

'Keeping the Tills Ringing'



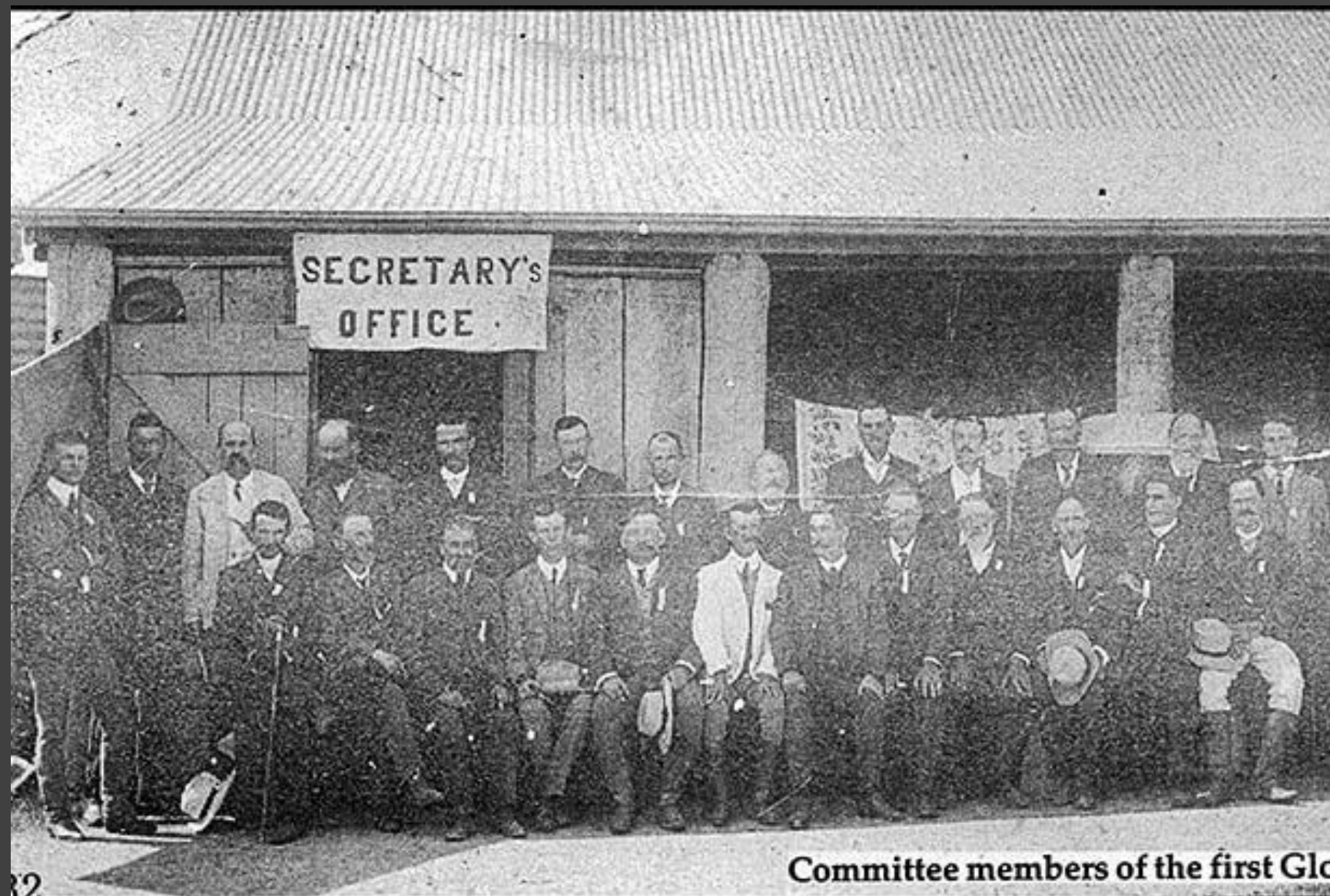
Presentation by Peter Kenyon
Director
Bank of IDEAS





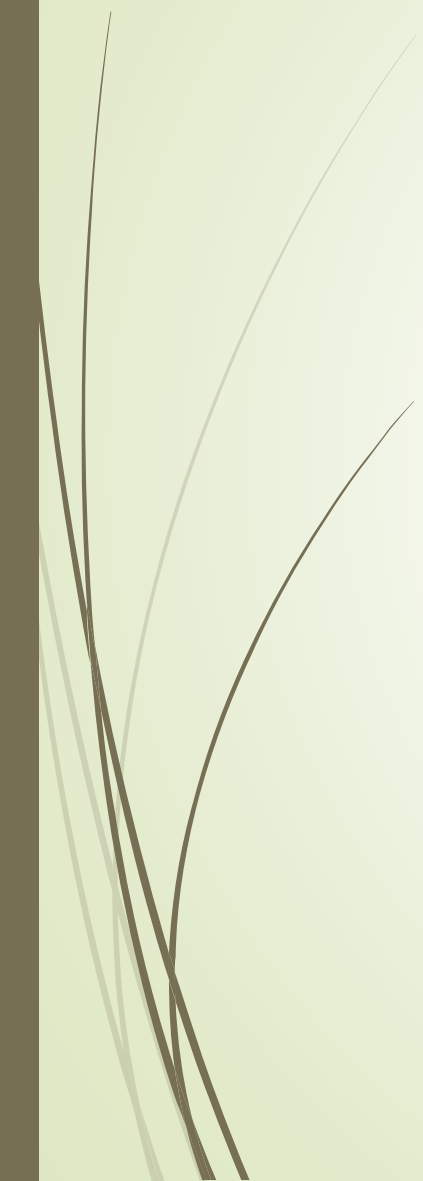
Church Street Gloucester 1929





Committee members of the first Glo





**'The nice thing about
living in a small town is
that when you don't
know what you're doing,
someone else does'**



Small business, too big to ignore.







Eric Hoffer

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

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





Anita Roddick

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



**We need to be idea and
opportunity obsessive.**

**‘Ideas make the world go
around.
People in communities and
business today
live and die by their ideas’
(Michael Kiely)**



John McCaffrey

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

Beechworth, Victoria





**"Beechworth in the early
1980's, if there was a car
parked in the main street on
a Sunday morning, everybody
was wondering who got locked
up or who got laid!
Today, your lucky if you can
get a park"**

