longer in heavy holiday traffic, is now an easy 50 minutes from the southern end of the coast, that is until you join the queue after the turn off into the popular seaside town.

The completion of sections of the M1 including the Tugun and Banora Point Bypasses and the Pacific Motorway upgrade to Ballina over the past 10 years has shaved travel time and provided the area with a boost in visitor numbers.

However it's this same access that has also created a number of social and planning problems including exorbitant property prices, overcrowding and a strain on infrastructure and resources.

Enter the Woolgoolga to Ballina Pacific Highway upgrade, which once complete will provide an easy dual carriageway drive to the neighbouring Clarence Valley and a potential alternative for people looking for the next best beaches, towns and lifestyle opportunities.

However, for the foreseeable future travelling down the Pacific Motorway beyond the border and Byron Bay to the further reaches of the Northern Rivers is a game of traffic Russian roulette.

Take the chance and you could easily reach the canefields and expansive waterways that surround the Clarence River in around two hours, or you could end up behind a long line of trucks and caravans stopped for roadworks that could blow out your journey's time.

Ironically it's the time it currently takes to travel to the Clarence Valley that has worked in its favour, allowing it to maintain its real country charm.

But in two years' time that may all change, and burgeoning seaside and historic towns such as Yamba and Maclean are set to give places such as Byron Bay and Bangalow a real run for their money.



In what will become around an hour and a half's drive from the Gold Coast after 2020, the turnoff to Iluka marks the beginning of a series of towns and hamlets dotted along the river and coastline that have managed to retain their own special characteristics.

The drive in through the Bundjalung National Park to reach the sleepy seaside settlement is as beautiful as its pristine beaches on the northern side of the mouth of the Clarence River.

Iluka, derived from a local Aboriginal word meaning "near the sea" still exudes all the charm of a 1950s fishing village and holiday town, dotted with fibro shacks and the landmark Sedgers Reef Hotel, with direct ferry access to the nearby town of Yamba on the other side of the river.

While the town has resisted any form of large development, a new \$10 million resort aimed at tapping into the seaside village's surfing and lifestyle appeal has already broken ground, perhaps a sign of things to come.

If the 20-minute drive off the highway seems premature, keep travelling south crossing the north arm of the Clarence River, and you'll soon reach the village of Harwood.

Situated on the southern end of Harwood Island, the town is home to a sugar refinery and the Harwood Hotel, affectionately known to locals as the Harwood Hilton.

Settled in the 1870s, at its peak it had three pubs, a post office, public school, police station and thriving cane industry.

Today the Pacific Highway upgrade has split the village in two with the construction of an

enormous new bridge, however it's always worth stopping by to wander through the local antique or produce stores, or relax for a drink and lunch at the pub.

A short drive west from here and you'll stumble across the very quirky and quaint hamlet of Chatsworth, home to a dozen houses and a licensed general store that serves up the best value burger-with-the-lot (sans chips) for just \$9.50.







Cross the main arm of the mighty Clarence and you'll be presented with two options, upriver to the Scottish town of Maclean, or downriver to Yamba.

Yamba, and it's neighbouring Angourie, have been well-frequented by Gold Coasters over the years for their beaches, laid back lifestyle and of course the famous Yamba prawn.

Both have also managed to develop a sophisticated café and dining culture to service the demand, but also maintain the local zeitgeist without folding to the latest fads or fashions from Queensland's southern capital.

Distinctive Middle Eastern, Italian and French influences can be found in restaurants, with internationally recognised coffee houses and classic club and pub fare, bespoke homeware and fashion stores all making Yamba the perfect beachside destination for a getaway.

Follow the river west for 20 minutes (and back under the Harwood Bridge) and you'll know when you've arrived in the Scottish capital of Australia, Maclean, with its tartan painted power poles and distinctive Scottish heritage on immediate show.

Developed around the mid 1800s, with many historic buildings established in the late 1890s, Maclean has managed to retain most of its heritage and distinctive country charm.

In fact, the historic authenticity of the buildings made it the perfect set for the 1987 television mini-series Fields of Fire.



Its Scottish heritage can be traced back to its beginnings with an annual highland gathering held for over 100 years during the Easter weekend showcasing traditional Scottish competitions including caber tossing, highland dancing, and bagpiping.

It takes its mantle so seriously that along with the painted powerpoles, many street signs are written in English and Scottish Gaelic and a stone cairn has been erected in a local park

Maclean has also spawned some great culinary champions including the fusion inspired On the Bite, serving up Indian, Vietnamese and Middle Eastern motivated dishes (sadly only open for breakfast and lunch Monday to Friday), and the ever-expanding coffee roastery and café empire Botero, which wouldn't look out of place in the hippest industrial suburbs of Sydney or Melbourne.

From Maclean there are stunning countryside drives further south to Grafton.

The easiest is to continue down the Pacific Highway where you'll soon come across the historic port town of Ulmarra, once a thriving settlement servicing the ferries that plied their trade up and down the river.



