

The COFFS COAST Advocate



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EARTH REPORT: P13 DOING BUSINESS: P14-15

Many happy horsey returns

IT'S August 1, and the traditional birthday for all racehorses throughout the world. Our photographer BRUCE THOMAS caught Coffs jockey Jesse Riley offering a slice of cake to Intermac and Flynn to celebrate the event.

No licence, unregistered, over the limit, and he still wants to fight

ROAD RAGE

By CRAIG McTEAR

A COFFS HARBOUR driver, 30, faced court yesterday over a series of disturbing early-morning incidents that included driving while suspended, being over the drink-drive limit and driving an unregistered car.

Paul Andrew Castle is charged with failing/refusing to undergo a breath test, two counts of resisting police.

CONTINUED ON PAGE 2

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Positive growth ... Coffs Harbour Pack & Send franchisee Jeff Clayton is excited about the company's overseas expansion plans. PHOTO: BRUCE THOMAS

All packed for new overseas courier venture

LOCAL Pack & Send franchisees Jeff Clayton and Maria Savvas are set to benefit from a company-wide deal to expand services offshore in the United Kingdom and New Zealand.

Over the next 15 years, Pack & Send plan to open 240 stores in the UK and 25 in NZ.

Jeff and Maria are excited about the expansion and the effect it will have on their local business. "It is a plus for the people of Coffs Harbour," Jeff said. "The UK and New Zealand are popular tourist destinations and we send a lot of freight of those areas."

"Now we have in-house outlets it streamlines freighting back to Australia, making it more efficient and much more affordable."

"The expansion will ensure their high standard of care can be maintained on a global basis. For example, it's great for Coffs Harbour locals who have acquired excess baggage when travelling overseas."

"Now we've opened up over there it will be cheaper to send it back with us than via air freight," Jeff said.

"Growth in the business will probably snowball internationally, like it did in Australia. It will open up other international regions for us to become more efficient as the brand becomes more recognised overseas."

Since opening in 1993, Pack & Send has delivered goods to customers all over the world and has since recognised the wide-scale international demand for its unique packaging and freight services.

For more information contact Jeff or Maria at Pack & Send on 6651 3027 or drop in at Unit 6, 163 Orlando Street, Coffs Harbour.

Door to recovery is open

WHY do some households recover more quickly than others after a loss? Do we all wish for a fast recovery, with minimised financial losses?

A quick recovery often results from preparation, which is a "reality check" of making sure procedures are in place before an event such as disaster, emergency or theft.

Whilst we insure our property for the worst, we often forget the preparation we need to have in place, not for the materialistic items, but for ourselves - our families, loved ones and pets.

A recent survey of the Mid North Coast by Aussie Home Inventories into under-insurance and home inventory services gave insight into this lack of preparation.

Households and occupants were found to be at risk as:

- 87.5 per cent had no disaster plan;
- 92 per cent had no evacuation kit;
- 63 per cent had no fire extinguisher; and
- 92 per cent had no fire blanket.

Preparation is also about being able to prove ownership after loss, as this can greatly increase recovery.

Sadly, households surveyed reported:

- 87.5 per cent had no photographic evidence of property;
- 70 per cent had no receipts/warranties; and
- astonishingly only 15 per cent of households reported having an inventory of any type.

With figures like this it is not surprising there is not going to be a drop in preventable disasters and increases in recovery for some households.

Aussie Home Inventories, knows it makes sense to prepare beforehand, reducing the chance of loss and speeding up the recovery.

Clients of this home inventory service confirm this, with the recent demand for home inventory services.

Preparation is the key to opening the door to recovery. It costs little to be prepared and a home inventory service is the solution.

Aussie Home Inventories is offering a free, detailed 'DIY Home Inventory List' from their website.

For more information phone Andrew Goodfellow, on 6564 7282 or visit www.aussiehomeinventories.com.au

Telling people where to go is a good thing

By MAREE WALDEN, Coffs Harbour Chamber of Commerce president

YES it is true, I do enjoy telling people where to go, but maybe not the way you might think.

I would like to tell our tourists and local community members where to go with clear, concise and legal signage.

Recently the Chamber Sub Committee of Coffs Coast Tourism Association met to discuss the increasing concerns regarding signage and the Coffs Chamber of Commerce has also corresponded with the Coffs Harbour City Council regarding the illegal signage that continues to pop up around the city.

