

## INDUSTRY NEWS

# Developer views city as a raw canvas with opportunity

## INDUSTRY PERSPECTIVE – PART TWO

Welcome to our latest editorial feature series. **INDUSTRY PERSPECTIVE** aims to showcase individuals who may view the region's core industries in a slightly different way than most, by way of their profession and contact with a wide variety of industry personnel. This month we spoke to property developer **Clinton Arentz**.

The Winston Group's Clinton Arentz has travelled the globe searching for examples of brilliant innovation in industrial and residential design.

The dockyards of the San Francisco Bay area acted as inspiration for one of his first award winning urban developments, The Cannery in Tenerife Brisbane, and he has also sought counsel from leading architects and developers in London.

Known for his commitment to aesthetic design in industrial settings, Mr Arentz says his passion lies in being able to provide a unique product that adds to the surrounding landscape.

"The Cannery was only the second project under my own company. At the time it was ahead of its time, but Brisbane was going through a renewal of sorts, and the wool stores were the perfect location to create modern urban residences. For us it was all about adding value to the local backdrop, and presenting a unique living opportunity."

This was followed by a number of projects around the Brisbane city centre and the Northern Territory, eventually leading him to Mackay, where he has set down roots for the past seven years.

"I was looking for a place where we could recreate the atmosphere of Brisbane in the early 90s, and I saw so much growth and potential here. Mackay is a raw canvas with significant opportunities and yet still maintains the essence of small business."

Mr Arentz has used his passion for quality design and innovation to construct two major industrial projects in Paget, Terminus Business Park and the newly completed Evo Business Centre in Maggiolo Drive. He says the Mackay region is ripe for modern architecture that is compatible with world best practice.

"One thing that's great about Mackay is that it has a vibrant and quite substantial city centre. Not all cities have that, which make it suitable for long-term growth and for attracting new and exciting businesses."

He says his properties are recognised as pioneering for the industrial sector, but do not come with the price tag that would be expected from a facility of this type.

"To get the look for the Evo Business Centre - we have not spent more, we have thought more, and put real consideration into the product and how it will provide a benefit to our customers. We have continuously improved the design through work with our architects and our local builder - who has the local content knowledge on the ground."

He said it was important for the premises to cater for the needs of customers who did not necessarily want to spend more than they were currently paying, but wanted greater quality and efficiency, which is in line with the current cycle of recalibration within the resources industry.

"We built these premises to deliver something for local business and industry that will support them through the downturn. Companies need to focus on being more cost effective and they may be able to consolidate from old-style, larger



premises into a complex of this size, save money and be more efficient."

After personally experiencing the cyclical nature of business, Mr Arentz is confident the region will recover and reset and companies should prepare themselves.

"Businesses have been travelling in cycles for hundreds of years since the emergence of capitalism. And industries travel in cycles as well. You have to ride the process over a number of years and develop a product which is going to stand any test. There is always an opportunity to change or to grow."

In a further show of confidence, Mr Arentz is already planning his next Paget-based project, which includes purpose-built facilities located next to Evo Business Centre for companies

who require more specialised requirements. He also has plans for residential projects, which may be of the ilk of urban renewal design in the capital cities.

He says while this current economic period is difficult for all, he is encouraged by the number of companies working to realign with the new phase of productivity within the industry.

"I made a commitment to Mackay and moved up here with my wife. This is where our friends are, and where my home is now, and the fact that we are going through a readjustment period is something I just realize we all have to ride out," Mr Arentz said.

And in between projects, the avid racing car driver can be found on the

mountains of Tasmania or Victoria taking on Australia's best in his Mitsubishi Evo 10 Tarmac rally car.

"I raced a bit as a younger guy, but until I moved to Mackay really didn't have time to do much racing. But recently I have had the opportunity to reignite my passion and take to the road," he said.

Since taking up the sport again three years ago, Clinton and his team have been making up ground and have taken out the titles in a number of competitions including the 2012 Australian Tarmac Rally Championship, and this year's Targa Tasmania five-day event.

For more information on the Winston Group or the Evo Business Centre visit [www.winston.com.au](http://www.winston.com.au)

Winston Group's Clinton Arentz