Tom O'Toole







BEECHWORTH BAKERY



10.00am at the Beechworth Bakery





Beechworth Bakery

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

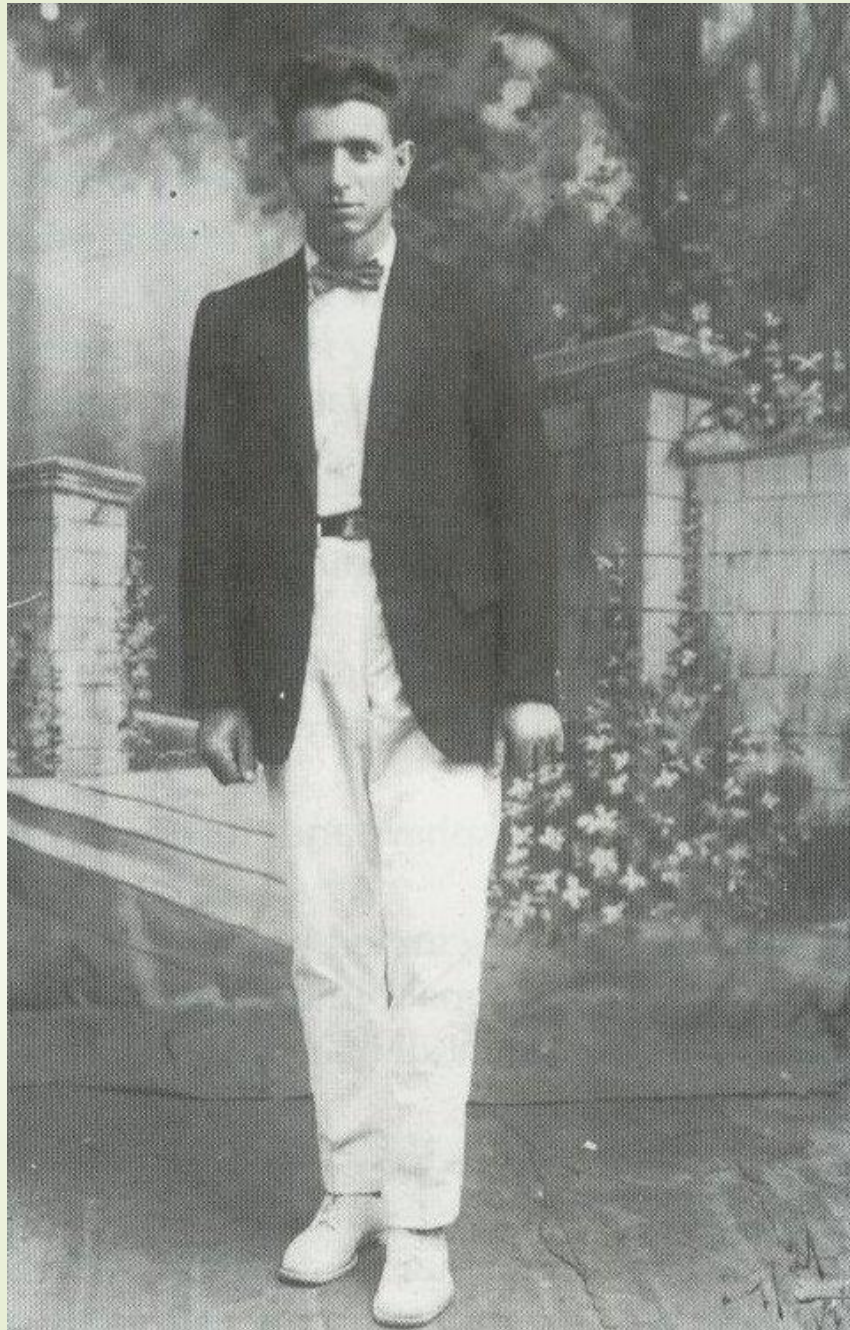
Replicated the bakery in 6 other towns
(255 staff and \$17 million in total
turnover)



MARK AND JUDY EVANS - PARONELLA PARK, QLD





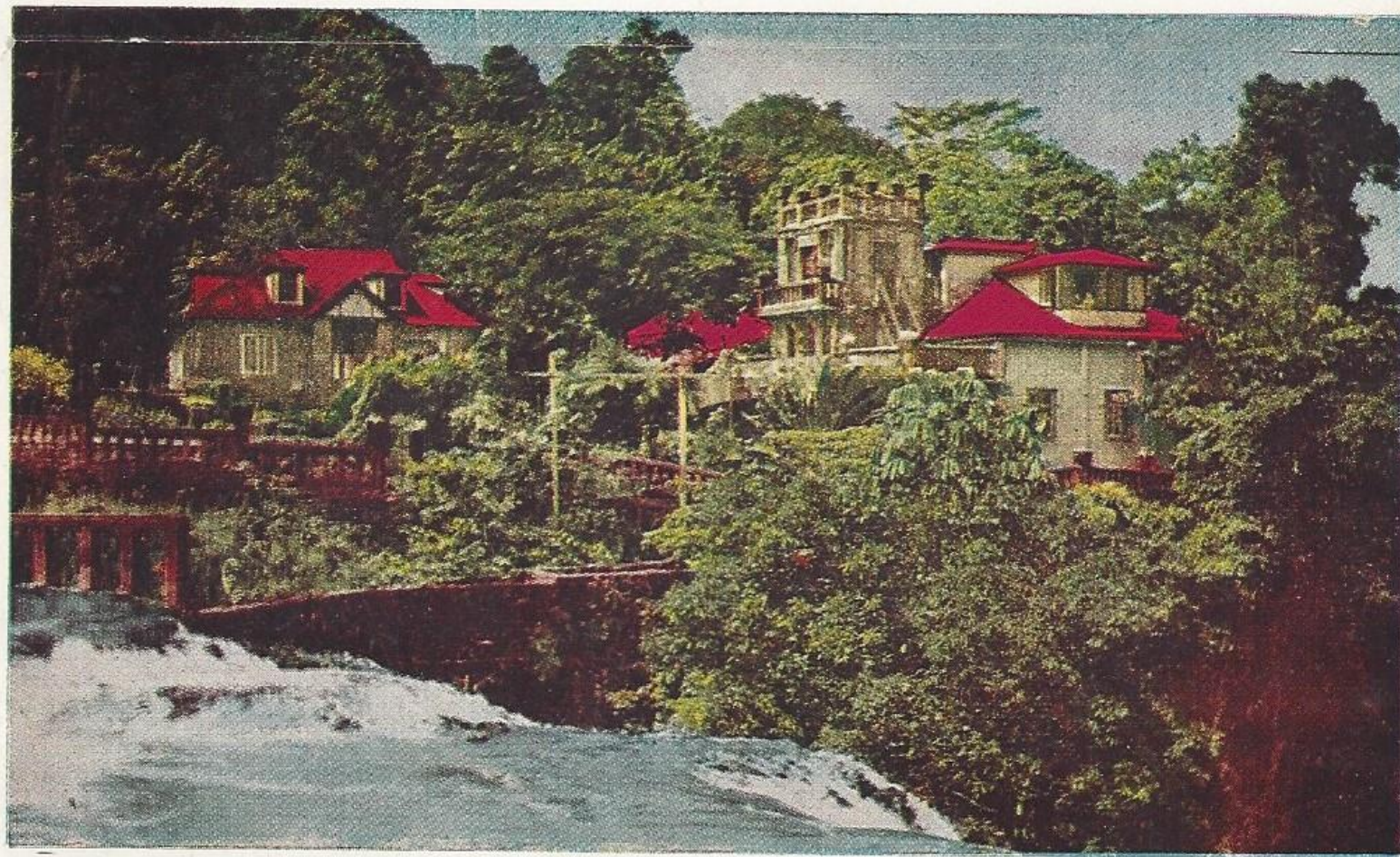






54. *Cliff Pavilion Park Sanibel, FL*

Souvenir Folder of



PARONELLA PARK

G. K. BOLTON PRINTERS, CAIRNS





Mena Creek Falls, Páronella Park.



THE MODERN PICTURE THEATRE













Paronella Park

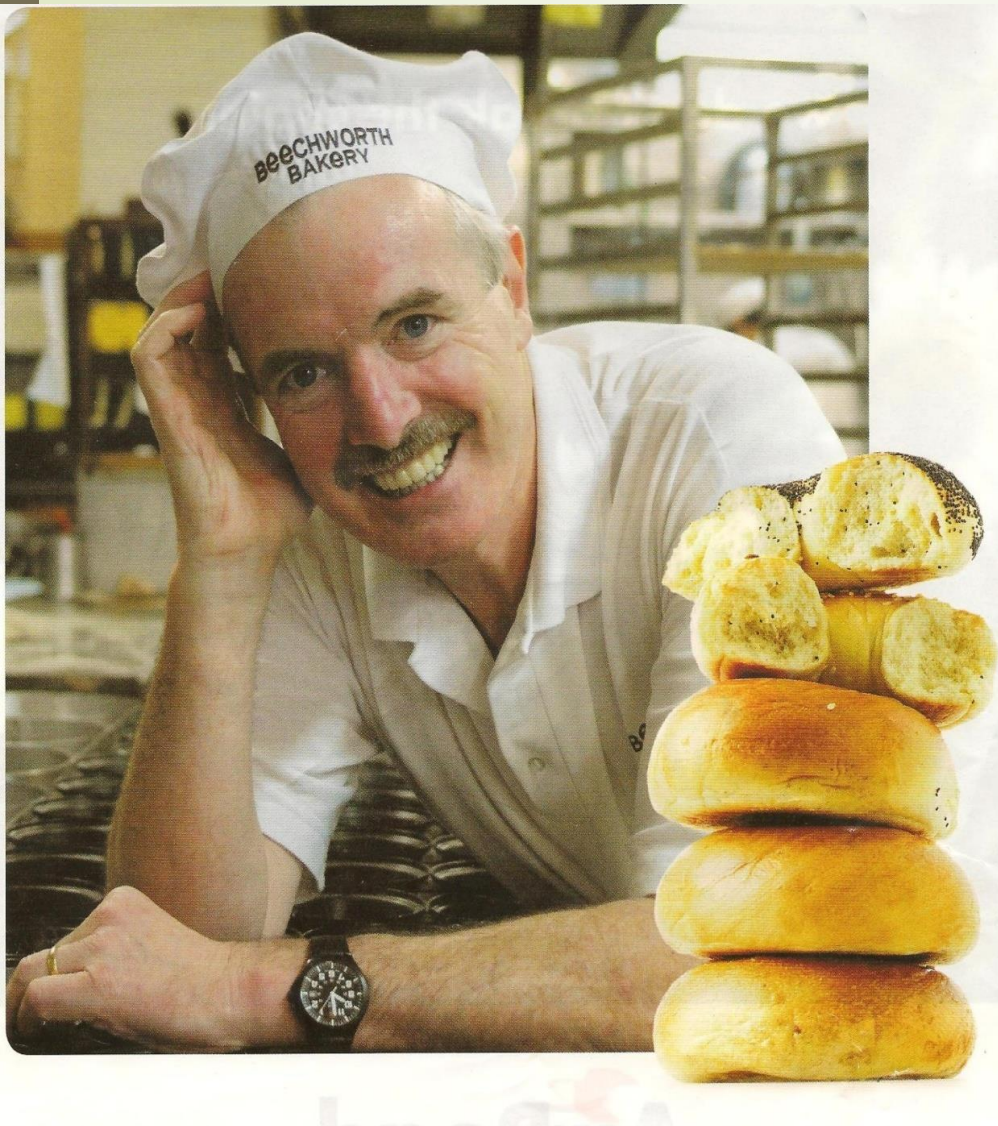
'Our task is to take the vision and dream of Jose Paronella - an exciting and incredible story, blend it with the beauty of his creation and produce an experience for the vision '

