

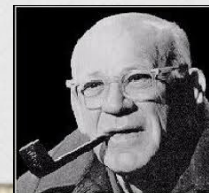
'Keeping the Tills Ringing in the Goldfields'

Peter Kenyon
Bank of I.D.E.A.S.

'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.'

-Eric Hoffer





Anita Roddick, Founder of the Body Shop

A portrait of Anita Roddick, a woman with voluminous, curly brown hair, smiling warmly. She is wearing a dark leather jacket over a white top. The background is a soft, out-of-focus blue.

ANITA
RODDICK

BODY
AND
SOUL

'Anita Roddick's book shows yet again that
business is about vision, integrity, courage and
humanity . . . a fascinating book'

Sir John Harvey-Jones

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

-Anita Roddick



'Ideas make the world go
around.

People in business today
live and die by their ideas'

-Michael Kiely



'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.'

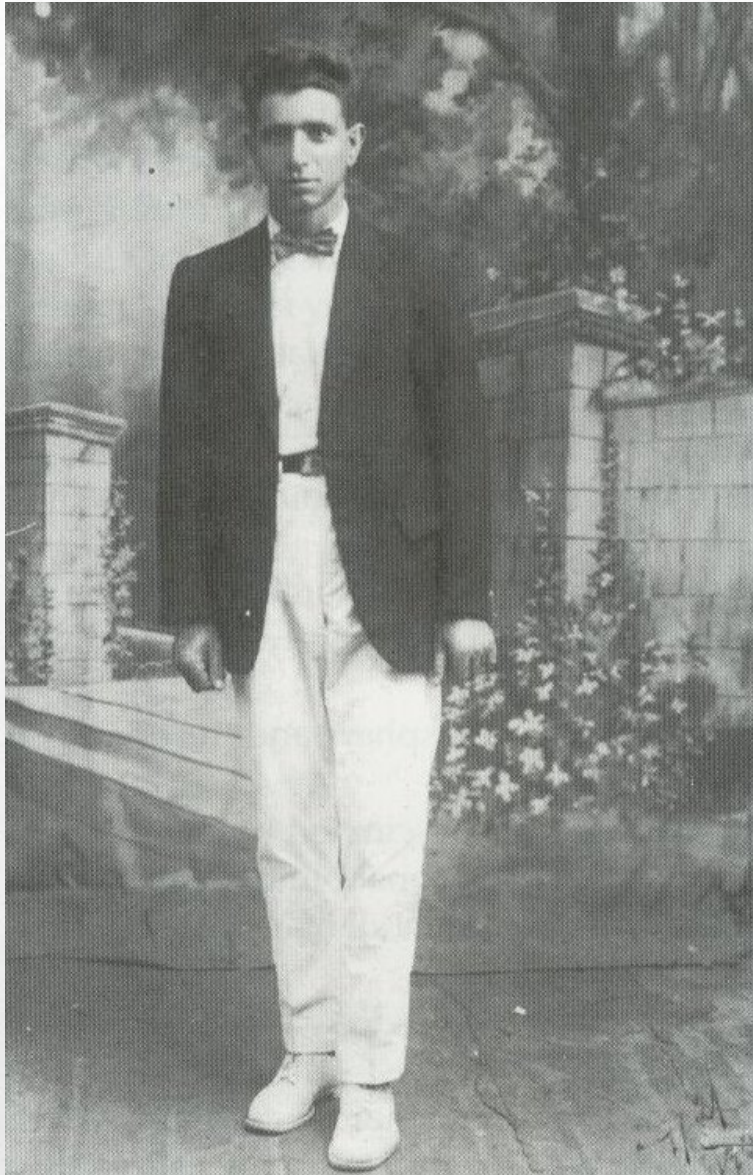
-John L McCaffrey





Judy and Mark Evans





**Joses
Paranella**





34. Cape Pinnella Park San Francisco, Cal.



Souvenir Folder of



PARONELLA PARK

G. M. BAYFORD PRINTERS, CANTON

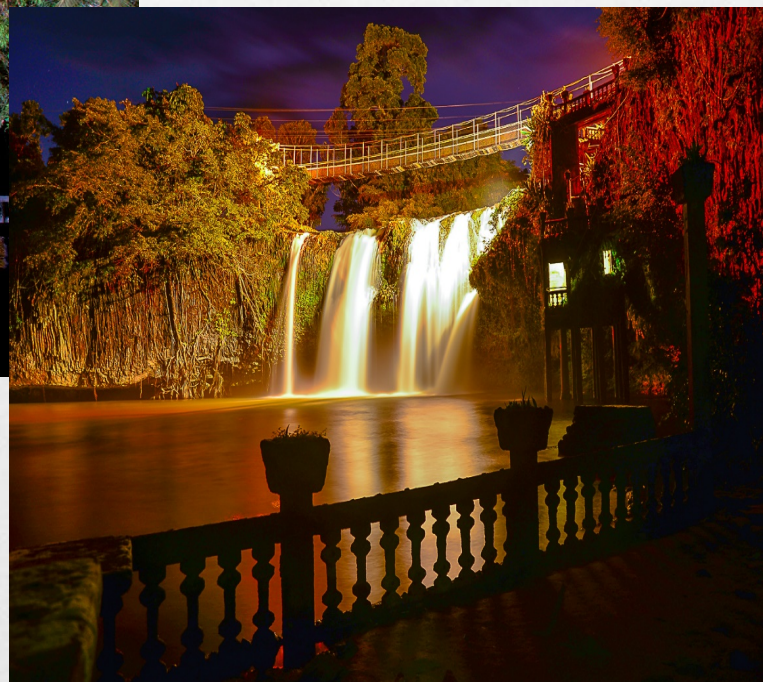




Mena Creek Falls, Paronella Park.



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
2019	125,000 +	75	\$44

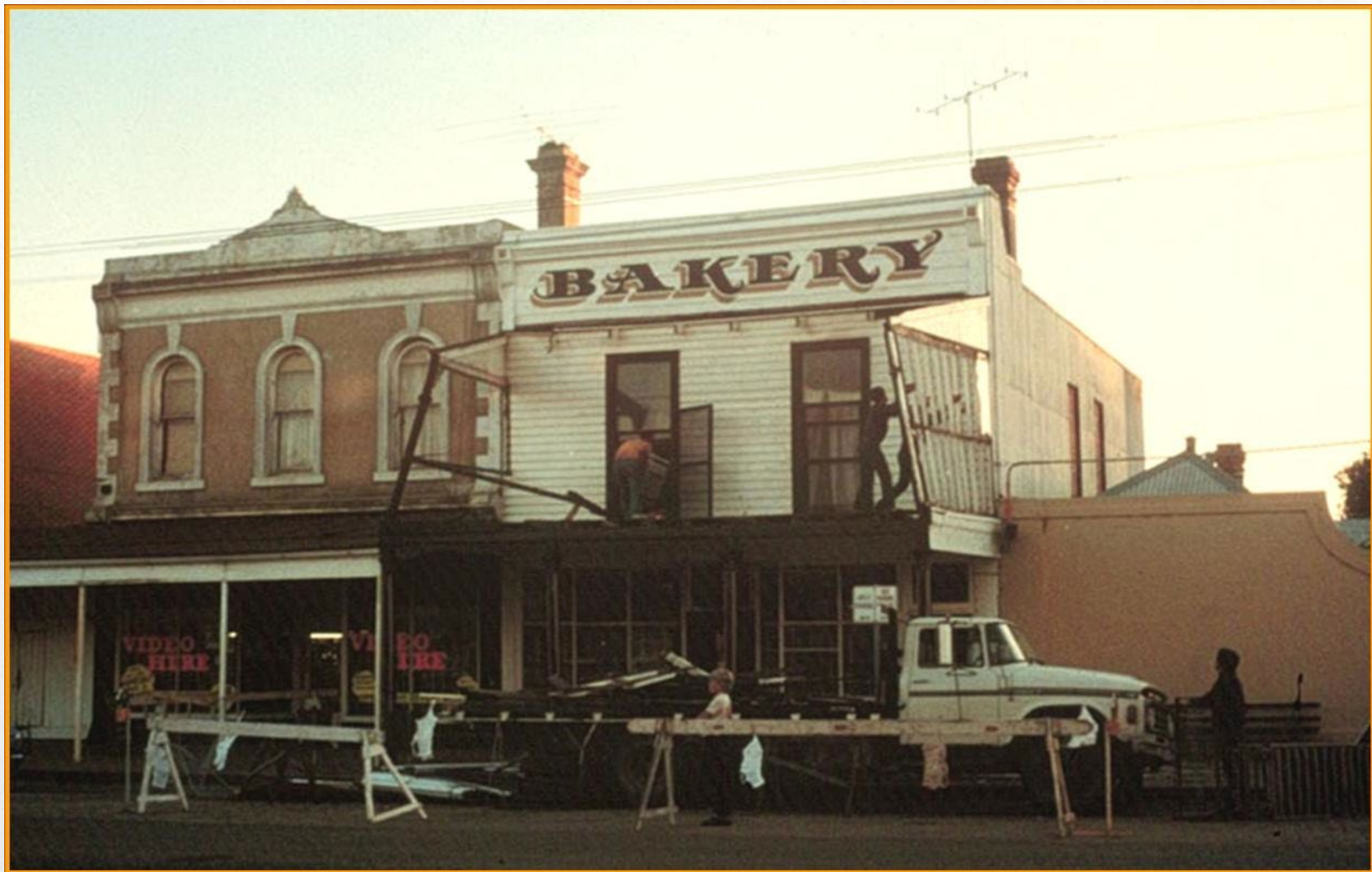
Number 1 in RACQ's 150 Must Do's Award voted by the public in 2009



