

WIN



PARADISE RESORT FAMILY HOLIDAY

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- 2 nights accommodation in a King Bunkhouse Room for 2 adults and up to 3 children under 12
- One fully supervised Zone 4 Kids Club session per child per day
- Unlimited use of the Zone 4 Kids Waterpark
- Continental breakfast daily in Bistro Zagame's

Total value \$686

HOW TO ENTER

Simply enter online at www.bmag.com.au or send your name, address and daytime telephone details on the back of an envelope to Paradise Resort, *bmag*, PO Box 477, Albion, 4010. Entries close 5pm Friday 15 June 2012. Prize is valid for travel until 24 December 2012, excluding school holidays, high and peak periods. For more terms and conditions see the website. Entrants agree to receive future promotional offers from *bmag*.

For more information about Paradise Resort see www.paradiseresort.com.au.

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Bosses out in the cold

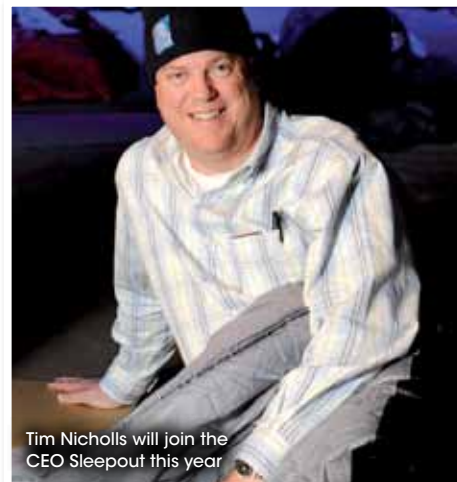
Business leaders and politicians "sleep rough" to help the homeless. Laura Nolan reports

Living on the streets and sleeping on benches or under bridges with nothing more than cardboard and newspaper as a blanket and mattress is a cold reality every day for hundreds of homeless people in Brisbane. Queensland has the second highest homeless population in the country and in Brisbane around 300 people spend their nights on the street and rely on the generosity of refuges, charities and homeless services for food, clothing and shelter.

It's a reality many find hard to comprehend and seems worlds away from the comfortable lives led by some of the country's most successful business executives and politicians.

Anthony Flynn, 34, joint managing director of Kenlynn Properties Australia, is one of more than 120 Queensland business leaders and politicians taking part in this year's St Vincent de Paul's CEO Sleepout on 21 June to raise funds and awareness of the hardships of the homeless. He will be joined by other high profile locals including Kevin Rudd, CEO of Merlo Coffee (and *bmag* Brisbane Person of the Year candidate, see page 20) Dean Merlo, Virgin Australia general manager ground operations Lorie Jardine, Brisbane lord mayor Graham Quirk, Ipswich mayor Paul Pisasale and *bmag* director Ross Jones.

They will camp out at the South Bank Suncorp Piazza overnight, eat a dinner of canned soup and coffee and listen to a presentation of first-hand accounts of life according to Brisbane's homeless, before bunkering down to sleep on sheets of cardboard. Last year business leaders and politicians around the country raised \$4.2million for Vinnie's support housing



Tim Nicholls will join the CEO Sleepout this year

global financial crisis hit, there were lawyers and accountants and journalists, top threshold white collar earners, who were holding up signs and saying 'I was a lawyer, I was a doctor and now I have nothing,' he says.

This will be Flynn's first Sleepout but already he has raised \$27,355, the highest to date of any participant in the country and he is on track to meet his target of \$50,000. Flynn has been hounding everyone on his contact database for donations, even calling some people up at midnight so they can't say no!

This year will be the second time Queensland Treasurer and Minister for Trade Tim Nicholls (pictured) will join the Sleepout. He says the experience made him realise that sleep is a luxury many take for granted. "We had noise during the night, we had people come round with torches and flash them in our faces, there was banging and clattering going on," he says. "People should never underestimate the value of a good bed and a roof over their heads."

However, the solution to the problem is more complicated than handing out money, Nicholls says. "The idea really is to get people out of homelessness and back into a job."

Mental illness and family breakdown are two common issues associated with homelessness and Nicholls says this needs to be addressed with additional support programs and early intervention methods. "An ounce of prevention is worth a tonne of cure."

accommodation and other homeless programs.

Recent research from Australians for Affordable Housing showed that in the last 10 years, house prices have risen 147 per cent while incomes have risen 57 per cent. More than 184,031 households in Queensland are under housing stress and at risk of becoming homeless. It also found that 23 per cent of renters and 8 per cent of homeowners were facing severe housing stress.

CEO Sleepout veteran Dean Merlo was motivated to do more after serving food to the homeless. "I heard a homeless guy giving a talk and he [had been] a CEO of a company - that's pretty significant. They say generally 80 per cent of us are just three pay cheques away from being homeless, not necessarily on the street but even just couch surfing."

Anthony Flynn saw reality bite while he was on holidays overseas three years ago. "Once the

To donate to executives and politicians taking part in the CEO Sleepout, see www.ceosleepout.org.au.

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