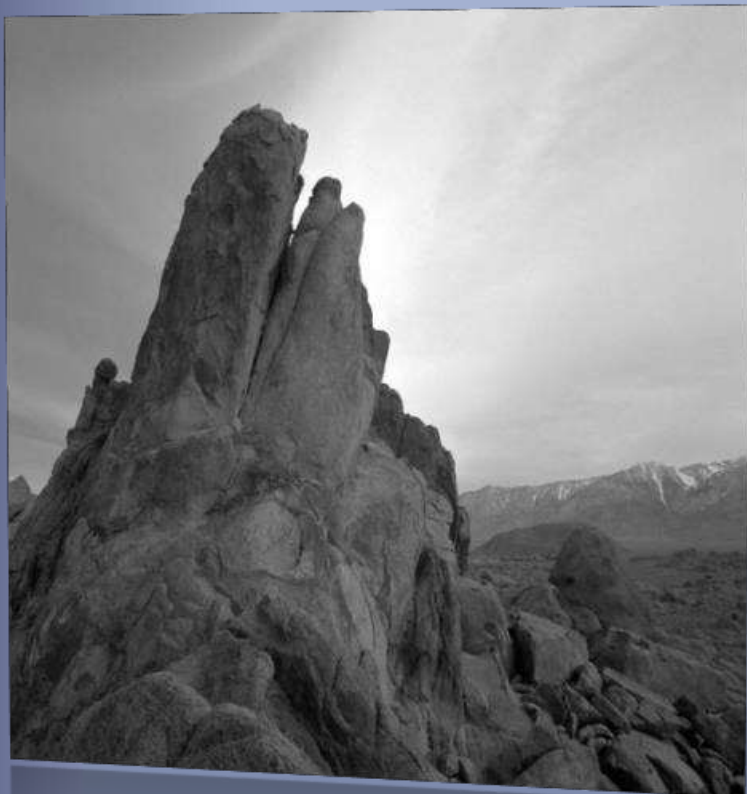


Updated  
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# Tony Park

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*Life and times of Tony Park*

Anthony Bennett Park – known as Tony Park

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Tony Park has been a leader in many areas right across Tasmania, working with Business and the general community to develop all areas of the state. He has been able to develop business skills and network opportunities to not only develop himself – gaining many awards and recognition along the way, but assisting others as well.



The following is some information on the business and community leadership of Tony Park.

## Scouting

Tony has had over 30 years’ experience with the scout association. He started as a cub at age 8 in 1965 at 1<sup>st</sup> Glenorchy Tasman cub pack. Rising to a sixer, he then went on to achieve as a Scout – an initial member of 1<sup>st</sup> Glenorchy Scouts, a patrol leader and 1<sup>st</sup> class Scout, before a period as a Senior Scout at 3<sup>rd</sup> Moonah. A part of the major change in scouting in 1974, Tony was an initial member and leader at 2<sup>nd</sup> Prince of Wales Bay Venturer Unit, before starting the Southern Area – Rowallan Rover Crew. Tony brought all of the future leaders in the southern area together to form this new group, the first time Roving had been in southern Tasmania for over 10 years and was an assistant cub leader at 2<sup>nd</sup> Prince of Wales Cub pack.

Tony travelled to Melbourne in 1976 to operate a family transport company and while encountering all the challenges of this business, he also was the Vice President of Heidelberg Young Liberals, assistant cub leader at 11<sup>th</sup> Coburg, assisted with cubs at 2 other groups, assisted Venturers at 9<sup>th</sup> Brunswick and was a Rover with Evans Rovers.

On his return in 1978, he became an assistant cub leader at Lenah Valley Cubs, further he restarted Rowallan Rover Crew, later amalgamating them with Mt Fawkner Rover Crew where he became a Rover Advisor. During this period he was instrumental in the forming of the Branch Rover Council and obtained the Baden Powel Award – the highest youth award, the first in Tasmania for over 10 years.

After marrying Julie in 1982 and moving to Campania, he became the Cub Leader at 1<sup>st</sup> Campania Cub Pack until closing this in 1990.

Tony then became active again at Pittwater Scout Group in the parent committee, when his son Alistair became a cub in 1997. He became the Group Leader in 1999, leading the group to once again develop itself into a family group to assist the future of our children.

In 2002, Tony became the District Chairman for Clarence District, the largest Scout District in Tasmania and was awarded the Silver Arrow Head for his positive input into the future of Scouting in this area.

2003 saw Tony being elected as the Tasmanian Branch Vice President. In this position Tony has steered the Tasmanian Scout Branch away from a downward direction of defeatism by having a positive process of a new strategic plan, a financial direction that will take them away from being dependent on subscription revenue and organising corporate commitment by sponsoring them for \$300,000 – over 10 years.

In 2004 Tony has added the sponsoring of the Scout Regatta to his portfolio, allowing this important program to expand to more and more people around Tasmania, as well as chairing the marketing and promotion subcommittee of the Branch.

In 2005 – Tony became a member of the National Marketing committee for Scouts Australia.

His time as Branch Vice President was completed in 2009.