Beechworth, Victoria











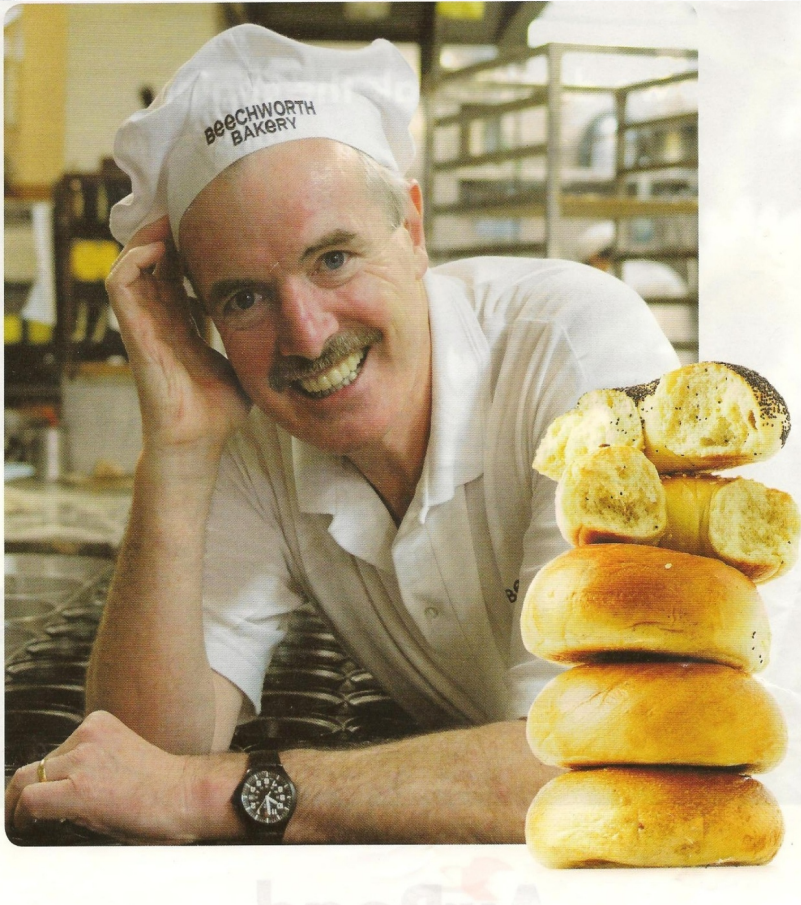


Case Study Beechworth Bakery

- ☐ 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 7 other towns (>300 staff and \$17 million in total turnover)



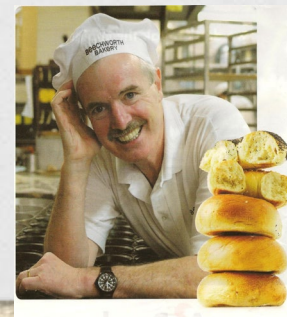


How do
you make
dough
Tom's
way?

1. Positively Outrageous Customer Service

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

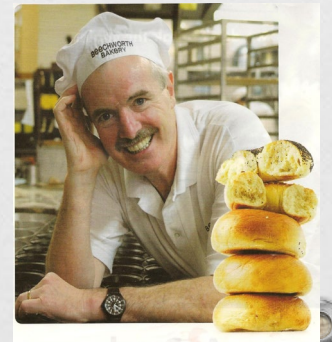
Tom O' Toole





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

Tom O'Toole



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

'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
- 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
- Botanical Guide
- Van Park site for 1 night
- 2 Park Pass



★ Free Rental Services ★

SELFIE STICKS

毎1機1本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1機1本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.
(NO AVAILABLE)



#paronellapark
#thedreamcontinues
#paronella



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
- アカウント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現れる

