



The Inside Story - February 2012



Welcome, bienvenido, benvenuto, accueil 2012

Welcome to 2012 and our first newsletter for the year. I trust you had a pleasant break and enjoyed time with your loved ones. It all seems but a distant memory as I write this seeing we are already well and truly into the New Year!

Following what was arguably one of the busiest periods in over 21 years in business, with the completion of Gucci's celebrated Flagship store at Westfield - which incidentally we are very proud of - and also Gucci and Bottega Veneta stores at the newly refurbished Star City Casino and Hotel together with several smaller local projects and commencement of a significant luxury home fit-out on the upmarket Hedges Avenue, the first quarter is somewhat quieter by contrast.

That's not to say that we haven't worked hard behind the scenes to build on that momentum, with various projects for established and prospective new clients on the horizon, 2012 looks like a positive year ahead.

Undoubtedly, we are having to work harder for our share of the market, however I feel we are applying the same dedication to our business now as we always have, albeit more focused and aware that the market now dictates that we remain sharp, innovative and service focused in how we do business, whether it's pricing, administration, production or delivery of our projects on site, in order to maintain a competitive edge and I'm sure this will hold us in good stead for the future.

Early this year, our senior estimator and project director Craig Stewart and his beautiful wife Shelby gave birth to their first child Maddox, it seems like only yesterday that Craig was a 1st year apprentice, congratulations to both. In my 21 years at PQ, I've witnessed no less than seven births to colleagues with three of those fathers evolving from young boys to become respected and high achieving team members.

In closing, I would like to thank you for taking the time to peruse our newsletter, we certainly hope you enjoy keeping abreast of what's happening in PQ world as we share some of the serious and not so serious stuff with you.

Best wishes for the year ahead,

Manuel Peña

IMO Sushi - Carrara



The newest neighbour to Nest Coffee Lounge in the Woolworths Carrara complex is IMO Sushi. Kelly Kim is the proud owner of IMO Sushi, and the Carrara store is Kelly's third, with smaller kiosks in Southport Park and Worongary Town Centre. Bringing Kelly's concept to life were Projects Queensland's Manuel Peña and Chloe Worth who designed the layout, colour scheme, signage and selections. All elements of the project construction and installation were coordinated by Project Supervisor Steve Leslie.



Steve's experience and attention to detail ensured that the finished store met the exacting standards of Projects Queensland and achieved Kelly's desired outcome on time and on budget.



BRAD DUNNE on the PQ delivery mission

2011 saw Projects Queensland (PQ) pass the milestone of 21 years in business.

In that time the company has completed retail fit-outs nationally and internationally with a client portfolio representative of some of the biggest global brands.

Local retailers, commercial businesses, luxury home builders and apartment owners have also supported PQ as the business expanded.



I was recently asked at a business function why the company had continued to grow, prosper, and do work around Australia.

In a nutshell it was about trust and delivery - clients respect we deliver on time and within budget.

We place paramount importance on our ability to immerse ourselves in each project.

We need to because we value the trust placed in us and the responsibility that goes along with that trust.

Clients, consultants and landlords have come to recognise PQ's consistent performance.

Their confidence in knowing every stone has been turned and any situation that may occur will be managed with a minimum of fuss is vital to any partnership.

Clients get excited on the day we hand over their projects but nothing evaporates that excitement like sub-standard finishes, delays, cost variations or incomplete items: We place our reputation on managing against any of these situations.

We dedicate time to ensure we understand every intricate aspect of our client's project and therefore present comprehensive, all inclusive cost proposals - there are no hidden costs conveniently left out just to produce an attractive bottom line.

Providing long-term value is our business - our finishes are subject to hard work so they have to endure - our millwork construction and every trade aspect delivers on durability and functionality.

Most fit-out companies get to 95% completion - it's the last 5% that presents the greatest difficulty.

That 5% is in the final pedantic attention to detail we have mastered.

In those vital few days prior to handover we are everywhere we need be to reassure our clients and then after the handover we are there for anything required.

After sales service is as important to us as the initial opportunity.

“
To our valued clients please accept my sincere thanks for your continued trust and repeat business.”

Our construction schedules minimise risk to almost zero and our projects are micro managed so we can deliver as contracted.

Clients have faith that we understand the achievable task and listen to our opinions so their plans can transform seamlessly into reality.

Just recently we completed projects for global clients that exceeded 1,400m2 - one in a heritage listed Perth building, the largest at Westfield Sydney and two at Star City Casino and Hotel.

This was an extraordinary effort by our site and factory teams and 2012 looks set to be another big year.

