

DRIVER

Prime time with reality TV
kingpin Alex Mavroidakis

DESPATCHES

Discover a French manor house
in the English countryside

PLATE

Shuck's seafood menu
highlights plated up



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WELCOME



This edition of MBGC – the Mercedes-Benz Gold Coast magazine marks the publication’s second birthday – and what an adventure our two foundation years of publication have been.

Proudly, each edition of the magazine has featured exclusive stories on some of the Gold Coast’s most interesting and influential people.

And our second birthday edition is no different, with the amazing Alex Mavroidakis featuring on our striking cover and the lead DRIVER feature story starting on page 10.

Alex is a Currumbin-based dad and proud Gold Coaster, as well as the executive producer of reality TV behemoths *Big Brother* and *I’m a Celebrity... Get Me Outta Here*.

We’re excited to be the place where you read about his amazing career journey first.

For SPACE, Brisbane interior designer John Croft walks us through a family home where colour and exuberance reign supreme.

In this edition’s DESPATCHES we visit a stunning retreat in the English countryside with esteemed travel writer Mike Grenby. Trust me, you won’t see this truly unique property on an episode of *Getaway!*

LABEL, MBGC’s on-point fashion pages features new Gold Coast label Noise Maker, now open at Pacific Fair and the brainchild of Japanese streetwear kingpin Toru Hasegawa.

In OPERATIONS we keep you posted on the latest behind-the-scenes action at MBGC, including our smash-hit launch event for the thrilling new E Class, starring the high-tech New Zealand dance troupe Vospertron.

It’s also the place where you’ll meet the new-look MBGC team. Colin Sergis, a popular face around our Robina headquarters, has been promoted to New Car Sales Manager, with three other team members also promoted in the reshuffle.

Congratulations to Colin and the team. I know personally that each of them is eager to work with you in their new roles.

Please enjoy this anniversary edition of MBGC, share it with your friends, and if you’d like to view the range of Mercedes-Benz autos, please call into our showroom in Robina or boutique at Sanctuary Cove.

Robin Mainali
Dealer Principal

Mercedes-Benz Gold Coast

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THE CONTROLLER

Reality TV ringmaster Alex Mavroidakis on mastering the art of noisemaking

WRITER Sam Cleveland PHOTOGRAPHY Lincoln Williams

Currumbin dad-of-two Alex Mavroidakis firmly believes there's not enough funny on Australian TV.

"In Australian prime time it's current affairs, arresting minorities at airports, chasing people in police cars, a bit of singing, a bit of cooking and a bit of renovation," he says.

"And I haven't laughed once; Hamish and Andy once a year is not good enough.

"When people come home from a hard day and their house is messy and the kids are being arseholes and the spouse is yelling at them, when they sit on the couch they want to laugh."

And as executive producer and key creative shotcaller in Australia for reality TV mega-brands *Big Brother* and *I'm a Celebrity... Get Me Out Of Here!*, Mavroidakis is in a position to do something about it.

He's put his comic stamp on both series and is currently neck-deep in building the third season of *I'm a Celeb*, due to air from the South African jungle January 2017.

Pulling the threads of the new season together has his focus split between gathering a balanced group of stars, answering big-picture creative questions around the look and drama of the show and pulling together his favoured crew.

"Celebrities plus jungle equals funny," he laughs.

"But we can't just rely on the cast.

"When we're shooting I'm down in the detail, up to my elbows placing cockroaches in strategic positions so they jump out at the right time.

"We have to have brilliant games, brilliant ideas and twists and spikes in place that make a good cast great."

Mavroidakis freely cops to 'everyman' status: he punts on the Titans, loves *Rocky* movies and gets a giggle out of Facebook phenomenon Grumpy Cat.

"I'm very typical," he says. "I like the music that's number one in the charts, I don't like arty movies, or niche anything. I like mass media."

That common touch, he says, is also key to conducting crowdpleasing content.

"Everything on free-to-air TV is very simple, and that's why I'm pretty good at doing what I'm doing – I'm a very simple person," he says.

"I'm 'everyman', and I think that's why I can make jokes and come up with twists that appeal to the audience.

"The best research I can do is shop at Coles, watch the same shows as everyone else, read

the same newspapers, listen to the same music, click on the same clickbait Facebook posts."

When Mavroidakis's TV career began in England in the late '90s, internet video speeds were pitiful, email was still a bit exotic and the phrase 'social media' was just an abstract thought.

Today, he's developing entertainment for a much more competitive landscape, where audience attention is split between tablets, Netflix, time-shifted shows and bottomless clickholes Facebook and YouTube.

"The 'glory days' of free-to-air TV are over, and that's purely down to competition," he says.

Devolving ratings benchmarks tell the story. Mavroidakis says a million viewers in Australia once meant a hit show, a number that's tumbled to 750,000 in the new landscape.

"And 800,000 is an absolute win," he says.

Attracting an audience, he says, is now about generating 'noise'.

"Noise – you could say buzz or controversy – is currency," he says.

"If something starts getting traction on social media or in the papers and gets people



We have to have brilliant games, brilliant ideas and twists and spikes in place that make a good cast great

talking, it's something that will give your show good ratings.

"For *Married at First Sight*, where people were married before they met, there was massive buzz in the papers – the public saying it's a disgrace! – but the show was a knockout hit for Nine."

On *I'm a Celeb*, he looks to plant creative 'hand grenades' throughout the season that make his audience go: "I can't miss that!", drawing on manic Japanese game shows, Facebook trends and even *Game of Thrones* for inspiration.

"Anything that is culturally noisy you can translate to TV shows," he says.

"So I look for noise in all facets of life: which celebrities are on the rise, why *Game of Thrones* works and what elements of it could fall into other shows I'm working on."