(Mark Evans)

	<u>VISITORS</u>	<u>STAFF</u>	<u>PRICE</u>
1993	8000	$\frac{1}{2}$	\$4
2023	120,000+	71	\$56

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





How do
you make
dough
Tom's
way?

1. Positively Outrageous Customer Service

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

(Tom O'Toole, Beechworth Baker)





Michael Lebooveff

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



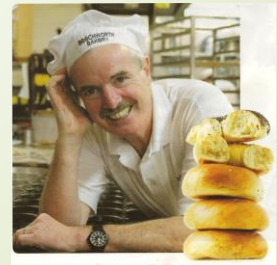
Why Retailers Lose Customers?

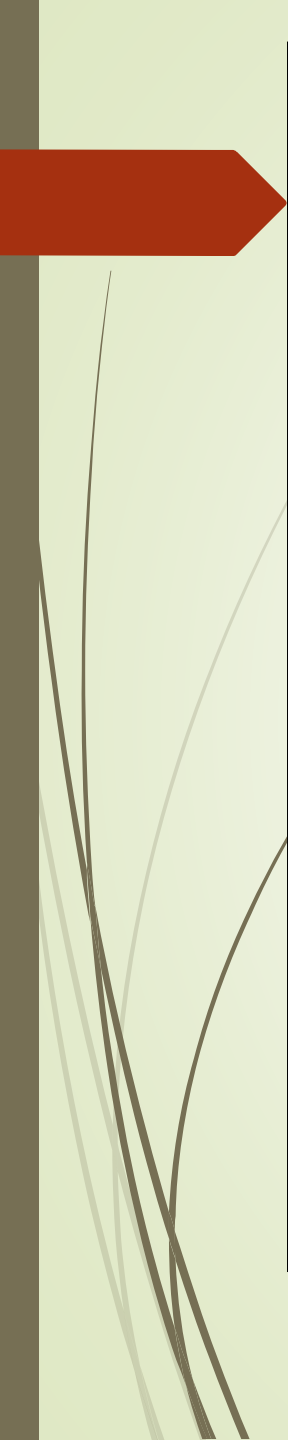
- 1% Die
- 3% Move Away
- 4% Float from business to business
- 7% Change business on recommendation from friend
- 8% Chronic moaners and buy according to their whims
- 9% Believe they can buy more cheaply elsewhere
- 68% Object to the indifference or attitude of the staff

The Needs of Customers are Very Simple

- ☐ look at me
- ☐ smile at me
- ☐ greet me
- ☐ talk to me
- ☐ thank me

-Tom O'Toole





200% Unconditional Satisfaction Guaranteed

On quality, product, friendly and efficient service. If not completely satisfied, we will replace the product and refund your money.

Beechworth Bakery

Anita Roddick's 20 Second Crash Course in Customer Care

Never treat customers as enemies, approach them as potential friends.

Think of customers as guests, make them laugh.

Acknowledge their presence within 30 seconds: smile, make eye contact, say hello.

Talk to them within the first 3 minutes.

Offer product advice where appropriate.

Smile.

Always thank customers and invite them back.

Treat customers as you'd like to be treated.



Scott Gross



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

We hope you have
enjoyed your visit
to Beechworth Bakery.

How can we serve
you better?

Your suggestions are
most welcome.

Thankyou.

BEECHWORTH BAKERY™

Australia's greatest bakery

Beechworth

Echuca • Albury • Bendigo

Healesville • Ballarat

enquiries@beechworthbakery.com.au

www.beechworthbakery.com.au

Tel 03 5728 1132

Date

Time

Comments:

Name

Address

Postcode

Location visited

Tel



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

**Mark Evans,
Paronella Park**



↓ Greeting at the Entrance



↑ Farewell
at the end
of Tour



Admission Includes

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

★ Free Rental Services ★

SELFIE STICKS

毎種類別の無料貸出があります！

WHY DON'T YOU SHARE YOUR PHOTOS ON FACEBOOK OR INSTAGRAM?
YOU CAN USE FREE WIFI ON THE CAFE DECK AND IN THE CARAVAN PARK!
(IS AVAILABLE)

BINOCULARS

毎種類別の無料貸出があります！

WOULD YOU LIKE TO SEE MORE OF WHAT PARONELLA PARK HAS TO OFFER...?
TERMS & CONDITION'S APPLY.

(W AVAILABLE)



Find out!

Paronella Park

PLEASE ASK OUR FRIENDLY STAFF ABOUT USING THE



Instructions

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

Instructions

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

파로넬라 파크에서 찍은 사진을 프린트하기

- 핸드폰에서 인스타그램 (Instagram) 앱을 열고 @paronellapark (파로넬라 파크)를 검색 후 팔로우 해주세요
- 고품질의 사진을 업로드 하시기 바랍니다
- 사진을 Upload할 때 #paronellapark 해그와 함께 올리주세요
- 컴퓨터 화면에 사진이 업로드 된 후 확인해 주세요
- 컴퓨터 화면에 사진이 업로드 된 후 확인해 주세요
- 컴퓨터 화면에 사진이 업로드 된 후 확인해 주세요

Paronella Park

The Dream Continues ...



Peace by the Waterfall



Peace by the Waterfall

Paronella Park

The Dream Continues ...

Paronella Park

The Dream Continues ...



Peace by the Waterfall



Paronella Park

The Dream Continues ...



Peace by the Waterfall



Peace by the Waterfall

Paronella Park

The Dream Continues ...

A Special Thank You

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

Paronella Park is privately owned and maintained.

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

We look forward to seeing you again.

