



A-List Townsville 12 Months On



A-List Townsville, 12 Months On

REFLECTIONS

Looking back through the last twelve months I can now reflect on how much has been completed and achieved for such a small business within Townsville. From a basic concept of a product that would offer rewards to a small number of Townsville businesses, to the product that *A-List* is today.

OUR PROMISES

On May the seventh 2003 *A-List* effectively had nine members "on-board", with promises from perhaps seven or eight other companies that *A-List* was being considered as an option to reward some of their better clients!

At that time the foundation members, were promised a number of outcomes. These included:-

- That *A-List* would discuss with a number of providers of goods/services throughout Townsville, to discount or value add, to any sale associated with the card, so that the recipients of our *A-List* card might enjoy a few benefits from having done business with the member company.
- *A-List* would hopefully lock in a small number of restaurants so that these too may benefit from the proposal.
- We hoped to also lock away some "deals" on accommodation, health and beauty options, perhaps an offer on gym memberships, and maybe even a cinema offering.

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- We discussed the opportunity of looking further afield than Townsville for accommodation and restaurant offerings to add to the cards' benefits for our local cardholder members.

OUR OUTCOMES

A-List is no longer just an operation within Townsville, it is now Queensland wide. Whilst my own personal aim is to deliver even better results to the Townsville members, I feel that we should all reflect on how we stand today, measured against what was initially promised.

- *A-List* now has associations with over 60 businesses within Townsville. Whilst some of these businesses are not as active as others, *A-List* will endeavor to work with all *A-List* members to facilitate the sort of outcomes that *A-List* really does promise.
- *A-List* has succeeded in providing the requirements related to associations and classifications that were originally promised; Restaurants, Accommodation, Health and Beauty, Gyms, Cinemas.
- *A-List* has delivered beyond its promise! Our offerings additionally include, Liquor discounts, Fuels discounts, household items, security and locksmithing, office stationary/printers/computer and facsimile offers... One quick trip to the site shows that the list is quite vast!

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- *A-List* has already begun to consult businesses in Cairns and beyond, to assess what benefits *A-List* can bring to both the cardholders and member suppliers back in Townsville.

OUR SHORTCOMINGS

A-List has potentially tried to be more multifaceted than it could initially support. In reality the mechanism that drives *A-List* is the World Wide Web.

The web offers so many benefits that afford a cheaper outcome to keep the *A-List* cardholder up to date with what is currently on offer. Imagine how many times we would have had to reprint brochures if we had produced a printed directory. Five... maybe six or seven reprints, the cost of which would have had to be offset against another membership fee.

Realistically, as an *A-List* Supplier Member, the cards you send out should only be offered to persons that are connected to the world wide web, either at home or in their place of business. This will ensure that they remain informed of all changes on a monthly basis, plus this allows us to begin providing special offers within our newsletter to better enhance the product. More on this when we catch up shortly.

OPPORTUNITIES

During 2004 *A-List* will transform into a more logical and well-rounded product. Your cardholders will benefit enormously through new associations, and we will ensure that all *A-List* Supplier Members will maintain an even closer relationship with their cardholder..... For very little effort..... perhaps only five minutes a month!

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We will also ensure that you are able to deliver a new monthly offer to your *A-List* cardholders. If you, as a supplier member are prepared to put another five minutes a month into this operation, making the commitment a total of perhaps 10 minutes a month, we will even assist you in introducing your product to other member suppliers' lists of cardholders! More on this as we move forward this year!

2004 AND BEYOND!

A-List will deliver opportunities to your cardholders in the Cairns region by the middle of August this year! Offerings negotiated to this time include accommodation, restaurant and shopping opportunities with even more coming onto line by our launch date of July 14.

I am proud to announce that *A-List* will now be strongly supported throughout South Eastern Queensland by the end of 2004.

Very recently Malcolm and Jackie Fortune have become the new Franchisees for the Gold Coast, Sunshine Coast and Brisbane Regions. With their vast experience in sales and marketing within similar Greenfield Projects, we can be confident that *A-List* will roll-out most successfully throughout the South East Quarter. How nice it will be to disembark a plane in Brisbane or the Gold Coast and be able to



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offer your *A-List* card for benefits at local restaurants, health clubs, accommodation houses, and the like, within these regions as well.

I have often been asked "What is on the radar for *A-List* this year?" Realistically.... I would have suggested that Cairns and the Gold Coast coming on to line would have been an enormous outcome. Now I look to a rollout that might next include Perth and Adelaide....., but lets get back to reality and make Townsville the number one centre, as it should be!

Kind regards

Geoffrey Broekhuis

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