For DRIVER, Mavroidakis opted for the C300 Coupé, the sleek new two-door C Class.

Settled in the cockpit, his attention is drawn to the onboard systems. Before even bothering to

start the engine he's flicking switches, playing with seat controls and shuffling pop songs from his iPhone through the 13-speaker sound system.

"I would be more than happy to be stuck in a traffic jam in this car," he deadpans, "all these gadgets – I love man-toys, so all these add-ons are a real selling point."

After some town driving to get settled, we hit the back highway and test the car's upper range.

Mavroidakis taps the Dynamic Select switch, booting the car's performance from 'comfort' to 'sport plus' ('sport' mode was bypassed completely and 'eco' was never in the picture), and gets the response he was hoping for.

"That's absolutely beautiful to drive," he grins. "One button turned it from a family car into a sports car – you can be dad driving the kids to school, press that, and you turn into Lewis Hamilton."

Mavroidakis grew up in Southampton with a love of telly and an obsession with sports.



“Anything with a ball or violence,” he smiles.

He earned a media degree writing about Madonna and Eastenders and Bob Marley, then at 21 blagged his break as a runner on a live youth program called *The Mag*, a ‘nothing budget show’ where a team of just four made an hour of live television each week.

“So as a runner I was filming, writing sketches, booking acts,” he says. “It prepped me perfectly for TV, I learned how to use a camera and deal with talent and understand that the hours were ridiculous.”

From there he hopscotched his way up the industry ladder, proving his populist knack as a producer on Trisha Goddard’s tabloid talk show, where his first episode, a Jerry Springer-style rumble titled *Porn King for a Day*, earned the program’s best ratings for the year.

By 24 he was producing on the daily medical doco *City Hospital*, shooting amid the pressure of a working Southampton hospital while juggling three hosts and scouring the wards for storylines.

“It was a pretty meteoric rise,” he says of his three-year leap to producing. “There are so many wiz kids around now who can do everything themselves – produce, shoot, edit – but in those days it was quick.”

On *City Hospital* he worked with Aussie Chris Blackburn, who a few months later called from Brisbane with a life-changing offer.

Blackburn was on 7’s schlocky reality hit *Temptation Island* and wanted Mavroidakis to come on as series producer.

“I was standing outside by the hospital incinerators, getting drenched by rain and smelling burning flesh, and here was Chris asking me to come to Fiji,” says Mavroidakis.

After *Temptation Island*, Blackburn and Mavroidakis moved to *Big Brother* on Ten.

Their creative partnership dug its deepest groove when the brand was revived in 2012 on Nine, where they literally ran the show as co-executive producers: Mavroidakis as the Housemate-bating ringmaster and Blackburn hammering the results into airable shape.

Several innovations they devised or championed have been transplanted to international versions of the show via the Big Brother Exchange, the annual gathering where *Big Brother* creators from around the world swap ideas.

“It’s the most bizarre conference in the world,” he laughs, “like the United Nations with little flags and nameplates around this enormous table.”

An adoptive Gold Coaster since landing here for the Dreamworld-based *Big Brother* in 2002 (and an Australian



ALEX MAVROIDAKIS ON LANDING ‘THE MOST FAMOUS AUSTRALIAN IN THE WORLD’ FOR THE 2016 SERIES OF *I’M A CELEBRITY... GET ME OUT OF HERE!*

Getting cricket legend Shane Warne was the biggest casting coup in Australian reality TV. He’s head-and-shoulders the most famous name that’s ever done a show in this country.

We wanted a prestige name, someone who would come in filterless, somebody who’d give us headlines, and who’d give the show 100 per cent.

When someone auditions for *Big Brother* they give you almost total access to their life and personality, but for *I’m a Celeb* you get very limited upfront access – Shane is not going

to invite you to his house for a few days to see how he’ll go.

But we knew within minutes of meeting he was going in to win, and he was devastated when he got booted [he came fourth].

Season two rated seven per cent up from season one, which is very rare in this business.

He gave us a great start to the season and great content throughout – for god sake he drank a whole blended rat!

Once we knew we had Shane, we tailored a lot of trials to the sort of things he would

excel at or be funny at. The public vote for who undertakes a trial and we knew they would pick him.

I knew he had serious arachnophobia, so for a trial we put a tarantula in his hands for one minute.

I watched him convulsing and crying like a little girl – one of the heroes of the sporting world putting themselves on the line like that, it was some of the best TV I’ve ever been involved in. And he’s a lovely bloke as well.

citizen since 2012), Mavroidakis misses family and not much more about the UK.

"This is home to me now; I feel like I'm on a permanent holiday," he says.

"You can park outside your own house, you can wear thongs in pubs."

From his Currumbin home, he's six minutes from Gold Coast Airport and industry hubs Sydney and Melbourne when he's needed for meetings.

Working remote puts him on the phone long enough each day, however, to warrant purchase of an external battery for his handset.

"Which gives you an indication what a magnificent candidate for brain cancer I am," he laughs.

"And when I'm not on the phone I'm on the computer."

In between series of *Big Brother*, Mavroidakis crossed 13 countries in 20 days producing *The Amazing Race*, spent six months riding in Perth cop cars for *The Force* and did seasons of *The Apprentice* and the English version of *I'm a Celeb* in Murwillumbah.

When *Big Brother* went on hiatus in 2008 he was recruited by Brisbane production company Blacklab to develop original content.

In no time at all they made the cooking program *30 Minute Menu* for Nine, before Mavroidakis created his first show from the ground up – *WAC! The World Animal Championships*.

The set was a boxing ring and each episode sought to once and for all establish the world's smelliest / laziest / most romantic / dumbest animal.

"Every episode was a different trait with different animals competing for the title," he says.

The 'fact-packed comedy series for inquisitive children' sold 52 episodes to the ABC and later 15 countries around the world, a significant bit of business.