Thank You

Yvonne & Judy Evans

Photos available at:
www.paronellapark.com.au/highres
(07) 4065 0000

Mena Creek
North Queensland, Australia

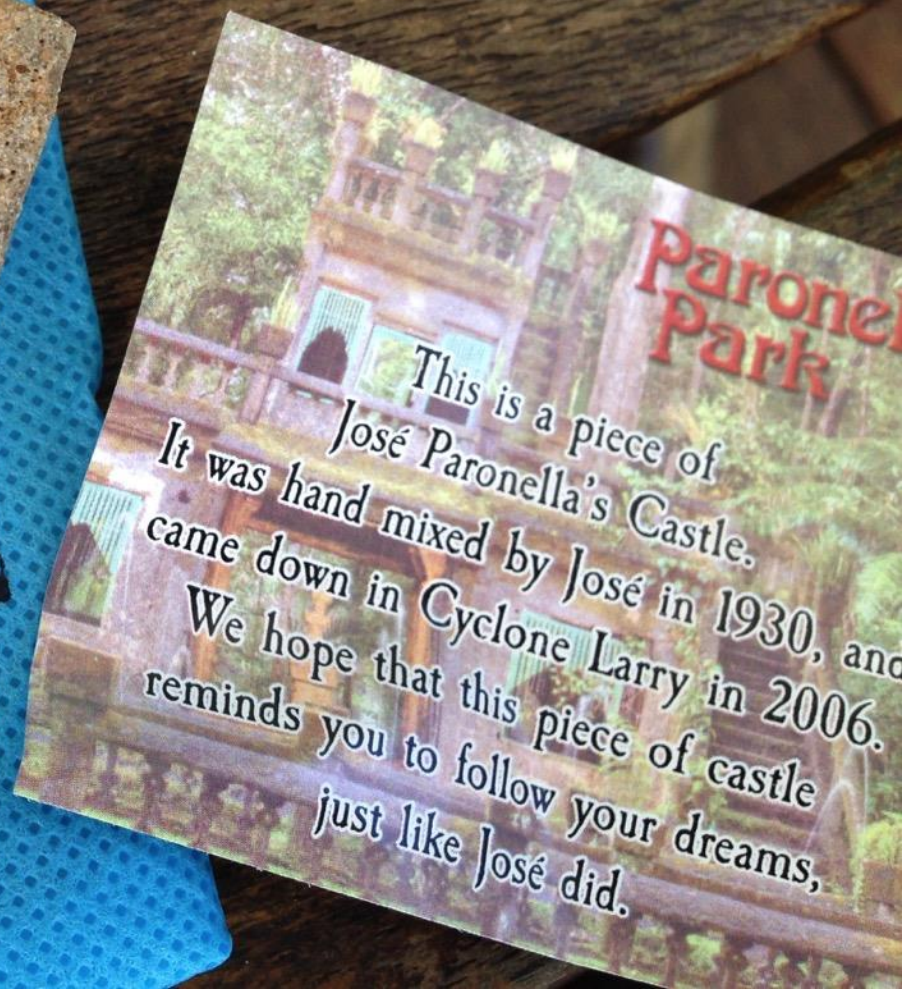
Your guide today was

May the Dream Continue ...

Paronella Park



The Dream Continues





Our Guarantee

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

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

-Zig Ziglar





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

(Zig Ziglar)

2. Innovative Marketing

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

WOW is the answer.'

(Tom O'Toole, Beechworth Baker)



Australia's
Greatest Bakery

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

CS 31001



BEECHWORTH BAKERY
27 CAMP STREET,
BEECHWORTH VICTORIA 3747

C O F F E E S T O P

Your choice of...

Hot chocolate, cappuccino, coffee or tea



BEECHWORTH BAKERY



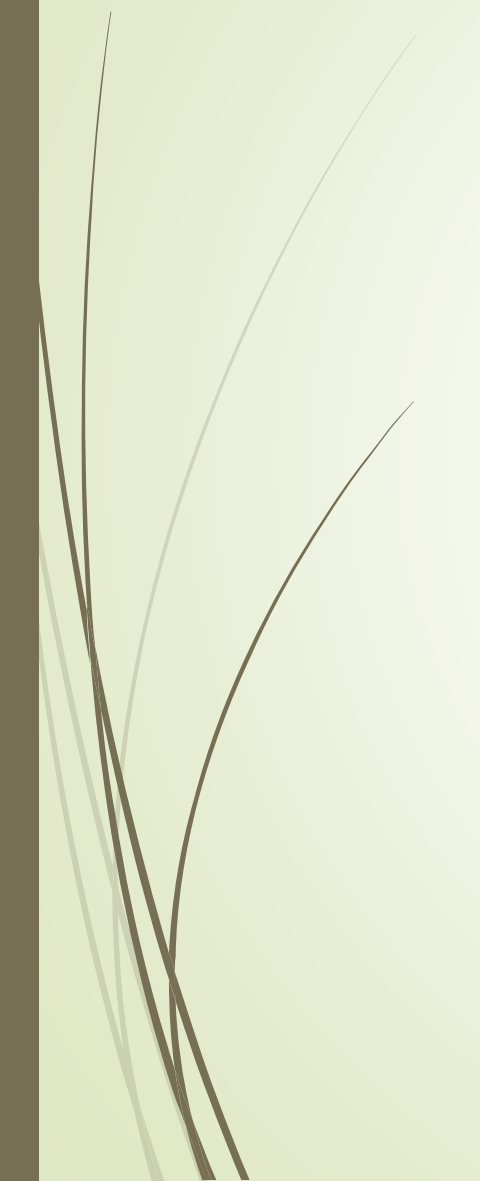




LARRY'S SHOES

Largest shoe store in the world

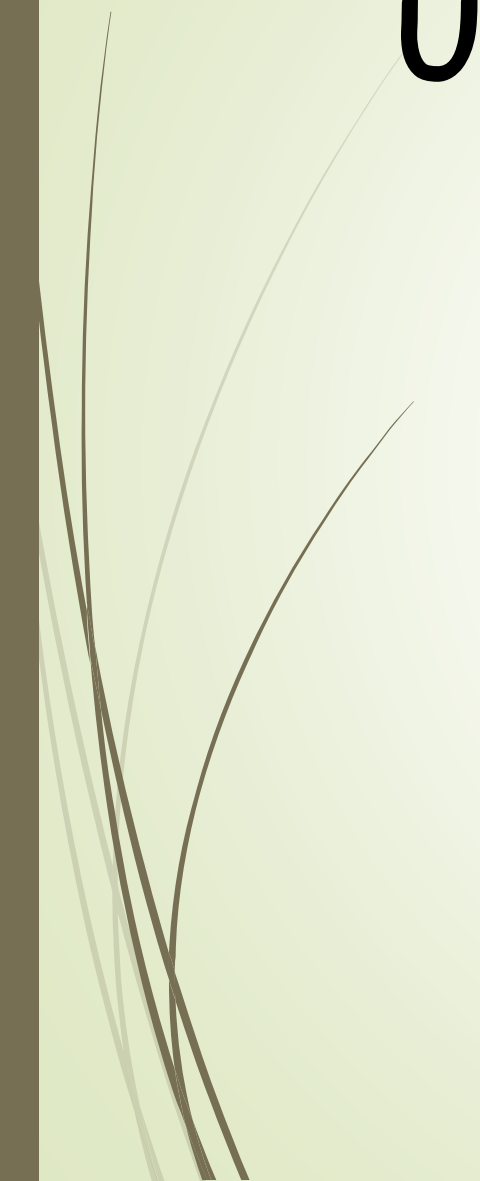
- ❑ incorporates a shoe museum featuring shoes from people like Clark Gable, Marilyn Monroe, John Kennedy, Judy Garland etc
- ❑ free coffee at Cappuccino Bar
- ❑ physical therapist who gives complimentary foot massages on Sundays and holidays
- ❑ big screen TVs showing latest sports programs
- ❑ selection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



Social Media Strategy?



Use of Key words??



OPEN

*and
Awesome*

STUFF
YOU'VE
NEVER
SEEN
BEFORE
THIS
WAY





R & R

PROPERTY

FOR SALE

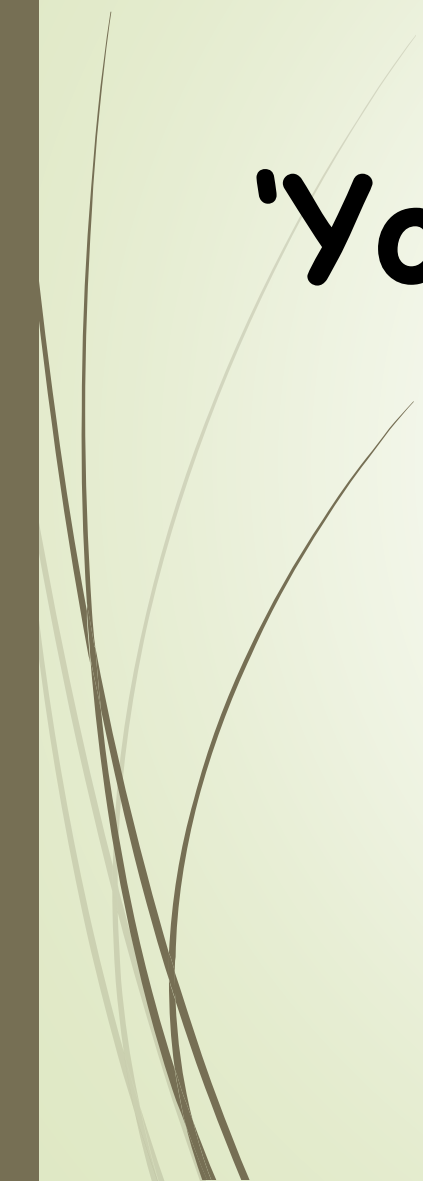
1300 776 737

1300 PROPERTY

randrproperty.com.au



**'You don't get a second
chance at a first
impression'**















HUMOUR

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

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

TODAYS OFFER

Buy ANY 2
drinks & pay for
them both....

