

# The Inside Story - April 2011



Kelly Schrider - endota, Craig Stewart - PQ, Josh Turner - PQ and Jane Willmott - endota



## No Spa-ing Around On This Project

A multi-million dollar day spa business has opened its 62nd store at the iconic Oracle project in Broadbeach.

Two of Projects Queensland onsite construction stars Craig Stewart and Josh Turner recently handed over 175m2 of a luxurious endota day spa to Jane and Grant Willmott, the latest franchisees for the brand.

Their endota day spa has taken an eight-year lease of 175m2 on the ground and first floors of Oracle South.

The endota day spa concept started from humble beginnings on Victoria's Mornington Peninsula just over 10 years ago and is now rapidly expanding with 100 spas in sight.

With a vision to create environmentally-friendly products, two school friends,

Belinda Fraser and Melanie Gleeson started manufacturing a certified organic skincare range with their first spa opening at Rosebud.

The Willmott's appointed Projects Queensland to undertake the extensive fitout for the two-level spa at Oracle with a very tight five week completion schedule.

Jane said endota has stringent specifications for its spa design and fitout and we selected Projects Queensland ahead of national competition.

"We were impressed by their experience and references - they have national and international experience and work with luxury brands like Louis Vuitton and David Jones.

"We recognised this Gold Coast business could match our

quality and timeframe demands and they delivered – this endota spa franchise is a big investment for us and Projects Queensland provided us with a trouble-free fitout.

"endota co-founder Belinda Fraser echoed our endorsement of Oracle and our exceptional purpose-built spa premises as setting a new standard for endota.

"endota is the indigenous expression for beautiful, represented by the Malachite crystal incorporated into our logo, and so it is with these premises – just beautiful – coming to work here is an absolute delight!

"Oracle management and Projects Queensland seamlessly combined to deliver a sensational location and

heavenly workspace – we are just delighted to be in Broadbeach and our clients love it," explained Jane Willmott.

Craig Stewart said the Willmott's were great clients to work with.

"Any suggestions we made to Jane and Grant, particularly with regard to the joinery and specialised mill work were taken up and assisted us to deliver a great project on time," said Craig.



## PQ EYES OFF COMPLETION FOR LENSPro AT WESTFIELD HELENSVALE

Fast growing eye care and eyewear company Lenspro is enjoying double digit growth in the Australian market and PQ is proud to be building its 6th store for the group with handover at Helensvale set for 11th April.

Nationally Lenspro is now operating in Queensland, NSW and Victoria.

Lenspro Managing Director Peter Haggitt said PQ understands the company's retail philosophy and has delivered exactly to specification, on time and to a very professional standard.

"We were looking for a fit-out company to get us into new premises quickly without comprising quality and they have delivered every time.

"PQ understands our stores are smaller than most optical stores, requiring less material to construct and less electricity to run", observed Peter Haggitt.

Manuel Pena, PQ General Manager said business could learn from the LensPro model – like us they strive for efficiency, with in-house manufacturing and reliance on paperless systems.

"Their smaller stores are based on maximum conservation of resources and their customers benefit from being offered very competitively priced eyewear and associated services.

"Like our PQ cabinets, Lenspro glasses are custom crafted at all their stores by experts you can speak with - not mass processed at a distant factory", explained Manuel Pena.

Visit [www.lenspro.com.au](http://www.lenspro.com.au)



## PQ WELCOMES BOTTEGA VENETA

by Manuel Pena, General Manager



After months of careful planning, Projects Queensland is proud to welcome the first BOTTEGA VENETA boutique to Australia at Westfield Centrepoin in Sydney.

The project was headed by Josh Turner under the administration of Craig Stewart who both made the initial trip to Hong Kong with Manuel Peña back in December 2010 to acquaint themselves with the brand's concept. On Tuesday March 15th, the store was handed over to Gucci Australia CEO Ms Helen Koo and Bottega Veneta's head of store planning (Asia Pacific) Ms Jackie Hsu, who made the trip from Hong Kong for the opening.