## **Young Liberals.**

Tony was a member of Young Liberals from 1974 to 1985, and became the Branch President of Hobart Young Liberals and the Vice President of Heidelberg Young Liberals in Victoria. He held many other positions to the State Movement Council, electorate subcommittees and assisted the development of other individuals with other self-development programs.

## **Rural Youth**

Tony was a member of Hobart Rural Youth from 1980 to 1987. Tony became the branch president of Hobart Rural Youth, a member of the State Council and assisted the start of AGFEST at Simmons Plains in Tasmania.

A major achievement was to win the pancake cooking contest at the State Conference. Tony has continued to assist the development of rural youth and AGFEST over the years.

## **Business**

### **Transport and Logistics.**

Tony's father Arthur Park had started his own transport business – Parkco Transport in the early 50's in Hobart and through hard work and entrepreneurship was able to expand this to be one of the largest transport companies in Tasmania. He was the first with many new ideas, Taxi Trucks, Drive Yourself Trucks, “stork” trucks (pre containerization) linking Interstate – Intrastate and taxi trucks to have an integrated transport system.

Tony's Dad Arthur grew his business to a level that he purchased his Uncles business – A.R.Park and Son and gained contracts for Cascade Beer and Cordial delivery, that he grew with Huon Cry door to door cordial (soft drink) deliveries, along with furniture and heavy transport.

Tony started working in this business during school holidays and weekends when he was very young (maybe cheap labour for his Dad?) but it gave him a sense of work ethic and that we can always look to do the job so much easier. This was a time when transport was loading and off-loading was all by hand – no fork trucks, no containers, very hard physical work. There must be a better way and Tony gained insights into always trying to get a better way.

In 1975, Tony travelled to Melbourne to take over then then failing Interstate depot of A.R.Park and Son, only having 1 other employee, Tony was able to build up this business 300 – 400% from that in late 1975, however was not enough to keep it to a level that was profitable and closed it in late 1976. The transport business was sold to a third party in late 1977.

### **Green McCandlish Transport**

After the closure of the depot in Melbourne, Tony work for what has been the only time for a non-family company, Green McCandlish at the time was part of one of the Largest Transport and Logistic companies in the world – Transport Development UK. Tony was an assistant manager for a depot at Campbellfield an outer suburb of Melbourne. It had a large logistic storage depot and 10 trucks for various transport activities – operationally lead by Tony.

After 12 months Tony returned to Tasmania to assist the remaining caravan business with his Dad, Arthur.

## Caravan Industry

Tony and his dad Arthur started business again in 1978 with 2 second hand caravans on leased premises in Moonah. They had little capital, but a strong passion to succeed.

Tony was very entrepreneurial in the business growth, being the first to bring in Aluminum Annexes, starting a repair and spare parts business, a camping business (Tony's Tent Centre ) and finally looking at transportable homes.

They were the first to change the second hand market by selling on behalf of people – so they did not have to purchase the caravans.

They had a focus of add-ons, with insurance, annexes and other value add and Arthur and Tony were able to steadily increase their capital.

The industry around the world was changing to the use of transportable homes and while the business was now an agent for Jayco, they could not import transportable homes into the state, as they were too expensive. Therefore for Tasmania to take advantage of the increase in the market, they had to build their own.

## Park Homes

Tony had no experience in building , however the new business Park Homes was formed. Now after 35 years, they have built over 3,000 homes, shacks, Granny and Park Units all around Tasmania. Tony says that the greatest satisfaction was to see that elderly person's lives were extended because they were able to supply a unit that gave them independence – but security and a purpose to live.

The caravan park industry was changing in other parts of Australia but very slowly in Tasmania, mainly because of the lack of cabin manufacturers, the number of “players” was low and the State and Local Government were lacking in the vision to support it.

Tony went to bat working at times, with and others against the State and Local Government Associations to create a positive atmosphere for development of caravan parks and granny units, because it was so different, it was difficult for the authorities to accept first up, however they have come to see that this is a positive sector to support.

Closed in March 2013.

## Cosy Cabins

They built their first caravan park at Mornington in Hobart, the first cabin only park in Australia and one of the few new caravan parks that have been built in Australia in the past 15 years. This site was recognised in 2006 as the most profitable (compared to turnover) in a survey of caravan parks in Australia.

As this site was very small – it suits their target market, but they had little space to expand. Tony and his dad purchased some land at Risdon and took over the lease of the caravan park at Hadspen in Launceston. They found that they needed to change the marketing of caravan parks in Tasmania, to expand into the future, not just for their parks, but also for the cabin production. Further the method and reason that people travelled around Tasmania - we are not a book and flop destination as in other parts of Australia, needed a different system to bring others together.

Cosy Cabins Marketing was formed to market the experience of Tasmania, to allow people to book through travel agents a total travel experience, by bringing likeminded caravan parks, in those locations around Tasmania that people want to stay, into 1 packagable product. This is still the only Central Booking Office in the World for caravan parks, the largest product by volume with Tasmania's Temptation Holidays and the largest by volume at over 20% with the TT Line.

