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CHAMBER



# Business Rethink

BYO Idea, Goal, Strategy or Opportunity



**WHEN:**

21 - 25 April 2022

**WHERE:**

The Whitsundays,  
Queensland

**WHAT:**

Work ON your business not IN it, Use  
'Wisdom of the Ship' Approach



## Summary

If you are a small business owner, how often do you get the time and thinking space to work ON your business rather than IN it? How often can you get together with other small business owners and really brainstorm each other's ideas together in a safe, respectful, yet challenging environment? How often do you get a break!

The Chamber of Commerce along with ICON Adventures invite you to take advantage of this bespoke business opportunity to encourage 'Blue Sky Thinking' under the big blue skies of the Whitsundays.

This idea is simple, come with a plan, a goal, a strategy, an opportunity you want to work on for your business. Join a small group of business owners from independent sectors, with a variety of skills, who approach problem-solving from different angles, then leverage each person's talent in a 'wisdom of the ship' approach in a series of short facilitated sessions. You must be prepared to give as well as receive from the group.

Leaving April 21 join communication leaders, Jo Capp and Gillian Meppem, onboard the 120-year-old tall ship, Solway Lass, for a 5-day cruise through the Whitsundays where you will be encouraged to rethink, overcome and gain a fresh perspective for your business whilst helping others with theirs. There's time out to get back to nature with hiking, snorkelling, swimming, SUP and kayaking at your own pace and ability.

Change your environment, change your parameters to find your solutions.



**21 - 22 April 2022**

**Airlie Beach**

## **Day 1, 21 April**

### **Arrive at Airlie Beach (D)**

On arrival at Proserpine Airport, we'll be transferred to the marina at Airlie Beach. Be ready to board the tall ship at 4.00 pm.

After settling into your cabin head up on deck for drinks to get to know your fellow business owners and be introduced to the crew. We'll leave the mainland behind as we head off to our first sheltered cove for the night. Just sit back, relax and watch the sunset as we enjoy our first dinner together.

Fall asleep in your comfortable air-conditioned cabin to the gentle rocking of the boat. Your first night onboard may feel different, but most find they sleep better than they normally do.

## **Day 2 (B, L & D)**

The crew will be up early to set sail before breakfast. Breakfast will be served up on deck as we head around the Islands. We'll use this time for the group to talk about the background of their business. How they started, explain their 'why'.

On arrival at our first location, we'll head off on a walk. Take this time to chat one-on-one or just be alone, within the group, with your own thoughts. The afternoon is for more open discussion on each person's goal, plan, strategy and to talk about how individuals in the group can assist each other.

Anchoring tonight in a quiet cove which will be determined by the captain.



**23 - 25 April 2022**

## **Whitsunday Islands**

### **Day 3 (B, L & D)**

Rise early for breakfast and a transfer to the island for the Whitsunday Peak walk. There is no better way to think than to have time outside your comfort zone fully immersed in nature. You will be fully supported by two guides and two competent facilitators.

Today you can work alone or in small groups, this is where you really define the direction you are heading. Break down the big picture into workable chunks. Brainstorm if you need to, have one on one time with the facilitators.

### **Day 4 (B, L & D)**

There will be time before and after breakfast for working specifically on your goals, your original goal may have changed but you are accountable to the group to ensure you are moving forward with regular check-ins. You can work as much as you like, or read those business books that you have been meaning to read. By now you should have cemented your plan into actionable steps.

We'll finish the day with sunset drinks on the beach of some deserted island.