The show's genesis, says Mavroidakis, dates to a Network Ten meeting where an exec casually mentioned they were sitting on hundreds of hours of animal footage in the *Totally Wild* archive.

"So I started wondering who would win a fight between a moose and buffalo or something, it's just the way my mind works."





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MAIN EVENT

Shuck on Main Beach has held standing as one of the Gold Coast's premium seafood destinations since opening 13 years ago.

For MBGC, Executive Chef Kristian Howard talks through favourites from the menu he developed with co-owners Scotty and Anna Bugden and Ben Williams.

PHOTOGRAPHY Quince and Mulberry Studios



The best part of my job as Executive Chef at Shuck over the past six years is sourcing the best local and interstate seafood and produce.

Australia has some of the absolute best eating fish species in the world and our menu and 'specials board' constantly evolves as we work to showcase our daily catch: northern

NSW snapper, South Australian King George whiting, Tasmanian sashimi-grade salmon or east coast blue-eye trevalla and bluefin tuna.

Shellfish also play an integral role in balancing our menu, with oysters sourced from Kangaroo Island in South Australia, the Merimbula Lakes on the Sapphire Coast of NSW and closer

to home in Moreton Bay (also the source of our fabulous bugs).

Best of all, our local trawlers, moored only a stone's throw away at the Spit, deliver daily what I believe are the finest prawns in Australia.

Shuck EXECUTIVE CHEF Kristian Howard



TUNA TATAKI

This is a sensationally light entrée with real flavour. The centerpiece is fresh yellowfin tuna lightly seared and crusted in sesame and spices, served with wasabi mousse, Japanese pickled vegetables and a fresh edible flower salad.

There's real complexity here, but the key is in keeping the palette light and fresh without putting any weight on the dish.



SASHIMI PLATE

We mix sashimi-grade Huon salmon, locally caught kingfish and South Australian bluefin tuna, all expertly filleted and crafted using traditional Japanese techniques and condiments.

Based on our love for seafood, we think it's the Gold Coast's ultimate sashimi plate (but that's just an opinion!).

PORK BELLY

This starter is our alternative for meat lovers, and so we've gone all out to deliver something with a real savoury kick.

The key is preparation – Pilton Valley pork belly braised for six hours in our Shuck master stock, which delivers an amazingly tender meat.

We give the dish some intrigue and competing textures with a pulled pork rilette and deliciously crispy pork crackling.

Pork is sometimes thought of as heavy, but our braising process brings out a sophisticated flavour and makes it quite a light dish.





CRAB LASAGNE

Our world-famous crab lasagne is prepared daily to meet demand, it's our biggest seller. We use fresh Mooloolaba spanner crab meat and finish with a tomato and abalone cream sauce.

I handmake the pasta every morning and there's a secret to getting the consistency perfect; we want that level of resistance to a fork to be just right.

It's been our signature dish since Shuck opened more than 13 years ago – celebrities, politicians and business figures have all ordered it – and we can spot the true locals when they ask for a side of chips to mop up the sauce!

CONE BAY BARRAMUNDI WITH PEARL COUS COUS AND PICKLED PUMPKIN

Cone Bay barramundi is one of the most sought-after fish in Australia's best restaurants.

Our barramundi is sourced from the pristine waters off the northwest coast of Australia, a region that receives large tidal flows that deliver barramundi with an exceptionally clean sea flavour.

We accompany it with mild flavours and subtle textures from the pearl cous cous and pickled pumpkin, companions that allow the Barramundi to remain, as it deserves, the absolute hero of the dish.





LEMON MERINGUE CHEESECAKE

Our spin on the traditional lemon meringue pie includes fresh mascarpone cheesecake with trimmings of lemon meringue, gingerbread crumbs and lemon curd, topped with toasted meringue.

The mascarpone cheese adds a depth of flavour and real creaminess, with the gingerbread crumb and tartness of the lemon curd popping in response.

I've seen deconstructed cheesecake around a bit, so thought it would be fun to go in the other direction and amp ours up instead.

TO LE MANIOR BORNE



A grand English country estate offering Michelin-starred French cuisine pushes back against the Brexit

WRITER AND PHOTOGRAPHER Mike Grenby

It's not unusual for a fine dining restaurant to offer a wine pairing with the various dishes. But is there an alternative if you choose not to drink alcohol – or you simply want something a little different?

“We can also offer a flight of specialty teas from all around the world to match the food,” says Gary Jones, executive chef at Belmond Le Manoir aux Quat’ Saisons, which has held two Michelin stars since 1984.

And indeed sommelier Ben Robinson chose six tea varieties to accompany the seven courses of a particular dinner tasting menu one evening – like Gunpowder Green Tea infused with Moroccan Mint and Pu-Erh d’Outre Mer Aged Tea from China’s Yunnan Province.

The tea menu is just one small delight on offer at Le Manoir, a truly refined blend of grand English country estate and French country garden attracts 74,000 guests a year.

As well as innovations like the tea flight, Le Manoir’s multiple award-winning founder Raymond Blanc reflects changing attitudes when he tells a visitor:

“I have realised that constant interruptions by the restaurant team can reduce the enjoyment of your meal and, as such, I have decided to place a copy of the menu on the table for you to see what each course is, without lengthy explanations.”

“Should you wish each course to be announced and described by the restaurant team, then please do let your waiter or waitress know. We will be delighted to do so.”

A night in one of Le Manoir’s 32 exquisitely decorated rooms, each sporting a unique palette and ambience, is about \$2,000AUD (breakfast included).

The property is in the village of Great Milton, a half-hour drive from Oxford, and many guests simply come for the meals in the 90-seat restaurant: breakfasts, lunches or multi-course dinners.

