

media statement



18 June 2012

Success just gets better in the fast lane

ELEVEN Cairns businesses seeking to expand their services and product lines are taking the fast lane to greater success.

The Queensland Government is backing a program designed to help successful and innovative local businesses to reach new markets including exports.

The Government has engaged business consultants Pyksis Pty Ltd to bring the Fast Tracking Tropical Business program back to north Queensland.

Department of State Development, Infrastructure and Planning principal regional development officer Kathy Rankin said last year's Fast Tracking program had been a huge success.

"The 17 businesses from Cairns to Townsville which took part in the inaugural Fast Tracking program last year went on to enjoy a high level of success," Ms Rankin said.

"This unique program combines professional development, one-on-one mentoring and coaching followed by a graduation showcase where participating businesses present their business case to an expert panel.

"The 11 potentially fast-growth Cairns businesses this year will take part in a "roundtable" on Wednesday, June 20."

She said they would learn more about how to grow successfully from experts such as Tim James from the ANZ Bank, Cam Charlton (Kleinhardt Business Consultants), Jodi Herbert (Bank of South Pacific) and John Mlikota (InCapital Advisers).

"The program provides practical information on how to build on your business's strengths and fast-track its development and profitability through finding new markets," Ms Rankin said.

"The key subjects tackled in the program are marketing, intellectual property protection, business models, teamwork, funding opportunities and marketing and presentation skills.

"From a strategic point of view, Fast Tracking Tropical Business is an important activity and part of the Queensland Government's work to diversify our economic base.

"Our region's ideal location in the Asia-Pacific region offers growth opportunities in tropical expertise and we continue to work on establishing the Cairns region as a trade hub for business in Papua New Guinea and the Pacific region."

One of the successful businesses who participated last year, Environment and Energy Systems, has gone on to become a Tier 1 Contractor to a large mining company in PNG.

"Innisfail business IBS Engineering Supplies Pty Ltd, which participated last year as well, is now expanding into new regions and targeting new sectors, including mining and energy," Ms Rankin said.

media statement



IBS operations manager Adam Seawright credited the Fast Tracking program for this early success.

“Our immediate goal to expand into new locations in Queensland were fast-tracked because of this program,” Mr Seawright said.

CHIEFS OF STAFF: Media are welcome to attend the Roundtable at Fleet Room, Shangri-La Hotel, on June 20, 3.45pm for 4pm start.

Media: David Anthony (07) 4057 3329

John Johnston, Pyksis Pty Ltd 0428 401 866 (available for interview from 1pm, June 20)