This has created an opportunity to expand not only the Cosy Cabin group, but the caravan park industry in Tasmania. It created a huge demand for the product, which translated to demand for cabin product and when Cosy Cabins and their friends purchased more cabins from Park Homes – this created even more demand.

This has led Cosy Cabins to market over 70% of the cabins in Tasmania. Tony took over the lease of the Cradle Mountain Campground from the Parks Department in 1997. The income at this site was only less than \$ 100,000. In the financial year 2003/2004, the income was over \$1,500,000. This site accommodates over 40% of the people staying at Cradle Mountain.

The need for a quality caravan park in northern Tasmania has led to the development of a new caravan park at Devonport. This was started in 2001 and is now one of the leading caravan parks in Tasmania – with many new accommodation and experiences still being developed.

The Cosy Cabin company leads the world in many areas of caravan park



operations and marketing and employs over 70 people, all around Tasmania. Tony has been able initiate some new programs – Great People Great Experiences to further expand the experiences in Caravan Parks in Tasmania, while putting into place many new IT programs to ensure that Cosy Cabins will lead the world into the 21<sup>st</sup> century.

In 2005 they announced another \$ 7 million expansion for the next 3 years, to add to the \$ 15 million valued business – a far cry from the \$5,000 that Tony and his dad started in 1978.

Selling to Beston Pacific (Discovery Parks) in 2007.

### **Richmond Park Vineyard**

The business has steadily increased over the years and includes agriculture with Tony's vineyard Richmond Park Vineyard and the further development of Park Homes.

The vineyard was established in 1988 and is one of the leading vineyards in Tasmania, winning many silver and bronze awards for their quality Pinot and Chardonnay. They are now part of a Austrade program and have export orders into China and Korea – all through the Junior Chamber contacts of Tony.

In 2011 Tony took the challenging position to take out the vineyard as it was losing money and taking focus away from the balance of the business. It was difficult as it was an award winning vineyard and Tony was Chairman of Wine South at the time.

In 2014 the land was sold to complete the reorganization of the life balance of Tony and his family.

### **Tasmanian Lifestyle Village Resorts**

Tony and his dad, Arthur Park had a vision for a different way to build and manage aged housing and

Tony finally started to plan to build one in 2007.

Purchasing a site at East Derwent Highway after the sale of Cosy Cabins in 2007, Tony started to plan the development of 113 homes.

Unfortunately while it was approved by the Council, after an objection by another

developer, it was shown that the Council did not place a sign on a road, so we had to withdraw the application.

Then we were caught up with the changes to the Water and Sewage process and the approval was now delayed .

Battling challenges of lack of funding it has now been sold to past employees and has over 50 homes on site.

### **Tasmanian Lifestyle Realty**

Tony started a Joint Venture with one of Tasmania's leading Real Estate Agent – Gary Cooley. The intention was to overcome the greatest hurdle in the sale of a home into the Clarence Lifestyle Village Resort – that of the sale of the current home of the potential Lifestyler.

This has been very successful and a prime reason for the increase in the completed sales into the Village. The next stage of the potential development is a range of land and home packages with Park Homes.

### **CRE Business Brokers**

In February 2015, Tony was approached by the leading business brokerage company in Australia, specialising in tourism product – CRE Business Brokers. They could see that Tony's experience in this sector could be an advantage to the business in Tasmania, especially with the caravan park sector. From that beginning Tony has looked to increase his academic experience in this area, completing a TAFE Certificate IV in Property and registered as an Agents Representative and further by enrolling in the Graduate Diploma in Property at Deakin University, that may lead to a possible future career in valuation.

### **Eco-Temptations**

Tony is re-developing the Eco Temptations system to a number of caravan parks around Tasmania, building on those experiences in the past, however with an online digital operation, to reduce the ongoing labour costs.

## **The Business Gardener**

After closing various companies in 2013, Tony started a business consulting company to assist other business in developing, based on the experiences that Tony has had over the years.

## **Brian Tracy Affiliate Program**

After setting up a program for business development using the internet and web page, Tony felt that he needed a training program to be able to sell to prospective clients. Brian Tracy is a major trainer / Business Coach specialising in online training programs and Tony was appointed as a Brian Tracy Affiliate in 2014. These are available from the web site at [www.businessgardener.com.au](http://www.businessgardener.com.au)

## **Social Media Marketing Program**

As part of the UTas Vice Chancellor Leadership program, as well as based on various units as part of the MBAS, Tony has developed a program to market organisations and business by social media. This program takes into account the ever changing processes of the Internet and has the prime goal of enhancement profile on the internet for a brand and brand values, all linking back to the web page. Specifically the process looks at ;

- Web Page enhancement with meta data for google profile
- A relevant blog process – 2-3 times a week.
  - Link with eBook
- eBook with topical information
  - Need to log in to gain email account for newsletter and focused sales process.
- Use programs to use social network
  - LinkedIn
  - Hashtag ; Brings activity under one roof.
  - Facebook ; Hashtag, 3 different times, so people will share and like.
  - Instagram ; Photo's to share and like.
  - Twitter – every 1 to 2 hours by Hoot Suite
  - Pinterest ; Pin board of product to share by others -
  - Slideshare ; Power Point of product and service.