<http://go.funpic.hu>

Don't Forget
to Buy a Bottle
For **MOM**
Mother's Day
Sunday 5/13
Remember, you're
the reason she
DRINKS!

<http://go.funpic.hu>





HOLY FAMILY PARISH

MASSES

SAT. VIGIL
4:00

SUNDAY
8:00 & 11:00

NEVER BE AFRAID TO TRY
SOMETHING NEW—REMEMBER
AMATEURS BUILT THE ARK
PROFESSIONALS BUILT
THE TITANIC





Personal Reflection

- ☐ How do you stand out?
- ☐ What are you famous for?
- ☐ What is weird about your business?

DUE TO COVID 19

lll 
SWEET CAROLINE...


IS BANNED!

THERE WILL BE NO:
TOUCHING HANDS
REACHING OUT
TOUCHING ME
TOUCHING YOU



WARNING

BARS NEED YOUR HELP
WE CAN ONLY OPEN AT
1/3 OF OUR CAPACITY!

THOSE WHO CANNOT
DRINK FOR 3
ARE KINDLY ASKED TO
LEAVE THEIR PLACE TO THE
PROFESSIONALS!!





FUN AND EXPERIENCE

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

- Alex Bogusky





RESTROOMS
& SEATING
UPSTAIR

Small Coffee	2.00
Small Tea	2.00
Small Juice	2.00
Small Smoothie	2.50
Small Shake	2.50
Small Pie	2.50
Small Dessert	2.50

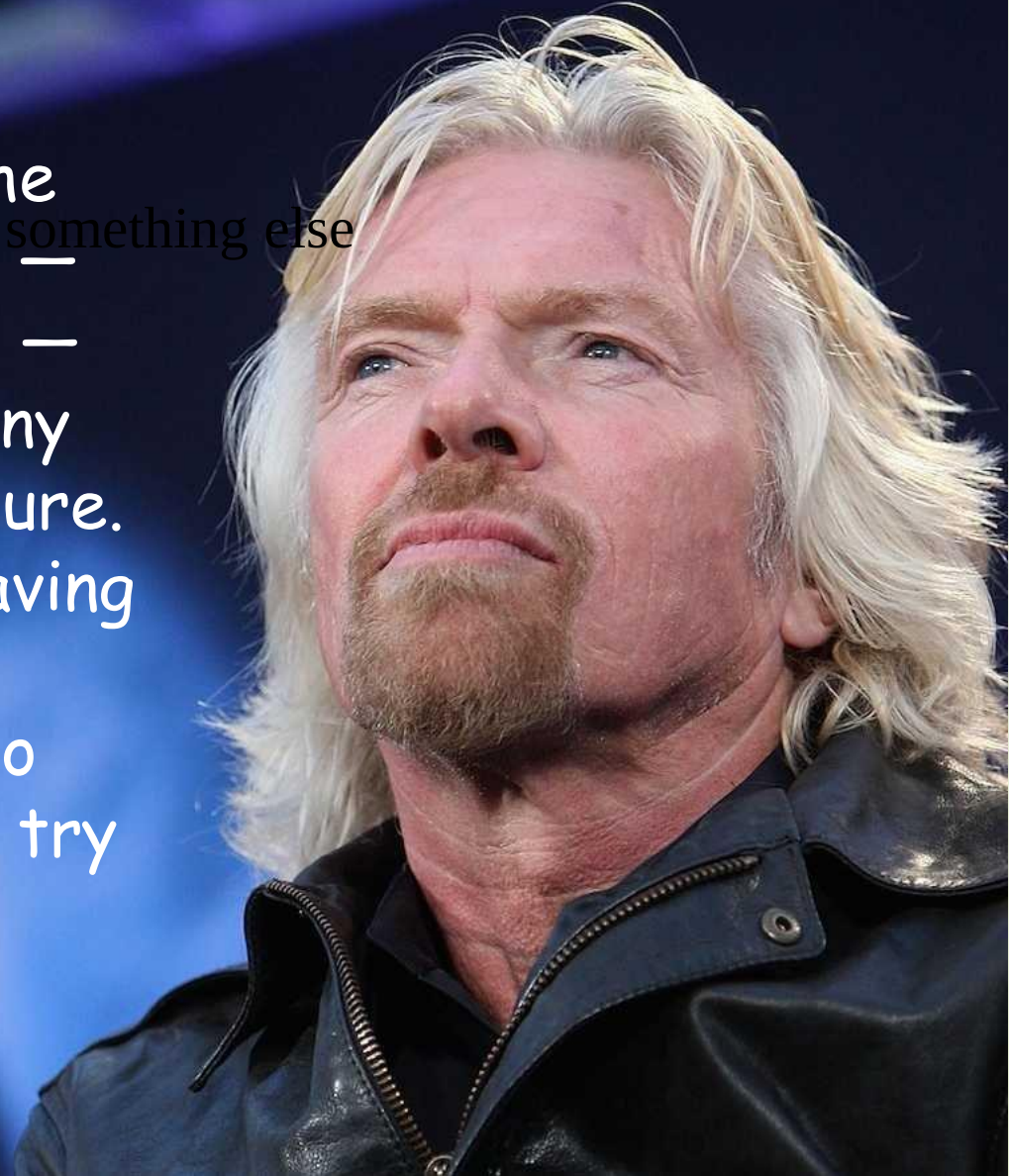
Butter & Sultanas - Scandinavian - Wholemeal - Oatmeal - Pumpkin Bread - Harvest Loaf - Cottage Loaf - High Tea - High Tea - Pie

Small Coffee 2.00
Small Tea 2.00
Small Juice 2.00
Small Smoothie 2.50
Small Shake 2.50
Small Pie 2.50
Small Dessert 2.50





'Fun is one of the
most important —
and underrated —
ingredients in any
successful venture.
If you're not having
fun, then it's
probably time to
call it quits and try
something else'
(Richard Branson)



3. Staff Pride, Enthusiasm and Involvement

‘I spend a lot of money training my staff. Some locals think that I’m investing too much money in my people and they say to me:

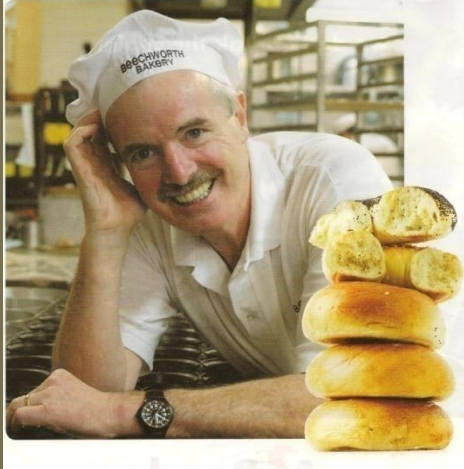
“Tom, what if you train them and they leave?”

To which I usually reply:

“What if I don’t train them and they stay.’

