



## *Giving Back One Shoe At A Time*



Fraidon Noori, Pacha Noori & Readi Noori  
See P12 for the full story on Melbourne Sports Shoes!





## MERRY CHRISTMAS FROM OUR HEAD OFFICE TEAM

Our Team at the Frontline Stores Head Office would like to extend our best wishes for a very Merry Christmas and a safe, healthy and prosperous New Year to all our Members.

This issue, our editorial committee is joined by Travis McKenzie who will be taking over from David Sharp. Davis is retiring at the end of this year – see article in this issue.

Thank you to David for all his input over the last few years, and welcome to Trav!

As always, we welcome ideas and submissions for articles.

### UPfront Editorial Committee

Frontline Stores

[reception@frontlinestores.com.au](mailto:reception@frontlinestores.com.au)

## MORE WORK ANNIVERSARIES!

In the last 6 months, we had 3 Team Members who celebrated major work anniversaries:

Alex Pouloupoulos (30 years)

Deb Caldwell (25 years)

Tracey Buckingham (35 years).

Congratulations and thank you for your service!



## NEW TEAM MEMBER - BELLE

Hi everyone!

I'm Belle, and I'm excited to have recently joined Frontline as the Product Data Co-Ordinator for Sportfirst. I bring a background in product coordination, data management, and supply planning, having spent 13 years with Adidas and, more recently, working in the

retail merchandise team at Puma. Outside of work, I'm a passionate AFL and Formula 1 fan, and love cheering on my kids in their various activities. I also enjoy getting out for walks with our labradoodle, Ollie. I'm really happy to be part of the team and looking forward to getting to know more of you along the way!



## STAY CONNECTED | ARE YOU RECEIVING OUR UPFRONT WEEKLY EMAIL?

Each Tuesday, we send an email to all our Members which contains news/specials from our merchandise and services Suppliers, industry and educational news.

If you are not receiving it, please contact us and we will endeavour to add you to the mailing list.

[reception@frontlinestores.com.au](mailto:reception@frontlinestores.com.au)





# Fundraising & Acknowledgements



## FRONTLINE FRONT FOOTERS - AT IT AGAIN!

Unfortunately, too many of us are impacted by cancer. Statistically, 58 Australians are diagnosed with breast cancer EACH DAY. In an effort to raise vital funds for research, our Frontline Front Footers were at it again. With a target of raising \$1,000 they undertook a challenge throughout August to each walk 58km, organised by the National Breast Cancer Foundation. Together, Bernadette, Caitlin, Glen, Miro, Rachel, Sharon H & Tricia raised **\$964**. Well done!

## FOOTY FINALS FUNDRAISING

Our annual event celebrates the AFL grand final with a lunch for the building and some presentations and events. The winner - and wooden spoon - for the footy tipping competition are announced. Recently we have also added some fund-raising to the lunch, and this year we were visited by MND Victoria, who are our neighbours. They sold merchandise, and gave an informative overview of their business and how they help those afflicted with MND. Travis from our Head Office Team volunteered for an ice bucket challenge and helped us to raise a total of **\$643** for the charity. A big THANK YOU to the team who organised the event: Bernadette, Travis, Caitlin, Jenny, Deb & David W.



## SHOWING YOUR FRONTLINE PRIDE

All Frontline Members were sent a window decal in late June. The decal features our corporate logo and should be placed on the inside of your shop window. It can be peeled off and repositioned until you are happy with the placement. The purpose is to show some pride in your membership, as well as letting sales reps/agents know you are a Member - and entitled to your discounts. They may also generate some membership enquiries. We ran a nationwide competition to send us a photo of the decal in place in your store - and the winner was Wisteria Lane in Longford, Tasmania. **This lucky Member will have 6 months of their monthly account fee waived.** Congratulations! If you did not receive a decal, or would like another (perhaps for a second doorway), please contact our Head Office.

## CO-SPONSORING THE GECKOS

The Geckos, Australia's Women's Deaf Basketball team, are gearing up to represent the nation at the Deaf Olympics in Japan. Like many, they were facing a funding shortfall, needing to raise \$120,000 to send the team and coaches overseas for the event.

