

# The Advertiser

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HD **POWER OF 3 Innovation points the way ahead**

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AN employment boom at transport **firm** STC Logistics is a perfect example of a **company** taking advantage of the characteristics of Adelaide's north to grow and prosper.

Pooraka's Lifestyle Bakery and fashion label Casper + Pearl are also out there proving that opportunities exist for those with a vision.

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The Sunday Mail spoke to these businesses as part of the Northern Fightback campaign, launched this week to help drive economic growth in the northern suburbs.

STC has grown its staff from 80 to 220 in the past two years on the back of the opening of the Northern Expressway.

Staff at its Penfield Rail Freight Centre send goods such as **wine**, food and timber to Western Australia, with up to 20 trains – each up to 1.8km long – leaving the **site** each week carrying freight, much of it brought in on trucks using the expressway.

The **company's** 90ha **site** alongside the Adelaide to Perth railway line dwarfs STC's old 8ha **site** at Regency **Park**, but state manager Andy Rehmann says there is still room for "considerable expansion" of the \$60 **million** headquarters. "There's a lot of benefit coming out north," Mr Rehmann said.

"It's the gateway to the Barossa and Clare Valley. This **site** was **sold** at a low cost and it's far from **residential** issues (like noise and traffic)." In the past year, STC has employed 40 extra people as part of an expansion of its container terminal from 6000sq **m** to 40,000sq **m**.

Thirty-five of those people were from the northern suburbs, including some former Holden workers.

"The north has created some big wins for the people we employ because there really are some good people out here," Mr Rehmann says.

Michael Horrocks responded to the increasing demand for gluten-free **bread** by opening Lifestyle Bakery in Pooraka in 1998.

He now employs 60 people.

"We wanted somewhere that was convenient, not too far out ... Pooraka we thought was a good place to set up a **business**," Mr Horrocks said.

Stacey Hendrickson was 18 when she started her own fashion label, Casper + Pearl, which she still runs from her home in Munno Para.

Now at 22, she has dresses stocked in boutiques throughout Australia, New York, Canada and **Hong Kong**. Ms Hendrickson said being able to sell and promote her outfits online gave her opportunities that just would not have been there a few years earlier.

"There were people saying 'you can't get into fashion', especially around here, but you need to make your own opportunities," Ms Hendrickson said. "Work hard and believe in yourself."NORTHERN FIGHTBACK

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