Both the tasting menu and the a la carte dinners include dishes like wild garlic soup with seared scallop, confit of oak-smoked Loch Duart salmon with pickled cucumber, potato and garden mustard seed, and for dessert: strawberries with Szechuan pepper, cream cheese, fresh mint and basil gelee.



“Le Manoir aux Quat’ Saisons is the fulfillment of a personal vision, a dream that one day I would create a hotel and restaurant in harmony where my guests would find perfection in food, comfort, service and welcome”

**THIS PAGE:**

(Left) Le Manoir founder Raymond Blanc
(Bottom) L'Orangerie room

OPPOSITE PAGE:

Blanc de Blanc room



Depending on the season, much of the food comes from Le Manoir's own gardens.

"Boasting some of the finest gardens in Oxfordshire, the outdoor spaces add another dimension to a guest's culinary adventure," says the website.

"The 100 per cent organic vegetable garden supplies 90 types of fresh salads and vegetables to the restaurant. These include vegetables indigenous to Southeast Asia to achieve Blanc's distinct, exotic flavours."

Some 800 apple and pear trees have recently been planted, fulfilling Blanc's desire to have orchards full of unusual British species of fruit.

Mushroom Valley, however, has been created to acquire knowledge about mushroom propagation, rather than to supply the restaurant.

Continuing with the educational theme, The Raymond Blanc Cookery School, situated at the heart of Le Manoir, 'is for everyone who has a passion for food and wishes to have fun preparing it'.

Instructors include Le Manoir's chef patissier Benoit Blin, also a TV personality, whose passion spills over and fills the cooking school kitchen.

Recently added courses include Wellbeing, Gluten Free and Afternoon Tea.

As a member of the Sustainable Restaurant Association and the Considerate Hotelier Association, Le Manoir is also at the forefront of eco-friendly initiatives.

"I have always pioneered sustainable and environmental issues," says Blanc, "from the moment we opened in 1984, it has remained one of our core values."

A 12-page eco-booklet highlights some of these initiatives: a soap-bag for guests to take home the leftover soaps; wine boxes are cut up and used for kindling; coat hangers are sent back to the supplier; all fats and oils are recycled; biodegradable confetti; coffee grounds are recycled and used for compost and in the mushroom container.

Le Manoir's guests benefit from Blanc's vision, his excitement, his passion – all of which had a rather unusual origin.

"I hated studying to become a draughtsman, which is what my parents wanted me to be," he explains.

"Then one day when I went into a restaurant in Besancon where I grew up (near the French-Swiss border), I found *that* was my passion and talent.



“As a busboy I used to smell the glasses and taste the sauces in the serving dishes when I took them back to the kitchen.”

He also used to tell the chef when the food was too salty, or too sweet.

“One day he got so angry he threw a coffee pot at me, and I ended up in hospital,” says Blanc.

“The owner came to see me and said ‘you can’t work for me any more’, but he helped me find a job as a waiter at a restaurant in England.”

Eventually, at age 28 and with \$25,000, Blanc and his wife opened a 35-seat restaurant ‘on the wrong side of the tracks’ in Oxford.

And seven years later, he transformed the nearby honey-coloured 15th century Chiltern manor house into Le Manoir aux Quat’ Saisons.

After 32 years growing his business, Blanc, 66, shows no sign of slowing down.

He’s as excited now as he was then about his vision to provide guests with more than just a fine dining experience in an English country hotel.

“Le Manoir aux Quat’ Saisons is the fulfillment of a personal vision, a dream that one day I would create a hotel and restaurant in harmony

where my guests would find perfection in food, comfort, service and welcome,” he says.

“Having my 220 employees own this vision with me is how we touch the souls of our guests.”

In 2002 Orient Express (now Belmond), operators of an international chain of luxury trains, cruises and hotels, bought a majority interest in Le Manoir.

But Blanc is still *‘le patron et chef’*, with the highest national honours bestowed on him by both England (Order of the British Empire) and France (Chevalier in the Ordre de Legion d’Honneur).

From fine dining in all its forms to the hotel’s hospitality, Blanc’s passionate vision continues to grow. His dreams continue to come true, and his guests continue to ‘find perfection in food, comfort, service and welcome’.

Mike Grenby teaches travel writing, journalism and public speaking at Bond University. He has been writing travel articles and taking travel photos since he was 24. For more information about Le Manoir visit www.belmond.com/le-manoir-aux-quat-saisons-oxfordshire

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\$69,900.00 Drive Away

\$50,000 - \$100,000



Km 61,813. Four door and five seat BlueTec Wagon is finished in Diamond White Metallic with black leather Interior.

FEATURES INCLUDE

- COMAND Navigation
- SP1 AMG sports package
- Electric glass sunroof
- Harman/Kardon sound system
- Electric memory seats with heating
- Keyless entry and start
- 8 speaker stereo
- 21 inch alloy wheels
- 2 Year Certified Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.



2013 Mercedes-Benz SLK 250

\$64,900.00 Drive Away



Km 15,880. Two door and two seat roadster is finished in Iridium Silver with black leather interior.

FEATURES INCLUDE

- COMAND navigation
- AMG styling package
- Seat comfort package
- Memory heated seats
- Keyless entry and start
- 8 speaker stereo
- 17 inch alloy wheels
- 2 Year Certified Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.



2013 Mercedes-Benz E 250

\$59,900.00 Drive Away

\$50,000 - \$100,000



Km 25,527. Two door and four seat coupé is finished in Iridium Silver with black leather interior.

FEATURES INCLUDE

- COMAND navigation
- Seat comfort package
- Memory heated seats
- Electric tilting and sliding sunroof
- Keyless entry and start
- 10 speaker stereo
- 19 inch alloy wheels
- 2 Year Certified Pre-Owned Warranty

Many more features to list.