Discretion, quality and craftsmanship - Bottega Veneta has created a new standard of luxury since its founding in Vicenza in 1966. Steeped in the traditions of Italy's master leather craftsmen and long celebrated for its extraordinary leather goods, Bottega Veneta has recently emerged as one of the world's premier luxury brands.





Over time Bottega Veneta's renown grew, thanks to the quality of its craftsmanship, innovative design, contemporary functionality, and the highest quality of materials. There is an unusual inspired collaboration between artisan and designer at the heart of Bottega Veneta's approach to luxury, symbolized by the house's signature intrecciato woven leather. The company's famous motto "When your own initials are enough" expresses a philosophy of individuality and confidence that applies to the range of products.

The most recent chapter in Bottega Veneta's history began in February 2001, when the company was acquired by Gucci Group. In the years since, Bottega Veneta has introduced additions to the collection including fine jewellery, eyewear, home fragrance and furniture, while continuing to offer an assortment of handbags, shoes, small leather goods, luggage, home items and gifts.

All of us at PQ are proud of our association with the Gucci Group and wish them every success with their new store.



# TIME IS OF THE ESSENCE

## PROBLEM SOLVING

At PQ we often get requests to provide a quote for a project urgently.

This is not always possible of course. More often than not, there are already several projects being priced and to simply 'jump the line' would not be fair to other clients.

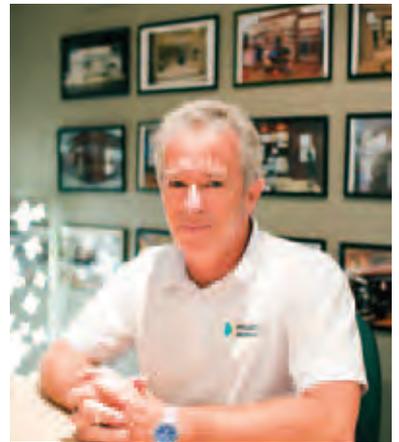
If we did 'jump the line' this would possibly delay the delivery of other quotes that are usually on a deadline also, and with that the possibility of missing out on that project.

When projects are planned, they are done so months in advance.

Part of that planning should be the allowance of adequate time to seek the required quotes. Leaving things to the last minute creates unnecessary pressure and will often result in a quote that is not accurate.

The key here is to set a timeline whereby critical milestones are noted and targeted.

There's no point having months of design and documentation to come up with the required plans only to allow yourself a minimum amount of time to obtain quotes that will often not be a true reflection of what the project is worth.



**Manuel Pena - General Manager**

To properly prepare a quote, consideration has to be given to the different aspects of the project and that often means having to obtain prices from various subcontractors for different finishes, trades, materials and so on.

Sure, anyone can prepare a budget estimate in a short period of time, but to prepare an accurate quote, you need time.

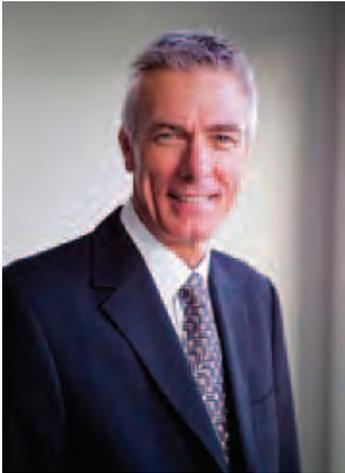
Equally, to execute a project efficiently, the adequate amount of time should be afforded. Trying to compress too much into a condensed timeline will result in compromises, added costs for overtime and worse, delayed completion.

When a project requires special finishes, let's say a specialty veneer in this instance... the veneer will have to be laid up. This will usually take a minimum of 5 working days at best, then there is the production process which can vary depending of the items, let's say 5 days again, then you have the finishing process which can also take 5 days.

