

Excellence in Business Winners

2007's best industry leaders and innovators



Shine Maroochydore salon staff with Tania Turner (from left to right) Diane Sutcliffe, Shayna Hunter, Belinda Woodbridge, Tania Turner and Jessica Bollington.

Shining example of a beauty-ful business

In a business known for being relaxing, one beauty company has done the opposite when it comes to its expansion and brand development.

Shine Beauty was originally established in 1999 as a single salon at Australia Fair on the Gold Coast. Fast forward eight years and the business now employs over 30 staff in three additional locations – Sunshine Plaza, Maroochydore; Myer Centre, Brisbane City and Chermside.

This family-owned chain is led by husband and wife team Joel and Tania Turner. Together they've combined Tania's beauty therapy experience with Joel's advertising and marketing background to create a formula for success.

Joel said over 1900 beauty salon businesses operated in this geographic area, but Shine stood out through its tried-and-tested treatment menu and distinctive branding.

"Our memorable name gives us cut-through in this sector and is extremely popular with all our clients, suppliers and industry professionals," he explained.

From the beginning, Joel and Tania realised the need to manage salon treatment time and staff rostering, two key influences over their salon costs and profits each day. To this end, Joel devised an innovative web reporting system to assist with setting budgets, driving sales and accountability while controlling key expenses.

All stores are linked and Joel and Tania can review them from anywhere in the world via the web.



"Each night salon staff members spend only 10 minutes entering end-of-day data from their point of sale software into this system," Joel explained.

"An emailed report is automatically generated and can be emailed to multiple recipients.

"In the web reporting system we can see how our salons are performing against each other on a weekly, monthly and yearly basis."

With a wide geographic dispersion of her four salons, the web reporting system has extra value for Tania when it comes to managing her staff. She is able to analyse sales achievements for each individual team member and evaluate their contribution to the salon.

In 2002 the Sunshine Coast salon beat over 250 stores to be awarded the Retailer of the Year at Sunshine Plaza. Most impressively, this year saw them win the lifestyle and wellbeing category of the Sunshine

Treat Yourself

- Shine Beauty offers:
- Waxing – professional and hygienic hair removal
 - Facials – for a fresh and more luminous complexion
 - Massage – soothes away stress and tension
 - Spray tanning – safe and natural-looking instant tan
 - Nails – buff and polish or luxury manicures and pedicures
 - Glamour treatments – special occasion makeovers, eyelash and brow tinting, extensions
 - Beauty products – premium skincare products from Thalgo and Ultraceuticals

Coast Excellence in Business Awards.

Into 2008, Joel and Tania will continue to build on the success of the brand by continuing to offer the tried-and-true customer service which has made them so popular.

Shine Beauty, Level 1, Sunshine Plaza, Maroochydore. Phone: 5443 6999 or visit www.shinebeauty.com

Staff rewards just one way to keep happy environment

If you ask Shine Beauty Sunshine Plaza manager Diane Sutcliffe for a clue as to whether you're in the right job, she'll tell you it's going home from work happy.

Di described a day in her salon as being full of laughing, while the company itself offered opportunities for career advancement and a supportive management, led by owners Joel and Tania Turner.

"It's just a great place to work – we have a fantastic team environment and really encourage each other," Di said.

"The girls working here are outstanding – very caring to our clients and passionate about this industry."

Beauty therapists hired by Shine Beauty are all diploma qualified and put through several weeks of intensive training to ensure each client receives a consistent experience ev-



Tania Turner.

ery time they visit.

Di's hardworking team is credited by Joel and Tania as being the driving factor in them winning 2007's lifestyle and wellbeing category of the Sunshine Coast Excellence in Business Awards.

"I cried, I was so proud," Di said.

At the start of December staff members from all four Shine salons were treated to an end-of-year party where awards were handed out in categories for employee sales achievement

and managerial excellence.

The Sunshine Plaza store received the top award for salon achievement, while senior beauty therapist Shayna Hunter was honoured as the outstanding beauty therapist for 2007.

Owner Tania said, in particular, the long-term senior staff members of the salon were critical in helping her business throughout the year.

Di said Shine's owners were always available and supportive, with Tania frequently visiting all salons to catch up with salon managers and review the businesses.

"Shine regularly rewards its employees," Tania explained.

"Each year many Shine staff will attend functions, receive product gifts and bonuses, attend free training sessions with meals and receive accommodation and allowances for business travel."

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