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BIG BRANDS LOCK IN SITES

Fifty jobs in Bounce business

COMMERCIAL property is bouncing back with some of Australia's biggest businesses signing contracts for three footy fields' worth of space in a matter of months.

A new 3000sq m indoor trampoline, rock-climbing and obstacle course attraction has been locked in, and now one of Bunnings' most fierce competitors are the latest to set up shop in the city. MULTIMILLION-DOLLAR plans to build a huge indoor trampoline and rock-climbing centre have been unveiled as a list of business giants moving into Cairns keeps adding names.

A vacant former Bunnings Warehouse building in Portsmith is set to be transformed into a \$6.8m Screen Queensland film studio – and it will have neighbours.

Wesfarmers has retained the property and will establish a new 3000sq m building in what is currently the front carpark.

Global active entertainment company Bounce Inc will take up 2000sqm of the building with a new highadrenaline attraction.

The centre will combine indoor rock climbing, trampolines, playgrounds and Ninja Warrior-style obstacle courses that bridge the gap between casual bouncers and elite athletes. There will also be a dedicated "mini-Bounce" section for walking-age toddlers.

Bounce Inc co-founder Ant Morell said the company had been operating for about a decade and had lately been in consolidation mode – buying out existing competitors and upgrading their facilities in areas like Hobart, Geelong and Wodonga.

That regional foray had boosted confidence that investments outside metropolitan areas could be an excellent business fit.

"Sometimes in the CBD you've got literally thousands of acts to choose from, but in regional towns or smaller areas there isn't as much diversity," he said.

"What's particularly exciting about Cairns is not only the very important offering to locals, but also the transient crowd."

Wesfarmers will construct the building itself, but Bounce Inc plans to spend about \$2m on the internal fit-out, kicking off in about August for completion in the latter part of next year.

The company already has a dozen venues across Australia and has even made the monumental skip across to Saudi Arabia – a meteoric rise for a business that did not exist before 2012.

It is all built on balance, coordination and a "powered by self" ethos that has been a hit with customers.

"In a world that's potentially a bit overweight with electronic devices, smartphones and screens, it's a catalyst for movement," Mr Morell said.

"We almost see our brand as an activist for movement – or a movement for movement, if you will."

The Cairns Bounce centre will need about 50 full-time and part-time staff to be found through a massive recruitment drive, which is more like speed-dating auditions for The Voice than traditional job interviews.

"We position it in our ads as 'the best job in the world for someone who's just left school'," Mr Morell said.

"There are great transferable skills around customer experience and operating a business.

"We think in order to deliver world-best customer service, we've got to have the world's most excited and engaged staff.

"There is a linear relationship between those two things."

Mr Morell saw the centre being a bridge between kids' parties and mummy groups and serious climbers who wanted to hone their skills.

"We think that's important

for diversity of experience – that's what makes it exciting," he said.

CBRE Cairns managing director Danny Betros said negotiations were under way with another business to take over the remaining 1000sq m tenancy in the new building.

"We're talking to other tenants but we just can't release their names yet," Mr Betros said.

Film studio in the back, rock climbing centre out front – if nothing else, it is the perfect scenario for a Cliffhanger sequel to be shot in Cairns.

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