

**Once in a lifetime**



# **Tropical Blooms Pty Ltd**

A rare opportunity to enjoy a very special  
lifestyle and income in one of Australia's  
most exotic locations

# How many people can say they live in paradise.

Over the past 21 years Deane and Sue-Anne Hiles have created just such a place.

A place so special that it is truly one of a kind.

A place that can offer a lifestyle that most people only dream of.

Tropical Blooms is unique in so many ways.

Offering secluded country living yet only eighteen minutes from the centre of Cairns, one of the worlds premier tropical holiday cities. A city that has every facility you could want.

The farm is surrounded by a permanent creek, dense lush rainforest and has mountain views in all directions, yet is just four minutes from the township of Gordonvale with its high school, primary school, supermarket, post office and all other facilities.

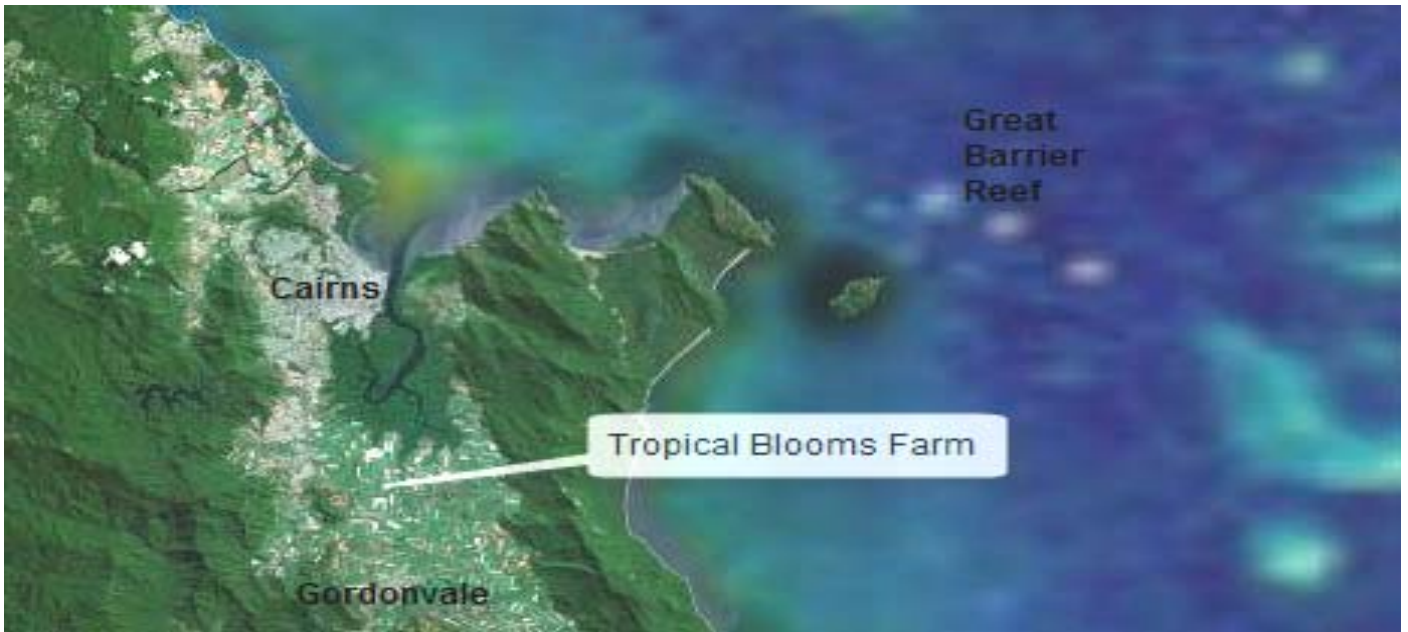
It offers an income with the time to spare so that you might launch your boat from the ramp at the head of the Cairns inlet just four minutes down the road. Imagine being fishing or diving on the Great Barrier Reef within one hour of leaving home.

It offers a standard of family living second to none. A superb large tropical timber home made almost entirely from exotic silky oak with huge open areas, lots of glass and high ceilings for coolness. Large landscaped pool, full size tennis court, separate recreation and entertainment area with bar and full size billiard table.

It offers a work environment (yes even in paradise we do some work) surrounded by exotic tropical flowers and foliage. An industry which has minimal stress and maximum pleasure.