For more information visit www.myclarencevalley.com



An historic pub, art galleries and antique stores can be found on the highway or on Coldstream Road that leads down to the water.

More scenic routes from Maclean south include crossing the hundred-plus year old McFarlane Bridge on to the largest non-delta river island in the Southern Hemisphere, Woodford Island.

Stay on the island and drive through lush farmland you'll find yourself at a classic country pub in Brushgrove, with a bridge across to Cowper and the Pacific Highway, or you can drive on to the Lawrence Ferry (one of two vehicular ferries operating along the river – the other is at Ulmarra) and meander through farmland the back way to Grafton.

If the beach is your thing, and you haven't visited the locales of Brooms Head, Sandon, Minnie Water or Wooli, then the completion of the Pacific Highway upgrade will make the journey in much quicker.

They're all small coastal towns accessible by winding roads with no curb or gutters and playing home to childhood memory-laden caravan parks and fibro beach shacks.

But herein lies the problem: the eventual easier access to the Clarence Valley may eventually kill off some of the charm its towns and localities have managed to keep for such a long time.

Only the upgrade and time will tell.



Taken your Mercedes-Benz on a great drive lately? Email your adventures to feature in future editions of our magazine at: mbgcustomercare@mbgcoast.com.au

Radical riders collective promotes positive lifestyle

WORDS James Perkins
PHOTOS Lincoln Williams

RAD Riders is a bike and skate movement that promotes a drug-free lifestyle, but its purpose does not stop there.

When Alex “Max Cooper” McLeod walked into Mercedes-Benz Gold Coast recently to buy a long wheelbase Sprinter van, he had a story to tell.

Max was buying the van for RAD Riders, the collective he started more than 20 years earlier, and which he thought was finished. That was, until 18 months ago.

RAD stands for Riders Against Drugs, and it was founded in 1996 as Max emerged from his own period of drug abuse that began when he was a professional rider in South East Asia, and escalated upon his return to Australia.

To make a change, Max and his friends began riding under the RAD banner and its commitment to being drug free. Over a period of 15 years, they built the brand by travelling across Australia performing freestyle events where they championed the cause.

But it all ended with the worst crash of Max’s career; a crash that nearly killed him.

In front of a group of underprivileged kids in the Melbourne warehouse that was the RAD headquarters, Max fell and broke both arms – the left one in nine places and the right in five – dislocated both wrists, punctured his lung, broke several ribs and snapped his leg backwards.

“That knocked me around,” says Max. He retreated to Tasmania to recover with his parents, and continued working in the freestyle motocross field, but his injuries just didn’t heal and he finally walked away.

“I didn’t know it at the time, but closing RAD would be the most painful thing that I ever did,” says Max. “I turned my back and walked away from an industry that was my blood; I walked away into the wilderness, into no man’s land.”

Now living at Main Beach and running an independent marketing agency, Max realised the time was right to bring back RAD, this time focused on skate parks and dirt trails in South East Queensland.

“The reason why was that I was constantly seeing news stories about the ‘ice’ problem that was all across the country. In particular, I felt very sorry for those small towns that were struggling.”

“I knew I had a way to make a change. If I have a way to help 10 riders get off ice, then I am doing it.”

The revamped concept has quickly taken off and the new van will help the group to grow. RAD is currently working with the Brisbane City Council, City of Logan and City of Gold Coast on a range of events to activate skate parks and dirt trails.

“I needed the ultimate van: I needed it to be big and powerful, I needed it to be reliable and I needed it to have presence,” says Max. That’s because, as the RAD Riders mothership, it needs to turn up at skate parks and wow the local riders and skaters, and inspire them to being involved in the group.

“That’s why we chose a Mercedes-Benz.”

RAD sponsors talented riders looking to make a profession out of skating and BMX, and it also elevates ambassadors – leaders in local skate parks – who have the respect of their peers, and who buy in to the RAD message.

“What we do is put leaders in skate parks,” Max explains, adding that there are 16 skate parks that he considers RAD strongholds. “The thing is, there are more than 1000 skate parks,” he adds, so there is a lot of opportunity for RAD to help make change.

“The idea is that the team members choose and want to be free of drugs. Their priority is riding and competing and enjoying the meaningful relationships developed through their association with the group,” says Max.

The good news is that Max has not seen evidence of any drugs at skate parks in areas such as Brisbane, Logan or the Gold Coast.

“What I have learned is that young people don’t want drugs in their lives – they are not interested. These kids and young men and women are rebelling against the current drug culture, and the reason is that many kids are traumatised by what they have seen at home.”

Several of the RAD riders have been inspired to join the group because of the abuse they have witnessed, and they want to help make a change. Some need the help of the group. Many others are average kids inspired by the message and inclusiveness of the RAD Riders.

“RAD has been built on the ‘forgotten rider,’” says Max. “What RAD is about, whether someone is a poor rider or number one plate holder, is developing

ambassadors that proudly say, ‘I don’t do drugs and I don’t want to do drugs.’”

