



# Laurie Potter

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**“Important business success is about creating the future instead of reacting to it. If you’re reactive you are already number two.”**

Stewart Blinder – CEO, ITOCHU International

## OBJECTIVE

- With a wealth of business experience to offer, and the **energy and passion to drive projects** forward, I offer myself as a Consultant with broad experience in all aspects of business development, property development, negotiation and relationship building.
- Built on a foundation of **creating a highly successful business empire** from scratch, and having experienced the roller coaster ride of highs and lows / opportunities and pitfalls all businesses face, I have gone on to demonstrate solid success in consulting for clients and creating valuable opportunities.
- **A lifelong fire in the belly to strive for perfection**, and restless to continue working in a consulting/advisory capacity, I offer the kind of business experience needed to meet the challenges of today’s fragile world of business.
- This professional profile outlines my **skills and business development experience** in advisory/consulting roles, as well as my success in creating my own comprehensive group of companies. I would be happy to discuss the value I could bring to your organisation.

## PROFILE

- + Career chronicled by outstanding business development and entrepreneurial success.
- + Turnaround management expert, with recurring success in reversing underperforming businesses in record time.
- + Sharp decision maker, quick to act on opportunities while balancing decisions with appropriate caution.
- + Extensive experience across a full spectrum of operational functions: strategic planning, purchasing, inventory control, policy development, budgeting/forecasting, marketing, staff development.
- + Recognised for strong negotiation skills, and creating synergies and partnerships that lead to record-setting profits.
- + Outstanding eye for detail, presentation, cleanliness and disciplined approach to business operations.
- + Able to articulate a shared sense of purpose and win enthusiastic commitment to furthering organisational goals.
- + Proponent of service as the means to drive business, enjoy training and developing staff to deliver peak performance and contribute to the organisation in greater positions of responsibility.

## EXAMPLES OF CONSULTING /



## BUSINESS DEVELOPMENT EXPERTISE

REVITALISATION OF RESORTS, PORT DOUGLAS, Queensland: Feb 2002 – Nov 2003  
THE BOATHOUSE, 42 Macrossan St – 18 large Boutique Apartments  
VERANDAHS BOUTIQUE APARTMENTS, 7 Davidson St – 20 large Boutique Apartments  
**Business Development Consultant / Onsite Manager**

- **Integral in developing exceptional revenue growth** turning around a \$50k loss/month to \$50k profit/month within just 8 months.
- **Catapulted occupancy rates** from 30% to 90% average.
- **Introduced systematic and operational changes** across all areas of the organisation including service, presentation and cleanliness, pools, gardens and signage.
- **Revitalised the marketing of the Resorts** through company repositioning and market-focused strategies. Enhanced and expanded marketing reach, managing the development of a web site, negotiating partnerships with tour and booking operators, e.g. Qantas and Sunlover Cruises, and introducing an in-house tour desk/office on the street frontage.
- **Expanded services and revenue** by negotiating the purchase of an adjoining café, Café Mac, increasing cashflow, profitability, and street frontage. Marketed proactively to guests, and introduced loyalty schemes for the resorts.
- **Increased valuations by \$2.9m** – All three businesses were highly profitable and presented well, allowing the Melbourne-based owner to sell at a significant profit.

NEGOTIATION OF PROPERTY DEVELOPMENTS,  
Cooktown, Queensland  
**Property Developer**

Jan 2004 – Aug 2008

- **Developed a Master Plan for increased residential development** in Cooktown to capture the burgeoning growth phase promised by increased interest in the area.
- **Identified a critical path, concept of development and overall approach** to capture appropriate properties and investors, drawing on relationships, and creating synergies to capture broad support and expertise.
- **Consulted with and created a beneficial working relationship** with Cook Shire Council to create a foundation of support for the project, aligning it with the new Draft Town Planning Scheme.
- **Acquired 8 prominent properties** over a two year period, working tirelessly with all stakeholders to design and gain development approval.
  - (a) Quality 16 Lot Rural Residential Sub-Division valued at \$1.2m (purchased at \$300k);
  - (b) 54 Lot Residential Sub-Division, a first for Cooktown, with underground power, parklands, walkways and footpaths, streetscaping and day care centre, valued at \$4.1m (purchased at \$2.1m);
  - (c) 4 Lot Rural Residential Sub-Division value \$1.05m (purchased at \$550k).
- All 3 sub-divisions received full Development Approvals and Operational Works Permits, and were ready for civil works.
- Although this project did not proceed due to the recent global financial downturn, this was a highly successful development process, drawing on my strong business acumen, ability to seize and drive opportunities, and strategic and operational planning strengths. Outlying areas suffered dramatically, e.g. Port Douglas, Atherton Tablelands and particularly Cooktown, with values falling up to 75%.

## HOW I MADE MY NAME



LAURIE POTTER GROUP OF COMPANIES, Perth, Western Australia  
Managing Director

- **Built a \$60m plus Business Empire over a 21 year period**, starting with a meagre \$600 loan and expanding to include Health Clubs with 82,000 club members, retail and equipment outlets, resorts, hotels, restaurants, travel centre, airline, manufacturing, inhouse marketing and advertising, a vast property portfolio of 70 commercial and 20 residential properties and more.
- **Potter Group enjoyed 98% Market Awareness** for Health Clubs, with 15 Clubs in the Group, and captured 68% of the Perth market.
- **Used visionary leadership and well-honed management skills**, to plan, build and drive new business ventures which were ahead of their time, creating enriched and enhanced services for the Perth community.
- **Drew on entrepreneurial expertise to introduce a number of “firsts”** for business operations, re-writing the landscape of business growth and development by thinking outside of the square and constantly building on successes.

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