



Welcome to the first edition of Australia-wide Business Training Pty Ltd's (awbt) Real People Real Business for 2010. In this edition, it is a pleasure to present Melbourne based Glen King, the principal of King's Fibreglass and the National Winner of the 2009 Australian Small Business Awards for Manufacturing and the Entrepreneur of the Year for Victoria. The Australian Small Business Champion Awards is the only national program of its kind to recognise the achievement, performance and success of small business nationwide and in all business spectrums.

A condition of entry in the National Awards requires entrants to be nominated by a client or supplier and demonstrate the highest standards of achievement in business growth, technology improvements and application, customer service, staff engagement and community / industry contribution and involvement.

King's Fibreglass is a manufacturer of innovative and high quality fibreglass products offering an extensive product range from playground / pool slides, mobile dog wash trailers, custom trailers, recreational vehicle products and wide variety of commercial and custom products.

Winning the Australian Small Business Award for Manufacturing is a both a testament and reflection of Glen King's personal commitment to business enterprise and growth. The presentation ceremony it was a wonderful opportunity to share his success with everyone connected to King's Fibreglass, especially his very supportive family and the staff.

Glen King is a highly successful, dedicated and motivated businessperson that embodies the entrepreneurial spirit and –

- is prepared to trust his instincts, personal values and beliefs;
- constantly challenges himself and those around him;
- is prepared to take chances;
- values and respects his clients by providing exceptional service and the very highest standards of product manufacture and delivery;
- constantly evolves and develops new products utilising the latest manufacturing processes and technology;
- seeks new markets locally and overseas;
- is dedicated to exceed client expectations;
- acknowledges and values the dedication, commitment and loyalty of his employees; and
- learns from his own experiences and the experience and knowledge of fellow businesspeople and industry leaders.

Owning a business is an exceptional opportunity for inspired business leaders and professionals to challenge existing practices and conventions – and then to do things differently, better, more effectively and position the business for long term operational efficiency and financial success.

I am sure that the readers of Real People Real Business will be inspired by Glen King and his journey of success.

Regards

Larry Gould

Chief Executive Australia-wide Business Training





Glen King – Hard Work, Passion & Dedication are the Foundation for Business Success

Glen King began his business journey from a humble start. As a teenager, Glen was uncomfortable with studying and decided that he was not prepared to continue with secondary school. So his parents demanded that he start full time work – doing nothing at home was simply not going to be an option.

His first job was with a composites/fiberglass manufacturer and Glen quickly developed his skills and expertise. He also had the opportunity to work for other employers and in doing so, further refined his experience and knowledge.

Innovation drives the composites industry and it is acknowledged worldwide for finding new and exciting applications that address growing commercial demands – particularly for the automotive, aerospace and defence industries.

“Composites are the products of the future and we are only just seeing the tip of the iceberg as the volume of applications continues to grow with composite and fibreglass solutions being applied to meet diverse design requirements that demand significant weight savings and high strength when compared to conventional materials of the past,” said Glen King.

Whilst working during the day for his employer, Glen started doing work after hours from the backyard of his family home and his business grew so much, that he reached a crossroad and decided to venture out into his own business.

“I approached an existing composites manufacturer with a business and premises for sale and for a purchase price of only \$20,000, I was now in business,” said Glen King.

That was 15 years ago and now King’s Fibreglass operates from four locations in Melbourne’s Bayswater area, has nearly 30 staff and is acknowledged as a dynamic industry role model dedicated to the highest levels of customer service, quality, staff recognition as well as for using the latest production techniques to develop versatile new commercial composite applications for Australian and overseas clients.”

Quality is the number one priority for King’s Fibreglass and only the best raw material and equipment is sourced and purchased to ensure that customers have the best and highest quality product and finish possible.

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Today, King's Fibreglass provides an extensive and diverse range of products for industries that include –

- Recreational vehicle and motor homes
- Dog wash and grooming
- Mobile coffee
- Playground & Pool Slides
- Boating
- Horse float
- Air conditioning
- Special projects including shopping centre and visual displays

King's Fibreglass has some of the biggest names in the business in the sectors in which they specialize, from Britz Motor Homes, Jayco Caravans, Track Trailer, Tasty Trucks, Stihl Chainsaws, Myer, Fantech, Borland Racing, Stage One Productions and the list goes on.

International export markets in Ireland, UK and New Zealand are also escalating for King's Fibreglass as the company's reputation grows.

Glen King acknowledges that the business expansion has provided him with the foundation upon which he has not only grown his range of high quality products, but also developed



In a class of their own - some of Glen King's fiberglass trailers.

personalised and customized solutions that address a diverse and often complex array of commercial and visual display challenges.

Moreover, Glen appreciates the support of his wife and family and recognises that a successful business is built with a loyal, long serving and dedicated team of employees.

Glen King added, "My staff, customers and suppliers are not faceless numbers. Each one is valued, appreciated and acknowledged for the contribution they have made to the growth and success of King's Fibreglass."

"Ultimately, it is King's Fibreglass employees who drive the success of the business with strong morale and great teamwork that generates the momentum for product innovation, higher efficiency and greater productivity."

In recognition and appreciation of his employees, Glen introduced the Employee of the Year – and just recently – the Most Improved Employee award. Each award is highly coveted and appreciated.

All the staff attend regular feedback meetings where production issues are discussed openly and Glen is able to provide the team with an insight into the business's activities.



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Furthermore, there are monthly social functions for all the staff that includes barbecues, bowling, golf, etc.

A safe working environment is also a high priority for King's Fibreglass and the highest standards of occupational health and safety are strictly adhered to.

"We have an extraordinary internal culture at King's Fibreglass that is dedicated to organisational excellence, the highest standards of customer service by addressing the unique requirements of our clients with innovative, high quality composite product solutions – and this has underpinned our National Small Business Award success and growing reputation in Australia and overseas," said Glen.

Not one to rest on his laurels, Glen confirmed that it is his goal to grow King's Fibreglass and this will require the acquisition of new premises with a showroom from which he can promote and display the company's range.

The growth strategy will be underpinned by a focus on continuous business, customer service and quality improvement; new streamlined production processes, the installation of an onsite paint booth facility and an ongoing program of product refinement and development.

To conclude, Glen King offers the following personal thoughts and values to the readers of Real People Real Business –

Beliefs and values:

- Have a **PASSION** for your business – your staff will respond – and success will follow
- Communicate openly and honestly with your staff
- Staff, customers and suppliers are not numbers – make sure they know you value and appreciate their contribution
- Be flexible
- Follow through
- Be a real person and always be yourself
- Celebrate success
- Give staff ownership and responsibility for their activities
- Don't micro-manage
- Develop the skills and expertise of your staff
- Encourage
- Be approachable
- Don't discourage backyard work ("that's how I got started")
- Be resilient
- Be consistent
- Believe in what you are doing