It offers a great sense of wellbeing from having produced and sold your own exotic crop of tropical flowers. Flowers that grace some of the very finest hotels and homes in Australia.

It offers what many would say is paradise.



## A Unique History

OK, so now that we have your attention we would like to take you on a tour. A tour of the history and development of Tropical Blooms. We want you to understand why it is so special and why it will continue to grow in value. Why its location is so unique and why we believe it is a great investment for the future.

The business and property are being offered for sale on a walk in, walk out basis to encourage the new owners to continue the business and to enjoy and prosper from this lifestyle as we have.

Firstly though, I can imagine you are thinking why. Why if its such a special place would we want to leave.

Sue and I have raised five children on this farm. There have been lots of ups and a few downs particularly in the early years, but thanks to this business we have been able to provide them with a lifestyle and standard of living second to none. We have enjoyed a number of holidays together overseas and also around Australia meeting many of our long term customers. We have spent many school vacations away camping on Cape York. For 21 years we have enjoyed the rewards of our business and lifestyle. Now as the children leave home to pursue their own dreams we find that we to are ready to move on to some different adventures. In short we a ready to cash in our chips and retire. We have ordered a new yacht and will enjoy some cruising, spend time with the grandchildren and Sue will pursue her passion of restoring old furniture and the old Queenslanders to put it in.

Tropical Blooms started as a marketing concept. In 1985 we were growing Roses on the Atherton Tablelands above Cairns. Logic dictated that to sell our product into southern Australia where the main market is we needed to grow something that could not be grown down there. In short we needed to take advantage of our tropical climate.

Two trips to Hawaii and many, many hours of research later we had settled on the new and as yet unproven exotic Heliconias and Gingers.

It took six months of negotiating with AQIS to get them to change the strict import rules which were preventing us from importing commercial quantities of plant stock into Australia.

There main objection was that Heliconias are related to Bananas and can host a serious virus called Moko disease. This disease was a major concern to the Banana industry. With another trip to Hawaii we were able to get documentation stating that there was no Moko disease in Hawaii (the only Banana growing area apart from Australia that was moko free).

Eventually AQIS changed the regulations to allow the import of commercial sized shipments of Heliconia rhizomes from Hawaii, under strict provisions, into private quarantine facilities. This enabled us to import the numbers required to develop a commercial enterprise.



The import window was short lived though for within three years Hawaii reported an outbreak of Moko disease. Also around the same time a small Australian importer was found to have contaminated plants.

AQIS reacted quickly and introduced very strict restrictions which have effectively stopped any large shipments of plant stock into Australia right up to the current time. For us though this was all good because we had been importing 2000 plants at a time for nearly three years and had our main cut flower stock established. New varieties were and are still coming through (with six months govt. quarantine) but only in very small quantities which take some years to multiply up to commercial numbers. **Heliconia cut flowers are, as they always have been, totally banned from import. There is no probability of this changing.**

While we were negotiating with Australian Quarantine to allow the import of plant stock we were also actively looking for a property that would meet all of the special requirements we needed. Things like natural wind breaks on all sides, a constant supply of high quality clean water, rich soil with good drainage, close proximity to the Cairns International airport and enough room for future expansion. These requirements would all be needed to develop a successful business. Needless to say it took a lot of searching to find a property that could meet all of these requirements.

Late '86 saw everything come together and Tropical Blooms Pty Ltd came into existence.

First up was a 48 metre long shed which also encompassed the second largest private quarantine facility in Queensland. We lived in a caravan next to the shed for two years while all of our efforts went into building up stock quantities for production.

By '89 we were growing around 30 varieties of Heliconias and Gingers and were the only full time professional growers in Australia. Other part time growers were starting to get into the tropical flowers as well, but by then we had more stock in the ground producing flowers than all the rest combined.

We had introduced a completely new range of exotic flowers to the florists and public of Australia and we had a three year head start over most of our potential competition.



Entrance to Tropical Blooms



Packing and Machinery Shed

Over the years Tropical Blooms has continued to be the leading grower supplying directly to florists all over Australia. Very rarely can a single company claim to have been the founder of a new industry. Tropical Blooms can make this claim. It is the oldest established professional tropical flower business in Australia and was instrumental in paving the way for commercial imports of these exotic plants. Heliconias were unheard of except to a handful of collectors before we started marketing them to the floral industry.

