

Pulse

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vibrant. dynamic. sophisticated



confidence boost

how to get hot during the cooler months

heron island

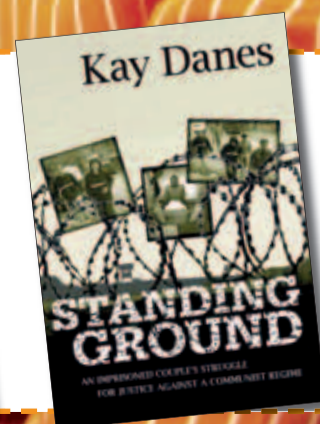
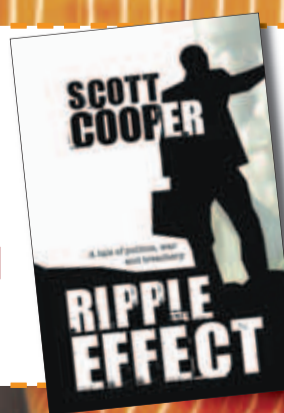
reality escape on your doorstep

exclusive interview

with the mastermind behind FMSTUDIOS

+ win

2 books based on true stories this month – read about a possible Australian murder in politics and an edge-of-your-seat imprisonment tale





real life

Pulse

designed to rise to the top

This month in Pulse we turn up the pace-of-life dial chatting with FMSTUDIOS managing director Bronwyn Fenech. We discover how she beat the odds, why she believes in first impressions and her fascination with the colour orange.

Give us a glimpse into the life and early mouldings of a young Bronwyn Fenech.

Looking at me now you wouldn't think that I grew up on a farm surrounded by cattle.

Up until I was eight, we lived on a dairy farm. I remember the early mornings, milking 35 cows before school, and then again after school.

It taught me great work ethics and was a great childhood.

The family then moved to Marlborough and pursued the stud cattle industry and we had to travel an hour on a bus every morning and afternoon to school in Rocky – so I guess those long dairy days prepared me for that.

When you finally left the rural nest, what did you find to do with your new-found freedom?

I moved straight into Rocky and enjoyed my freedom.

I loved being around people so I thought I'd try university life and a degree in nursing. After the first term I hated being broke so I got my first job selling Kirby vacuum cleaners. It certainly taught me a lot of great selling skills!

When did you discover your hidden creative juices?

A friend of mine asked me if I'd ever thought of doing a hairdressing apprenticeship. I'd never wanted to be a hairdresser, but figured I should go in for a few days and try it. I loved it!

I spent three years as a hairstylist and entered hair competitions winning Overall Apprentice of the Year two years in a row. I didn't realise I had the creative flair in me.

I then wanted to be one of the best and wanted to go overseas and scored myself a Tony and Guy Scholarship in Sydney.

So, how did you transition with this artistic streak into the IT industry?

One of my clients and I got chatting about her dot.com company and she asked for my opinion about her website. I said she needed more fashion/hair content and she offered me a proposition to be a part of her company in Brisbane in the creative team.

I'd never done anything like it – but the door opened and I took it.

I moved to Brisbane and spent the next six months learning so, so much, dealing with all the national corporates.

When the dot.com crash happened I located back to Rockhampton and ventured into my own business. I believed in and

enjoyed working in this industry I was determined to



FUNNY GIRL: Always ready for a laugh.

PHOTO: JANIE KAYES JK5/14/509

continue in this ever-changing industry.

Ten years ago in Rockhampton, even email addresses were a new thing, so how did you beat the odds and launch a multimedia business?

I started this business with \$500, no car and no office. I borrowed my sisters and friends cars, and found an office premises and worked extremely hard (and it hasn't changed). In 2001 the odds were very, very low selling the internet in the business community of Rockhampton. I had businesses back then tell me the internet was just a phase!

It was very unusual for me, a non-graphic /website designer, to run a graphic and website design studio. From the beginning I have always been more the sales and creative director – I love to go out to the businesses, deal with the clients, get a feel for what each business's direction is then come back and brief the design team.

First impressions do last, sometimes I feel like I'm my own walking billboard.

If you reach for the stars and get halfway there – you have still succeeded.

Your studio in East Street – there seems to be a reoccurring theme of unique orange objects scattered around...any explanation?

I just love the colour orange! It is our corporate colour, over the seven years in business I have found all sorts of things coloured orange to put in the studio – including an old Telecom phone and a bright orange typewriter! I had to colour my hair orange just to keep in the theme of things!

What does it feel like now after seven years in business and with the recognition you're receiving?

We were recently chosen to brand the new Hyundai A League Team – North Queensland Fury logo/brand, uniform strips, mascot and sectors of the marketing and merchandise design. We received a great wrap from the CEO for our work and service – they



CELEBRATING SUCCESS: Bronwyn celebrates one of her most successful years in business.

PHOTO: JANIE KAYES JK2/14/509

loved it!

It was a real sense of achievement and we're all very proud of what we've done.

A long-term goal of mine would be one of Australia's recognised design studios and the beauty of this business is that we can create fantastic design right here for clients anywhere in the world.

Rockhampton has been fantastic to our business, and although we have clients all over Australia and overseas – I wouldn't want to be anywhere else in the world.

Because Rocky has been so good to me, we have been able to give a lot back to the community in things like sponsorship over the past seven years and will continue to do so. I'm a big believer in giving back to your community – without the local community there would be no FMSTUDIOS.



MULTIMEDIA MASTERMIND: Bronwyn Fenech has an eye for design.

PHOTO: JANIE KAYES JK3/14/509



ORANGE OBSESSION: Bronwyn's obsession with orange goes way beyond her hair.

PHOTO: JANIE KAYES JK4/14/509