2015 Mercedes-Benz A 200

\$43,900.00 Drive Away



Km 12,529. Four door and five seat hatchback is finished in Cirrus White with Black Artico/Cloth interior.

FEATURES INCLUDE

- COMAND navigation
- Electric tilting and sliding sunroof
- Bi-Xenon headlights
- 6 speaker stereo
- 18 inch alloy wheels
- 2 Year Certified Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.

\$25,000 - \$50,000



2010 Mercedes-Benz SLK 300

\$42,900.00 Drive Away



Km 53,337. Two door and two seat roadster is finished in Palladium Silver with black leather interior.

FEATURES INCLUDE

- COMAND navigation
- AMG styling package
- Rain sensor
- 9 speaker stereo
- 18 inch alloy wheels
- 2 Year Certified Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.

\$25,000 - \$50,000



2013 Mercedes-Benz C 250

\$42,900.00 Drive Away



Km 43,534. Four door and five seat avantgarde sedan is finished in Obsidian Black with black leather interior.

FEATURES INCLUDE

- COMAND navigation
- Electric tilting and sliding sunroof
- Bi-Xenon headlights
- Lane keeping assist
- Harman/Kardon sound system
- 18 inch alloy wheels
- 2 Year Certified Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.



2014 Mercedes-Benz B 200

\$39,900.00 Drive Away



Km 43,534. Four door and five seat hatchback is finished in Mountain Grey with black leather interior.

FEATURES INCLUDE

- AMG styling package
- Seat comfort package - Electric memory front seats
- Navigation
- Bi-Xenon headlights
- 18 inch AMG Alloy wheels
- 6 speaker stereo
- 2 Year Certified Pre-Owned Warranty
- 116-point inspection by our factory trained technicians

Many more features to list.

\$25,000 - \$50,000



2010 Mercedes-Benz E 250

\$37,900.00 Drive Away



Km 53,730. Two door and four seat CGI coupé is finished in Diamond White Bright with beige leather interior.

FEATURES INCLUDE

- Panoramic glass sunroof
- Bi-Xenon headlights
- COMAND navigation
- Electric seats with 3 memory positions
- 17 inch alloy wheels
- 6 speaker stereo
- 2 Year Certified Pre-Owned Warranty
- 116-point inspection by our factory trained technicians

Many more features to list.



2011 Mercedes-Benz C 250

\$37,900.00 Drive Away



Km 27,358. Four door and five seat avantgarde sedan is finished in Iridium Silver with grey leather interior.

FEATURES INCLUDE

- Sunroof
 - Bi-Xenon headlights
 - Harman/Kardon audio
 - Radar assisted cruise control
 - Comand navigation
 - 18 inch alloy wheels
 - 2 Year Certified Pre-Owned Warranty
 - 116-Point inspection by our factory trained technicians
- Many more features to list.

\$25,000 \$50,000



2011 Mercedes-Benz C 180

\$34,900.00 Drive Away



Km 38,362. Two door and four seat coupé is finished Calcite White with black leather interior.

FEATURES INCLUDE

- Bluetooth system
- Keyless entry and start
- 17 inch alloy wheels
- 6 speaker stereo
- 2 Year Certified Pre-Owned Warranty
- 116-Point inspection by our factory trained technicians

Many more features to list.

\$25,000 - \$50,000



2013 Mercedes-Benz B 200

\$33,900.00 Drive Away



Km 35,075. Four door and five seat hatchback is finished Polar Silver with Black Artico leather interior.

FEATURES INCLUDE

- Economical turbo-diesel engine
- Becker navigation
- 17 inch alloy wheels
- 6 speaker stereo
- Bluetooth system
- 2 Year Certified Pre-Owned Warranty
- 116-Point inspection by our factory trained technicians


Many more features to list.

\$25,000 \$50,000



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Boutique Display: Sanctuary Cove Marine Village, 40a Quay Street, Sanctuary Cove QLD 4212

MBGC STYLE

SPRING COLLECTION

Enjoy Mercedes-Benz Gold Coast's range of branded Mercedes-Benz apparel and lifestyle products, available exclusively at our Robina Showroom and Sanctuary Cove boutique.

01



04



07



02



05



03



06



08



01. MAYBACH BUSINESS CARD WALLET | B6 695 8223

Nappa lambskin. Three slip pockets. MAYBACH lettering embossed on back. Made in Germany. Size approx. 10.5 x 7 cm.

02. LADIES SUNGLASSES | B6 695 3077

Gold-coloured/black. Acetate frame. Brown graded lenses by Carl Zeiss Vision. 100% UVA/UVB/UV 400 protection. Adjustable, screw-on nose pads. Made in Italy.

03. MEN'S VINTAGE SUNGLASSES | B6 604 1515

Brown acetate frame. Laurel wreath elements on both earpieces. Grey-green lenses. Optics by Carl Zeiss Vision. 100% UVA/UVB 400 protection. Made in Italy.

04. MEN'S POLO SHIRT GOLF SELECTION BY HUGO BOSS | B6 695 8718-8182

Navy/green. 100% cotton. Single-rib collar and cuffs. Modern fit. White BOSS logo embroidered on back. By BOSS Green for Mercedes-Benz. Sizes S-XXL.

05. PERFUME FOR WOMEN | B6 695 8226

Eau de parfum. Atomiser. Hint of bergamot and soft peach notes. Capacity approx. 60 ml.

06. PERFUME FOR MEN | B6 695 8225

Eau de toilette. Combination of woody nuances and floral freshness. Atomiser. Capacity approx. 75 ml

07. MEN'S FLEXFIT AMG CAP | B6 695 2886

Black. Contrasts in white and red. Tactel: 83% nylon/ 14% cotton/ 3% elastane. Flexible stretch band for a comfortable fit.

