

TRAC Consulting

PRESS RELEASE

Local partnership and “Corporate Race” to support Youth Homelessness

The Sunshine Coasts **TRAC Consulting and The Solution Network Australia** signed a Memorandum of Understanding (MOU), which will see TRAC Consulting deliver and facilitate the “**Great Corporate Race**” for the next three years.

Similar in structure to its television name sake “**The Amazing Race**”, the Great Corporate Race involves a series of competitive legs and checkpoints where teams are bounded by time or resource constraints to achieve set objectives. Teams vie for outright first position or the achievement of predetermined outcomes whilst competing against other organisations or work teams.

The event is also designed to expand knowledge and awareness of the community work undertaken by The Solution Network Australia Foundation (SNAF). This Foundation assists young girls aged 10 -17 who are homeless or at-risk of homelessness through collaborative projects with existing services in the area’s of crisis accommodation, training, counselling and resource support. Proceeds from each workshop are channelled into this important community funded initiative. SNAF is a Government registered charity, and teams entry fees supporting this event are TAX deductible.

The Great Corporate Race events are run with the support of key sponsors including Woolworths, Macquarie Bank and Tourism Sunshine Coast. The events are run on the Coast and also have the support of industry icons such as Australia Zoo, Underwater World, Hyatt Regency Coolum, Aussie World and The Big Kart Track. Events are designed to expose and attract Corporate Conferences and workshops to the Sunshine Coast supporting growth within the lucrative Business Tourism Sector.

TRAC Consulting, a devoted boutique style Training and Business Consultancy firm located at Mooloolah Valley on the Sunshine Coast, recently enjoyed success as a finalist at the 2006 Tourism Awards, where it entered Category 17 of Tourism Education and Training. TRAC were rewarded for their tremendous effort and contribution to the tourism and hospitality training industry by being recognised as a category finalist.

TRAC’s reputation in providing innovative learning solutions and conferences to the Corporate Sector was the “perfect fit” in the eyes of David Fraser, Managing Director and Founder of The Great Corporate Race. “TRAC’s commitment to facilitating community programs and their passion and enthusiasm in making a difference makes them the ideal partner in facilitating this great community initiative”.

TRAC Directors Mark & Jeanette Jones see the Great Corporate Race as an opportunity for organisations to “Improve their communication, realise more effective decision making, enhance their goal setting and completion of projects, and to improve leadership skills and their capacity to work effectively in teams.” The Jones’s say that “the real benefit though comes from an increased awareness of Corporate Social Responsibility and a commitment of workplaces to support those in need from within their communities”.

The first of a new series of Great Corporate Races are scheduled for the Sunshine Coast in early 2007. For information on Corporate packages and or sponsorship contact Mr. Mark Jones at TRAC on (07) 5494 7102 or mobile 0421 688877.

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