Tropical Blooms has been featured on national TV a number of times including the ABC National News with footage of the farm during the airline strike, and on three different gardening/home improvement shows. There has been a full two page spread in the Womens Weekly magazine as well as numerous articles in industry related magazines.

Our flowers have been used in most of the five star hotels around the country at different times over the years. Flowers have been supplied for Bond parties. Packer weddings, Royalty visits, Olympic games, federal parliament and to two leaders of our country.

Flowers from Tropical Blooms consistently sell for more money than flowers from other growers or wholesalers. We enjoy a database of over 500 customers many of whom we have dealt with for 15 or more years. We enjoy immense goodwill and customer loyalty.

What value can you place on history and goodwill?

# Future Development Opportunity

Twenty one years of continual development, collecting and propagation has seen Tropical Blooms establish one of the largest stocks of exotic flowering plants in Australia. In addition to the flowering plants we also have over 4500 square metres of mature foliage plants growing under shade houses. These plants are used for the supply of tropical foliage to the florists.



Almost all of the plants we grow are self propagating. They continually multiply by putting out new rhizomes so that effectively every stem is a new plant. This self multiplication means that it would be almost impossible to run out of saleable plant stock. Similarly all of the foliage plants we grow can be propagated from small lengths of stem cane.



Currently we have around 42,000 metres of foliage plant cane and in excess of 450,000 stems of flowering plant varieties on the farm.



This vast stock of plants offers enormous potential for further development. Nth. Queensland, being one of the fastest developing regions in Australia has created an insatiable demand for exotic landscaping plants. Nurseries, landscapers and individual customers often contact us wanting to buy plant stock.



In past years we have often sold plant stock but only in large quantities. The last few years we have declined to accept these orders and concentrated on cut flower sales only. This has been more from a conscious decision to reduce work load and free up time on our part rather than good business sense.



There is absolutely no doubt that a motivated and enthusiastic new owner has the opportunity to develop a strong additional cash flow by taking advantage of plant sales in tropical Queensland. We believe that plant sales have the potential to increase turnover by as much as 50% within a few years.

