



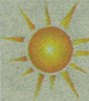
# Kochie's team inspires small Coast businesses

By **REBECCA MARSHALL**  
rebecca.marshall@scnews.com.au

**T**HE man, the myth, the legend came, saw and conquered at the Sunshine Coast Business Expo last week. TV host David Koch made a flying visit to the region last Thursday, spending a total of about four hours on the Coast, before returning to his Sydney northern beaches base in readiness for the next day's breakfast television commitments. And what his visit may have

lacked in quantity was more than made up for in quality, with Kochie joining Youi Insurance founder Howard Aron, Maroochydore chamber president Myles McNamara and business consultant Rod Richards to run a business make-over live on stage. The winners of the Build a Better Business With Kochie Sunshine Coast Daily competition were Jason O'Brien and Sarah Spatz from Caloundra business Amici Cafe and Lisa and David Holland from Coastal Business Insurance. "It was a really good experience

and great to get the reassurance to back up what we are doing," Jason said. "Our big priority now is to start working on the business more than in it. And that will mean extra hours for our staff, and to put more trust in them to get the results we want, to free us up. "What Howard said really struck a chord, when he talked about focusing on local customers, and not worrying too much about the ups and downs of tourism." Kochie said the couple, who are working 100 hours a week, re- **CONTINUED ON PAGE 18**

 **SOME GOLD FROM KOCHIE**

- "There is a two-speed economy, the key is understanding your place in the cycle."
- "Anyone who says they haven't had a holiday in five years does not get my admiration, they get my sympathy."
- "Do not rely solely on your business to fund your super, build private wealth off-business."

# BUSINESS MATTERS

• First venture? • Expanding? • Changing direction?

SUNSHINE COAST 8 Innovation Parkway KAWANA 5413 8900