Max says there is a strong commitment to looking out for the fellow rider, whether that is in real life, or on social media. “Our creed, above all else, is that we have each other’s backs.”

The group aims to help its crew build supportive friendships and connections that last a lifetime. It doesn’t preach. It leads by example by supporting positive characters within the skate and bike scene.

“We gently show them a better way. The reason RAD works is because they live to ride; that is the bottom line,” says Max.

That’s rad.

The RAD Riders ideology

- Join the movement and live life as a drug-free RAD Rider
- Look out for fellow RAD Riders – when riding and at the track, skate park or dirt trails
- Encourage others to join the RAD Rider movement, including family, class mates and fellow riders
- Show support and understanding for any RAD Rider who should fall back into drug taking behaviour
- When on social media, provide support and protection to riders by ‘liking’ their posts, and by offering kind comments and reporting any bullying to RAD.

“I needed the ultimate van: I needed it to be big and powerful, I needed it to be reliable and I needed it to have presence”

Confession of a shoe addict

An observation at a ladies' luncheon led shoe lover Michelle Noordink to enter the fashion game.

WORDS James Perkins

PHOTOGRAPHY Shaun Donaghy



Michelle Noordink has a confession: ‘I have a shoe addiction’, she says. And it is that shoe addiction that led her to create her own fashion label, Conf3ss.

The thing about shoe addictions is that they can be expensive, but Michelle had a new idea to allow women to exponentially grow their collections.

And to do that, it wasn’t going to be necessary to add another room to the house, break the bank, or loot the resources of a small nation (hello Imelda Marcos).

The idea came to Michelle at a ladies’ luncheon on the Gold Coast one morning around four years ago. When she entered the room, she came to a realisation that shocked her like a sudden broken heel: most of the guests were wearing variations of the same style of shoe.

“The only difference was the strap colour and heel types,” says Michelle. “That was the moment the idea came to me.” So, she went home, sat down at the computer and, using her skills as a graphic designer, sketched out an idea for women’s shoes with interchangeable straps.

“It was almost as though the thought was implanted in my head by the way that it came out on the screen,” she says. “I had all these ideas for colours and shoe styles – it was so clear that day.”

And upon doing research, she found that there was no equivalent to her idea anywhere in the world. “I didn’t find anything else like it,” she said.

So Michelle embarked on a mission to bring a new product to the shoe retailing industry, which turns over \$3 billion each year in Australia and is forecast to be worth US\$430 billion worldwide by 2024.

By creating a shoe with interchangeable straps, Michelle thought “I can now make it possible for every woman to look and feel amazing by personalising her own unique style”.

Three years after launch, Conf3ss shoes are available in 66 retail stores across Australia and online demand is strong – the company employs five people to pack and send orders at its Arundel distribution warehouse.

But the brand has not been an overnight success.

“It was quite difficult when I look back at it. It seems like so long ago, but it is only three years,” says Michelle.

In the beginning, armed with a newfound purpose and unique idea, Michelle worked to get her shoes manufactured. After two false starts, she finally found the right partner. In all, it took a year and a half to arrive at the final prototype and then begin manufacture.

The shoes are made up of a base, plus a t-bar and toe and heel straps. The toe strap was the most challenging part of the shoe to get right. Magnets alone were not strong enough to hold it onto the shoe, and press-studs didn't work either.

It was a huge relief when Michelle came up with a solution to the problem. “It was then that we had the reinforcement that we needed,” she explains.



Conf3ss

Call 1300 787 634 or visit
www.conf3ss.com

IF THE SHOE FITS, KEEP WEARING IT

Michelle had ultimate faith in her new brand, but Conf3ss didn't take off across the world as quickly as hoped, so she had to adjust her expectations.

“I thought that it was going to be an overnight success; that everyone would show 10 people and it would go viral,” says Michelle.

“It has been a harder slog than that. It was not long ago that we really started moving ahead.”

There was a lot on the line – the Noordink family sold businesses and properties to fund the innovative new style of footwear, so it was essential to keep pushing forward.

“I did take a lot of risk, but I had no doubt that it would work, so I went for it. I knew I would have always regretted it if I didn't go ahead with it.”

So she chased her dream with strong support from friends and family, and the wins started to come.

“When I started, it came from pure passion, but there was so much I didn't think about that I thought would just happen. There are a lot of problems to face,” says Michelle.

“It has been a really big growing experience for me, and it has made me a lot stronger going through it all. Just pulling through those hard periods and being persistent.”

For the aspiring entrepreneurs out there, here is Michelle's guide to walking the valley of death between a great idea and a great business.

She says the three most important qualities of an entrepreneur are flexibility, an ability to learn from mistakes, and to refuse to let perfectionism stand in the way of having a go.

And, when things get tough, keep going and don't give up.

THE NEXT STEP

Conf3ss is now a growing company, and with time it will be able to explore new marketing angles such as affiliate programs.

