

Harbour Day Spa and Salon shot into BRW's Top 100 "Fast Starters" in Australia this week it was the only beauty business in Australia to make the grade.

This prestigious accolade recognizes businesses that truly stand out as financial and marketing success stories in their first several years of trading.

Harbour Day Spa and Salon is located in Brisbane in the bayside suburb of Cleveland. It is a true destination for people visiting Brisbane and South East Queensland. Visitors often team their spa experience with a visit to Sirromet winery, a visit to Stradbroke Island or a cruise around Moreton Bay.

It was established in 2004 by Leanne Morris and Tracey Ivanovski. From a 500sq m concrete shell Leanne and Tracey developed the business into a destination Thai-inspired day spa retreat with 8 treatment rooms, hair salon with 8 chairs, plus a make-up artistry and thriving retail business which includes being amongst the leading doors in Australia for Napoleon Perdis cosmetics.

The owners' credit their success to the year they invested in business plan development prior to opening. Extensive market research, years of industry experience and sound advice from a branding guru helped Leanne and Tracey identify a clear, unique point of difference and establish a business footprint vital to the pre-opening phase. "It helped us on every level from décor and design, services offered, marketing plans, right through to what we were looking for in our staff as the face of the business" said Leanne. "It is regularly used to measure every activity we do."

Complete dedication to maintaining operational and customer service standards has been essential in moving from start up success to becoming a solid ongoing business with a loyal customer base and a strong, well trained team. "We have grown from a staff of 9 when we opened, to 32 today" said Leanne. "Our wonderful team remain the heart and soul of the business, the fact that they share our vision to exceed each and every customer's expectation has been a huge part of our success".

The key elements to the start up success according to Leanne are "a clear vision statement and business footprint to guide every major decision; aligning with quality suppliers and associates; dedication to the business model and a total commitment to excellence" claims Leanne "that, and sheer hard work".

Harbour Day Spa and Salon has set a new benchmark in excellence for day spa and hair salons, and the concept is still very unique. Up to 70% of spa clients travel from the wider Brisbane community, not just from within the immediate catchment area. It has become a true destination in the bayside region.

Harbour Day Spa was in esteemed company on the Top 100 Fast Starters, with an honor roll of successful manufacturing, IT, finance and property companies.

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To arrange an interview with Leanne and Tracey or for photos please contact:

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