## **CRE – Business Brokers**

Tony is working with the largest sales company for Tourism product in Australia, as their Tasmanian Representative and have developed a program to assist the sales business be able

to develop to a sales ready product, plus a program to assist the purchase people to continue and develop the business.

Major areas of development include :

- Caravan Parks
- Hotel
- Supermarkets

### **Valuer**

Tony has started a process with CRE and Deakin University to be qualified as a valuer for Real Estate over time. There is a further opportunity to use Tony's experience in a number of businesses over the years, to be a valuer of machinery, with a specific assessment of cabins in Caravan and Holiday Parks.

Added to this is assessment as a business assessor.

## **Chambers of Commerce**

### **Tasmanian Chamber of Commerce and Industry**

Tony joined the Tasmanian Chamber of Commerce and Industry as a member in 1984. He was a member of the Small Business Subcommittee of the TCCI in 1986, until it was closed in 1992. He was elected as a Director of the TCCI in 1996 and elected to the Executive in 2003.

Tony has represented the TCCI on many committees, assisted in the protocol agreement between the TCCI and the State Government and is currently the representative for Tasmanian businesses with the Australian Chamber of Commerce and Industry, small business subcommittee.

Further as a member of the Coalition of small business organisations – he has the ear directly with the government.

As the only tourism and one of the only small business persons on the Board of the TCCI, his expertise has assisted the development of business in Tasmania.

His expertise as an International Business Trainer and a passion to assist the development of business in Tasmania has assisted the development of the Management Institute of the TCCI.

He led the charge and completed a Diploma of Management with the Institute – leading by example. This has led to Tony being the industry member of the small business reference group of the State Government, to assist in the increase in skills of management in Tasmania. Appointed in 2002, this group has seen the increase in skill levels of the managers in Tasmania.

As a Director of the TCCI, Tony has been able to assist the development of other organisations such as the Australian Institute of Management and the Caravan Industry Australia.

Tony has been able to assist the TCCI and the State Government to come together by encouraging them to form a protocol agreement between each other. This has led the TCCI and the department of State Development to work a lot closer to assist the future of Tasmania.

### **Australian Chamber of Commerce and Industry**

Tony has been elected to the Board of the Australian Chamber of Commerce and Industry – initial meeting in March 2007 and resigning in 2010 after completing his time at the

Tasmanian Chamber of Commerce and Industry.

During his time at ACCI, Tony was a leader in chairing the Employment Committee, the Education and Training Committee and a member of the Membership and International Committee's.

Tony was able to influence many changes in the business community in Australia, even as the only Chamber of Commerce member to the Prime Ministers "20 – 20 Summit" where he was part of the Governance Group.

### **Confederation of Asia Pacific Chambers of Commerce and Industry-CACCI**

Through his role in the International Committee, Tony attended the Confederation of Asia/Pacific Chambers of Commerce and Industry (CACCI) Conference in Perth WA and then was elected in 2008 as a Vice President of CACCI.

Over the past 4 years he has been an active member of the CACCI Executive and his term will expire in October 2012 in Nepal.

All of these CACCI activities has been at his own expenses and time, but was instrumental in bringing an International flavour back to the ACCI Board and membership.

Also part of the opportunity is to create business linkages across Asia and Tony is currently developing opportunities with other CACCI members in building in areas like Philippines for low cost housing.

## **Tourism**

### **Tourism Council**

Tony was elected to the Board of the Tourism Council in 1997. As one of the few corporate members, Tony has been able to steer the influence of the peak body for Tourism in Tasmania, to work with the State Government to develop a range of programs to assist the development of Tourism in Tasmania.

He was a major player in the program to bring on the 3 new Spirits of Tasmania, a move that has not only assisted tourism, but given the whole state a positive outlook for the future.

As a corporate director of the Council, Tony has been able to assist the development of the state as a member of many other related organisations, while meeting with the Premier, the Board of Tourism Tasmania and the Council to encourage and direct the development of Tourism in the future in Tasmania.

Tony is the Audit Committee Chairman for the TCT, after a concern on the financial position of the business, he has been able to work with the management to bring the Council back into line financially again, so that they can concentrate on the lobbying and promotion strategies of tourism.

Tony Resigned in 2008 after 12 years active participation on this Board.

### **Caravan Industry Australia**

Tony was an original member of the steering committee to develop a Nationwide body to develop the caravan industry in Australia. In 1990, Tony met with the other leaders in the caravan community to start the organisation, that is now the Caravan Industry Australia.

Tony worked hard at a National level and focused on the State level in 1997 to bring the industry in Tasmania together. He formed the Caravan Industry Australia – Tasmania in 1998 and immediately formed a relationship with the State Government to bring about an Audit of the Industry in the State. He was able to bring the caravan retailers, Parks and manufacturers together. From that Audit, the State Government and the Industry has been able to look at the needs of this most important sector of Tourism in Tasmania, a sector that looks after over 15% of the holiday makers to Tasmania.