“We have so many affiliate programs that we want to explore but haven't tapped into yet, but we don't have the time and resources yet really – we have a long way to go.”

“There are a lot more opportunities out there that we haven't had the time to explore.”

New strap designs are constantly in development, as well as new accessories such as bracelets and bags.

Conf3ss bags launched just before Christmas in two styles: the hobo and the crossover body bag. Each is available in camel and black with six different strap colours.

Each bracelet, meanwhile, comes with three straps: gold, silver, and a rose gold emblem.

“We have got a lot of things up our sleeves, such as lace and different patterned straps and embellishments – a whole bunch of different ideas.

“It is quite a lot of work to bring a new idea to production, but we are at that point where we need to keep it interesting. Women like to add to their collections.”

Michelle knows this not just through personal experience, but because around 40 per cent of the people who buy Conf3ss shoes are return customers.

“They buy shoes and come back and buy different straps and then buy more shoes. Once they are in, they are loyal and they love our shoes, which is nice.”

“If you pick three sets of straps, that is 36 looks,” says Michelle. “If you pick four, that is 86 looks – it goes up exponentially. If you have five colours you can create 250 looks

HOW IT WORKS

There are three steps to Conf3ss shoes:

1. Choose a shoe from five styles including flats, low wedge, mid wedge, high wedge and high heels, in beige or black.
2. Choose straps to add to the shoe base from a choice of 30 different colours. Each strap set includes a t-bar, toe and heel straps. Each shoe bottom comes with a choice of three strap sets.
3. Design your own shoe.





THE MAKING OF A REAL ENTREPRENEUR

The three values that define a successful company founder.

WORDS James Marshall

Entrepreneurship and what it means to be a 'real' one is something I often ponder, and that's because in my profession as an accountant and business advisor, I talk to entrepreneurs every single day.

Having the opportunity to meet with people who have 'made it', and helping those with the right stuff to get there is a privileged position to be in.

Recently, at the Gold Coast Young Entrepreneur of the Year awards, I took stock of what it means to be a successful entrepreneur.

As each of the finalists was introduced to the crowd, I was reminded again and again of the core values that make a real entrepreneur.

By 'real' entrepreneur, I mean the people who put it all out there to live the 'dream', knowing full well what that 'dream' involves.

I have said it before, but when people go to the racetrack or casino they don't hear about the losers, and it's the same with business.

No one wants to hear about someone who is in the office until midnight six nights a week banging their head against a brick wall.

But, if you're passionate about what you do, have the right people around you and are willing to take calculated risks, you are on good odds to succeed.

The official definition of an entrepreneur is someone who is willing to launch a new business venture and take full responsibility for the outcome.

A real entrepreneur applies those three things – passion, people, and risk – to making their venture a success. Each plays off the other.

PASSION COMES FIRST

There is a part of me that believes people come first, but it is the passion for a new product, or a new way of doing things, that empowers real entrepreneurs.

It is a spark that comes from the inside, which grows to a flame as the idea smoulders inside their minds.

It burns inside of them and inspires them to pursue the idea even when there is no guarantee it will be the foundation of a thriving business.

Passion helps make an entrepreneur authentic and believable, another two qualities that are essential in the early days, where it is inevitable there will be setbacks and doubts that need to be overcome.

This year's Gold Coast Young Entrepreneur of the Year winner, Megan Ziems, founder of Grace Loves Lace, couldn't find a wedding dress that matched her style, so she made her own.

Megan's passion for dressmaking and fashion first gave her the knowledge and taste to identify a niche in her market, and then the motivation to go out and exploit that niche.

Her brand is now one of the hottest wedding dress labels worldwide. And she makes the dresses here on the Gold Coast – who said manufacturing was dead in Australia?

WHY YOUR RISKS SHOULD BE CALCULATED

Passion is a two-edged sword, because passion can foster recklessness. Entrepreneurs need to use their passion, but also set it aside to make clear-eyed, calculated risks.

Ray Dalio, the founder of Bridgewater Capital, must be one of the greatest managers of risk of the last few decades. His explanation of how the economy works, is a must-read.

Dalio's hypothesis allowed him to sidestep, and profit from, the Global Financial Crisis by understanding the interplay between transactions, productivity growth and the short- and long-term debt cycles.

There's no doubt that Dalio has passion; it is essential to build one of the planet's most successful hedge funds, but his passion appears to be for understanding the economy and the risks and opportunities within it.

As you might imagine, there is a tradeoff between passion and calculated risk taking. After describing how important passion is to the process of creating a new business, it is so important to understand that a dud product won't be successful no matter how much passion is behind the product.

So, a real entrepreneur understands the risks, and acts on them. As Ray Dalio has demonstrated, being cognizant of risks does not preclude an entrepreneur from making money.



ENTREPRENEURS NEED GOOD PEOPLE AROUND THEM

It is seen as such an individual pursuit, entrepreneurship, but the reality is that no person can do it all themselves.

