

# Couple born to shine

**W**HEN Joel and Tania Turner opened their first Shine Beauty salon in the Australia Fair Shopping Centre on the Gold Coast in 1999, their modest ambition was simply to "keep the doors open".

They've done a lot better than that, with three additional outlets now operating and big expansion plans in place.

Two of the new salons are in Brisbane – one at Chermerside Shopping Centre and one in the Myer Centre – and another at Sunshine Plaza.

But, apart from winning the lifestyle and wellbeing category in the recent Sunshine Coast Excellence in Business Awards, the big news is the company is in the process of relocating head office from the Gold Coast to Caloundra's Bulcock Street, Joel saying the decision to move was based "50% on business, 50% on lifestyle".

"We've got a family holiday unit at Bulcock Beach and we probably spend 70% of our weekends up here – I've done a lot of travel and I can tell you it's a pretty impressive part of the world," Joel said.

"But it's also about balance. The Sunshine Coast complements our philosophy which is achieving a balance between being passionate and energised about our business, but also being able to take time out."

Joel said also the new head office would be a perfect location as the company prepared to enter a new growth phase.

"Franchising is the direction we're going to go in. We've en-

## SECRETS OF OUR SUCCESS

*Shine Beauty*

listed some expert help ... our operations manuals are nearly complete," he said.

"We're looking at south-east Queensland for the first 20 to 30 stores."

The couple complement each other perfectly in the business, with Tania having worked in the beauty industry for several years before starting Shine, and Joel having almost two decades of marketing and business experience on his resume.

He established his own creative agency, Design Turn, on the Gold Coast in July 1993, before teaming up with Joe Sands in 2000 to form Turner Sands Advertising. That business became one of the Gold Coast's largest specialist advertising agencies with its client list including several ASX-listed companies.

Turner Sands has just joined with SMART, one of Australia's largest independent advertising agencies to form SMART SANDS.

"I've been reducing my work in that business to spend more time on Shine," Joel said.

"The beauty industry is becoming more mainstream and Shine plans to be positioned in the centre of the sector.

"I believe the region, and Caloundra City in particular, is just about to really take off."

Joel also said he and Tania were "thrilled" to win the Excel-



**BEAUTY BEST:** Joel and Tania Turner have combined their respective expertise, owning and operating Shine Beauty Salon.

### FACT FILE:

**COMPANY:** Shine Beauty.

**FOUNDED:** 1999

**LOCATIONS:** Southport, Chermerside, Brisbane CBD, Sunshine Plaza

**STAFF:** 32

**SECRETS TO SUCCESS:** "Number one is staff ... you've got to grow them as people. It's also about energy, and a good reporting system which is essential for a company like ours which is so widespread."

lence in Business award, adding he believed the IT system the company had created had clearly impressed the judges.

"We've got a reporting system whereby each manager inputs all the information every day which we can access no matter where we are to see how things are going," he said.

"But you can have the best system in the world, and it will mean nothing if you haven't got good people to go with it."

## Chin up, Qld has lowest land taxes

**P**ROPERTY investment is an industry littered with state and local government taxes which contribute significantly to government revenue but provide a real disincentive to investing in the sector.

Despite being a somewhat obvious levy on property investors, land tax is often overlooked by those purchasing investment properties ... at least until the bill arrives!

In Queensland, the maximum rate at which land tax is assessed is 1.25% of the unimproved capital value of the property.

A tax free threshold of \$500,000 does exist however, which means that land owners are not assessed on the first \$500,000 in value of the properties that they own.

A person's principal place of residence is exempt from land tax and is not considered in applying the tax free threshold.

Despite these concessions, land tax can still be a significant burden on property investors. For example, an investor with properties valued at \$1,000,000 would be exposed to a land tax bill of some \$5875 each year. When you consider that is paid on top of rates, stamp duties on purchase and mortgages, registration and council fees, it becomes easy to understand why there has been such a large flow of money into the stock market where



### LEGAL EAGLE

*Travis Schultz*

taxes of this sort are not applied.

If it is any consolation, Queensland has lower land tax rates than many other states. For example, in New South Wales \$1,000,000 worth of land would attract a tax bill of \$11,116 per annum, while in the ACT the cost would be \$14,000 and a whopping \$16087.50 in Tasmania.

If you are planning on investing in property, one way to minimise an exposure to land tax is to own lower-value properties in a number of different states so as to take advantage of the tax free threshold in each state. It is only in Tasmania and the ACT that there would be any significant amount of land tax to pay on a property held to a value of \$250,000.

If you're looking at investing in property, don't forget to add a land tax liability into the equation and consider structuring your portfolio in a way which might minimise your exposure to the impost.

*Travis Schultz is managing partner of Schultz Toomey O'Brien. PH: 5413 8925.*

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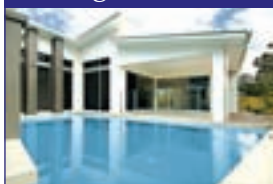
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