

MEDIA RELEASE

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View from the top: from the boardroom to the bridge

They've scaled to dizzying heights in the corporate world; now 12 of Brisbane's top CEOs have swapped the view from the boardroom for the panorama from the top of the Story Bridge to get a unique perspective of the adventure climb business.

The CEO Institute bridge climb was organised to help Story Bridge Adventure Climb (SBAC) assess its growth strategies and broaden the appeal of the bridge climb concept within the corporate sector.

"What better way to get the opinion of some of Brisbane's top CEOs than to take them through the bridge climb experience?" said SBAC Managing Director Kevin Graetz.

"Following the climb we held a two hour strategy session during which we reviewed all operational aspects of the business, our marketing initiatives and growth strategies to achieve our target of 70,000 climbers a year by 2009," he said.

"We approached The CEO Institute to 'bounce things off' business leaders with a track record of success. The mix of business leaders means that no matter the issue someone at the table has experienced it and can assist. There is an invaluable wealth of experience there."

Mr Graetz said while they could have run with just the strategy session it was important to give the CEOs the entire experience, down to undergoing a breathalyser test before the climb.

"They all passed by the way," he said.

Mr Graetz, together with business partners including former Qantas chief executive James Strong, negotiated a 30 year, 24 hour a day licence with the Brisbane City Council to conduct climbs on the Story Bridge. SBAC commenced operations in October 2005.

Today SBAC employs 35 people; 24 climb leaders with the balance in sales, operations, marketing, finance and administration roles. In May 2007, SBAC consolidated its operations under the one roof, moving its administration team from former Milton premises to its bridge climb Base Headquarters at Main Street, Kangaroo Point beneath the Story Bridge.

Chief Executive of The CEO Institute in Queensland Nick Alford said the Institute allowed organisations like SBAC to tap the wisdom of Brisbane's business elite and gain insight into how the top organisations are being run.

"There are a lot of business books and management theories around but it's the real, practical experience of our members that provides insights that can't be found in any book," Mr Alford said.

