



# Port Macquarie Day Spa

Our Stories - A Great Place To Do Business

## It's all about feeling good ...

Beauty isn't just about looking good – it's about creating a balance of mind, body and spirit to promote good health and wellbeing. Port Macquarie Day Spa's holistic philosophy is about nurturing inner beauty, rejuvenating the body and mind and generating positive energy to fuel the spirit.

Helen Shallick, who is a qualified remedial massage and beauty therapist, has not always used her hands to help people realise their full potential. For much of her early working career, Helen had her hands buried in the earth on a farm at Caragabal, where she grew canola, wheat and ran a herd of sheep and cattle. It was her father's experience with cancer, and her motivation to ensure his quality of life was the best it could be, that inspired her to hang up the work boots and pursue a career in alternative health therapies.

Helen, and her husband Robert, carefully considered their options – they had to make a decision to either stay and commit to the farm, or sell.

"We realised that at that time, expanding the farm just wasn't going to be viable for us. We made the decision to sell and then subsequently went looking at other business options between Tasmania and Maleny in Queensland," Helen explained.

"Initially we were looking for a luxury accommodation business, but when dad got sick, I really wanted to be able to do something that would help him."

Helen enrolled in a remedial massage course and on gaining her diploma knew where her future should be.

"The day spa industry was rapidly expanding and I thought it would be a perfect opportunity to use my new skills.

"We looked at a lot of day spas but eventually chose Port Macquarie because of its location to Sydney and the business' excellent position in town."

No time was wasted in branding the already successful business with a new look. Helen

enlisted the assistance of day spa 'guru' Meagan South, who ran the exclusive Dome Retreat on the Gold Coast, to develop an extensive business plan and recruit staff that shared the same vision.

"After analysing Port Macquarie Day Spa in 2003 as a business we were surprised that although it had a strong local following, little effort seemed to have been made to promote it to tourists through our accommodation facilities," Helen explained.

They soon became affiliated with Port Macquarie Holidays and are members of the Greater Port Macquarie Tourism Association. They employed Mills Eaton to rebrand the business and develop a 12-month marketing plan – an investment that paid off in terms of securing a strong local presence among an already competitive market.

"We really wanted our business to be a healing centre – where people can come and relax, unwind and recharge," Helen said.

"It has only been over the last 12 months that the business really feels like it's our own.

"We have worked very hard to establish our customer loyalty and choose staff that bring something special to what we do. You can't underestimate what a good staff can do for your business."

Helen is proud that she is able to provide



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local jobs for local people, employing two fulltime staff and five part-time therapists including two apprentices. Port Macquarie Day Spa is also setting the benchmark in terms of technology offering services including permanent hair removal and photo-rejuvenation and new products including Skinstitute's new 'botox cream'. The hard work is paying off. The business was named the 2005 and 2006 Regional Tourism Award winner, the national winner of the Australian Professional Aestheticians Association

for Most Innovative Marketing, the 2007 Greater Port Macquarie Chamber of Commerce Business Award and the Babor National Award for the Best New Business in 2007.

And, the future looks bright. Helen and Robert are discussing the viability of opening up a metropolitan-based day spa to extend the service they offer outside the district.

"We have visitors to the area who are always asking if we have an outlet in either Sydney or Brisbane.

"It is certainly something we will be

considering."

The business is a proud advocate of the Customer Care Program and has developed its own working philosophy around ensuring 'guests' enjoy their journey from the moment they walk through the door.

"It's what keeps our guests coming back for more," Helen said.

"We are always communicating to ensure everyone is satisfied and their expectations have been met and that we've created an experience they will remember and tell everyone about."



## Our journey:

"We are always communicating to ensure everyone is satisfied and their expectations have been met and that we've created an experience they will remember and tell everyone about."

*Helen Shallick, Port Macquarie Day Spa*

● *Port Macquarie Day Spa is a proud supporter of the Customer Care Program*



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