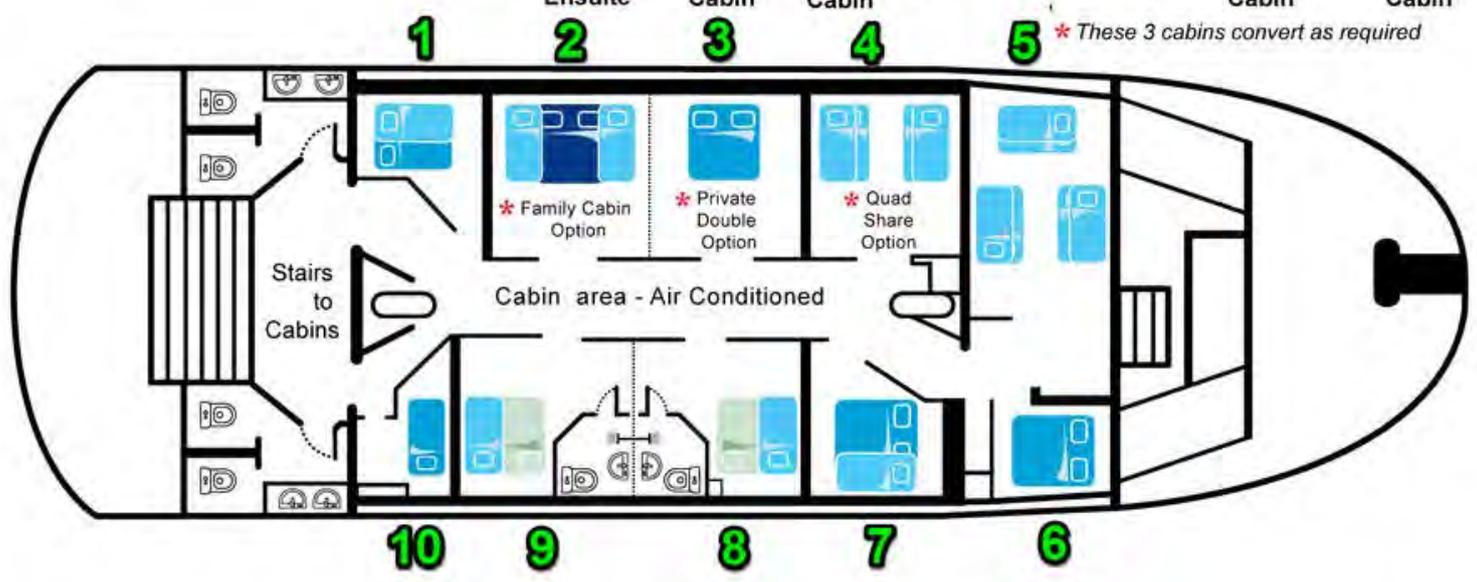
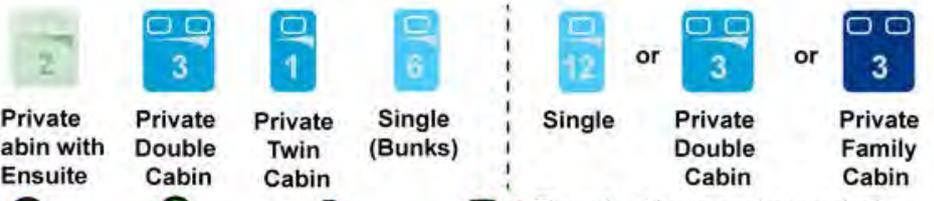
### **Day 5 (B)**

Our last day will be ANZAC day, so we will hold a minutes silence to pause and reflect for all Australians on the sacrifices made and honour our servicemen and women.

On our last morning, you will be buddied up with one other business owner and you will both be accountable to each other once we leave the ship, for as long as you both feel you are benefiting.

Once back at the marina you will be transferred back to the airport in time for your flight home

# Solway Lass



## PRICE INCLUDES

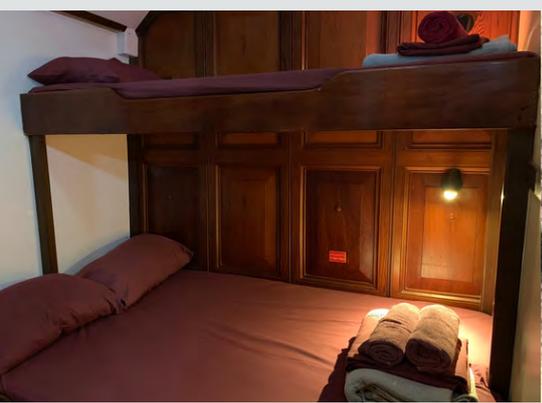
- Small-Group - max 14. Fully escorted
- 5Day/4Night onboard the boat
- Five local crew including hiking guide on islands
- Marine and National Park Fees and Levies
- Chilled filtered tap water onboard
- All linen including bath towel
- Snorkelling tuition
- Use of stand-up paddleboards
- Meals from dinner day 1 to breakfast day 5

