

advertising feature

# EXCELLENCE IN BUSINESS AWARDS

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## Salon staff shine at ceremony

COMMITMENT to customers and a structured reward program for staff are keys to Shine Beauty's ongoing growth and recent success at the Sunshine Coast Business in Excellence Awards.

Shine general manager Joel Turner said one of the questions in this year's awards submission asked about the training and development activities for employees.

"I am happy to say that at Shine we pride ourselves on our evolving business structure," he said.

"This year saw a major change in the Shine Beauty management structure, designed to achieve a more desirable work and lifestyle balance and ensure the continued happiness of our 30-plus staff."

In 2007, Shine had just one salon coordinator-trainer.

This year the company's head office was established in Caloundra and new roles were created to improve salon management with a new regional manager-trainer position, a floating manager-assistant trainer and a beauty development manager.

"The new training system and process breaks our business down into three sections of Shine Beauty core treatments, secondary treatments and niche treatments, so as to focus our Shine Beauty therapists and staff treatment training program, assessment processes, and to perfect our training measures," Joel said.

"We have also created and expanded our career path for these same staff and connected their training achievements and success measures to their level of



**IT'S A PLEASURE:** Shine Maroochydore salon manager Robyn hands over product rewards to premier beauty therapist Shayna.

opportunity and career advancement.

"Our therapists and staff now have a career path that has expanded to three levels of employee status and, within this system, called our new 2008 premier employee program, nine levels of advancement are achievable."

Joel said the performance of Shine Beauty salons could also be measured by industry acceptance.

"Shine has received multiple invitations and formal letters of offer from major Australian shopping centres such as the world's number one shopping centre

organisation, Westfield, in Victoria for two prestigious shopping centre salon expansion sites," he said.

"However at present, our Shine business plan has us focusing on south-east Queensland salon-growth opportunities and perfection. "In line with this, our first salon Shine Southport has been refitted and upgraded to the new 2008 Shine salon look.

"We believe in excellence of service... It's a pleasure."

■ Phone: 5443 6999.

## Accounting practice re-awakens passion

IN the past two and a half years, Universal KBO Accounting Solutions has experienced rapid growth, increasing almost fourfold.

Owner Michele Purvis attributes the success to setting goals, constant planning and monitoring and having extremely talented and motivated team members.

One shining example is Kalina Ejmont, who won the prestigious employee of the year for 2008 at the awards.

"This was our first-time nomination in the excellence

in business awards," Michele said.

"Through our participation we not only re-evaluated our services and refocused on areas for improvement but, most importantly, we re-awakened a great passion and dedication to our business."

The firm hopes to become the best accounting practice on the Coast and thanks its clients for their support and ongoing business.

■ Phone: 5443 9950.



**TALENTED:** Kalina Ejmont, Monique Selvage, Michele Purvis, Lekky Reonghathainont and Jola Kearney.

## Give a loved one a Shine Beauty Christmas Gift Voucher

Here are some of our most popular gift voucher treatments & packages...

### Pamper 'Dream' Treatment (1hr)... \$99

A Shine Demi Facial combined with a luxury Back Massage & EyeLight\* treatment.

### Indulge 'Dream' Treatment (1.5hrs)... \$139

Shine's signature Majestic Facial combined with a scalp massage, foot/hand massage, luxury Back Massage and EyeLight\* treatment.

### Glorious 'Dream' Treatment (2.5hrs)... \$239

Shine's signature Majestic Facial combined with a scalp massage, foot/hand massage, indulgent Shine Spa Massage and EyeLight\* treatment.

### Heaven 'Dream' Treatment (3.25hrs)... \$299

A Shine personalised Solution Facial, combined with a scalp massage, foot/hand massage and our luxury Back Massage, makeup application, a Luxury Pedicure or Luxury Manicure and EyeLight\* treatment.

### Shine Spa Massage (1.5hrs)... \$149

An invigorating, indulgent full body massage and exfoliation treatment.

### Mind, Body, Spirit Spa Treatment (2hrs)... \$249

Imagine a four step, sensory journey around the world during a luxurious spa therapy treatment.

### Men's Marine Facial (1 hr)... \$119

Get that 'fresh' healthy look, with our Men's Marine Facial (deep cleanse, ocean exfoliation, marine mask and so much more).

### Man Made Body Treatment (1.25 hr)... \$139

Stronger, harder and more powerful, that's our Man Made Body Treatment!

(EyeLight\* : Select and enjoy either a Eye Lash Tint, Eye Brow Tint or Eye Brow wax)



Shine Beauty  
Excellence  
in Business  
Awards 2008  
Winner  
(Lifestyle and Wellbeing)

At Shine we deeply appreciate your support and would like to offer all Sunshine Coast residents a gift of thanks. Please take advantage of this offer of a '\$5 Excellence Award Discount' in salon at Shine Beauty and receive \$5 off any Shine Beauty treatment or Christmas gift voucher purchase! We invite you to enjoy our excellent service and a \$5 saving too!

CONDITIONS: To receive this offer please mention this '\$5 Excellence Award Discount' Advertisement in salon at the time of purchase. This '\$5 Excellence Award Discount' offer is valid only for Shine Beauty treatments and Christmas gift voucher purchases (one '\$5 Excellence Award Discount', per customer, for one purchase only), it is not valid for beauty product purchases. This offer expires on the 30/01/09 and this offer cannot be used in conjunction with any other Shine discount promotion, offer or voucher.



shine  
BEAUTY

SHINE BEAUTY SALONS:

Maroochydore 5443 6999  
Sunshine Plaza (Open 7 days)  
Location: Shop 366, Level 1,  
Sunshine Plaza, Maroochydore.

Brisbane (City) 3003 1334  
The Myer Centre (Open 7 days)  
Location: Shop 174, Level 1,  
Myer Centre, Brisbane.

Chermside (Brisbane) 3359 3589  
Westfield Chermside (Open 7 days)  
Location: Shop 381 (north end),  
Westfield Chermside, Brisbane.

Southport 07 5528 2400  
Australia Fair (Open 7 days)  
Location: Shop 1015, Level 1 (near  
cinemas), Australia Fair, Southport.

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