



THE GOOD, THE BAD & THE UGLY

Western Australia's boom has created huge wealth, producing brash new billionaires. But will success go to its head
By Andrew Cornell

What the west has lost on the Burrup
By Andrew Burrell



Queensland: What makes Anna Bligh run

Madhur Jaffrey's retreat in the Berkshires

Andrew Forrest, CEO, Fortescue Metals Group, February 2008

CWK

Fancy a private wine broker?

In a busy life, a wine buyer who knows what you like is the new 'must-have'.

Ever thought you'd like to send off your palate profile and have someone do your wine buying for you? Well, you could send it to a wine broker like Adrian Read. The former editor of *Australian Gourmet* magazine, who was for many years a consultant to Penfolds and Wynns Coonawarra, among others, is now wine manager for

IQ, a private wine-broking firm just six months old and already with 3,000 clients on its books.

"The fact that Australia is a sophisticated consumer wine market doesn't mean people know everything about wine. They often can't even remember the brand or the label, let alone the vintage of wines they've liked. But they are

in the market to buy wine at \$15 to \$35 and they are interested in a service that gets the wine that they like conveniently – that comes directly from the vineyard – with us acting as broker."

Read is keen to distinguish the service from the wine clubs that sprang up in the 1980s and that he feels have had their day. "People have got beyond that," he says. "For the customer, we like to think it is an opportunity rather than 'here's a great discount'. There's no compulsory purchases and neither is there those regular mixed cases where the value is subsidised by two or three wines that really are around the battery-acid level. Makeweights, if you like."

The arrangement is opportunistic, too, for the wineries involved – some 150 to date, that include premium names such as Kilikanoon, Grosset and Mountadam. "For a key group of wineries, we've become an important part of the way they take an increasing proportion of their wine to market. Many of the smaller wineries have limited access to traditional retail. They are looking at new ways to get their wine to market." www.wineiq.com.au



ANDREW QUILTY



Send 'em packing

Pack & Send knows how to pack an awkward parcel.

Used to be you had to join the navy if you wanted to see the world and have adventure. These days, you might just become a Pack & Send franchisee. The nationwide logistics network founded by Michael Paul in 1993 with a 'no limits' customer service philosophy has been thoroughly tested over the ensuing 15 years. "We have done things that I would have just not thought possible when we started out," says Paul.

When he says his "mum and dad store owners are encouraged to step outside their comfort zone and to take on exhilarating tasks", he's not kidding. Adventures have included a ride from Brisbane through the NT's Savannah Way to deliver two rare collectors' edition BMW motorbikes to a celebrity in Darwin; a flight to Singapore to pack and bring back a

valuable architectural model the firm had already been responsible for getting there; and the removal, package and transport to Sydney of a massive pair of historically important cast-iron gates from a Melbourne property.

"It's not just about strange objects or strange destinations," says Paul. "It's about time. It's for people who just want convenience in arranging for fragile, large, awkward or valuable things to be sent to any destination in the world." Paul, whose business won the 2007 PricewaterhouseCoopers Franchisor of the Year award, is the classic 'mailroom to chief exec' story. He learned the business of delivery in a busy mailroom and went on to logistics management roles with multinational corporations including Esselte Dymo

and Arnott's. Pack & Send – which now has 84 stores and revenue approaching \$30 million – was born of another casebook classic of entrepreneurship: his own frustration with trying to arrange to send an unpacked computer from Sydney to Melbourne. "I just couldn't find an appropriate carrier or even the proper packaging materials," he tells CWK. "I thought, wouldn't it be great if I could just go to a nice retail service centre and drop the computer off and they'd pack it all up and arrange delivery for me."

The arrival of eBay in 1999 generated a lot of business for the firm, although Paul hadn't seen that coming. "When we started the business, the internet wasn't even around," he says. "But we were ready for it anyway: perfectly positioned with a national network, and the service culture we had suited that business perfectly."

Franchisees share information about what other stores are doing and how they're doing it. "They're able to exchange tips, ideas and news and, through the Store Connect service, they're able to work seamlessly together to find solutions for incredibly complex logistics projects."

World Press Photo



ANDREW QUILTY

The *AFR Magazine* staff photographer Andrew Quilty's picture of the last race of the day at Maxwellton in Central Queensland from June last year has won the best Sports Feature award of the 2008 World Press Photo Awards. The town of Maxwellton has a population of two.