Thanks to the generosity of one of our Preferred Suppliers, the Geckos received some valuable support. **Transanz kindly donated crew socks and caps, while Frontline contributed Sportfirst kit bags and additional socks to help the team on their journey.**

Good luck, girls — we're all cheering you on!





# 40+ MEMBERSHIP

We are grateful and proud of our Frontline Members – whether new or long-standing.

In the past year, we have seen many businesses sold and remain within the Group – a truly great testimony. Here, we wish to pay tribute and thanks to our Members who have been with us for a longer amount of time.

THANK YOU FOR YOUR SUPPORT!



## Artavilla Emporium Cobram, VIC

John & Joan Artavilla established Artavilla Emporium over 60 years ago, as a family business which has provided quality products and service to the local community.

It started as a small shop in Cobram and has expanded into a two-storey mini department store including homewares, kitchenware, men's & ladies fashion, lighting, giftware, luggage and a bicycle & sporting division.

"Being a Frontline Member it gave us an opportunity to develop and grow our business with greater buying power and cost savings, bringing into play a broader supply chain with a lot of major brands. Also, the opportunity

of running catalogues was beneficial which helped established and promote a community identity. Frontline greeted us like one big family. We were invested with them as they were with us, working together as a team. The support and back-office assistance were never too much. Consolidated billing and centralised administration were a benefit being a smaller retailer. We must say the friendships made over the many years involved into everlasting ones. At the FAB Events, we love the comradery and relaxed atmosphere, and are always excited about the experience of expanding our relationships with Suppliers as well as forming new friendships. The opportunity exists to explore new products and great deals."

## Murphys Hay, NSW

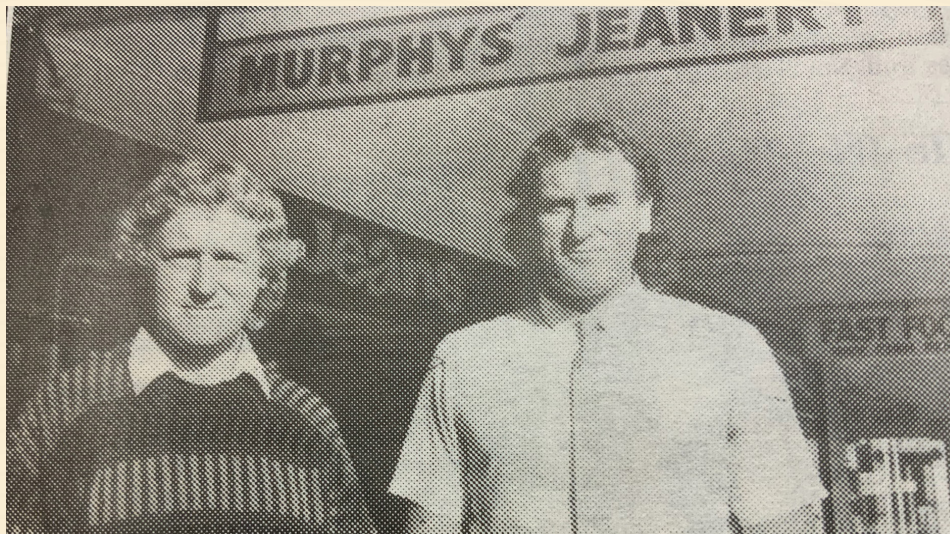
Murphys Clothing company was established in 1930 by Tom & Kath Murphy.

When world war 11 broke out Tom & Kath Joined the Airforce.

After the war finished Tom & Kath returned to the business and had six children.

Paul & Brian Murphy still run the family business today stocking mens, ladies & childrenswear, proudly stocking a wide range of iconic big brands including R.M.Williams, Thomas Cook, Akubra, FXD, Rip Curl and Billabong.

Murphys joined frontline approx. 40 years ago.



## Maynards Boonah, QLD

Maynards Store opened in 1944 by Jack and Ethel Maynard, followed by John Maynard, Graham and Maureen Maynard and now 3rd generation Greg and Kirsty Maynard.