The CIA has been continued to be promoted by Tony at a National level and as a National Board member, assisted the development of the accreditation system across Australia.

### **Backpacker Organisation Of Tasmania**

Tony has been integral to the formation of a new organisation to develop and promote the backpacker sector in Tasmania. His company at Cradle Mountain is a major backpacker location for Youth Hostels of Australia and he and other like-minded people have met to form this new organisation. It differs from other attempts because it will have a lobbying focus – led by Tony as a committee member and sub-committee chairman, this area will

make it relevant not just to the members of the organisation, or other members of the backpacker sector in Tasmania, but to assist the further development of Tourism in Tasmania.

### **BIG 4 Holiday Parks.**

Tony was approached to be a franchisee of BIG 4 Holiday Parks of Australia in 1997. The then chairman of BIG 4 thought that he needed to do a deal with Tony to get some BIG 4 Parks into Tasmania. BIG 4 are the largest and with the highest standards of Caravan Park Franchises in Australia.

After negotiating a special deal to bring in 12 other BIG 4 Parks into the Franchise, Tony was elected as a Director of the National Organisation. He has been able to assist the development of this organisation and 160 other Franchisees in the 8 years that he has been a director.

For the first 20 years of its life BIG 4 was primarily a marketing co-operative and Tony has been able to encourage his fellow directors to change it to a normal franchise organisation, i.e. more of a business support organisation. This has assisted the development of not only the 160 members of BIG 4, but those other Parks who follow what they do.

Tony was a member of the inaugural marketing committee and was able to increase its membership of the club card club from 22,000 members to the current 140,000 members. He was able to develop many marketing opportunities, rather than just advertising, with a spend increasing from \$300,000 to a current \$1,500,000.

Further, Tony has been able to put a more commercial focus into the BIG 4 corporation. He changed to the Audit Committee in 2000, to assist the financial management of the company. In this role he became aware of the precarious financial position of the organisation, while it is a not for profit company, the situation was in 2001 of a negative equity position.

Elected as Treasurer, he was able to negotiate with the Board and the members to increase fees and to come up with new income producing areas to ensure the survival of the organisation.

3 years later, BIG 4 has \$500,000 in the bank and have increased the revenue areas by over 50%, further all the board members have the financial position of the company as a focus of the normal operation of the company – more important back to their own company as well.

Resigning in 2007 after 11 years as an effective Board member.



## **World Council of RV's and Caravan Parks.**

BIG 4 Holiday Parks of Australia had a relationship with some overseas organisations in the past, Kampgrounds of America, Top Tourist Parks of New Zealand and Best of British Parks. BIG 4 and the other organisation have never really been able to develop these contacts to the benefit of all the organisations

Tony has seen an opportunity to not only increase the influence and prestige of BIG 4, but to assist in the development of Recreational Vehicle companies and Caravan Parks Around the world.

Tony has started an organisation – the World Council of RV's and Caravan Parks, by bringing the major caravan parks together, from USA, NZ, Britain, France, Italy, Denmark and Australia, along with the RV manufacturers and hirers Tourism Holdings Limited and Cruise America, to create the only worldwide organisation for this sector.

Further, an aim is for it to become a member of the World Tourism Organisation, this will increase the prestige of this sector, thereby assisting the sectors in each of the individual countries.

Tony is the initial chairman and organiser.

Resigning to concentrate on his own business in 2007.

## **Tourism Accreditation Board.**

Tony has been a member of the Tourism Accreditation Board since its inception in 1995 and chairman since 2000. He has been able to steer the development of this program with the Tasmanian State Government and the Tourism Industry to lead the Tourism Industry in Australia. The accreditation program has been taken up by over 1,000 operators all over Tasmania and has led to a huge increase in the development of customer satisfaction and safety.

He was a member of the National Board – the Australian Tourism Accreditation Board and was instrumental in developing this program, not only in Tasmania, but for the Tourism Industry in Australia.

As a Director of the Caravan Industry Australia and BIG 4 Holiday Parks of Australia, he was a positive assistance to develop the sector specific program for the caravan industry.

## **Government Boards and Committees**

### **Wildlife Tourism Reference Group.**

Tony has been the only corporate Tourism representative of the Wildlife Tourism Reference Group, to determine the direction to develop wildlife Tourism in Tasmania.

This is a most important Reference Group to increase the awareness and development of this industry sector.

### **World Heritage Advisory Committee.**

As a member of the World Heritage Advisory Committee since 1999, Tony represents the interests of Tourism to a committee that advises the State and Federal Governments, on the use and conservation of over 50% of the land mass of Tasmania.

Meeting for over 15 days every year directly as well as many subcommittees, liaising between tourism, the Parks service and conservation, Tony has been able to balance the needs of business and tourism and the preservation of the wilderness for the future. He has been able to assist in the development of the Wildlife Tourism Strategy, to both assist Tourism as well as the wildlife – as the Tourism representative to the Wildlife Tourism Reference Group.

Tony has been able to bring a balance into the discussion between development and conservation, to the betterment of the outcomes for Tasmania.

He has been instrumental in the development plans at Cradle Mountain, Lake St Clare and Melaleuca, as well as assisting the State and Federal Governments in many other programs in the World Heritage Area of Tasmania.