Does anyone think that Richard Branson could have build an international freight and transport business alone?

Did Steve Jobs personally create every iPhone? No, the business is still going strong following his death and the appointment of Tim Cook.

Those businesses may not have been at the heights they are today without Branson and Jobs, but it also comes down to the people around them.

When MWM Advisory was founded in 2013, we had six full-time employees. Today that number is 34.

As a professional services firm, we are our people, and we could not have grown without their dedicated hard work.

It is great to be recognised as a finalist in the Gold Coast Young Entrepreneur of the Year Awards, and in the Top 20 of the 40 under 40 list, but realistically, it is a reflection of the work of the entire MWM team.

Leaders can lead, but the team has to buy in to the vision and then be a part of it.

This also carries over into listening to advisors. For example, at MWM we listen to the advice of our marketing team, and we have many clients that listen to our tax and accounting advice. – too easy a Segway, please just don't include.

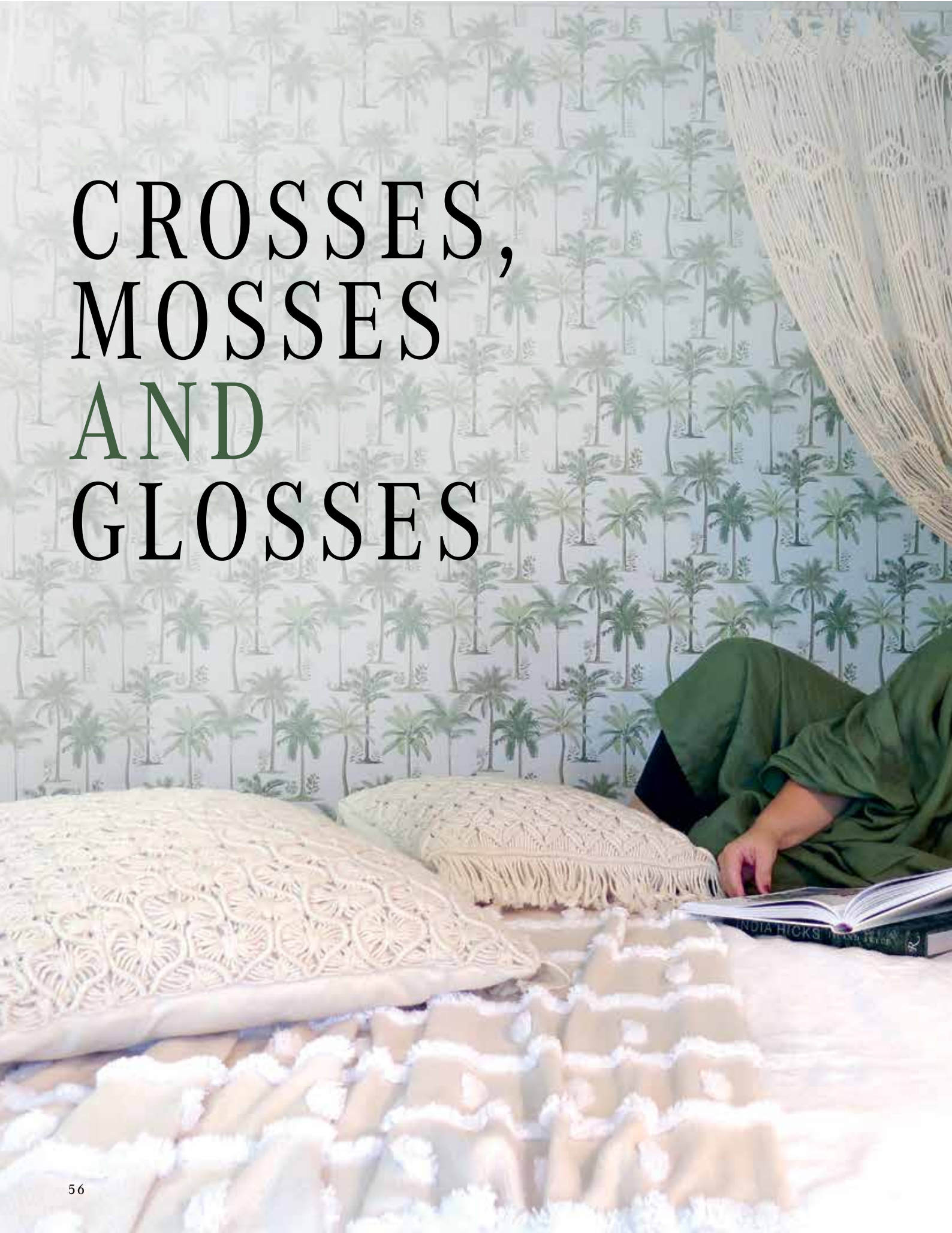
As an entrepreneur, you don't know everything. Surround yourself with people who are better than you are, who buy into your vision, and then listen to their advice.