Shopping at Maynards Store is like stepping back in time at the old country style department store with all its charm and customer service. Stocking many products including men's, women's, children's clothing and shoes, work wear and work boots, manchester, haberdashery and a very

well stocked range of patchwork fabric. Our customers are based in Boonah and surrounding towns, with a lot of tourists arriving on Fridays and Saturdays. Frontline members for 40+ years. Originally joining to source goods from various suppliers at reasonable rates. Frontline managing multiple accounts then consolidating them into one monthly account is time saving. We value being able to source new suppliers easily and most times avoiding a lot of credit application paperwork.





## Slaters Country Store Sheffield, TAS

Slaters has been proudly trading in Sheffield for 126 years and is now in its fifth generation of family ownership. We're a must-visit destination for anyone coming to town, offering a wide range of ladies, men's, and children's clothing, as well as homewares and footwear.

John and Cindy joined Frontline to help build the business and establish strong relationships with new and exciting brands. We truly value the access to trusted supplier connections and industry

insights that help us stay ahead. Being part of a community of like-minded retailers has also been a huge support over the years. The FAB Event is always a highlight – a great mix of discovering new products, meeting suppliers face-to-face, and connecting with fellow independents in a relaxed setting. Our ability to adapt with the times has been key — from evolving with fashion trends to embracing digital with our online store and growing online presence. At the same time, we remain committed to offering the most current, high-quality brands our customers know and love.



## Wallace & Co Ballina, NSW

Wallace & Co is a 4th generation family owned men's and ladies clothing and shoe store in Ballina where it was established over 100 years ago. The business is owned by Debbie Carter, the founder's grand-daughter, alongside Sam Miles. Debbie remembers her first Frontline fair circa, 1980 with her father Bill Wallace. Checking in to the old Victoria Hotel (which was an initiation in itself) and then off to the racecourse for the next four

days with four floors of non-stop shopping! Wallaces likes to think of themselves as a modern-day department store targeted at 30 to 70 year-olds, stocking brands such as R.M Williams, Dr Martens, Birkenstock, Akubra and Blundstone as well as many men's and ladies fashion brands and boutique lines. Being a member has benefited them by making valuable long-term contacts, especially with suppliers and reps that they may

not have otherwise met, many of them becoming friends. They feel that Frontline has your best interest and business success as their core value and acknowledge that the discounts and streamlining of payments has a very positive impact. Attending FAB events gives you the opportunity to catch up with other retailers and suppliers, talk about wins and losses and the current retail climate, what works for them in their store and to discover new and exciting brands and stock.



# Are You Getting The Most Out Of Your Membership?

- ☐ Pay weekly (when possible), and pick up extra 0.75% settlement.
- ☐ Use our Head Office Merchandise team as a help centre – find brands/product for you.
- ☐ Save on services – the full list is in our Member Services booklet. Ask us for an updated copy. You can also find one near the end of each weekly Frontline Extras email.
- ☐ Read our Frontline Extra weekly email for news and specials.
- ☐ Ensure you are receiving your Frontline discount, by checking that your purchases from Preferred Suppliers are coming through the Group. Contact us if you would like an updated list.
- ☐ Network with other Members – eg share info, split packs.
- ☐ Pay Frontline by the due date to pick up your settlement discount.
- ☐ Recommend other retailers to join Frontline, if they join, “receive 3 for free” – we will waive 3 months of your monthly account fee.
- ☐ Use our digital and marketing team to help you with ideas/templates that can assist in driving customers to your business.
- ☐ Australian Retailers Association membership is included in your Frontline Membership. They act as a help desk for legal advice, education, advocacy and much more.
- ☐ Frontline’s FAB Event is run for our Members, with on the day specials from our Preferred Suppliers, make sure you attend.
- ☐ Many divisions run catalogues, which are kept cost-effective and aim to improve traffic to your store. Talk to your Divisional Manager to find out more.
- ☐ Some divisions have branded opportunities which can give you even better buying power, marketing, e-commerce, social media as part of a concentrated group. Talk to your Divisional Manager to find out more.