### **Building in Bushfire prone Areas**

Tony was the representative for the property sector to this committee, that were looking at new regulations for building in bush fire prone areas. This committee was put together after the terrible bush fires in Victoria and changes that some government officials thought they should bring forward to assist fire services to battle bush fires in the future. Tony was able to bring some industry common sense into the regulation changes – not all were taken up, however the ones that were able to be taken up has been able to create more of a balance between regulations and common sense.

## **20 - 20 Summit.**

In 2009, the then Prime Minister of Australia, brought 1,000 leading Australians to Canberra to discuss a range of issues to help develop the future in Australia.

Tony was one of 13 Tasmanian's to be invited to attend and the only person who represented the Business Community in Australia.

Part of the group that looked at challenges to the business development of Australia, a number of the suggestions of the sub group were part of the final recommendations.

## **Business Skills Reference Group.**

Tony is the only corporate member of the State Governments Business Skills reference group and as such represents the interests of all business in Tasmania, to take advantage of funding and direction from the Office of Post Education Training (OPCT). In this position he has been able to assist both Government and the training sector to bring forward programs to increase the skills of business managers and owners in Tasmania.

## **Tasmanian Learning and Skills Advisory Committee**

Tony has been appointed by the Tasmanian State Government as the employer representative to the Tasmanian Learning and Skills Advisory Committee. This is the peak body for advising education challenges and priorities for post year 10 education in Tasmania.

## **Tasmanian Employment Advisory Committee**

Tony has been appointed to the Tasmanian Employment Advisory Committee (TEAC) as an associate Director. In this role he advises all levels of Government on development proposals that impact on local and state wide employment. In this role he will represent the private sector and business development.

## **Other Not For Profits**

### **Australian Institute of Management**

Tony has been a member of the Australian Institute of Management since 1996, being awarded

a Fellow of the Organisation in that year, as a recognition to the management experience in both business and the community.

As a member, Tony was concerned in the direction of the organisation and this culminated in a meeting of 3 others in 2000, to reform the Institute in Tasmania. He has been the treasurer and Director of the Institute since that time and the Institute has changed from an organisation that was losing over \$ 30,000 per year, into an effective organisation to promote management skills in Tasmania.

Tony has represented the AIM Tas to the National organisation, assisted in the Aspiring Managers program, where young managers have instruction and mentoring in management and has seen the huge change from an ineffective group, to one that is changing the future of Tasmania.

### **Institute of Company Directors.**

Tony joined the Institute of Company Directors in 1994 and was awarded a fellowship in 1996, in recognition of his experiences as a company Director. He completed the Diploma Course in 1998 as a Company Director and has completed many other courses since to further his experiences as a Company Director. Tony has represented the interests of Company Directors to business and government in all this time and further has ensured that the needs of all the organisations that he has influence with, have included the responsibilities as a Company Director. This has changed all of them to be more responsible as to the management of these organisations.

### **Australian Institute of Marketing**

Tony has recently joined the Australian Institute of Marketing to further develop his and Tasmania's skills in Marketing. He has enrolled in the Certified Practicing Marketer program.

Tony's experience of over 25 years in marketing will assist a different slant to the programs in Tasmania.

### **Junior Chamber of Commerce**

Tony joined Junior Chamber (Jaycees) in 1990 with Clarence Junior Chamber. That first year he was the community development director and assisted in projects with Oakdale

lodge for the disabled and with the National Convention of Junior Chamber Australia.

Over the next 3 years Tony was an integral member of Clarence Junior Chamber, culminating in being elected as Chapter President in 1993. He was further elected as National Vice President and National Executive Vice President, culminating as National President in 1996.

Tony initiated many national programs running the Youth Speaks for Australia program, many young achievers programs and a program that was taken up at the World level to bring together all likeminded organisations, Rotary, Lions, Apex, JC, Rural Youth etc...

During this time, Tony had been elected as a Development Officer of the JCI Asia-Pacific Development Council and for that year (1996), assisted the development of young entrepreneurs in New Guinea and the Marshall Islands.

As the National President, Tony initiated many programs including ;

- A partnership agreement with the Australian Chamber of Commerce and Industry, to assist them to promote business in Asia.
- APEC Young Entrepreneurs Association.
- Asia Pacific Business Association.
- Leadership forum with Professor Karpin.

and was awarded with the Most Outstanding National President of the World.

During the World Congress for Junior Chamber International in Pusan, Tony was elected as a World Vice President of Junior Chamber International. In this position Tony was able to push forward some of his programs that he has led in Australia, while assisting future leaders in Singapore, Malaysia, Thailand, Indonesia and Bangladesh.

Tony was part of a delegation to the Republic of China to discuss the implementation of a program to bring in young business people in China into the western business community.

Tony was awarded the Outstanding Vice President of the World and a Senator for Junior Chamber International.

After turning the age of 40 that year (1997) Tony has continued to be a mentor to young leaders all around the world as a Director of the Asia-Pacific Senate Board. Tony is the only Australian to be elected to this board and has been continually elected from this time.