One thing I always like to do when an issue is raised with the Chamber is to do a bit of research. So I put on my tourist hat, jumped in my car and drove around Coffs city, Orara Valley, Woolgoolga and Sawtell.

With no map in hand I wanted to find some of our major attractions and recreational areas.

I have to say I was really shocked at the poor directional signage for these areas.

As locals we tend to know where to find all our little treasures, however as a new community member or tourist you've got Buckley's chance.

So the question is who is responsible for new and meaningful signage in the area and who funds an incentive like this?

I would suggest Coffs Coast Marketing from council should take a serious look at this problem.

This needs to be an important part of their tourism strategic plan but more importantly a signage strategy must be implemented.

Over many years of being involved in tourism I have seen many plans but have seen little action.

What a waste of time, energy and ratepayers' money. Not good enough.

The other area of discontent for me on my travels was to see so many illegal signs sprawled out around the city. Many of our local businesses pay a great deal to erect legal signage and I think it is very unacceptable that our local authorities choose not to address this appalling situation.

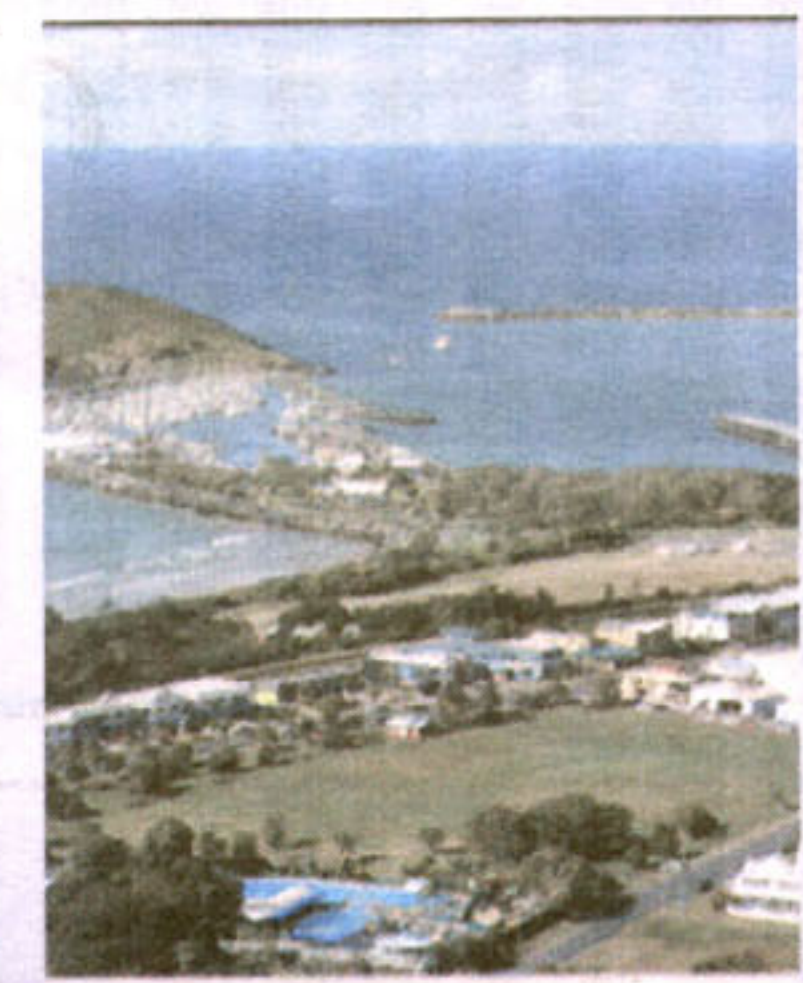
When this matter was raised with Council a couple of years ago the reply was 'we have no funding to police signage'. If council placed heavy fines on illegal signage in the area, it would clearly be common sense that this would fund an officer to clear up this problem.

It is amazing that other destinations can manage an obviously effective signage strategy and Coffs doesn't seem to even have one.

Myself and my family travel much of Australia and overseas regularly and I am still stunned that even some of the smallest of towns have it a bit more together than us on this matter.

Please let the Coffs Chamber know your thoughts on signage in our area by going to the 'Have Your Say' area of our website: www.coffs-chamber.com.au.

Your comment will only be accepted if you leave a legitimate email address.



chamber's VOICE

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