

# Big wheels keep on turning

## TRANSPORT

### Apollo Motorhome Holdings

**CEO**  
Luke Trouchet

Established: 1985  
Revenue: \$100 million estimated  
Staff: 300



Luke and Karl Apollo

AS Apollo Motorhome Holdings seeks to become the Avis or Hertz of the global camper van market, the Brisbane-based company has bought a \$2.1 million majority shareholding in CanaDream on the Toronto Stock Exchange.

Apollo CEO Luke Trouchet says the company has taken a 20 per cent share, with two options available to boost that figure to 30 per cent within the next 12 months.

"We're the biggest privately-owned business of our kind in the southern hemisphere – our ultimate aim is to further our global ambition, to open up in other markets like South Africa and Europe," says Trouchet.

"Being privately owned, we take things one step at a time – one reason the global financial crisis hasn't hit us to badly is our

conservative approach. We have a lot of business coming from Europe and we have 10 branches in Australia, two in New Zealand and three in the US."

Trouchet expects around \$100 million in revenue this year and while this represents 5 per cent growth, in previous years Apollo was growing in double digits.

But with a forward book of 40 per cent in New Zealand and 20 per cent in Australia, he is optimistic for the future, with alternative streams of revenue as well such as Apollo's

manufacturing arm Talvor.

"We find that people really want personalised service – in Australia we were the first to put awnings, the first to put TVs in camper vans. It's not brain surgery but little innovative things improve our product, so when someone goes to rent a van they get extras at a similar or better price.

"We've been lucky with petrol prices dropping. The Australian dollar is climbing back now but it was very weak and that helped inbound tourism."

## Government contracts build Woolam's success

BUILDING and renovating schools, hospitals, aged care facilities and airports, Woolam Constructions managing director George Bogiatzis may rely on government contracts for success, but he expects growth of up to 28 per cent this year.

Woolam's' exceeded expectations by 16 per cent in 2008-09 and Bogiatzis says the company's key differentiator is its regional diversity, coupled with a 125-year involvement in building community-based structures.

"We are looking to secure a number of \$20 million to \$40 million projects – we've just started the \$30 million Masonic Care nursing home in Sandgate," says Bogiatzis.

"We just handed over the Yeppoon Hospital which was just under \$20 million, in May the convention centre in Mackay which was \$23 million and we've just handed over

a \$25 million aged care facility at Carina – that's the style of project we do.

"There's a need for government services to improve infrastructure in regional centres, and along those lines we're targeting the Mackay Hospital to get some sort of involvement, which will be decided in a couple of months."

The company has also been bolstered by the Federal Government's Building the Education Revolution (BER) stimulus package, with several of refurbishment projects with state and catholic schools in Rockhampton.

With work in regional and South East Queensland and northern New South Wales, the company recorded revenue of \$140 million last year and Bogiatzis plans to hire more office staff.

"There are opportunities in a number of

## PROPERTY AND INFRASTRUCTURE

### Woolam Constructions

**Managing director**  
George Bogiatzis

Established: 1884  
Revenue: \$140 million  
Staff: 170

regional markets and the work we do is something different to other contractors. The main reason we are increasing our staff numbers is to increase the presence and capability in our Brisbane office to handle larger jobs," he says.

Woolam's is also negotiating a contract to refurbish the Mt Isa airport and has worked on the \$2.5 million Gladstone airport refurbishment – adding to the Rockhampton, Mackay, Ballina, Longreach and Emerald airports to name a few.