

Bakery King brings message to Central Highlands

THERE'S never been a better time to invest in the Central Highlands.

That's the bold verdict of high-profile business leader Michael Sherlock, who will be a special guest speaker at this month's Central Highlands Investing in our Future Conference in Emerald.

Mr Sherlock, renowned

for transforming Brumby's bakeries, is now chief marketing officer with Sentinel Property Group, which bought the Emerald Village and Emerald Plaza shopping centres in late 2014.

He will draw on Sentinel's investment in the Central Highlands, and success, to demonstrate the benefits of

being brave in a flat economy.

"You've got to be counter-cyclical in business," Mr Sherlock said.

"Emerald is on the uptick of the cycle, it's been through the worst time but it's on the increase so now is the time to invest, not when the market is reaching a peak and it's fully priced,"

he said.

The author of Jumpshift! will also share his experience of transforming an ailing set of bakery shops in the late 1990s to position Brumby's as the second-largest bakery franchise system in Australasia.

Mr Sherlock's presentation will take place at the conference welcome

reception on Tuesday night, October 25. The reception is open to conference delegates and the public.

The conference, on October 25-26, will gather speakers and stakeholders to provide information on current and future initiatives, development and investment opportunities; and projects, products and

services that will support the region's growth.

Day One will consist of four site tours and the welcome function. A summit on day two will feature keynote addresses and panel discussions with of Q & A opportunities; and trade displays.

Find more information and register at chdc.com.au.