HERE ARE SOME ADDITIONAL LEADING THINKERS ON ENTREPRENEURSHIP THAT I FOLLOW:

- **Simon Sinek** – On understanding leaders, people and the future.
- **Ken Blanchard** – Insightful on organisational behaviour
- **Tim Ferris** – Work-life balance and personal development
- **Tony Robbins** – Legend who needs little introduction.
- **Noah Kagan** – On 'Wantrapeneuers', self-analysis and learning from mistakes.
- **Adan Grant** – Perceptive behavioural psychologist.
- **Adam Alter** – On obsessions and addictions.
- **Lewis Howes** – On personality types, particularly the 'Alpha' and the 'Stoic'.

For more information, contact MWM Advisory Commercial Advisors and Accountants at mwmadvisory.com.au or call 5596 9070.

CROSSES, MOSSES AND GLOSSES





Visual stylist Lesa Lambert shares some of her inspirations and favourite concepts with Mercedes-Benz Gold Coast.

WORDS James Perkins

PHOTOS Lesa Lambert

Lesa Lambert is one of the Gold Coast's original designers and creatives. Her life has been a continuous journey of learning, teaching, sharing and making.

Over the years, she has renovated and sold more than 10 homes, established craft businesses, mentored fellow creatives and travelled extensively.

The visual stylist thrives in the garden and ensures that her living spaces are full of green foliage alongside antique items collected from exotic locations.

Lesa is currently living in a Queenslander-style house on the central Gold Coast, but has no plans to flip this rare property (yet!) – one of the few remaining Queenslanders in the Merrimac area.

“We’re happy to stay there for a few years,” says the mother of three. “Age has probably caught up with us; we don’t move as fast as we used to, and it has become harder to buy and sell at a profit.”

Lesa runs the @mossandtwine Instagram account, which she started several years ago during a period where she was creating Kokedama-inspired hanging plants.

These days she is more interested in whitewashing classic furniture (particularly Indian teak), collecting crosses, taking photos, and travelling to exotic destinations to find new trinkets.

“Not long ago, I bought quite a lot of heavy and expensive Indian teak furniture and I started

whitewashing it, and a lot of people were interested in what I was doing. It is something I am loving at the moment,” she says.

Lesa decorates with striking items – some found, some gifts from friends – so her settings always have a story to tell. It is her passions that guide her making and creating with a focus on texture, colour and layers.

“I love mixing it up. I love textures and layers and I love creating my own styles and looks. It comes naturally, it’s not something I set out to do,” she explains.

WRAPPED UP IN MOSS AND TWINE

Lesa still looks back in wonder at the success of her Moss and Twine hanging plant business. She sold product at a Southport florist, provided custom-made moss balls for retail fit outs and advertising campaigns, and followers flocked on to her Instagram page.

Inspired by work she had seen online, and a belief that she could do it better than some competitors, Lesa decided to put an ‘Aussie twist’ on the ancient Japanese art by using twine as a wrapping material and by giving plants room to grow.

“I was always into gift wrapping with twine to achieve that ‘eco’ look, and I took that material and applied it to hanging moss balls. I found making moss balls very therapeutic. I love plants and I love craft, so it is no surprise that Kokedama really suited me.”



“Whenever I go away, I really nail down what I would like to do. I know what I want to see and already know the history of the country”

She started with succulents, as their hardiness and pliability made them a suitable candidate. She didn't try and compact the root ball as much as in the traditional style to give the plant room to grow, and then wrapped it in twine.

“Succulents are such a hardy plant, and they don't need much care,” says Lesa. “Later, I went nuts experimenting with what was possible with different types of plants. The look of that beautiful twine wrapped neatly with moss and tied into a perfect round ball is wonderful.”

Lesa thought she would get six months work out of the fad, but it lasted five years, and she branched the business into running workshops and completing custom jobs for clients.

Her work has featured in advertisements for international brands and on the cover of national magazines. She was also commissioned to create a series of hanging pots in a retail store in Brisbane, which picked up her idea and took it nationwide.

“It's really quite funny. There are times when I shake my head and think, ‘well that was a crazy little ride’,” she said.

HUNTING FOR INTERNATIONAL ANTIQUES

Lesa has an eye for exotic objects – sourced either from her own travels, or from friends – that can add a unique texture, colour or point of interest to a space. She meticulously researches each of her destinations before setting off, which allows her to make the most of her time and find what she is looking for.

“Whenever I go away, I really nail down what I would like to do. I know what I want to see and already know the history of the country,” she says. “I'm not there

to go through baskets of cheap shoes, I want to go straight to the good stuff.”

Lesa's most recent adventure to Vietnam, taken alongside her husband and youngest son, included an 11-day tour from Ho Chi Minh City north to Hanoi. On that trip, she discovered a new favourite item: ceramic opium pipes.

“I was really restrained,” laughs Lesa. “But I knew I would be able to find some type of vintage ceramics in Vietnam, and when I found the opium pipes I thought they were amazing, so I picked up six.