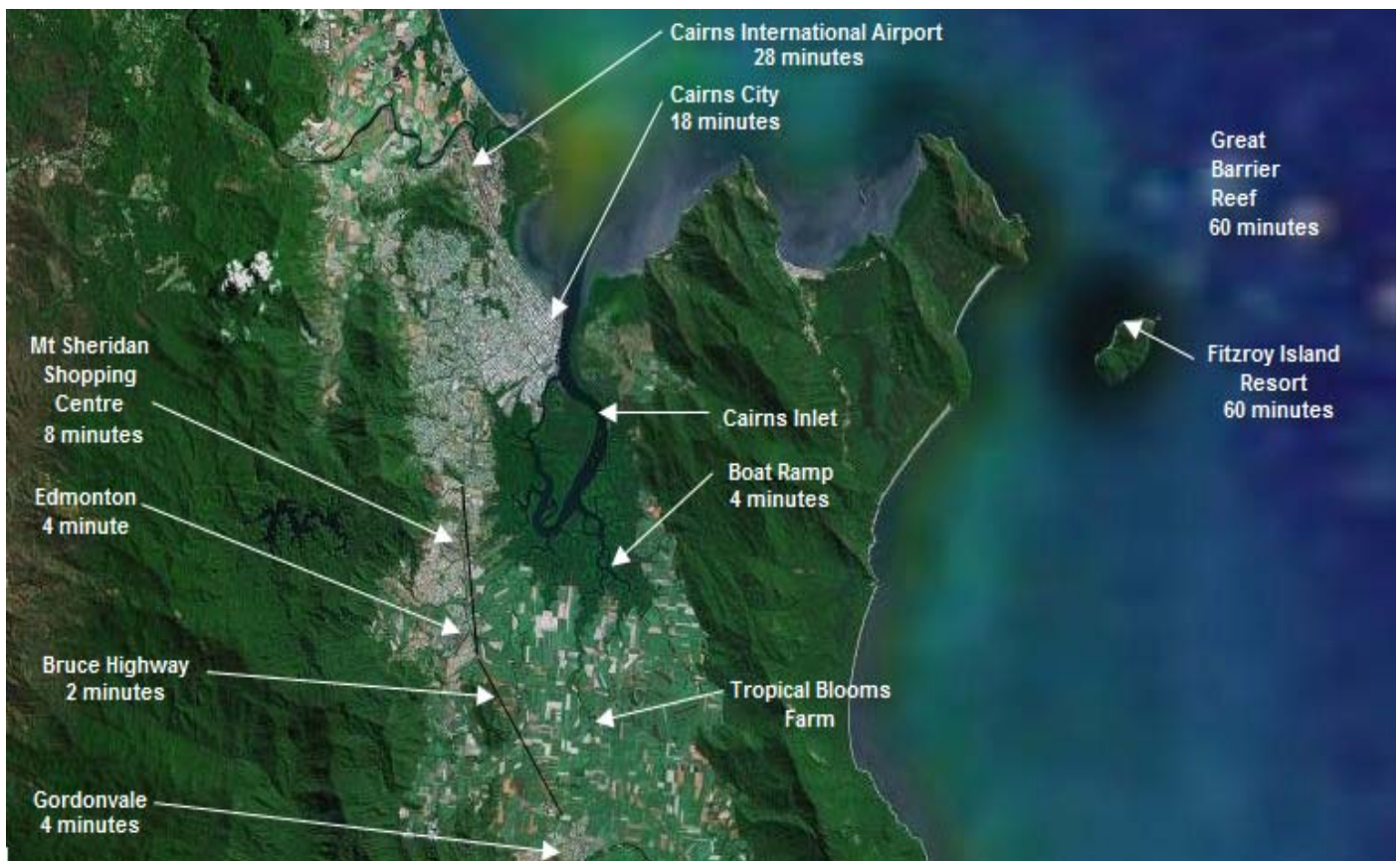


# Position - Position - Position

There is an age old saying in real estate investment. If you want to make the best return on your money there are only three things to consider, Position - Position - Position.

Tropical Blooms farm meets this criteria. There is only a handful of acreage properties within 20 minutes of Cairns City that have a permanent creek and rainforest as well as cleared land. When we bought the property in 1986 we new it was special. Cairns in those days had around 55,000 people. Today the population is over 150,000 and growing at a faster rate than almost any other city in Australia. Over half of this increased population are now living on the south side of Cairns in the area from Gordonvale to Mt Sheridan.

In 2000 the Cairns City Council 2010 regional plan was released which restricted housing development to the western side of the Bruce Highway only. Much of this land has now been developed. In 2010 the next 10 year plan will be released and it is strongly rumoured that development will start on the eastern side of the highway. Recently a number of cane farmers that had multiple titles on their farms have sold off some of the small parcels of land. The 4 kilometre road between our farm and Gordonvale has seen at least 10 of these blocks ranging between 5 acres and 30 acres being sold in the last few years. Already in 2008 there have been two blocks sold for between 1-1.5 million dollars. Both of these were ex cane paddocks with no creek or trees. Both were snapped up by large local developers.



With this rapid development creating an ongoing demand for land, particularly acreage within close proximity to the city, the future value of Tropical Blooms is almost certainly guaranteed. This alone will make it a sound investment for the future.

The farm is 4.82 hectares of usable land plus a council access easement (virtually all rainforest) to service the creek of 1.33 hectares. This gives a total of 6.15 hectares or 15.2 acres to the creek bank. We are lucky to be able to enjoy the best of both worlds so to speak. Private country living and yet only minutes from all city facilities.

We are positioned on the high side bank (no flooding) of the permanent Mackey Creek which is a major feeder flowing into the Cairns Inlet. The property is situated at a point called Packers Camp where the creek twists and turns on itself. This area was a small township early last century and was not cleared for cane, thus leaving a pocket of dense rainforest. The creek and rainforest form over 80% of our boundary effectively isolating the farm from surrounding areas.

Flora and fauna on the farm are diverse. We have barramundi and other fish in the creek and many species of small animals including the rare sugar glider possum. Green rainforest frogs are thriving and a huge number of birds flourish in the large trees. The Cairns Ornithological society identified over 50 species of birds in one visit to our farm. Many exotic trees such as Cedar, Silky Oak and Milky Pine still grow along the creek. We use almost no poisonous sprays in growing our flowers in an effort to maintain a clean environment around the farm.



