

# BETTER BUSINESS

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**HOT DEAL:** Buyers queue outside the Silkwood Sales Office in Mount Cotton all eager to snap up a land deal.

## Demand strong for Mt Cotton land

SIGNS the property market in South East Queensland had fallen recently were dashed at the weekend when Silkwood Mount Cotton opened its sales office selling 10 land sites at an average price of \$275,000.

The sales were made on Saturday morning at the pre-launch of its 59 new home sites.

Buyers from Loganholme, Birkdale, Cornubia and Ormeau queued at the Silkwood sales office from as early as 5am to secure their slice of Mount Cotton's newest residential estate.

The large blocks of land that

average 800sq m are set in the lush bush surrounds of Mount Cotton and start from \$263,000.

In the past five years the average price of land at Mount Cotton has risen from \$200,000 to \$280,000 recording strong capital growth of up to 40 per cent.

According to Century 21 Cleveland director Randall Curry, the sales recorded within hours of Silkwood's release to the market indicated buyers were confident in the current market.

"Mount Cotton still offers affordably priced prime real estate," he said.

"The State Government's decision to protect parts of Thornlands through its Urban Management Plan, which excludes almost 900 hectares of pristine bushland from future development, will ensure that current land subdivisions in Mount Cotton and the Redlands will attract a premium in the future," he said.

"Limited land availability will lead to significant demand for residential real estate in the area, as it is one of the last opportunities available to buy land at Mount Cotton," he said.

## Crackdown on retail employers

By **Claire Harrison**, director of Harrison Human Resources

HAVE you checked the new modern awards to ensure you are paying your employees correctly?

If not, you could face the same type of treatment as this paint retailer.

Last month a paint retailer was fined \$72,600 for underpaying five employees.

The employees were underpaid a total of \$25,524 between 2006 and 2009.

The workers were underpaid their minimum hourly rate and penalty rates for weekend, public holiday and overtime work.

The retail sector generates more complaints than any other industry - 4200 last year - and the Ombudsman has prosecuted 39 retail employers in four years.

The Ombudsman recently announced that the retail sector would be the target of a national campaign.

Modern awards commenced on January 1, 2010, and many employees' minimum entitlements have changed.

Modern awards cover all employers and employees in the national workplace relations system and can be found at [www.fairwork.gov.au](http://www.fairwork.gov.au).

## 'Remarkable' a new approach to marketing your business

By **Melanie Lavelle-Maloney\***

THE theme of the Australian Marketing Institute's summit in Brisbane last week was Being Remarkable: In a Crowded Market.

I would like to share some thoughts from the summit as I think in order for us to grasp the concept of what "remarkable" in business means we need to understand what is the key driver behind this concept.

The first speaker was David Chalke, well known leading social analyst with Scan Australia.

David talked about the current trends hap-

pening in Australian society and in return affecting business owners.

David said Australians thought the Australian way was "good".

"We have lots of government regulation affecting us and the way we do business - we Australians love it.

"We are proud of the fact that due to our regulations here we as a country are faring relatively well in light of the downturn caused by the global financial crisis.

"We now seek satisfaction with our inner space and less satisfaction with the outer world.

"In terms of our will-

ingness to make sacrifices the current pecking order is - my children, my family, my husband/partner, my pets. Community is floating around there in the bottom 10 per cent," he said.

"We're all suffering from virtue fatigue - our involvement in our community now revolves around 'my community' we currently choose what we want to be a part of.

"Our sacrifice for the environment is decreasing; and not to raise alarm bells with this one, if its tangible and practical we're in. If it warrants too much effort forget it. Baby boomers are environmentally the friendliest," David said.

"Consumers do not want choice. We want comfort from a strong reliable consistent brand. The substance of a good name is important.

"Brands are a shortcut to choice - brands that live up to their promise that is," he said.

"We as consumers do not behave rationally as we get stimulated by remarkable things.

"For example, 60 per cent of Myer's income comes from purchases made with its

loyalty cards.

"Bunnings and Harvey Norman lead the way in terms of consumer choice as both share commonalities in that we as consumers share a perception that they are experts in the goods they sell even though they are not the cheapest," he said.

David said customer service rated high in both their organisations and that was important to customers.

"People now live in my space, my world, my family. We're actually using the internet to narrow our world not broaden it as we all like to think we are.

"We're scared and unhappy with the world outside of our comfort zones," he said.

This is just some food for thought. Feel free to contact me should you want to discuss how these issues impact upon your business.

You can contact me on twitter <http://twitter.com/ContactFirst>.

\* Melanie Lavelle-Maloney is principal of Contact First Business Solutions. Contact First operates the Redland City Business Program, a free business mentoring and advisory service. This program is a Redland City Council initiative. Freephone 1800 282 208.

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## Engage customers online

IS your online marketing generating leads? Using a simple online "engagement strategy" can attract more clients to your business.

Here are some tips from Sustainable Marketing.

1. Create a Google adwords campaign from as little as \$5 or \$10. It can allow you to promote your business to Queensland, Australia or even the world.

2. Link the Google adwords campaign to an interactive campaign site. See [cagefree.com.au](http://cagefree.com.au)

3. Add content to the site that will engage with your audience:

- Add an educational editorial to position your business as an expert;
- Include a Youtube to bring the benefits of your product or service to life;
- Encourage them to "ask a technical question" to get them to contact you;
- Give them a sample offer to encourage them to trial your product or services now.

To read the full article visit [sustainablemarketing.com.au/engage](http://sustainablemarketing.com.au/engage).