“They are beautiful, and I was on the hunt for them like a crazy woman. I just wanted to find more and more opium pipes, and they are not easy to find over there.”

The pipes took some finding, because the best ones were in spaces Lesa describes as ‘half house, half shops’ owned by locals who weren't enthusiastic salespeople.

When it comes to the purchase, Lesa is a polite barterer. “I will do it, but not too hard. I'll work out what I'm paying and work around that.”

“In Vietnam, some of them don't even want to sell to you. They are not into selling. It is really quite different over there, compared to somewhere like Bali.”

Three of the pipes are now displayed proudly alongside Lesa's collection of brass tea and coffee pots on her coffee table. Lesa has fostered quite a selection of goods from across the world. There is coral, seeds (which Lesa beaded), a horn-handled calligraphy brush and a woven basket, all of which are from South Africa.

Next trip, she would like to get to India. “That's something that I would love to do; a place I would love to go.” Who knows what kind of interesting items she will discover in that country.





ANOTHER CROSS ON THE WALL

On a wall at home, Lesa has a wall decorated with her favourite collectible item: crosses. She has collected them over the past decade, not for religious reasons, but because she enjoys their presence.

“I was really drawn to them, and have slowly collected them over time. I bought them from small boutiques over the past 10 years and ended up with quite a few of them. They are all pretty meaningful to me.”

She admits that reactions can be mixed to the wall of crosses she maintains. Usually, women appreciate it, but men are more subdued.

So, what's next for Lesa? It could be anything, but one thing is for sure is that she will keep on experimenting with materials, colours, textures and layers, and then take photos of her creations.

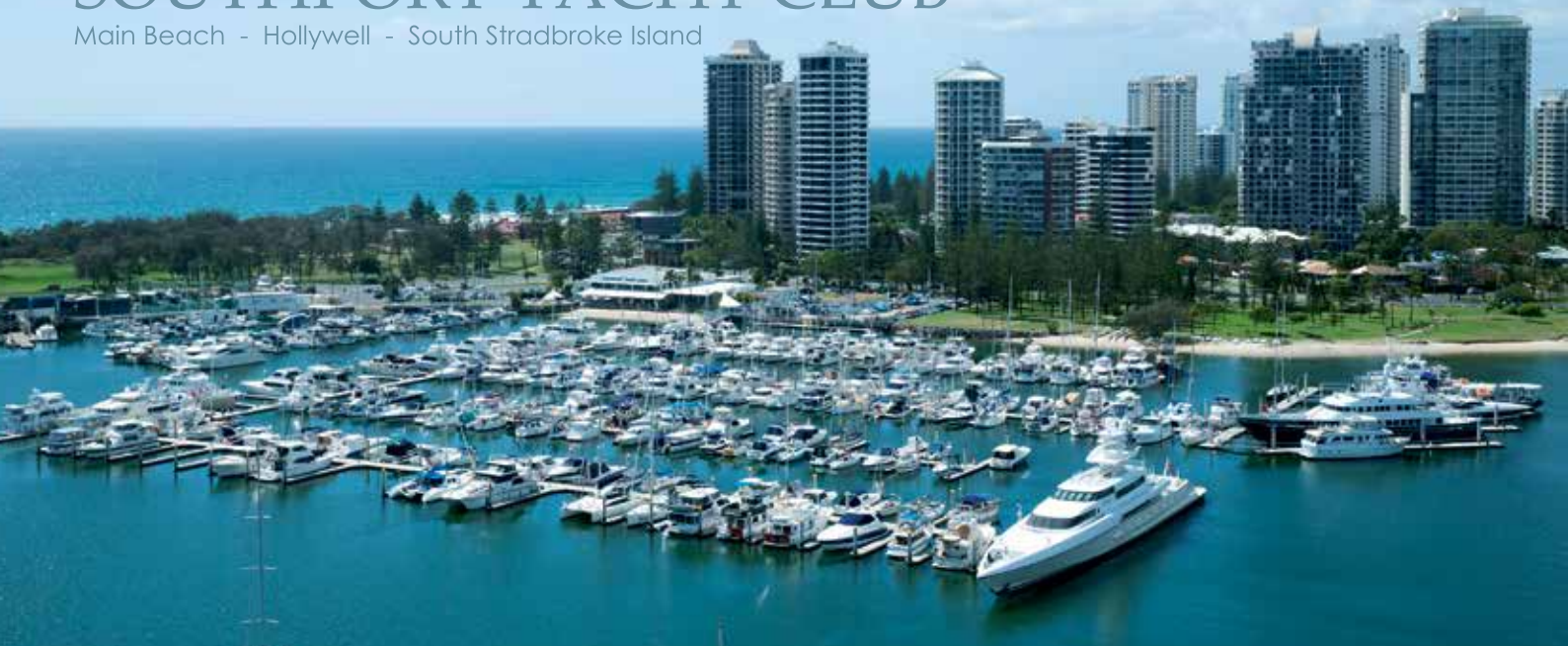
And she'll keep on travelling to find unique and wonderful items to create inspiring home settings.