09. FOOTBALL | B6 695 3130

White/black/silver. Polyurethane. PVC-free. 32 pieces, hand-stitched. 7-wing bladder. Steady, smooth light behaviour. Lasting shape retention. Suitable for all surfaces and any weather. By DERBYSTAR for Mercedes-Benz. Size 5. Official size and weight.

LANDSCAPES & ROADMAPS

How does today's business environment compare to that of the past? Looking back five years – or even just two years – how well have business owners adapted to the current business playing field?

Let's take a moment to review the 2016 business landscape, and how best to establish a workable roadmap that will keep an enterprise on track amid fluid circumstance.



THE 2016 LANDSCAPE

Some of the persistent facts and observable trends of contemporary business are:

- Tightening profit margins in many sectors
- Real-time reporting and decision-making (e.g. banks and lenders wanting up-to-date data, and business decisions made on real-time reporting, not annual accounts prepared six months ago)
- More regulatory reporting (e.g. payroll taxes, Australian Bureau of Statistics, ATO requirements)
- Greater chance of fines and penalties for slipping up on the ever-increasing regulation!
- Lending tightening as banks become more conservative and risk averse
- Far broader options for software to run your business and financial transactions.

So that's the landscape – plenty of challenges and compliance bugbears, but also opportunities for well-structured operators with their ducks in a row.

The question is what you're going to do about it. Will you embrace the challenges and respond proactively, or is your business at the mercy of seemingly uncontrollable forces?

Thriving in the new landscape requires a roadmap (planning and structuring) – the playing field is too competitive for the unprepared and reporting requirements too strict for anyone flying by the seat of their pants.



POOR OR INADEQUATE ROADMAPPING IN A CONTEMPORARY BUSINESS PRODUCES:

1. Operating under the wrong business structure (a situation that's costly to fix down the line, causes asset protection issues and is potentially tax ineffective)
2. Messy data and reporting, which can lead to increased risk of ATO audits
3. Difficulty raising finance and meeting banking covenants
4. Challenges in planning for capital expenditure and cashflow
5. Potential penalties and fines for getting it wrong (due in particular to increased regulation and greater ATO data-matching capabilities)
6. Time and money wasted on outdated or unsuitable business software (an obvious red flag is software that requires big volumes of manual entry)

A 21ST CENTURY ROADMAP

Let's face it, we're in business for a reason, usually to create a better future that includes a good work-life balance and reward for our hard work.

Without a roadmap in place, your enterprise will lurch like a leaky boat, buffeted by a merciless business playing field and beaten by better-prepared competitors.

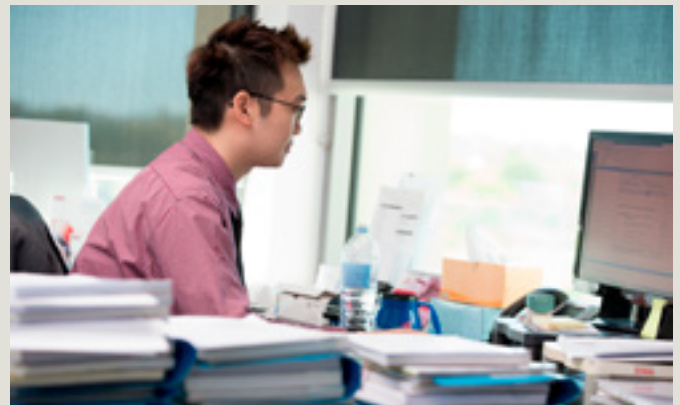


SO WHAT DOES A RELIABLE ROADMAP PROVIDE?

CAN YOU TICK 'YES' TO ALL OF THE FOLLOWING?:

- ☐ Do you have a one-year, two-year and five-year plan for your business?
- ☐ Have you identified strengths and weaknesses and mitigated (or even identified) risks in your business?
- ☐ Do you have the right accounting software set up, and do you make use of evolving technology such as automating basic functions and integrating software packages into the finance function?
- ☐ Is your financial data clean and up-to-date? (enabling better decision-making and reducing compliance risks)
- ☐ Do you consult with your professional advisors prior to making important decisions? And are they available and providing timely advice when you need it?
- ☐ Are you aware of all your compliance reporting requirements and lodging / paying on time?
- ☐ Do you have an accountant who is proactive, looking at not just year-end compliance, but providing broader business advisory solutions?
- ☐ Do you have a budget and know the break-even point in your business?
- ☐ Do you understand and manage your cashflow effectively?
- ☐ Do you have a relationship with your bank manager?

If you can answer yes to most of the above, great, but if there is even one point you haven't answered yes to, you need a roadmap.



Investing time and money in appropriately roadmapping your enterprise sets you up for success and mitigates structural issues (and much bigger costs than an initial outlay) down the line.

A great quote that highlights this point is from Red Adair: "If you think it's expensive to hire a professional to do the job, wait until you hire an amateur".

As a business owner it can be hard to justify spending money on professionals; we often consider them an 'optional luxury'.

But recognising when to get advice and finding the right professionals to give that advice can be the difference between setting up your business for success, or setting yourself up for bigger costs down the line.

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

FOREGROUND

NOISE

ノイズメーカー

PHOTOGRAPHY Eiichi Takayama and Yuki Kitamura

STYLING Toru Hasegawa

Japanese streetwear designer Toru Hasegawa has chosen the Gold Coast as ground zero for the launch of his new label Noise Maker.

“I was ready to retire, but when I visited the Gold Coast to choose a home, something happened,” Toru says through an interpreter.

“The sunlight and the people and the energy started feeding me.”

The brand’s first store has opened at Pacific Fair and for the photo shoot in these pages, Toru posted up in Burleigh Heads and picked local passers-by to model for him, styling them on the spot.

“Noise Maker can be worn by anyone, any age, any attitude, so I want to prove this by using Gold Coast people to model,” he says.

