

BETTER
Business **BB**

From success to significance

MOVERS & SHAKERS

Allan English

THE minute Allan English had a purpose that was greater than making money for money's sake, his business exploded with growth. The catalyst came about 10 years ago, when the founder and now non-executive chairman of Silver Chef was working on a microfinance aid project in East Timor with a group of mates.

"I'd been growing Silver Chef at a fairly fast rate, and we are an equipment rental company, so the faster you grow, the more capital you need," he said.

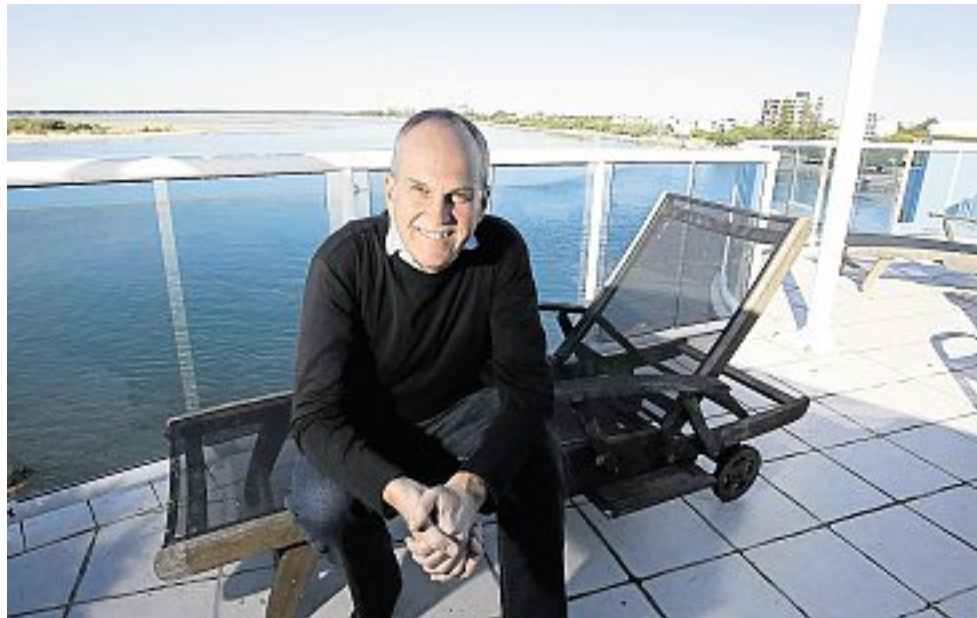
"I ran out of money and the bank wasn't going to give me any more.

"So I started volunteering for a not-for-profit and I got involved in microfinance (giving small loans to the poor to build their own businesses).

"After we finished this project in East Timor, I was told that it would move 40,000 people out of poverty in the next five years and it suddenly dawned on me 'Imagine if I could do that every year'.

"I was never into big boats or houses and I was lacking a purpose, but then I realised this would provide me with a motivation to get back into work.

"All these doors opened. Within two years



THE POWER OF PURPOSE: Silver Chef founder Allan English on his balcony overlooking Pumicestone Passage.

PHOTO: CADE MOONEY

we were listed and the company has grown 600% in six years.

"It was all because my motivation and drive has been for a greater purpose than just making money for money's sake."

Mr English, who celebrated his 25th anniversary in the business last week and has a weekender at Caloundra, said other business owners keen to emulate his success could take some simple, early steps.

"Consider things in your life you think are really important, and what things make you uncomfortable or should be changed locally and internationally.

"Find out what is your little pebble in your shoe and focus on what you can do to make a change."

Mr English is on the board of Karuna Hospice and an ambassador for Opportunity International (providing pro bono office space for the organisation inside the Silver Chef headquarters). He has created a division to fund one million people out of poverty in India by 2020 and will launch the English Family Foundation in October.

It was established with \$20m and will distribute \$1m a year to the not-for-profit sector. It has allocated 40% for global poverty, 40% for south-east Queensland and 20% for a social innovation fund for new ways to support the world's disadvantaged.

"We have a great vision of where we want to be in 2020, and we have a social cause linked to that. The staff are involved through fundraising and awareness and it gives them more significance in their work-



SO, WHAT IS SILVER CHEF?