Tropical Blooms Farm

# Lifestyle Family and Tropical Living

We have raised six children on this farm. Four of them have never lived anywhere else. Family and lifestyle have always been a priority for us. Right from the beginning we have strived to create an environment that would be best for our family. A healthy pollution free outdoor sporting lifestyle has been a feature of their lives. They have had the benefit of both country and town life. Plenty of outdoors and freedom on the farm and yet close enough to town to ride their bikes into visit friends.

The farm has resort like recreational facilities which include a large saltwater pool, grass tennis court and a 100 m<sup>2</sup> entertainment room with full size billiard table and bar. Extensive lawned areas with landscaped gardens. Mango, Lychee, Citrus, Banana and other exotic tropical fruit trees are a feature.

There are push bikes, mini bike, four wheel bike, tractors and ride on mowers all of which the children have learnt to use from an early age. They have fished the creek, explored the rain-forest areas and often have had friends stay over. This great outdoor life style has seen them grow into well rounded healthy young people.

To live in and really enjoy the benefits of the tropics you need a house designed for the tropics. Not a closed up normal house designed for the cold areas but an open airy cool tropical house. A house that lets you enjoy the tropical climate. A house that can bring the outdoor and indoor living areas together.





Positioned in a curve of the creek the house is cooled by winds that flow through the trees and over the water. Five metre high cathedral ceilings with louvers combine with a number of large opening double doors to encourage this cool breeze to flow right through the house. Combined with the house fans its natural air conditioning effect is amazing.

The house is large with four bedrooms, extravagant living areas and wide cool verandas. Two bathrooms, laundry room, big kitchen with silky oak finish and a separate dining area all combine to make this large modern home a pleasure to live in. The fittings and finish are as would be expected with a property of this standard.

Floor to ceiling glass has been used extensively to take advantage of the natural surrounding beauty. The entire house has been constructed using silky oak timber chamfer boards with f16 rated super strong hard wood framing. Windows, doors and frames were custom hand built in silky oak especially for the house. All areas are fully tiled for coolness. The large 3 metre wide veranda overlooking the pool encourages outdoor dining and living.



# The Pictures Say It All

No matter how much we try to explain the great lifestyle, how good the business is or what a great return we believe you can make on your investment, in the end it comes down to what the heart feels. You must feel at home. You must believe your family will benefit from the decision to live here. You must have emotion and a desire for change. A change for the better.

They say one good picture is worth a thousand words. We hope the following pictures pull at your heart strings and create the emotion that we feel about this wonderful place.





Heliconia Flower Beds



Cordyline Foliage Plants



Creek line Boundary

# The Cost of Paradise

Tropical Blooms is being offered to the market as a walk in, walk out fully operational enterprise. Full training and back up will be available from the current owners. Additionally an extensive and detailed operations manual has been written to assist in the training of the new owners. This is a business that has a proven track record for 21 years. It currently generates a significant net profit yet has the potential through plant sales to be taken to a whole new level.

Tropical Blooms offers an opportunity to relocate to one of the worlds premier destinations. The Great Barrier Reef, Daintree Rainforrest, exotic Port Douglas and Cairns are all features of the region. Great fishing and boating areas abound. The Atherton Tablelands and Lake Tinaroo offer camping, water skiing and sailing areas and are only an hours drive away.

In this day and age of high stress and long hours this is an opportunity to enjoy an exceptional and relaxed lifestyle yet have the benefits of a very generous income structure at the same time.

The cost to purchase Tropical Blooms is \$2,500,000. The price includes the freehold property and tropical timber premises valued at \$1,500,000. Extensive plant and equipment which has a current replacement value of over \$350,000 plus all plant stock which includes approximately 450,000 stems (1 stem = 1 rhizome plant) of flowering varieties and over 42,000 metres of foliage propagation cane.

An extensive portfolio of details including plant and equipment list, plant stock breakdown and accountants trading figures will be made available to genuine potential buyers.

Tropical Blooms qualifies as a business suitable for the Australian government migration plan. Australian citizenship is available for qualified overseas purchasers wishing to emigrate to Australia who meet the criteria.

Are you interested in making a lifestyle change for the better and purchasing this piece of tropical paradise? We invite you to contact us direct on the following.

Deane and Sue-Anne Hiles

PO Box 456 Gordonvale Queensland Australia 4865

Phone 07 40562325. Fax 07 40562489

Email [tblooms@austarnet.com.au](mailto:tblooms@austarnet.com.au)