His fashion industry connections have also given Toru access to limited edition American and Japanese collections to sell through his store.

International lines from Vans, Supreme, Nike, Converse, Ray Ban, Comme des Garçons, Undercover, Chrome Hearts and Stüssy will all be available alongside his Noise Maker originals.

Within the global sneaker and streetwear subculture, these cult labels are traded and resold for as much as 10 times their original value, making Noise Maker shopping a profitable – not just fashionable – endeavour.

TO SEE MORE OF NOISE MAKER VISIT WWW.NOISEMAKER.COM.AU









THIS PAGE:

(Clockwise) Plaid Drawstring Playsuit in Blue Check, Embroidered Beanie in Navy, Trench Coat with Patch in Khaki, Chinos Pants in Black.



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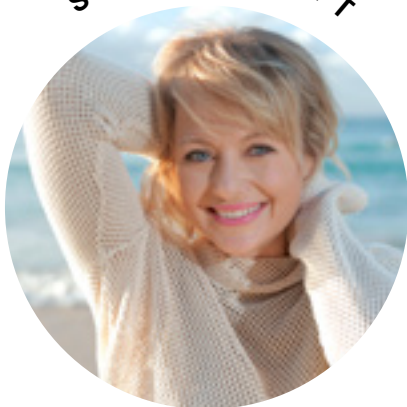
(Clockwise) Original Button-up Coat in Black, Stripe Seersucker Vest, Jacket and Pants in Light Grey.



THIS PAGE:

(Clockwise) Striped Long Sleeve Dress in Navy and White, Embroidered Trench Coat in Beige.

SHELLEY CRAFT



FULL SPECTRUM

PHOTOGRAPHY John Downs

In this edition of SPACE, Mercedes-Benz Gold Coast Brand Ambassador Shelly Craft talks with Brisbane designer John Croft about an eye-popping waterfront Westlake project.

Croft has more than 35 years of experience and heads the award-winning John Croft Design. For the Westlake home featured here (a ground-up rebuild) he was assisted by Nyria King.

“The owners are existing clients and are very family-oriented,” says Croft. “They wanted to make a statement with their interior – plenty of drama and extravagance – without losing the feel of a family home.”

To see more of John Croft and his team's work visit johncroftdesign.com.au





DINING AREA (PREVIOUS PAGES)

This was a central big statement of rich colour to anchor an extremely colourful home. The volume is dramatic and glamorous, with colourful peacock wallpaper in citrus, blue, pink and coral.

I custom-made the lacquered laser-cut fretwork screens; they're echoed in the custom-made mirrored cabinets in the dining and powder rooms.

The emerald green velour upholstered dining chairs and sleek dark timber table add to the feeling of extravagance and, crucially, reflect the overall palette.

OUTSIDE ENTRY

On the exterior, I collaborated with builder C&R Darvill and architect Vince Kaluza, both who I've worked with before, creating a really strong, emphatic style.

To reflect the modern exterior profile, I wanted a sense of visual drama and expectation from the very beginning.

To achieve this, I designed the outside striped columns guarding the entry and flanking the oversize portico, and massive double-height front doors studded with tiny silver portholes.

ENTRY

Here I wanted a welcoming and comforting feeling from the moment you open the front door; combining a hot pink wallpaper, a silver mirror and cabinet and a beautiful Lladro sculpture gave us the wow factor.

We used jewel colours to make the home feel friendly and relaxed. The family is of Indian heritage and there's a subtle cultural influence throughout the home.

FORMAL LIVING AREA

We supplied and installed all the furnishings, including a variety of sofas and chairs that cater to the family's love of entertaining.

The elaborate custom-made silk rug designed by Nyria King was an added feature of the living area, tying the space together with jewel colours and soft textures.





KITCHEN

This kitchen is definitely the hub of this family home. The owners are often found cooking up a storm for family and friends and the space was designed with exactly that in mind – lots of space, two fridges and a very large (and well-organised!) butler's pantry.

The glass mosaic tiles in greens, blues and coffee tones emit a happy, calming vibe, complemented by benchtops in neutral corian sonora and oyster.

GIRLS' BEDROOM

I wanted this personal space to tailor to the sophisticated style of the clients' two daughters – a smart, elegant and feminine room was the goal.

We used a French wallpaper in a classic print, but in hot pink to make it more youthful, fun and different. It has a little bit more of a kick to it.

The overall effect from the wallpaper is calmed down and counterpointed by quilted neutral bedspreads and Louis ottomans in orange and pink, which in turn bring it all together cohesively.

POWDER ROOM

Powder rooms are often an afterthought and quite small in size. When the owners' daughters made the observation that it is the one room that all guests will see, it was made larger and given lots of attention!

The challenge then became to surprise guests and make the room really glamorous. I just love the result – a blend of influences and patterns, but no element overpowers the space; the glamour is enveloping.

The sitting chair might usually be more of a hallway piece, but it makes a great statement here and its detailed finish meshes so nicely with the fixture patterns.





MERCEDES-BENZ GOLD COAST

New Roles



Colin Sergis
New Car Sales Manager
(previously Pre-Owned Sales Manager)



Taras Zakharov
Pre-Owned Sales Manager
(previously New Car Sales Consultant)



Nathan Solomon
Corporate Sales Manager
(previously New Car Sales Consultant)



Bruce Jenikins
AMG Specialist

Mercedes-Benz Gold Coast's new AMG Specialist Bruce Jenkins knows about as much as there is to know about high-performance driving.

He comes to MBGC after an incredible career in motorsport, including winning three Formula One world championships with McLaren International as mechanic to racing icons Ayrton Senna and Alain Prost.

"It really was the golden era for McLaren," he says. "In 1988 we won something like 17 out of 18 races."