Instructions

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

파코넬라 파크에서 찍은 사진을 프린트하세요

- 핸드폰에서 인스타그램 (Instagram) 앱을 설치하고 @paronellapark 아이디를 검색 후 팔로우해주세요
- 여러분의 게시물에 #파코넬라파크 라는 해시태그를 꼭 붙여주세요
- 그리고 파코넬라 파크에 방문하신다면 파코넬라 파크에서 찍은 사진을 프린트하세요



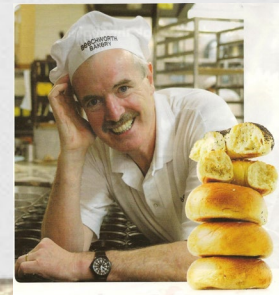
Our Guarantee

'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.'

2. Innovation Marketing

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

-Tom O'Toole





*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







Use of 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







Importance of Having Fun

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

- Alex Bogusky



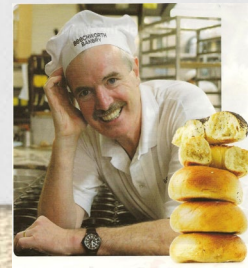




3. Staff Pride, Enthusiasm and Involvement

‘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







4. Community Connectedness

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

-Tom O'Toole







TOUR DE ALAUSTRALIA'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!



Cadell
food service

Hudson Pacific
food service

Coca-Cola

mr1
media

Weston
Marketing

Special Hospitality

BAKELS

Healesville > Ballarat > Bendigo > Echuca > Albury > Beechworth

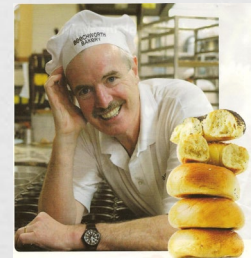
**ENTER
NOW!**

www.BeechworthBakery.com.au

5. Collaboration and Networking

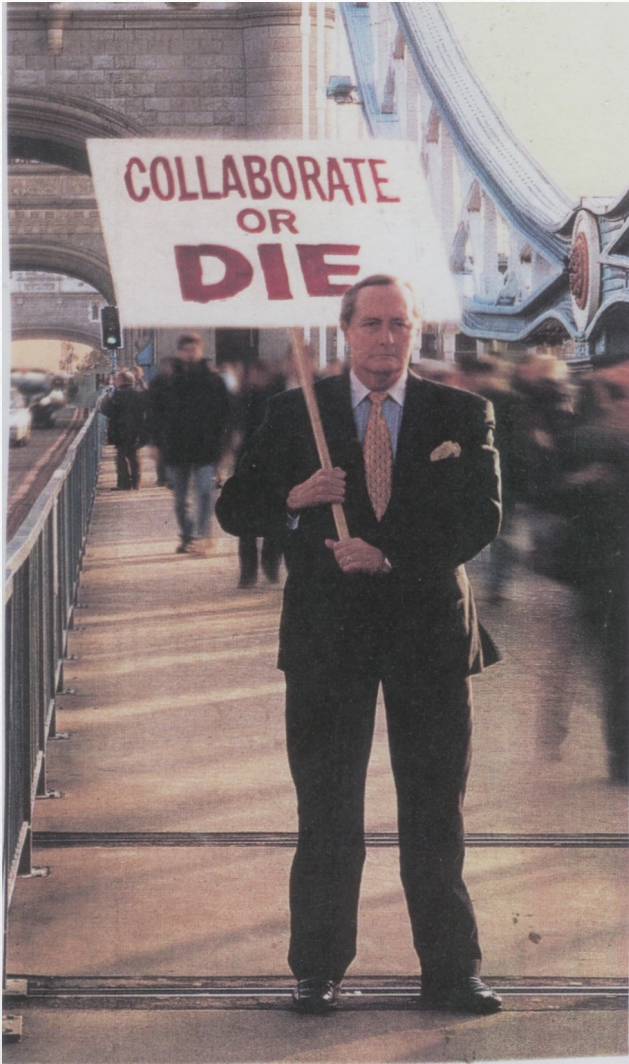
‘None of us is as strong as all of us. I know when we all work together, we all win together.’

-Tom O'Toole



Waffle Wednesdays- A Breakfast Networking Event





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

-African Proverb

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
- 40+ year history



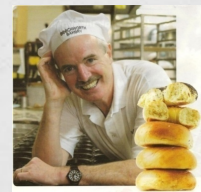
*'I will market my
neighbour as well as
I market myself'*

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



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

-Chinese Proverb

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

Key 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