



No one more than Joel Turner will agree that ‘beauty and brains’ are an award-winning combination.

Joel Turner and Art Director (Smart Sands) Andy Harrison redesigning the Shine website.



JOEL TURNER
One of Queensland's
Leading Entrepreneurs

Australia's beauty industry is an alluring and prestigious market, which has continued to evolve since the 1990s and is now celebrated by both men and women.

Positioned in the forefront of this glamorous industry is Joel Turner, one of Queensland's leading entrepreneurs and a man that has many reasons to celebrate beauty.

Owner, director and general manager of local beauty product and service provider, Shine Beauty, Joel has described the business of beauty as an outstanding growth industry that he is honoured to be working in and dedicating his career to.

"The beauty industry truly is a beautiful industry," said Joel. "It brings so much pleasure to (both) customers and staff."

Joel commenced his career in the Melbourne advertising industry before embarking on two years of global travel where he visited over 20 countries. In 1993, he established his own creative agency called Design Turn prior to teaming up with Joe Sands to create TurnerSands Advertising, which eventually became one of the Gold Coast's premier advertising agencies.

Following Joel's 20 years of professional experience in the advertising and marketing sectors, he opened the first Shine Beauty salon with his wife, Tania, on the Gold Coast in 1999 before opening a store on the Sunshine Coast just one year later.

Almost a decade on, Shine Beauty has grown to incorporate additional stores

throughout the region's major shopping centres and employs over 30 staff. The salon is also now widely recognised as a market leader in the beauty sector.

Based equally on business and lifestyle options, the decision was made to relocate the organisation's franchising head office from the Gold Coast to Caloundra's Bulcock Street.

According to Joel, he believes the region, Caloundra City in particular, is ready to take off, so Shine Beauty has been strategically positioned as a hub for the action.

But Joel is not hesitant about also confessing his genuine love for the area.

"We are constantly travelling around to all our stores, but it's so nice to come home to the Coast," he said. "From the front door of our office we can look down Knox Avenue and see the ocean. That is what it's all about."

"You have to have that balance in life."

Balance is also an essential part of Mr Turner's business philosophy, with the high-profile partnership he shares with his wife being a major contributor to the success of the company.

The balance between Tania's essential knowledge and experience in the beauty industry prior to the founding Shine Beauty salons, and Joel's acquired understanding for business through owning his own creative advertising agency since 1993, has proved to be an invaluable combination.

In the past 12 months, the sales turnover for Shine Beauty has grown by 30 per cent. In the 2007/08 financial year, the sales turnover reached \$2.2 million for the salons, up from \$1.7 million sales in the previous financial year.

Success has meant that these days Joel dedicates all of his time to perfecting the business structure behind Shine Beauty - a testament to a passion for an industry that drives him.

Joel's credentials in the field of information technology, and his visions for expansion and brand development, have both significantly influenced the success of Shine Beauty in multiple ways.

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His business and technology skills have enabled Joel to be the first to develop a pioneering solution for the beauty industry in the form of an elite, online beauty training and evaluation program.

Joel created the SMART Support Web System three years ago as an online reporting system that would allow accurate and up-to-date data about Shine Beauty to be accessed at any time. The unique and revolutionary system has since been developed further to assist with setting budgets, driving sales and accountability, and to control key business expenses. The system ensures that all of the Shine Beauty salons are linked and can be managed and reviewed anywhere in the world via the web.

The web tools are simple for employees to use, which positively contributes to increased

staff efficiency and productivity. Joel says that salon staff members spend only 10 minutes each day entering the necessary data from point-of-sale software. Salon managers can review daily, weekly and monthly key performance indicators, allowing managers to control inventory and to reach their sales targets. The system also allows managers to analyse staff performance, gather details of sales achievements and have an overview of their staff based on their value to the salon.

The SMART Support Web System will also play a major role in Joel's expansion plans, as the company prepares to enter a new growth phase, which will see the development of more Shine Beauty salons.

"Franchising is the direction we're going to go in," said Joel. "We have enlisted some expert help - our operations manuals are nearly complete."

"We are looking at South-East Queensland for the first 20-30 stores."

Although the use of technology through the business system business was specifically created for Shine Beauty, the skilful way it has been developed has caught the attention of industry professionals.

Excitingly, Shine Beauty's Maroochydore salon won the Sunshine Coast Excellence in Business award for the lifestyle and wellbeing category. Joel was thrilled to have won the award, and he credits the online system he created for making an impact on the judges.

As Shine Beauty enters its 10th year of business, Joel's plans are anything but relaxing.

Joel hopes to build on the success of the brand by opening channels of communication with his clients and the public through methods including Shine Beauty's online system.

"We have spent almost 12 months perfecting our fabulous new website at shinebeauty.com," said Joel.

"The new site features more about the company, how we have grown, the superb brands we use and also a personal welcome from Tania and I, as founders of the company.

"Our full service menu is listed, as is our product menu."

Weekly website specials now compliment Shine Beauty's popular treatment menu, which will revolutionise the way Sunshine Coast men and women can treat themselves.

These online specials save customers money, and ensure treatment rooms in the Sunshine Plaza salon at Maroochydore are utilised more effectively.

This month, online specials include a free \$27 booster with any Shine facial, 20 per cent off a Shine XX Mohican wax and a \$177.50 saving off a micro-infusion treatment course.

win
WITH
SHINE BEAUTY



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