Brad Dunne



Watch this space

Long-time Projects Queensland clients and Paragon Jewellery owners Tibor and Janet Palatinus, are starting a new business venture. Also to be located in the Hilton Hotel retail precinct, their new concept store will appeal to all those with a sweet tooth...

PQ's in-house interior designer Chloe Worth has been busy assisting Tibor and Janet with the colour scheme, layout and branding for the new store. Stay tuned for more in our next newsletter.



Mentor Program

PQ Production Coordinator Russell Baker and Foreman Jimmy Walsh have recently re-introduced the Mentor Program where apprentices buddy up with a tradesman.



Jimmy welcomes the re-introduction of the program, recalling being buddied-up during his time as an apprentice with now Project Manager Craig Stewart.

The program ensures that each apprentice receives focussed, individual guidance and supervision, and gains valuable on-the-job training from more experienced members of the PQ team. Pictured below are (L-R) David Kelly with apprentice Robert Eagle, Bill Page with apprentice Kurt Pearce and Steve Morgan with apprentice Michael Murphy.

Design - Packed Fresh



Interior designer and stylist, Toni Packer recently completed some stunning additions to the penthouse at Freshwater apartments.

Toni said her initial brief was for new furnishings, however once the clients moved in she was able to incorporate some additions to complement their lifestyle and this unique penthouse design.

"These inclusions accommodated an unobtrusive bar with wall features for the master suite and bar area, master-suite robes and a large bio-fuel fireplace adjacent to the bar with individual lounge chair seating creating a very intimate setting.

"I have worked with PQ on high-end projects for eight years and here they delivered excellent finishes for these detailed additions," commented Toni, "my clients are delighted with the results."

PQ's Manuel Pena said Toni is a sought after, award winning designer. "She has delivered innovative designs for the residential and penthouse markets with her commercial designs selected by law firms and retailers alike.

"Toni uses the very best materials for her projects and is highly regarded by suppliers and contractors – her clients trust her delivery and often they choose her styling expertise to complement lifestyle matters beyond designing interiors," said Manuel.

Toni has impeccable taste and over the years we have been able to supply beautiful furnishings to her specifications

- Tonie Robertson director of Robertsons Furniture & Interior Design



New Arrival



Congratulations to PQ Project Manager Craig Stewart and his wife Shelby on the safe arrival of their newly born baby boy Maddox Leighton Stewart. Maddox entered the world at 7:35pm on 2nd February weighing in at 9.1lbs and 54cm long.

Staff Profiles



Jimmy Walsh

Age: 24

Role: Foreman

Family/kids: Partner Karina, daughter Xanthia (4) and son Brooklyn (nearly 2)

Interests/hobbies: Love hanging out with my kids and also like AFL, Cricket, NFL

Career highlights: Being given the opportunity as foreman to manage a state of the art factory with first class tradesmen and first class equipment/Working on Louis Vuitton Brisbane/Going over to fit Zamels in unexplored Albany WA with Darryl (it's explored now)/Completing my apprenticeship

Favourite food: Most types of pasta but especially Carbonara

Favourite holiday destination: Love getting down to Melbourne during the footy season

Heroes: My mum

Villains: My son Brooklyn in the middle of the night



The Projects Queensland team would like to congratulate our Production Manager Russell Baker on being awarded Lifetime Membership with North End Boardriders (NEB). Joining in 1978, Russell soon found himself on the committee and as contest director.



Forever Young

Improving his surfing and meeting new friends (his lovely wife Simone) was an attraction. Through the years of raising family and being part of a growing business, NEB and the surf



was never far from his heart. These days you will find Russell still surfing but more cooking the barbeques and motivating the old boys club. This year long time surfing buddy Manuel and apprentice Kurt from PQ have joined Russell at North End Boardriders.

PQ Surf Off

The strong surfing culture of PQ continues with our Annual Surf Off competition which was held at the Spit early on December 22nd. A Christmas tradition since 2005, this year's event was taken out by Steve Stockell, pictured in action below, and proudly wielding his trophy on the left. Runner up was apprentice Kurt Pearce.



Perth

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Biggest Fear: 7:00am Monday mornings

Anything else you would like to share with us: I look forward to making my own little mark on the company by increasing efficiency and quality, minimising wastage, boosting moral, increasing training quality of all apprentices and taking pressure off guys that are under the pump

Steve Stockell

Age:

Somewhere around the middle ish!

Role: Purchasing Officer

Family/kids: Fiance Susan and daughter Piper

Interests/hobbies: Creative media

Career highlights: Lecturing at Bond University

Favourite food: Depends where I am

Favourite holiday destination:

Portofino or Bora Bora

Heroes: My mum

Villains: Speed cameras

Biggest Fear: Death

