

SATURDAY BUSINESS

WITH JENNY ROGERS & ALISTER THOMSON

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YOUR BUSINESS

Pride's on display at family firm

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CRAIG Billett completed a carpentry apprenticeship and offered to help his dad Barrie for two weeks.

Three decades later, he heads the company founded by his father, and son Luke has joined the business, marking three generations involved in the family firm.

GCD Exhibitions has become one of Australia's leading display and exhibition companies.

Its client list includes Qantas, Cadbury, Arnott's, Joico, Swisse, Canon, Tourism Gold Coast and the Department of Defence.

GCD's work ranges from the fitout at Gold Coast Airport to Coast attraction Outback Spectacular, a Louis Vuitton pop-up store, and joinery and signage for Queensland Museum's dinosaur exhibition.

Defence work includes designing and building its stand at an International Defence Industry Fair in Istanbul, Turkey and a display for the International Maritime Exposition held during the Fleet Review in Sydney.

The business specialises in

GCD EXHIBITIONS

BUSINESS: Display and exhibition company. Specialises in designing, building and installing exhibition display stands. National and international clients.
BASE: Burleigh Heads.
OWNERS: Three generations of the Billett family - Barrie, Craig and Luke.

furniture hire, portable displays, signage and VIP lounges from its Burleigh-based factory.

GCD was founded by Barrie Billett, who moved to the Gold Coast in 1978, using his skills in the dressmaking industry designing window displays for clients like David Jones and creating displays for Qantas.

The firm has built a history with the Olympic movement.

After designing the Japanese pavilion at World Expo 1988 in Brisbane, GCD crafted a hero mail stand for IBM at the 2000 Sydney Olympics.

Built on the Gold Coast, it was shipped to Sydney and towed in by tugs, then erected

GCD's latest commission is an information and resource centre for volunteers at the Gold Coast 2018 Commonwealth Games, crafting the joinery for the centre at Burleigh West.

Craig said GCD survived economic highs and lows by building a highly skilled team with a great eye for detail and a "can do" focus on jobs - large or small.

"Our catchphrase is 'Bringing Brands to Life'. We work closely with the businesses to create displays that catch the eye and imagination of their customers," he said.

A keen surfer, Craig said GCD's Gold Coast base had been a big part of its success.

"To me, it's very important that we have a great team of people who love coming to work," he said. "And you couldn't get a better lifestyle than on the Gold Coast."

He also loves being part of a thriving family business.

"Dad has stepped back over the years but he is still very involved, whether it be sweeping the floors or refurbishing the offices," Craig said.

"I love that he is proud of what we do. Now that Luke is part of the family firm - like us all, starting at the bottom and

GCD Exhibitions founder Barrie Billett with his son Craig, who now heads the company, and grandson Luke, who has also joined the thriving family business. Picture: GLENN HAMPSON

your ideas

- exhibitions
- custom joinery
- signage