## PRICE EXCLUDES:

- Domestic flights
- Alcoholic drinks
- Beach towels
- All expenses of a personal nature
- Travel Insurance

## COST PER PERSON

- Twin Share Cabin:  
 \$2,600/person (Chamber member),  
 \$2,800/person (Non-Chamber member)
- Own Cabin with ensuite additional \$800 (two available)



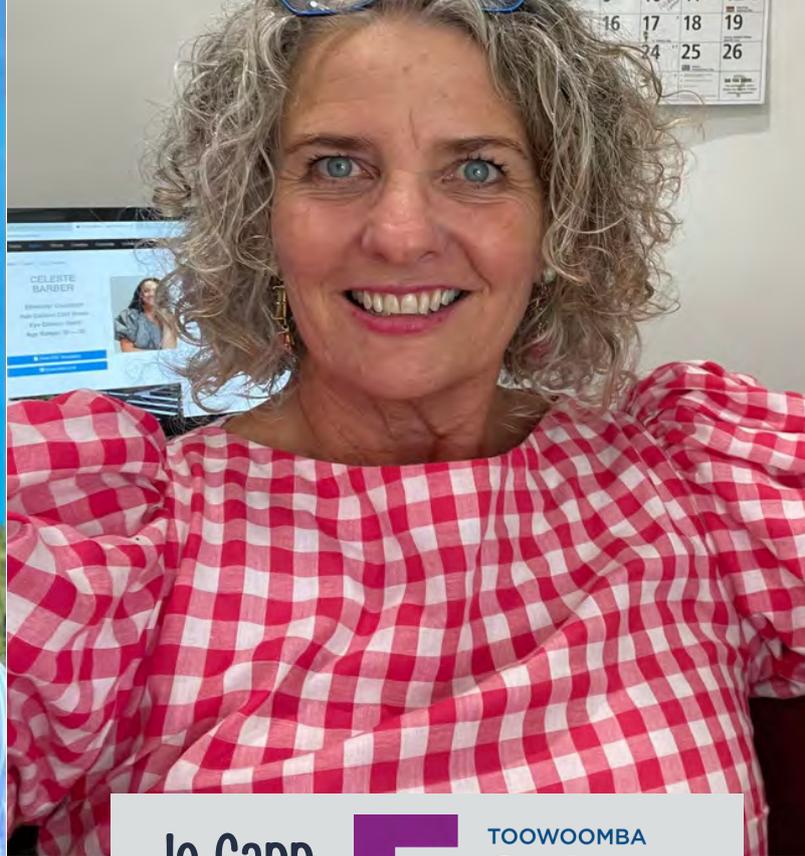
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# The Facilitators



**Gillian Meppem**



**Jo Capp**



Gillian has a background in farming and small businesses based throughout regional NSW and Qld.

Over the years Gillian has purchased and re-enlivened a number of businesses and started them from scratch because she loves it.

She enjoys the challenge and the 'big-picture' focus that small business, particularly regional business requires. How do you build a reliable and committed team from the ground up? How do you ensure the support of suppliers and financiers, especially when the going gets tough? For Gillian, it's about relationships and working to our strengths and sometimes that means hiring out the problem.

She believes finding the time and headspace required to dedicate to strategic thinking to improve your business is challenging, but so worth the investment!

Jo is a "Big Picture" Strategy Management Professional. She possesses professional integrity with the ability to juggle the pressures of high performance and pressured environments.

Over her career, Jo has been exposed to a myriad of diverse backgrounds including event management, sales/marketing, professional fundraising and hospitality. As a forward-thinking leader, she consistently demonstrates sound business acumen, always striving to deliver business goals, bolster customer service and optimise staff performance.

Jo possesses exceptional communication abilities with a consultative style, strong negotiation skills, outstanding problem-solving abilities and a keen client needs assessment aptitude.

As a creative person, Jo is open to new ideas and can deliver innovative solutions to achieve business goals.

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