Shop for Shops is Australia's leading retailer of shop fittings, shelving and display solutions. With a vast range of Off the Shelf products and tailored Custom Solutions, Shop for Shops provides a diverse range of customers with Quality, Practical Solutions.

An Australian family owned company, Shop for Shops now has four stores across Australia and has developed into an international business with global reach.



**officeworks**

Since starting in Richmond, Victoria, in 1994, Officeworks has been passionate about helping make bigger things happen. Officeworks products empower Australian households and businesses to work, learn, create and connect. Officeworks offers everything from technology, stationery and furniture to art supplies, learning and development resources, along with services like Print & Create and on-site tech support from Geeks2U.

Customers know and trust Officeworks for their commitment to everyday low prices, wide range and best experience

**Frontline Members receive exclusive corporate rates for all services. For any rates and queries, please contact:**

Travis McKenzie | 0420 886 784 | [travis@frontlinestores.com.au](mailto:travis@frontlinestores.com.au)

**Services**



**TFE hotels**

Headquartered in Sydney, TFE Hotels is Australia's international hotel company and the only Australian-based hotel group with in-house end-to-end development solutions. TFE are hoteliers at heart, and thrive on making their hotels feel like a home away from home.

TFE focus on developing and nurturing talent and go out of their way to foster team spirit. TFE understand when their team love what they do, they know you'll love what the TFE team does.



**Hertz**

Hertz is much more than a rental car business, They pride themselves on dedication to customers' offering a wide variety of vehicles and services.

Whether a customer is looking for a budget-friendly rental the whole family can enjoy or is taking a business trip where speed and ease are the utmost priorities, Hertz has it all.

Frontline members receive excellent discounts off the advertised rates using our discount code below;

**314746**



# Meet our Board Members



Back Row: Ray Hermans, Michael Hanna, Phil Barkman. Front Row: Debbie Arnott, Margaret Pead, Bruce Devereux.

## Bruce Devereux WA

With my wife Kath, I have owned and run Cadds in Northam Western Australia since 2006. A department store business was established back in 1903 on our site and has continued under a few names but has always been a store offering a wide variety of stock changing as shopping

habits have changed over the years.

This is our third and biggest business together with a total of 30 years with another 10 years in retail and wholesale business.

I most enjoyed having satisfied and happy customers as a retailer.

My top retail tip is to learn the word NO when it comes to buying stock, it is so easy to overstock

with so many brands around.

I have enjoyed my time as a director seeing a different side of management while making decisions, but not actually running the business hands on because the staff of Frontline are a great team and functions so well it makes being a director so much easier.

## Phil Barkman VIC - Chairperson

My retail business consists of 2 stores with 15 staff in country Victoria in the city of Swan Hill (established in 1939) which I purchased 28 years ago and have progressively grown.

The style of the store is a traditional country department store

The variety is ongoing and continuous. Even though you have a plan for the day it continually changes and needs refreshing as customers continually need attention so you never quite know what will happen each day

I love meeting and interacting all of our customers and the challenge of continually

improving every day

My top tip is to keep your store well stocked with basics and continually look for new stock all the time to keep things fresh

I enjoy being part of a team and mixing with like minded board members supporting small business and independent business

## Margaret Pead VIC

I enjoy the interaction with customers and networking with Frontline retailers.

Employing a visual merchandising expert many years ago who enlightened me with a fresh

approach to retailing going forward was an eye opener with my business, and how to retail differently from a customers point of view.

I was invited onto the Board almost 25 years ago. My experience is giving my

knowledge and understanding of how Frontline has helped many retailers run successful businesses.

"The Frontline Family" especially with the team/staff are always ready to provide expert advice to members. "Just a phone call away"





## Michael Hanna

### QLD - Deputy Chairperson

We are a third generation family business servicing southeast Queensland and northern NSW and will be trading for 70 years in 2026. Our online store has expanded that reach across the country and globe. We cater to the entire family, focus on service, and have a great selection from over 400 brands at competitive prices. I started work when I was in primary school picking lists for

Schoolwear during the holidays. I spent 7 years as an accountant (I was still working in the shop during this time). I came back into the business full time 8 years ago and my major focus has been building our online presence and modernising some of our systems. What I enjoy most about retail is seeing the impact good customer service and community relations can have on people. It might only be a little thing to you, but it makes a big impact. We still have

people coming in talking about my grandfather travelling to their property on the old red Bedford truck 65 years ago.

