

BB Better Business

Anne farewells Coast

She might dodge the spotlight and talk often about the team that made it happen, but Anne Kennedy was the woman who gathered the first snowflakes of what is now a very large Cleantech Industries Sunshine Coast snowball.

In early 2008, Mrs Kennedy was working for the State Development department when SUNROC identified various industries of the future that would drive economic growth. She highlighted environmental industries, at that point a disparate group of individually successful businesses that didn't know each other existed.

There was a network, a supply chain and a big economic driver just waiting to happen.

Cleantech Industries was launched and focused on marketing the region as a hub for the sector, which takes in businesses in solar, waste water, environmental consultancy, sustainable architecture and water harvesting among others.

In May 2008 the group was formed to increase consumer use and uptake of cleantech products and services, to remove any



STALWARTS: Cleantech's Bruce Napier and business and project manager Anne Kennedy. PHOTO: DARRYN SMITH

barriers to business, to build capacity and create business opportunities.

It has since worked with the council, the Innovation Centre and TAFE as well as Housing Industry Association and Royal Australian Institute of Architects.

Mrs Kennedy paid tribute to founding president Bruce Napier, vice-president Don Parry and to 150 businesses – many of them competitors – who have jumped on board.

"The group has successfully positioned the industry and the region as an industry sector worth growing on the Sunshine Coast that has national and in-

ternational capability and is now being recognised for its cleantech capability," she said.

"This is opening up business opportunities for members of the group across the state and the nation.

"Some of them are also exporting to a wide variety of countries overseas.

"The industry has been well supported by council over the last three years, including provision of grants that the industry has won on competitive merit and the resources of a Cleantech officer within council.

"Many of the businesses in the industry have had a tough time in the past two

years but they are again seeing a growth in their businesses – some of them back to pre-GFC levels and higher."

Challenges

Mrs Kennedy said in the current economic climate:

- ▶ people are not spending on cleantech solutions;
- ▶ there is no ANZSIC code or direct way to measure these businesses as an industry category in ABS figures;
- ▶ end users think they have done all they can to be water and energy efficient;
- ▶ sheer diversity of businesses; and
- ▶ others are not involved because they are unaware they fit the cleantech definition.

"The biggest challenge is the current economic climate," Mrs Kennedy said. "For those businesses that are part of the supply chain to the mining industry and essential industry sectors, they are again in a growth phase.

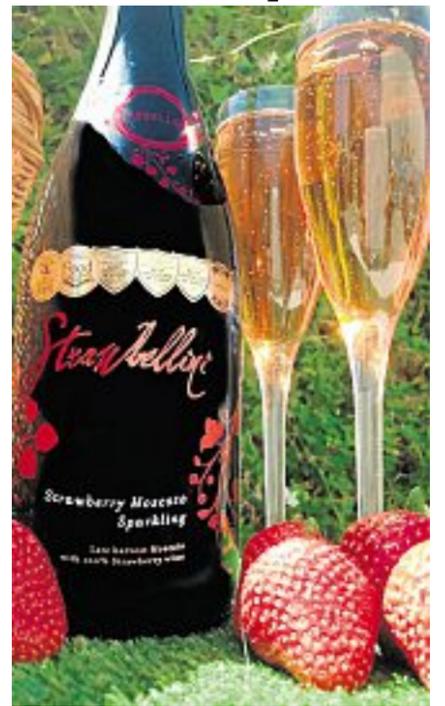
"However, those businesses that are part of the supply chain for, for example, the housing construction industry, are still finding day-to-day business is challenging."

Win strawberry fizz

REBELLO Wines, a Mornington Peninsula wine company that also owns a strawberry farm at Wamuran, has released Australia's only strawberry and moscato sparkling blend.

Matt and Ruth Gallace run Rebello and are the third generation of the Sunny Ridge Strawberry farm family.

Strawbellini is available at premium liquor outlets across Australia and online at rebello-wines.com.au.



SWEET DROP: Strawbellini, made by Rebello Wines. PHOTO: CONTRIBUTED

WIN A BOTTLE FOR VALENTINE'S DAY

BETTER Business has two bottles of Strawbellini, each valued at \$19, to give away. To go into the draw to win one of the bottles, simply email business@scnews.com.au before 4pm this Friday, February 8, and put "Rebello" in the subject line. The winners will be chosen at random and notified by email. Winners must be able to collect the prize from the Sunshine Coast Daily reception in Maroochydore.

NEWSAGENCIES FOR SALE

Beachmere and Sandstone Point



Busy IGA Shopping Centres Complementary Tenancy Mixes
 Village Atmosphere Modern Shop Fits
 Growing Suburbs No Home Deliveries
 Ample Parking Owners Moving Interstate

PRICED TO SELL

Beachmere
\$275,000 PLUS S.A.V
 (WAS \$465,000)

Sandstone Point
\$135,000 plus S.A.V
 (was \$355,000)

Contact Cait on 0418 522 230