

The new Queensland Leaders members program will be launched on August 25. Queensland Leaders is a unique collaborative program by an alliance of leading Queensland companies to foster the next generation of international businesses headquartered in Queensland. Even in challenging times for business, it is testament to the unique business nature of Queensland that such successful organisations can find the time and dedicate the resources to help to mentor the program's up-and-coming member companies. But business is moving ahead for Queensland Leaders partners, sponsors and members – and here is news of the latest activities of Queensland Leaders companies.

Domino's promotes 'freshness' in fresh new store design



The new Domino's stores are incorporating natural rock and timber styles, reinforcing the 'fresh' branding of the company's products.

Domino's Pizza, has evolved its fresh new approach to pizza with the unveiling of a new store design for its stores across Australia and New Zealand.

The new contemporary designed Domino's Pizza stores, which were launched earlier this year, have started to roll out with nine stores already undergoing the transformation and a further 12 stores expected to be completed by the end of September.

Domino's CEO Don Meij said the new store design is part of Domino's overall reinvigorated brand positioning which is designed to give customers a better overall experience.

"Customers have told us they want more from us, and we've listened. That's why we have created this new store concept designed to show our customers we are serious about providing the best quality, service and standards in all our stores," Mr Meij said.

"This is about re-energising our stores and building a stronger focus on what our customers want going forward. From the moment cus-

tomers walk into our stores, they'll notice a change for the better. This is a huge move for us, but one we are confident will help us reconnect with our customers as we continue to reinvigorate the way we sell pizzas.

"This is only the start for us and over the next three years we will continue to introduce more customer-focused initiatives, to boost our brand and reinvent what people think about us."

COOKING UP STYLE

Domino's Pizza chief development officer, Andy Masood said the new-look design was focused on improving the overall customer experience.

"The new-look store design has a very different feel to our current model. The softer tones and wood panelling provide a more welcoming but contemporary feel for customers," Mr Masood said.

"We've moved away from the bright florescent lights and introduced a more subtle design palette which still incorporates the red and blue of the Domino's logo.

"With the focus on improving the customer area of our stores, the new concept creates a modern environment for customers while also making the menu and front counter easier to navigate."

Design elements of the new look include a combination of natural rock feature walls, timber panels, recessed ceilings with shadow lights, repositioned menu boards and wall graphics.

The finished product is the result



Domino's CEO Don Meij is freshening the brand.

of months of design development which has been brought to life with the help of designer Lubo Barnovic.

A large selection of materials, colours, graphics and finishes have been developed as part of the new concept to ensure stores can tailor the look to suit their geographical location, size and shape of their store.

Queensland-based Domino's Pizza Enterprises Ltd and its franchisees have 521 stores across Australia and New Zealand, employing more than 14,000 part-time and full-time staff and making more than 50 million pizzas each year.

Domino's Pizza (DMP), now also the largest pizza group in Europe, is Australia's first publicly-listed pizza chain, making its debut on the Australian Securities Exchange in May 2005.

www.dominos.com.au ■

Industrea thrives on back of BMA deal

Brisbane-based Industrea Limited's recent contract with BHP Billiton Mitsubishi Alliance (BMA) for its \$5.4m collision avoidance system is the latest example of Industrea's strong surge in the mine safety and productivity sector in 2009.

The latest \$5.4million deal has lifted new contracts secured by Industrea to more than \$107million for the 2009 financial year.

Industrea is supplying its CAS-CAM/RF collision avoidance system to BMA through its wholly owned subsidiary, Advanced Mining Technologies (AMT).

The system will be installed as part of an ongoing program through financial year 2010. Industrea managing director and CEO, Robin Levison, said the contract followed a successful pilot program for the complete CAS-CAM/RF system at the BMA Gregory Crinum Mine and previous camera-only installations at other BMA mines.

"AMT's Collision Avoidance System utilises a combination of blind spot cameras (CAS-CAM) and radio frequency (RF) proximity detection technologies to effectively reduce the risk of collision between earth moving equipment and light vehicles," Mr Levison said.

AMT's CAS-CAM/RF technology is now recognised as 'best of breed' with major sales to BHP Billiton, Anglo American and Vale, in Australia, South Africa, Chile and Indonesia and Shenhua Energy Group in China.

"Industrea's innovative technologies are proving to be an effective tool to achieve ongoing improvement in safety performance by reducing the hazard for collisions between heavy vehicles to heavy vehicles, heavy vehicles to light vehicles and heavy and light vehicles operating in the mine pit to fixed objects," Mr Levison said.

"This latest contract not only delivers additional revenue for the 2009 financial year, it is indicative of

the strength of our order book for the 2010 fiscal year and beyond."

With recent contract wins in Australia, South Africa and China, Industrea continues to grow its business in the face of the global downturn.

"Despite falling production levels at some mines the demand for safety products and services remains for many companies, a priority, non-discretionary area of capital investment," Mr Levison said. Industrea's world-leading technology and successful track record in the mine safety and productivity segment, had underpinned the company's on-going expansion in face of the 2009 downturn.

www.industrea.com.au ■



Robin Levison.

Supercheap accelerates

Since Supercheap Auto Group's last trading announcement on May 8, the group has continued to achieve strong sales growth in its two major businesses – Supercheap Auto and BCF.

Like for like sales growth in the group's three businesses, for the 52 weeks to June 27 2009 showed Supercheap Auto up 7.3 percent, BCF 12.5 percent and Goldcross Cycles rising 3.1 percent.

The group is forecasting that net profit after tax for the 52 weeks to



Peter Birtles.

June 27 2009 will be in the vicinity of \$32million, compared with the previous year's \$25.8m.

The group will announce its 2009 full year trading results on August 27.

Supercheap Auto Group managing director, Mr Peter Birtles, said the results demonstrated the resilience of the group's businesses.

"Supercheap Auto and BCF performed well in both halves of the year, with particularly strong results achieved in the second half," Mr Birtles said.

"The group's performance high-

lights the benefit of our continued investment in growing our businesses. During the year, we have opened 23 new stores, refurbished a further 31 Supercheap Auto stores, merchandised a high number of new products, improved our supply chain operations and continued to invest in our team members."

www.supercheapauto.com.au ■

QUEENSLAND LEADERS

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www.queenslandleaders.com.au ■



Supercheap Auto is thriving.