

# My BUSINESS

YOUR GUIDE TO DOING BUSINESS ON THE COAST



ON THE MOVE: Billions of investment dollars are set to pour into major projects in Maroochydoore including redevelopment of the Big Top Shopping Centre (front centre), Sunshine Plaza, Horton Park Golf Course and Sunshine Cove (formerly Wises Farm).

## BILLION DOLLAR BABY

**A**FTER years of planning, arguing and inaction, Maroochydoore is set to claim its title as The Natural Capital of the Sunshine Coast with as much as \$5 billion of investment underway or planned during the next decade. Leading the way will be

### The Natural Capital prepares for massive overhaul

Chardan Development Group's \$800 million Sunshine Cove development (formerly Wises Farm), forecast to become home to 6000 people. The \$100 million earthworks stage of the project is

due for completion in 12 months, development manager Glen Cassidy saying the first housing blocks would be on the market soon after. Sunshine Cove will be the location for a new \$100 million Harvey

Norman Superstore and retail complex, expected to have a massive 500m frontage to Maroochy Boulevard with construction scheduled to start early next year. Mr Cassidy said national and local businesses alike

were lining up to take positions along Maroochy Boulevard where the master plan allows for up to six storeys of commercial development stretching back 80m.

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### HOW I GOT STARTED

Paris Satine, owner Scarlet Harem and Scarlet Pleasures

**W**HEN the state government changed the legislation in 1999 to legalise brothels, I saw an opportunity on the Sunshine Coast because there was nothing here at the time.



I'm an entrepreneur. I've owned numerous businesses over the years and running a parlour is no different to running any other business ... you need great staff and need to provide great customer service.

There was a lot of scepticism before we opened at Kunda Park, mainly because it's very much a male-owned industry I was the first single female operator in Queensland.

But I did my market research, found a great premises and the business has gone very well ... it's a highly-respected, award-winning business.

We've just renovated the premises and expanded onto the block next door to provide extra carparking. It hasn't all been easy though. Some of the laws are very tough, not the least the fact we can't advertise for staff. Owners can only operate one parlour, so to expand the business I opened Scarlet Pleasures (an adult retail shop) in Noosa in 2005. My advice would be, it doesn't matter what industry you're in, stick to what you believe in and you'll be successful. — as told to Gordon C...