There you have three weeks, (and that is being generous!) and the items may still require assembly, let alone installation.

The message here is that to produce a quality item, there is a lead time. To cut corners is to inevitably compromise on quality and that is not a habit we like to get in to.

# NEWMOVES@ PROJECTSQUEENSLAND.COM.AU



Brad Dunne, Projects Queensland Pty Ltd, managing director is pleased to announce the appointment of Gerry Lambert as chairman of the company's advisory board.

Gerry currently holds a directorship with a top 200 ASX listed company and has held various director roles – both with listed and private companies. His experience and expertise covers financial, strategic, compliance, human resources and business development areas of executive management – especially in construction, property development and mining.

Gerry Lambert has joined the board of charity BoysTown which is now in its 50th year. BoysTown chief executive officer Tracey Adams said Mr Lambert was chosen from about 50 applicants who applied for two vacancies. And despite stunning Gold Coast homes featuring strongly in the organisation's popular lotteries, Ms Adams said Mr Lambert was the first Gold Coaster on board. In 2010 BoysTown generated \$72 million in revenue and had assets totalling \$58.5 million.

Mr Lambert is also a non-executive director of Gold Coast Mining Company CuDECO and was chief financial officer at Villa World until 2004.

## PQ GOES STATE OF THE ART AND GREEN

by Russell Baker, Production Manager



PQ is further investing in technology and equipment for its factory.

We are set to install an Anderson 'ANDI' Selexx series, high speed precision router that will improve production times for client cabinetry.

This new equipment is a combination

of a software drawing package 'Palette-Cad' linked to the internationally proven 'ANDI' Router.

The drawing package will help us rapidly present images to our clients so they can see exactly what they are getting in 3D presentations.

Approved image data is transmitted to the 'ANDI' and it cuts, shapes and drills components exactly as per the drawings.

These 'ANDI' machines are at the leading edge for routing in the aerospace industries, plastics manufacturing and, like us, in the woodworking business.

Our team has started training on the software package and the router will be operational in 10 weeks. We expect the 'ANDI' system to reduce costs and waste.



### Craig Stewart

**Age:** 28

**Role:** Project

Co-ordinator/Estimator

**Family/kids:** Shelby Stewart (newly married) child on the way. Originally from Sydney, my parents live on the GC. I have a sister who lives in Sydney with her family.

**Interests/hobbies:** NRL, Gym, Cricket.

**Career highlights:** Overseas working trips to Hong Kong/China & Dubai.

**Favourite food:** Italian/ Mexican.

**Favourite holiday destination:** Thailand/Phuket, would love to venture to Europe.

**Heroes:** My father, raising a family and keeping them together in this day and age is a rare quality.

**Villains:** The QLD State of Origin team.

**Biggest fear:** Snakes.

**Anything else you would like to share?** I'm entering into my 12th year with the PQ team, my biggest enthusiasm re work is job satisfaction: Every day presents itself with new challenges and problems to solve - it's overcoming these challenges that makes being part of this company so rewarding.



### John Scott

**Age:** 41

**Role:** Project Manager

**Family/kids:** Partner - Miki Nawashiro, daughters - Lana 6yrs & Mischa 2yrs.

**Interests/hobbies:** Squash, gym, all sports especially rugby league. I also enjoy a bit of home renovating.

**Career highlights:** Being a major part of the construction team and involved in the completion of numerous high profile/luxury retail projects throughout Australia including Louis Vuitton and Gucci.

**Favourite food:** Japanese.

**Favourite holiday destination:** Japan, India, Thailand

**Biggest fear:** As a father, I think my biggest fear is if anything was to happen to my kids.

**Anything else you would like to share?** During my 20's I played touch football and represented the Gold Coast, SE QLD and QLD in the open mens division for 3 years running, which included a tour of NZ. I was also a part of the National training squad but this was cut short due to a serious knee injury.