(Tom O’ Toole, Beechworth Baker)





'I am just one of 76, and the most useless one they tell me. My business is about people. We so often think it is about product. If my place burnt down tomorrow, and as long as the buggers weren't cooked, I could be operating down the road within hours'
(Tom O' Toole)





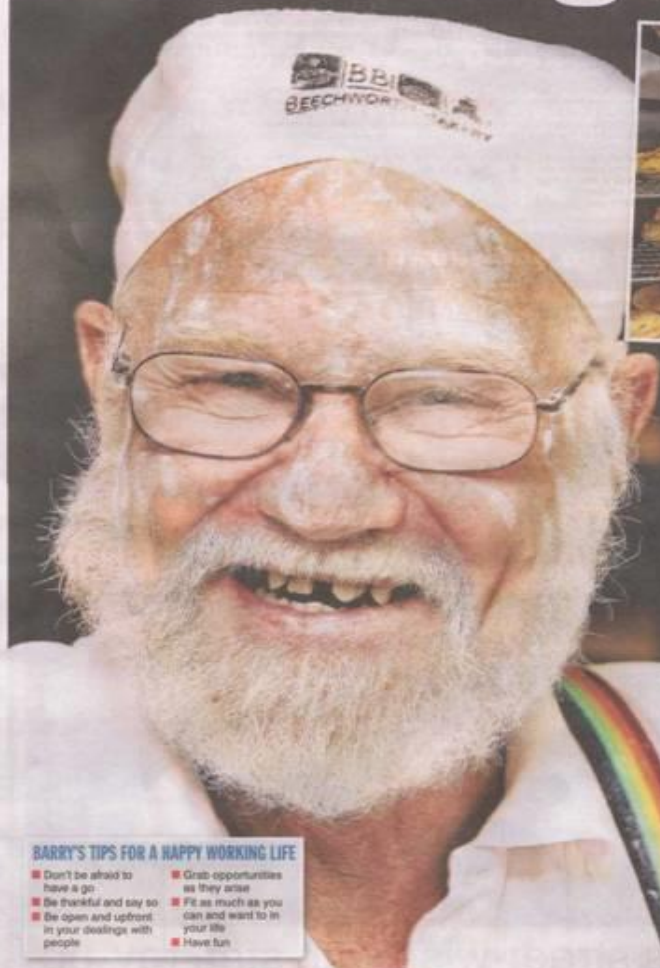
Staff Appreciation

U.S. Experience

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

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

Not loafing around



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

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

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

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

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

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

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

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

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

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

Mr Pope's decision to

Kelly Ryan

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

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

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

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

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

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

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

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

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

Editorial, Page 31

Barry's tips for a happy working life

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



Richard Branson



'Train people well enough so they can leave; treat them well enough so they don't want to'

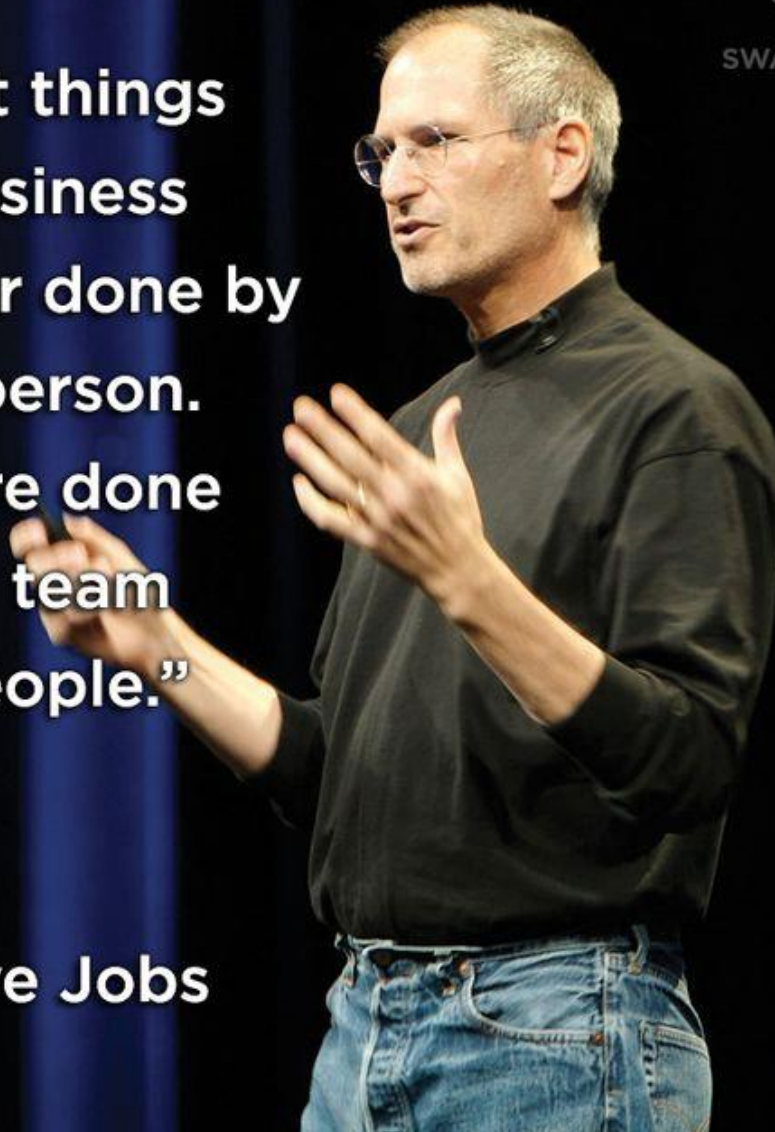
'Customers do not come first. Employees come first. If you take care of your employees, they will take care of the customer'



SWAGGER MEDIA

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

- Steve Jobs



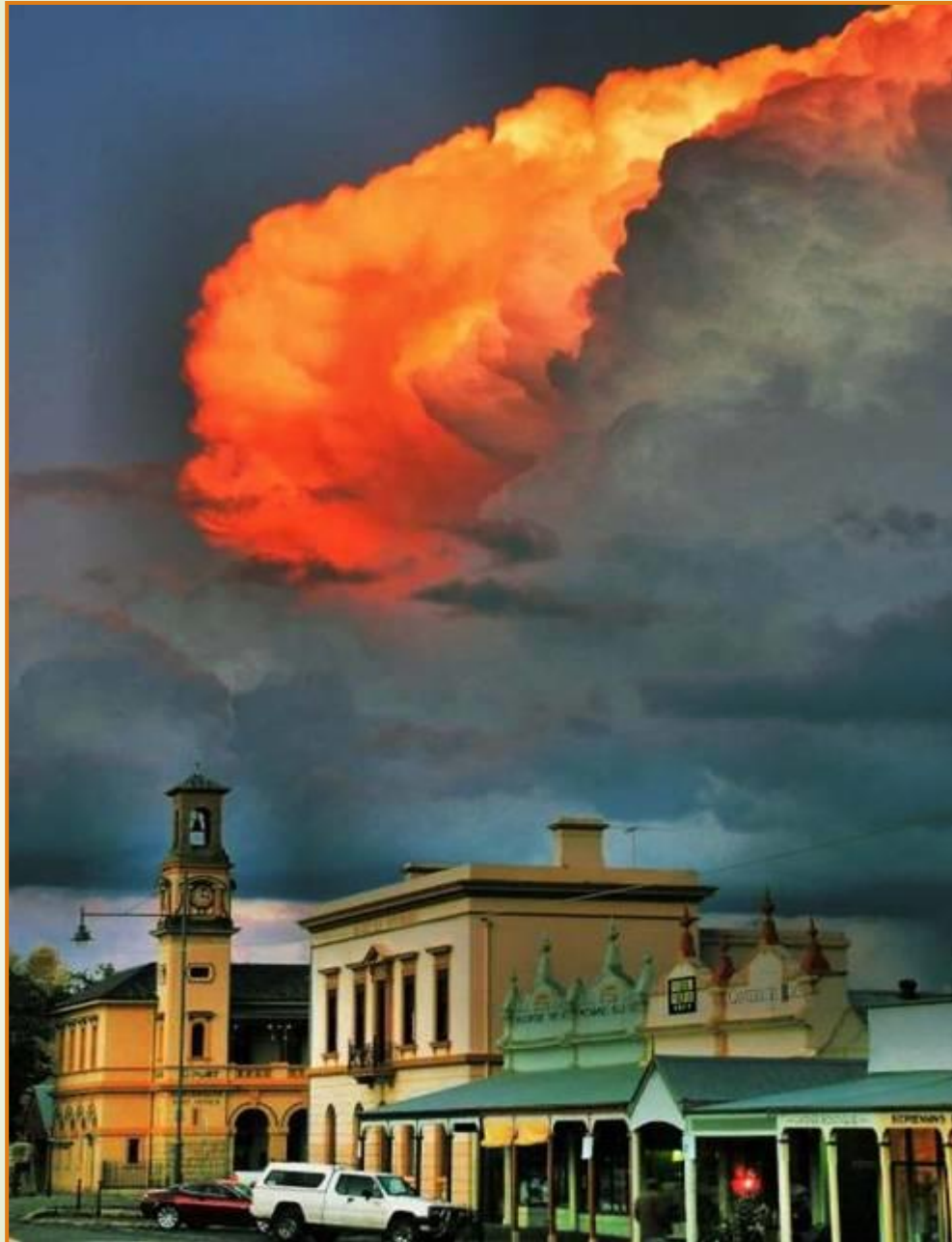
4. Community Connectedness

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

(Tom O’ Toole, Beechworth Baker)









