

# BUSINESS



## The smart money is on Gladstone boom

## APN News & Fairfax join forces in regions



DRESS CIRCLE: Picturesque view of Gladstone harbour from the new Aspex waterfront units.

APN News & Media has reached in-principal agreement with Fairfax Media to become the exclusive reseller of www.domain.com.au, www.my-career.com.au and www.drive.com.au in APN's regional Australian markets.

This online exclusive reseller venture between APN and Fairfax will deliver significant value for APN's clients, by capitalising on APN's knowledge of its local markets and existing, strong sales relationships.

Local advertisers will be able to continue working with the APN brands they know and trust, but will now also be able to buy access to world-class digital platforms, extending their advertising reach to a national audience for the first time.

Under the arrangement, advertisers will be able to continue to buy online-only or print-only classified advertising, as they currently do, but they will also be offered combined packages of both.

APN News & Media Chief Executive Brendan Hopkins said: "This venture shows APN's ability and willingness to partner with others to meet its goal of being the leading multi-media operator in each of our local markets."

"We already offer comprehensive print solutions for classifieds advertisers in our local markets. Now we can also offer those advertisers a valuable online product with reach beyond those markets."

"Of course, for Fairfax, the deal uses APN's regional presence to help round out a truly national offering for its online classifieds properties."

"The arrangement is a win for both parties, as well as for local advertisers and buyers nationwide."

**KIERAN MORAN**  
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IN response to the overwhelming interest in the Gladstone property market, and in particular the Quarterback Group's Aspex waterfront units, this Thursday more than 50 business and property leaders are flying to Gladstone on a private aircraft to tap into the local market.

These influential Sydney, Melbourne and Brisbane investors have specifically targeted Gladstone.

Buyers' expectations and demands will rise.

**DARYL FENNELL**

The influential guests come from cities that house the headquarters of many of the companies now pouring billions into the Gladstone region.

Quarterback's director Daryl

Fennell said investors are capitalising on both the imminent consequences of over \$40 billion of investment being injected into the city and the fact that the local real estate agents had not realised exactly what was occurring in their own backyard.

"Gladstone will change over the next few years and buyers expectations and demands will rise," Mr Fennell said.

"The local agents understand yesterday, but are not focusing on the tomorrow."

"The smart money knows Gladstone is about to explode. The

smarter money knows the consequences of sitting on the fence and watching the only prestige units in town pass them by."

Mr Fennell said many of these business people come from areas that have experienced major growth over several decades and are experienced in identifying key investment opportunities at an early stage.

"Basically by the time most people have been alerted to a potential property hotspot these guys have already secured the cream," he said.

# The Business X Factor

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