Instagram: @mossandtwine

Email: lesalambert@bigpond.com | Phone: 0404 843 677

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Christmas under the stars

Christmas spirit was alive and well at the first Mayor's Christmas Carols presented by Mercedes-Benz Gold Coast in December, 2017. Thousands of people set up their blankets and chairs at the Broadwater Parklands to see the top-class talent perform classic Christmas songs.

The event was headlined by singing superstars Christine Anu, Emma Pask and Prinnie Stevens, and also featured local talent including The Paradise Kids Choir featuring Luke Harrison, Petrina Zaphir, The Lamplights, Swing Central and Candice Dianna.

The free event, which was hosted by Mercedes-Benz Gold Coast Ambassador Shelley Craft, also boasted a bunch of food trucks, a special Smurfs Christmas show for the little ones, and of course an appearance by Santa Claus himself.

Mercedes-Benz Gold Coast has entered a three-year sponsorship with the Mayor's Christmas Carols and will again present the event in 2018. See you there!

INTELLIGENT DRIVE DAY GIVES GUESTS A NEW APPRECIATION OF MERCEDES-BENZ TECHNOLOGY

Late last year, the Mercedes-Benz driving events team hosted Intelligent Drive Training at the Mount Cotton Driver Training Centre.

A small group of happy Mercedes-Benz Gold Coast customers put a fleet of vehicles to the test in a diverse series of activities designed to showcase the Marque's impressive safety features.

First, the drivers were given an induction by the instructors, and then watched a video explain the impressive technology included in the new E-Class, including the MULTIBEAM LED headlamps and the futuristic Driver Assistance Package.

The instructors informed the class that technology was advanced enough today to allow autonomous cars to drive safely on the roads, but government regulations and insurance companies are yet to catch up.

While the latest E-Class may not be autonomous, it does offer semi-automated driving, including Active Distance Assist, Active Lane Keeping Assist, autonomous braking in dangerous situations, controlled avoidance, and the PRE-SAFE system that activates in the case of a rear-end collision.

With the learning done, the fun started. The morning was dedicated to exploring the capabilities of the cars, before an afternoon session with several AMG vehicles on the circuit, and C 63 vehicles on the skid pans.

Observing the E-Class Intelligent Driver Assistance Package in action from within the vehicle in a choreographed routine involving two cars put what was seen in the video into a real-life perspective. As the E-Class vehicles showed off the incredible driver safety features, the Actros truck also cruised a small circuit on the streets of the Mount Cotton facility, and its horn echoed across the tarmac.

Meanwhile, a suite of high-speed braking and wet-weather simulated driving experiences showcased what could be expected from the ABS brakes and Electronic Stability Control (ESC) systems.

The experience that everyone was waiting for came after lunch, when newly-honed driving skills were taken to the next level in five Mercedes-AMGs that were available to take around the practice circuit, including the beastly Mercedes-AMG GT R.

If the group's blood wasn't already pumping fast enough, the day was rounded out with drifting practice on the diesel-splashed skidpan in two twin-turbo V8 C 63s. It called for perfect precision on the accelerator, as even a slight push would send the car spinning; that is, until the ESC system was engaged.

Just for something a little more serene, an instructor took the G-Class through its paces in Mount Cotton's off-road track, which it conquered with ease. As the participants left the facility that afternoon, each was driving just a little more intelligently.



Few vehicles produced by Mercedes-Benz have had the technological and cultural impact of the 600.



Premiere in grande style: The Mercedes-Benz 600 made its debut at the 1963 International Motor Show – illustrated by the well-known graphic artist Hans Liska.

Here Hans Liska has immortalized the moment that the Mercedes-Benz 600 was launched at the 1963 International Auto Show in Frankfurt.

The image understates the interest in the car at the time. Photos from the event show hundreds of people crowded against a barrier rope straining to get as close as possible to a car like none had seen before. It utilised Mercedes-Benz' first V8 engine (the 6.3L M100), which was required to drive the 600's innovative hydraulic system that powered all its mod-cons, including the suspension.

The understated luxury and unpretentious gravitas of the vehicle lent it a certain mystique. It is the type of car that appealed to autocrats and dictators.

Just nine of the most epic version of the 600, the Pullman Long Top Landaulet, were built. They were owned by leaders such as Josip Broz Tito in Yugoslavia and Saddam Hussein in Iraq.

Other famous owners included Fidel Castro, Coco Chanel, Ferdinand Marcos, and Jeremy Clarkson.

The vehicles made cameos in three James Bond films: *On Her Majesty's Secret Service* in 1969; *Diamonds are Forever* in 1971; and *Octopussy* in 1983.

Production of the 600 was ceased in 1981, but by that time the car had established itself as an all-time great design, an unforgettable addition to the advance of the motor vehicle.



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[^]Source: VFACTS 1998 – 2016

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