TOUR DE ALBERTA'S GREATEST BAKERY BEECHWORTH BAKERY

22-26 OCTOBER, 2014

5 FANTASTIC STAGES.

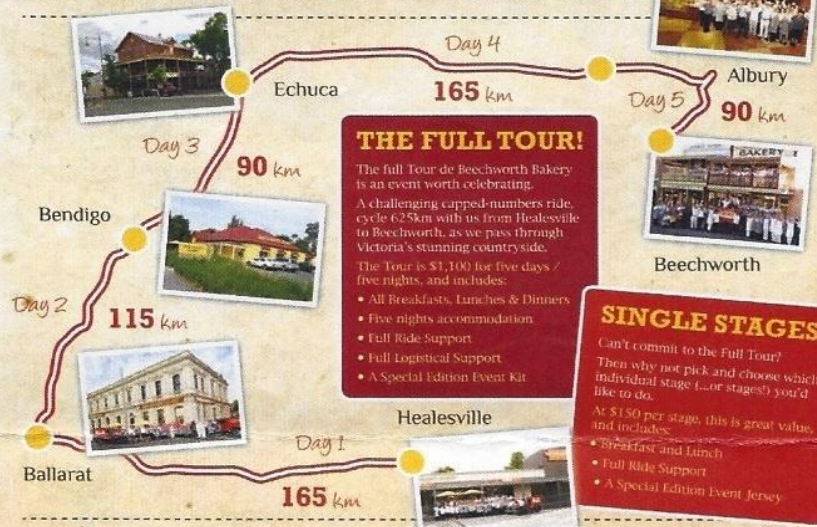
RIDE ONE DAY. OR ALL FIVE!



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

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

AN EVENT WORTH CELEBRATING!



THE FULL TOUR!

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

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

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

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

SINGLE STAGES!

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

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

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



Healesville > Ballarat > Bendigo > Echuca > Albury > Beechworth

ENTER
NOW!

www.BeechworthBakery.com.au

Cafe Mojo

COMMUNITY GROUPS

Mondays • BOOK CLUB 6:30 PM	Thursdays • SEED SAVERS 10 AM - 12 PM • MAHJONG 12:30 PM - 1:30 PM • FORGET ME NOT GENERATION 10 AM
Tuesdays • KNIT AND NATTERS 10 AM - 12 PM • UKULELE + SINGING GROUP 11:30 AM - 2 PM	Fridays • CROCS, COFFEE + CHESS 9:30 - 12:30 PM • DROP IN AND CONNECT 9:30 AM - 12:30 PM • MOJO MUMMAS 9 AM
Wednesdays • ARTS, CRAFTS + COFFEE 9:30 AM - 11:30 AM	

Events + SPECIAL



Spaces for HIRE

CAFE MOJO COMMUNITY CENTRE

OFFICES AND HALL

- Fast Wifi
- Pay by the hour
- Air Con
- Private + Professional
- Catering Options

- GREAT FOR:**
- Workshops + events
 - office and admin duties
 - Meetings and consultations
 - Studying
 - Health and wellbeing
 - Beauty Services

ASK US FOR A TOUR

RETAIL

- Local Arts + Prints
- Candles and Decor
- Beanies + Books
- Health + Beauty



GIFTS + MORE!

Follow us up to date on our socials



@cafemojomundaring
@cafemojocommunitycentre



COMMUNITY GROUPS

Mondays

- BOOK CLUB 6:30 PM

Tuesdays

- KNIT AND NATTERS
10 AM - 12 PM
- UKULELE + SINGING
GROUP 12:30 PM - 2 PM

Wednesdays

- ARTS, CRAFTS +
COFFEE 9:30 AM - 11:30 AM

Thursdays

- SEED SAVERS
10 AM - 12 PM
- MAHJONG
12:30 PM - 1:30 PM
- FORGET ME NOT
DEMENTIA SUPPORT
10 AM

Fridays

- CROBS, COFFEE + CHESS
9:30 - 12:30 PM
- DROP IN AND CONNECT
9:30 AM - 12:30 PM
- MOJO MUMMAS
9 AM

COFFEE 9:30 AM - 11:30 AM

9 AM

spaces for HIRE

OFFICES AND HALL

GREAT FOR:

- Workshops + events
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- Beauty services

- Fast Wifi
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ASK US FOR A TOUR

CAFÉ MOJO
COMMUNITY
CENTRE

RETAIL

- Local Arts + Prints
- Candles and Decor
- Beanies + Books
- Health + Beauty



GIFTS
+
MORE!

Follow us
up to
stay date



@cafemojomundaring
@cafemojocommunitycentre

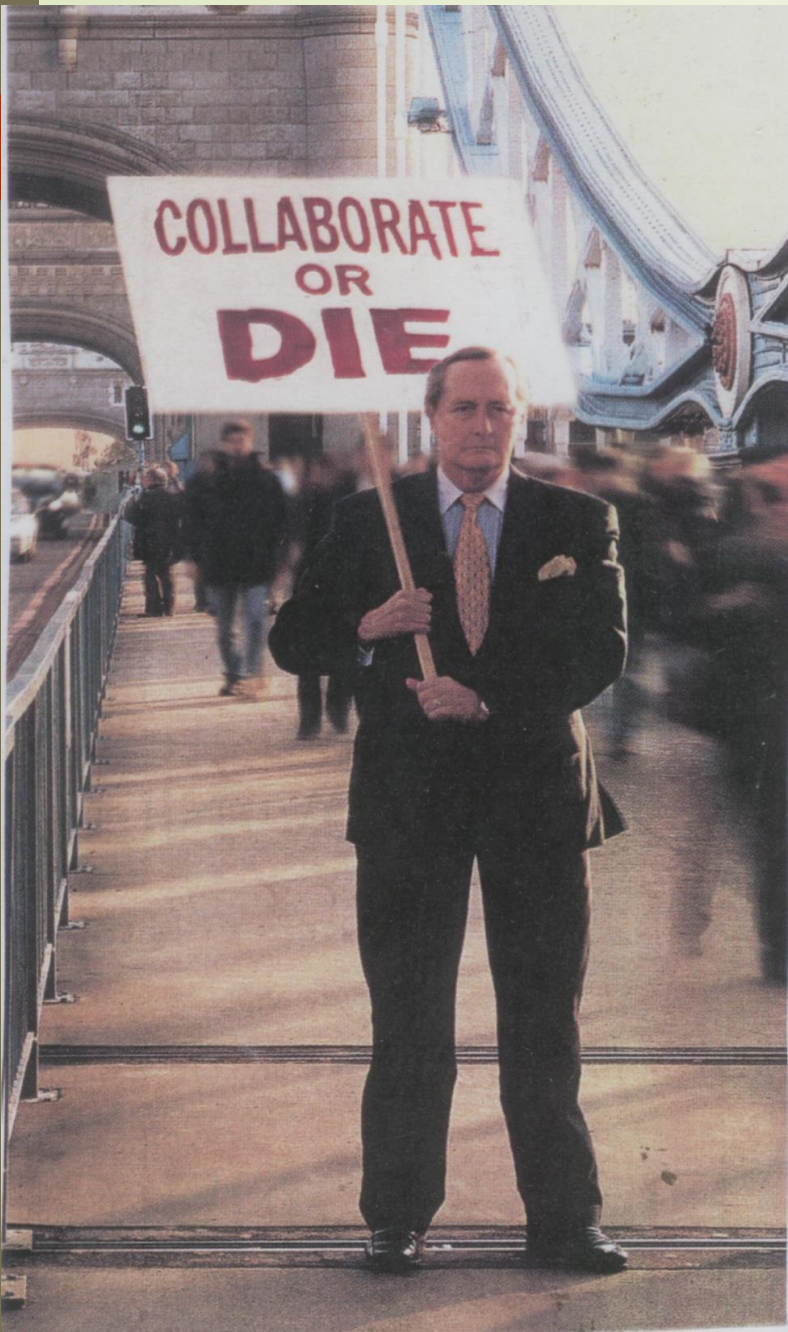




5. Collaboration and Networking

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

(Tom O' Toole, Beechworth Baker)