My top tip is service – ensure everyone is being helped first, the other jobs can wait.

As a board member I enjoy working with likeminded individuals to help independent retail (and meeting everyone at the office).

## Ray Hermans

### VIC

Hermans of Horsham is a well-established retail business located in Horsham, a prominent regional centre in country Victoria, Australia. Renowned for its extensive and diverse selection of gifts, homewares, and kitchen essentials. For almost 60 years Hermans has become a destination store for locals and visitors seeking quality products and personalised service.

It's imperative to keep the shopping experience fresh and relevant for our customers, certainly a challenge at times but it is almost always worthwhile. This flexibility gives us an edge and is just another way to get more visits from our customers. While e-commerce is booming, the unique strengths of physical retail ensure it remains a vital and valued part of the Australian shopping landscape. Keeping the shopping

experience fresh and relevant for regular customers has been a passion for me over my 42 years in retail.

Serving on the board offers a unique opportunity to give back to small business retail. I look forward to collaborating closely with a diverse team, sharing ideas, and contributing to strategic decisions that will have a positive impact on Frontline retailers, staff and, in the end, our customers.

## Debbie Arnott

### VIC

My business is called Style105 which is a ladies fashion boutique. We are situated in the Main Street of Warrnambool, Victoria. I have owned the store for 18 years. Our target market is 30yrs plus and we cater for a mid range to higher end customer.

My entire working life has been spent in retail. Starting first in fashion for a number of years. After having my children I re-

entered the workforce into pharmacy. Eventually I was doing a lot of ordering and working with reps as well as responsibilities with the office. My bosses imparted a lot of knowledge and were very happy to teach me about the business.

The thing I love about retail is the relationships you build with your customers. I have made many friendships over the years. We have many people just pop in for a chat. I'd would say it's mandatory

to be a people person if you work on the floor.

My top tip for any business would be to plan. Do your reports and evaluate constantly. Look closely at margins, suppliers and dead stock. Aim for stock turns.

I have only just become a Director on the Frontline Board. I am looking forward to helping shape the future direction and success of Frontline.





FRONT  
LINE  
STORES

PRESENTS:

# FAB • EVENT

## *Buying Day*



**SUNDAY 22<sup>ND</sup> FEBRUARY, 2026**

**THE AMORA HOTEL RIVERWALK  
MELBOURNE, RICHMOND**

**FABEVENT.COM.AU**

SUPPORTED  
BY:





# EVENT DAY INFORMATION



## EVENT SCHEDULE

### SUNDAY 22ND FEBRUARY

9.00am	Open
8.30am-2pm	Coffee Cart
12.30pm	Complimentary Lunch
3.00pm	Complimentary Happy Hour
4pm	Close

Door prizes for FL members to be drawn throughout the day.

## PRIZES!



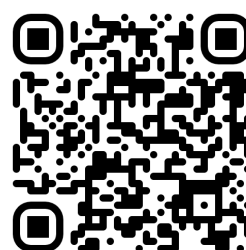
- Frontline Members Only.
- Each order placed at the event gives you an opportunity to win a \$250 credit off your Frontline account (6 to be won)
- Speak to the Shop for Shops team at FAB Event for your chance to win 1 of 5 \$100 Visa Giftcards!
- A variety of door prizes will be drawn throughout the day which have been donated by Frontline Preferred Suppliers.