As our AMG Specialist, Jenkins is across the range of high-performance Mercedes-Benz.

"I suppose I come over-qualified," he laughs, "but to me it's very easy to relate to what the public is looking at in an AMG and what they want."

After McLaren, Jenkins partnered with British racing legend Jackie Stewart as engineer and team manager on a new team that moved from Ford to Jaguar and is today Red Bull Racing.

He then ran his own team, HiTech Racing, for a decade, winning the British F3 championship in 2004, and was team manager of the V8 Supercars team Tekno Autosports.

At HiTech Racing, he worked directly with Mercedes-Benz's motorsports arm and says the driving technology he first saw then is now filtering to commercially available AMGs.

"And when I was at McLaren we had the first ABS systems and active suspension, which you see everywhere now," he says.

LAUNCH OF THE NEW E CLASS

Our community gathered in July for the launch of the new E Class, the most technologically advanced car ever produced by the marque.

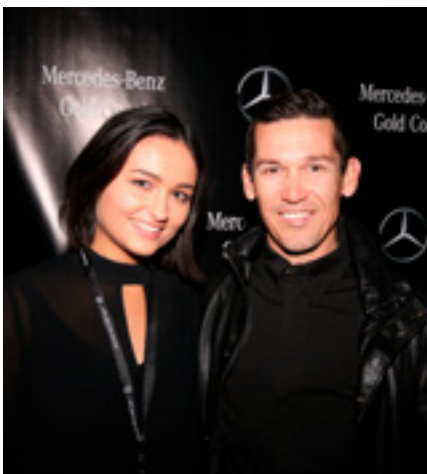
A guest list of 300 VIPs took in live cooking at the wok station (with chow mein served from MBGC-branded noodle boxes of course!) and indulged at the Veuve Clicquot bar.

With the room fed and buzzing, the main event began – a stunning dance show from New Zealand's Vosperton, who wear high-tech light suits as they moved to the beat.

Their visually dynamite performance commanded every eye in the room as they moved and grooved around the new E Class on stage, highlighting the vehicle's remarkable technical features.

The E Class's incredible array of driver-assist technology has produced some serious sales figures post-launch. The entire range is available to test drive now at Mercedes-Benz Gold Coast, including the hybrid model.





DORY FOUND AT THE ARTS CENTRE

Mercedes-Benz Gold Coast made it easy for mums, dads and grandparents these past school holidays with a free screening of the Disney blockbuster *Finding Dory*.

We threw the invitation out to everyone who'd purchased a car from us in the past 18 months and the response was incredible – the cinema at the Arts Centre Gold Coast filled in 20 minutes!

We moved into the larger theatre and ended up with more than 500 guests, who each enjoyed a free drink and popcorn and giveaway *Finding Dory* merchandise.

The energy was way up, with bouncing balls belted around the auditorium before the movie and even a singalong.

Stay tuned for more free school holiday movie screenings from Mercedes-Benz Gold Coast in the future, we are happy to help distract kids from holiday boredom.





THE ARTS CENTRE GOLD COAST

Providing an unique and elegant event space with exceptional state of the art technology surrounded by picturesque landscapes and city skyline views.

Situated in the heart of the Gold Coast, we cater for a wide range of events from Gala Dinners, Conferences, Business Meetings, Product Launches, Show Performances, Team Building, Weddings and other special occasions.

Make an appointment with one of our experienced events team members to view our suites and offerings including our Panorama Suite, Evandale Lake, Theatre Stage and Paradise Showroom.

We will deliver an event to remember.

Contact us for a site inspection today
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A glimpse into Mercedes-Benz marketing of yesteryear, an era of long copy, masterful commercial artistry and press advertising with panache. Curated by the team at MBGC.



M*ein Benz!! (My Benz!!)* squeals the cursive text on this vintage Benz & Cie. poster, produced two years before the 1926 merger with Gottlieb Daimler that would produce the first 'Mercedes-Benz' autos.

The heroine of the artwork hugs what looks to be one of the convertible PSs, a gesture of affectionate seemingly out of step with an era when the key virtues of consumer goods were value and durability.

But the Benz organisation has always looked to the future.

Scarcely a generation from horse-drawn cart and the company was already promoting to buyers an emotional attachment to the marque and its vehicles: "it's my Benz and I'll hug it if I want to".

Just as thoroughly modern as the brand pitch is our heroine. Note her flash of calf and cheekily flared kitten heel – 1920s visual shorthand for a gal going places.

Little has changed. Look to the new E Class for proof Mercedes-Benz has charged into its third century with an eye on tomorrow.

SOUTHPORT YACHT CLUB

Main Beach - Hollywell - South Stradbroke Island



SOUTHPORT YACHT CLUB

Main Beach - Hollywell - South Stradbroke Island

Membership

3,000 registered Members, 8 Membership categories
Gym and Waterscape Pontoon Bar
Dux Anchorage on South Stradbroke Island
Discounts of food and beverage, and waterfront facilities
Club Racing, Regattas, Twilight Cruising, Adventure Flotillas
Monthly Membership Events

**Different Membership levels and entitlements apply*



Dining

Main Beach Waterfront Restaurant - Members, Guests & Visitors Welcome
Breakfast, Lunch & Dinner
Check out our website for daily specials & upcoming events
Weddings, Corporate, Private Boardroom, Cocktail Parties and Seminars
Outdoor Lawn and Deck



Hollywell

Waterfront Bistro / Clubhouse - Members, Guests & Visitors Welcome
Learn to Sail - Youth & Adult Introduction and Advanced Classes
Racing Squads
Stand-up Paddle Board hire

Marina

Award Winning Marina
Super Yacht Berths
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24-Hour Fuel Jetty




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Hollywell Sailing Squadron - 1 Marina Crescent, Hollywell QLD 4216
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