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

(African Proverb)





Waffle Wednesdays- A Breakfast Networking Event



Midlands Meander, South Africa

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

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





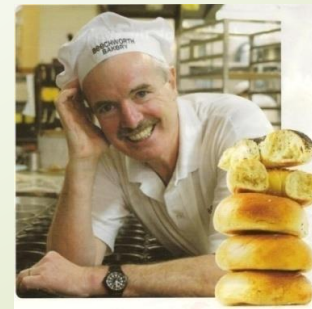
*'I will market my
neighbour as well as
I market myself'*

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

6. Passion

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

-Tom O’Toole





Chinese Proverb

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



Avoid the Dream Takers and Negative Energy Suckers

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

(Mark Twain)

7. Continuous Learning

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

– William Polland



**Ministry of Awesome exists
to water the seeds of
awesome in Christchurch!**



Lessons

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



To be successful in business, one
needs to be:

Bold

Different

and

First

(Anita Roddick, Founder, The Body Shop)

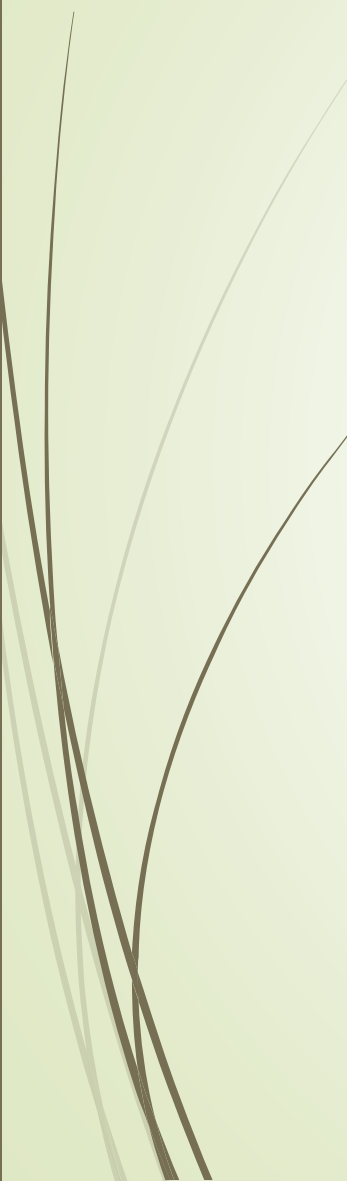


What helps you
run a business
here in Gloucester?





What hinders you
run a business
here in Gloucester?



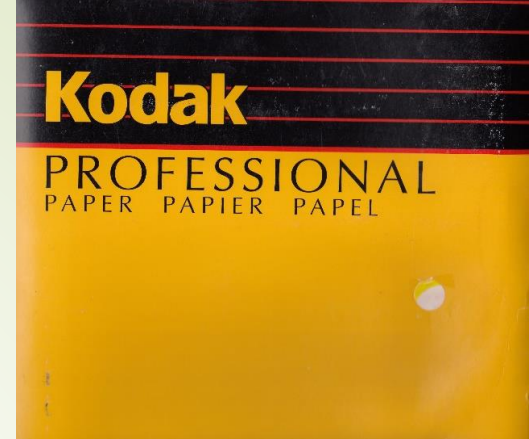


What ideas do you
have to make
Gloucester better place
to run a business?



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

In 1998, Kodak had 170,000 employees and sold 85% of all photo paper worldwide. By 2001, paper film was not being used again, and Kodak went bankrupt. Kodak did not see it coming and did not change their business model. Yet what is interesting is that digital cameras were invented in 1975.



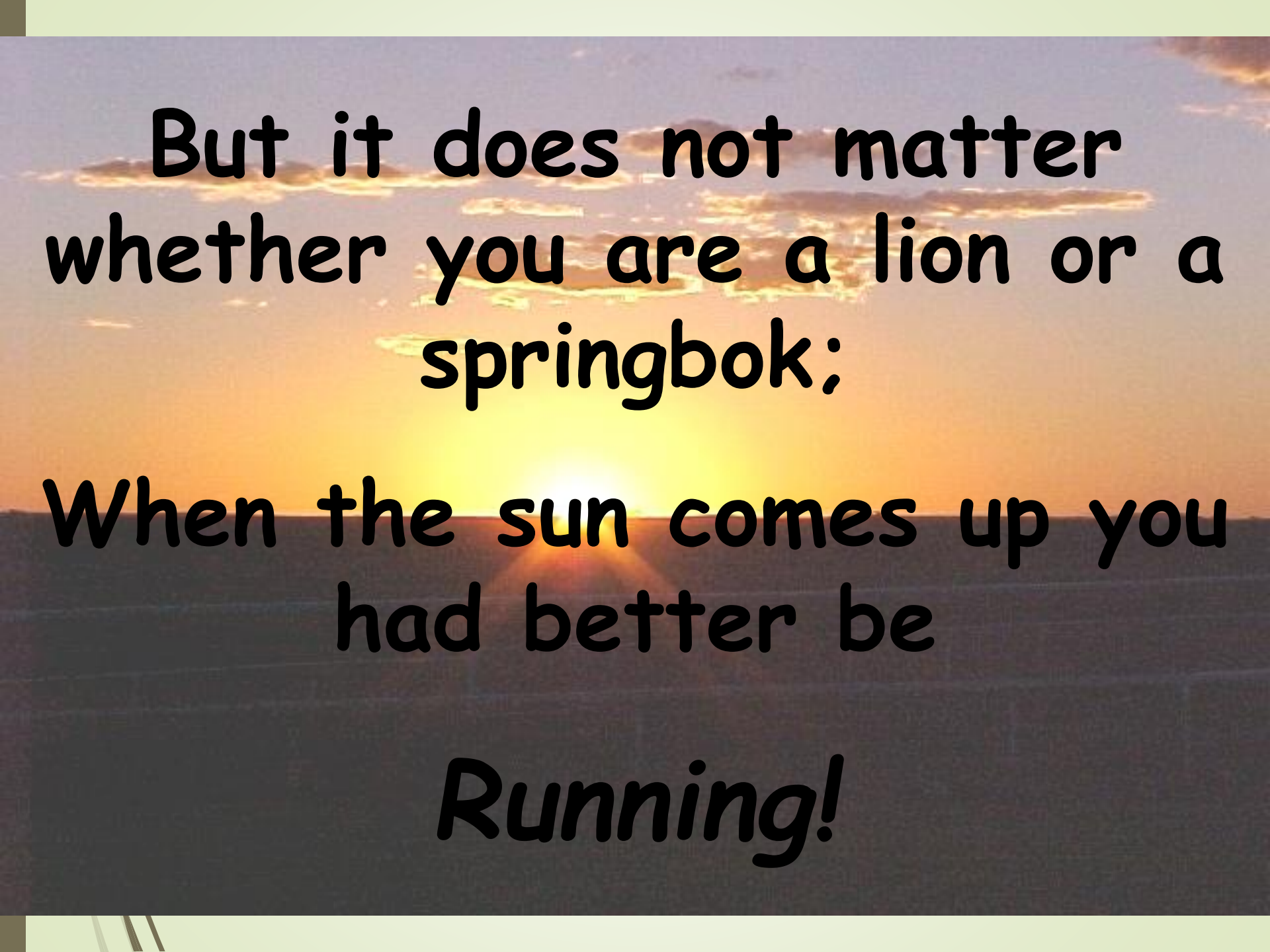


Every morning in Africa a
springbok wakes up.

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

Every morning a lion wakes up.

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



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

When the sun comes up you
had better be

Running!



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