In a way Silver Chef was founded on a Westernised microfinance business model decades before Mr English even knew about the traditional concept of microfinance. It was the early 1980s and a trip to the US opened his eyes to pizza home delivery. Realising it was likely to take off in Australia, he shipped a \$180,000 container of conveyor pizza ovens to Australia.

But, with an asking price of \$27,000 per oven, no pizza shop owner would even consider buying one.

A fortnight away from defaulting on his bank loan, Mr English stumbled upon the idea of renting the ovens instead.

The concept took off and today, the business model is unchanged. Silver Chef, which has equipment in every major hospitality franchise, rents to start-ups during their establishment phase.

Later, they have the option to buy the equipment, with Silver Chef taking off 75% of the rental costs from the purchase price.

ing day rather than just getting a cheque at the end of the month.

"It is about looking at the potential of moving from success to significance...having an impact on fellow man in a positive way."

The best workplace...

Silver Chef came in at No. 37 in BRW's top 50 best places to work this year.

They get more than 2000 applications from people wanting to work there every year.

"We have managed to attract a fabulous group of leaders and our staff recommend it highly to friends and colleagues, so we have an inbuilt stream of people wanting to be a part of something with a track record of success, but also something with a social nature and purposeful agenda."

Networking for Learning & Development Professionals



Two terrific events on the Sunshine Coast!

Come and join us at the South Pacific Resort in Noosa for great company and even better professional development.

Friday 29th and 30th July 2011: 10.00am - 4.00pm

FRIDAY

Take advantage of this fantastic opportunity to mix and mingle in an informal learning setting. We have two great speakers lined up for you: Peter Miller will provide insights into *Turning L&D Professionals into Leaders*, then there will be a hands on session around *Creative Training Strategies* with Catherine Logue.

SATURDAY

On Saturday, Catherine Logue will run an *Innovative Training Methods Masterclass*, giving you lots of tips, tricks and simple yet effective tools and games you can use to energise and engage your group.

For more information & bookings please visit www.aitd.com.au or phone AITD on 1300 138 862.

Women's Network Aus launches on Coast

TWENTY-ONE years ago Lynette Palmen gathered a few girlfriends together for lunch in Brisbane with a view to sharing business information and ideas.

That group, Women's Network Australia, has now grown to more than 15,000 members with a presence in five states.

A local branch will be offi-

cially launched at a business networking lunch on July 27.

"The organisation's phenomenal success in capital cities across the nation is the driving force behind regional areas now being the focus of future expansion," Ms Palmen said.

"The demand for our services continues to grow along the eastern seaboard. So, providing the vibrant community of

women entrepreneurs on the Sunshine Coast with a business forum in which they can network is a natural progression for Women's Network Australia's expansion.

"Women own and operate 33% of Australian small businesses. In addition, over the past five years there has been a 20% growth in the thriving home-based business sector. Women are proving to be a

force to be reckoned with in this area currently running more than 250,000 of the existing home-based businesses operating across the nation."

The lunch will be held at Rydges Oasis Resort in Caloundra. Guest speaker on the day is networking specialist Robyn Henderson, who will discuss how to turn small talk into big business. See www.womensnetwork.com.au

Patersons. Find out what the smart money knows.

Patersons is one of Australia's leading full service stockbroking & financial services firms. With 20 offices nationwide, we service more than 200,000 client accounts and have more than \$1.6 billion in funds under management and administration. We offer:

- Stockbroking
- Equities Research
- Portfolio Management
- Managed Funds
- Superannuation

Our success has been built on the highly individualised nature of our service. We are focused on nurturing long-term relationships with both our clients and our community.

To find out what the smart money knows, visit psl.com.au or talk to one of our experienced Advisers in our Sunshine Coast office today.

PATERSONS
THE AUSTRALIAN STOCKBROKER

Patersons Sunshine Coast
Level 3, Bryant House,
26 Duporth Avenue,
Maroochydore, Queensland 4558

Ph: (+61 7) 5409 6100

Patersons Securities Limited
ABN 69 008 896 311 AFSL No. 239 052