Tony has been instrumental in assisting the current new development in Junior

Chamber across Australia. Junior Chamber Australia are now using the programs and direction that was implemented in 1996, with funding from Tony's company Cosy Cabins to assist the National President for 1994, Karen Smythe to start new chapters all around Australia.

Tony gained a Diploma in Training with Australian Junior Chamber, Diploma of Leadership and Internal Diploma of Training with Junior Chamber International.

### **Junior Chamber of Commerce – Asia Pacific Senate Board.**

Tony has been a member of the JCI Asia Pacific Senate since 1998, the only Australian elected to this position, he has been a tireless worker to develop young leaders across the Asia Pacific Area.

Members of this body include Taro Aso – past President of Japan and other major leaders in the general community in Asia.

### **Wine South**

With the development of a 3ha Vineyard in 1988 under the Brand of Richmond Park Vineyard Tony and Julie were able to a number of Harvests from 1997 that gained a number of Silver Awards for their Pinot Noir and Bronze medals for their Chardonnay.

Developing a range of Chardonnay in 1999, they were able to produce a sparkling Wine that also gained bronze medals.

Being one of the first to use 325ml bottles, this has now been taken up by others to fill a specific tourism marketing need.

Wine South was formed in around 2000 to promote and market the Vineyards and Wineries in the southern region of Tasmania.

Elected as President in 2005, Tony and his team created a number of activities to promote and develop a number of marketing and promotional opportunities.

Tony resigned in 2010 after he made a difficult decision to cut out the Vineyard to concentrate on the Lifestyle Village at Clarence.

### **Building sector**

## **Registered Builder**

Tony is a registered Builder CW xxxxxx and has been a registered builder since registration came in.

Having built over 3,000 homes over a 34 year period, all over Tasmania and even into Gove in the Northern Territory.

## **Registered Designer**

Tony is a registered designer CW xxxxx and is able to sign off as a designer for the homes that he builds.

## **Housing Industry Association**

Tony first joined the HIA in 1987 when it the Tasmanian branch was formed in Hobart.

Resigning to concentrate on the Caravan Parks, he re-joined in 1997 when he started building granny units and homes again in a larger way.

Assisting in some training and a long supporter of Trade Shows, Tony has worked with management on a number of initiatives to assist the building industry in Tasmania.

## **Master Builders Association of Tasmania**

Tony has had a couple of stints as a member of the Master Builders Association in Tasmania. He first was in 1990 and was a member of the Housing Reference committee of the organisation.

Resigning in 1993 after selling Park Homes, he re-joined in 2007 when he changed the focus of the business to be more on main stream housing.

He has assisted the education program for southern Tasmania in the past.

## **Property Council of Australia – Tasmanian Branch**

Tony joined the Property Council in 2008, as he developed the Clarence Lifestyle Village

Resort.

Quickly becoming a member of the Council of the organisation, he was elected as a Junior Vice President in 2010 and Senior Vice president in 2012.

Tony's company Park Homes has sponsored many activities of the Property Council, especially aimed at the challenges and opportunities of the Population and Demographic Challenge in Tasmania. Further he assist the development of an Aged Care division of the Property Council and was able to bring in a large number of members in Tasmania to effectively represent this sector.

### **Residential Committee**

Initially a member of the residential committee on joining the Property Council, Tony was active at a national level with the property council residential committee. Chairing this important subcommittee of the property Council, Tony has been able to enhance the importance of this asset class for the property sector in Tasmania.

### **ABSA**

ABSA is the organisation that regulates the assessors of Thermal Efficiency in Australia.

As a member of ABSA, after a number of training days in Melbourne, Tony is qualified to assess the thermal efficiency of buildings.

One of the first members in Tasmania, this has led Park Homes to be leaders in the development of thermal efficient homes.

### **Hutchins School**

A private Church of England Boys School in Tasmania, the second Oldest Continued School in Australia, starting in August 1846, a school that his Dad, Arthur Park attended as a child as did Tony and his son Alistair. Tony attended from 1969 to 1974 attending in the high school and matriculation years, graduating in 1974 . A member of School House, he gained a Commonwealth Scholarship in 1972, a small stipend \$250 to assist attendance in year 11 and 12.



## **Hutchins Foundation**

A member of the Foundation for the Hutchins School,

With a large foundation, put together to secure the future of the school if Government funding is changed, Tony was a member for 4 years.

## **Hutchins Old Boys Association**

Tony was a member and President of the Hutchins Old Boys Association in Tasmania and brought in a number of activities to bring the old boys as an effective tool for the School Community.

Member since 1975, but a committee member for 10 years.

In 2014, Tony is working with the HSOBA to develop a program to enhance the “Old Boys” tribal structure and has developed a social networking program to engage the majority of the 5,000 current old boys of HSOBA.

## **Athenaeum Club – Tasmania**

Tony has been a member of this prestigious networking club in Hobart for 14 years and is still active to develop this networking opportunity for business people and others in Tasmania. He has developed a program in conjunction with the Hutchins Old Boys Association that will in turn assist both organisations to develop their futures.

