

media release

for immediate release

OPPORTUNITIES FOR PEOPLE OF ALL AGES AND LIFE STAGES

Businesses that offer progressive employment opportunities to people of all ages are few and far between, but this is something that Queensland's most iconic cafe, the family-owned and operated Shingle Inn, has been proud to be known for over the years.

According to Shingle Inn Director Andrew Bellchambers, Shingle Inn promotes a genuine family-based culture that attracts team members of all ages and life stages to join the business in various capacities.

"When we announced our intention to franchise, we noticed that the strength of our brand immediately attracted prospective franchisees who were husband and wife teams, best friends and even parents and children working together in-line with our family values," he said.

Mr Bellchambers said that the franchisees come to the brand from different stages of their lives, for example having had a family and re-entering the workplace, or from the hectic corporate world looking to manage and work in their own business.

Shingle Inn, which has already received considerable interest for expansion into Australia's southern states, with the first cafes slated to open next year, also attracts employees looking to contribute to a productive and successful work environment.

"Our store team members range from University students working part-time, to young people keen to progress through the ranks toward management level, and also more mature employees who enjoy the social aspect of their job," he said.

One such team members is Robina's Shingle Inn barista, Connie Case, who at 52 years of age, believes that her age is an advantage to her work.

"Dad used to always say 'you can never know enough', so I always try to listen to my customers and create the cup of coffee, which keeps them coming back to enjoy," Mrs Case said.

According to Mr Bellchambers, Shingle Inn provides training and career advancement opportunities for team members who want to expand their skills within Shingle Inn and the hospitality industry with a view to management and even owning a business as a franchisee.

"Having just come out of the recent unstable economic climate, the only way companies are able to really thrive is to open their minds by offering employment opportunities to people of all ages and walks of life who may have something special, by way of unique skills or fabulous attitudes, to offer to their culture and business."

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