## **Tertiary Education**

### **University of Tasmania**

In 2007 Tony attended a joint venture program with UTas and Tasmanian Chamber of Commerce and Industry TCCI for the original Graduate Certificate of Commercialisation at UTas. Building on that, Tony attended UTas in 2013 to complete a Master of Business Administration with a further 8 units. Along the way he increased that course to be a total of 16 modules, with an added marketing specialisation to the MBA to be a MBAS (Mkt).

The units he has completed are ;

- Strategic Management
- Law for Managers
- Economics for Managers
- Organisational Behavior
- Accounting analysis and reporting
- International Management
- Data Analysis
- Marketing
  - International Marketing
  - Services Marketing
  - Digital Marketing
  - Consumer Behavior
  - Strategic Marketing

The average level of completion has been a Distinction Average.

Further, he has completed a module to understand how to use two important software programs to undertake qualitative and quantitative surveys. These programs were NIVIVO and IBM's SPSS.

In November, Tony started a new course – Graduate Certificate for Business. This is to allow Tony to undertake research units that may allow him to undertake a PHD in the future. These two units will be in first semester 2015.

Tony was awarded the Vice Chancellors Award for Leadership in 2014.

### **Deakin University**

Tony has enrolled in two courses at Deakin, Master of Marketing to complete some research modules to a possible PHD and Graduate Diploma of Property leading to a possible career as a valuer.

### **Certificate IV in Property**

Completed this certificate to gain a qualification as an Agent Representative.

## Speaker

Tony has been called upon to be a speaker at various functions and organisations, locally, national and International opportunities.

With a wide range of experiences in community groups, raising funds for Health Research, and passing on information to young leaders all over the world, Tony sees his experiences are to share and develop others.

Areas that Tony has spoken include ;

1. Leadership
2. Tribes in business.
3. Business Relationships.

## Trainer / Coach

Having International accreditation as a business coach, Tony has trained a range of business and future leaders all over the world, especially into Asia. Over 20 different countries over a 20 year period.

Business and individual training programs include ;

- Time Management
- Goals

Also accredited with a Certificate IV of training and work place accreditation with TAFE Tasmania and accredited to train the “Fish” program.

Recently Tony has been accredited as a Brian Tracy Affiliated trainer and is offering a number of 1 Hr training programs online.

## Projects

Tony has taken on many projects over the years, both for his businesses and for the community in General, these have included ;

- Developed a new Rover Scout group – Rowallen Rovers.
- Committee to set up Tasmanian Rover Scout Council.
- Committee to set up AGFEST – Rural Youth field day.
- Built 3 caravan parks from Greenfield sites.
  - Mornington, Risdon and Devonport
- Developed older parks at Hadspen, Cradle Mountain, Strahan Backpackers and Strahan Caravan Park.
- Developed the only call centre and central reservation centre for Caravan Parks in the World.
- Developed a caravan sales outlet in Cambridge
- Developed the largest Manufactured Home production line factory.
- Built a Manufactured Home over 55 Village at Geilston Bay for 113 homes and related infrastructure.

## **Sponsorship.**

Tony has had a focus to support a number of organisations and programs that have a focus of developing people and the State of Tasmania in the future. These include ;

- Research in Jack Jumper Anti Venom.
- Scout Association.
- Tennis in Tasmania.
- Women's Basketball at a state and junior level.
- Royal Hobart Regatta.
- Over 50 local schools and sport clubs.
- Tasmanian Devil Research campaign.
- Junior Chamber Tasmania – Australia - Internationally.
- Make-A-Wish
- Lions International
- Heart Foundation
- Cancer Council

## Qualifications

- Registered Builder.
- Registered Designer.
- Diploma of Accounting – Sydney Business College
- Diploma of Training – Aust Junior Chamber.
- Diploma of Leadership – Junior Chamber International.
- Diploma of Training – Junior Chamber International.
- Diploma of Management – Institute of Management (TCCI)
- Fellow – Australian Institute of Management.
- Fellow – Australian Institute of Company Directors.
- Fellow Australian Housing Institute
- Member Australian Marketing Institute.
- Cert IV Workplace Assessment and Training. – TAFE Tas.
- PADI *Open water* and *Advanced water* diver.
- Motor Boat License.
- Thermal Efficient Assessor.
- Graduate Certificate Commercialisation UTas.
- Master Business Administration Specialisation in Marketing. UTas.
- Certificate IV in Property.

## Awards

- Baden Powel Award – Scouts Australia.
- Silver Arrow Head – Scouts Australia.
- Certified National Trainer – JCI
- Most Outstanding National President for the World – Junior Chamber International.
- Outstanding World Vice President for Junior Chamber International.
- Senator 56666 - JCI.
- Henry Giessenbier Fellow - JCI
- Runner up in Telstra Small Business Awards. - 1999
- Entrepreneur of the Year – 1999 Telstra Small Business Award
- 2004 Tasmanian Tourism Award – Outstanding Contribution to Tourism.
- 2010 Telstra Small Business Awards – Tasmania, Social Achievement.
- UTas Vice Chancellor Leadership Award 2014