## EXHIBITOR LIST

2xu	Love Luna
Adventureline   Vertigo Sports	Magnolia Lounge
Ambra Corporation	Manly Asia Pacific
Austbrokers Countrywide	Mechmoto Apparel
Bamboozld   Pussyfoot	Milleni
Bambury	Niltex Garment Corporation
Baselayers	Only   Only & Sons
Blkwd Apparel	Outback King Brands
Boulvandre	Pearls Manchester Pty Ltd
Cambridge Clothing	Pilgrim Clothing Company
Caroline K Morgan	Procurement Australia
Contare	QQ Fashions
Crocs	Ritemate & Pilbara Collection
DFK Benjamin King Money	Rosdale
Driza-Bone	Rossi
Felina	S. Kidman
Gibson Eyewear	Saint River
Hanes Brands	Sheridan
Heydude	Shop For Shops
Hotmilk Ltd	Sleepy Merino
Jack & Jones	So In Style
Jacket Brigade	The Tie Works
Kingston Grange Bamboo	Transanz
KK Finance Solutions	Travis Mathew
Levante	Triumph International
Lisca	Vero Moda
Love & Lustre	WAM

**REGISTER TO  
ATTEND HERE**

**SCAN THIS CODE OR  
VISIT OUR WEBSITE  
TO REGISTER TO  
ATTEND NOW!**





# Member Insight



## GIVING BACK – ONE SHOE AT A TIME MELBOURNE SPORTS SHOES

Footwear is definitely in their blood. Brothers Pacha, Fraidon and Read were born into a large family in Kandahar, Afghanistan. When a missile hit their front yard and didn't explode, the family moved away to Kabul, and started selling dress shoes in 2 shops.

They moved to Australia in the eighties, working for an uncle who had a stall in the Vic Market.

In 1992, Pacha opened his own stall, expanding over time to other markets in Dandenong, Croydon, Geelong and Caribbean Gardens.

Today, they operate 2 successful shops in Rowville and Burwood, in addition

one last market stall in Dandenong. They range sporting and leisure footwear for men, women and kids with good pricing, and great service.

What sets them apart is their charity work. As part of their faith, they donate 2.5% of their profit each year to people in need back in their homeland.

Pacha tries to go each year around Ramadan to personally oversee the distribution, ensuring it does end up where needed – usually on the outskirts of cities or regional areas, where aid rarely gets through. (There is no social welfare program). Over the Ramadan period, even more food is given out – to around 400/500 needy people each day. These are people who either have no money, or do earn a small living which does not cover enough of life's basic needs.

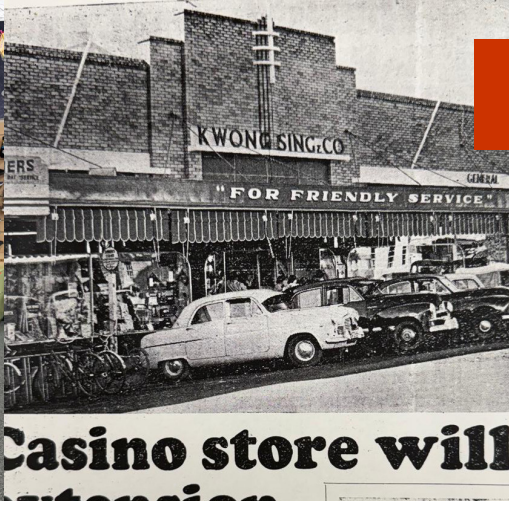
8 food staples are sourced locally and given to needy widows, orphans and families doing it tough: flour, rice, oil, kidney beans, chickpeas, sugar, green tea and macaroni. This will feed up to 8 people for several months, and costs only \$120 per hamper.

Personally seeing the difference it makes to these people is important to the family. Pacha has commented that the money he saves via his Frontline membership makes it easier to make these donations. He also raises money when there is a major disaster. Recently, following a devastating earthquake, the family raised \$150,000, which was sent to a team in Afghanistan to distribute. A 40-foot container of apparel was also sent – donations again from customers and wholesalers.

How heart-warming!







## KWONG SING OVER THE YEARS

### Casino, NSW

The family business, Kwong Sing, was typical of the traditional country department store and has developed over the years into an institution in Casino.

The style of its operation may have altered over time but its importance to the community has not.

The business, which pioneered self-service and arcade development in Casino has been a pillar of the town's business community since Mr. Frank Fatt purchased a small fruit shop and mixed business in Casino and established the store in 1929.

In 1948 the business relocated to its present site and Frank Fatt developed the business into a major department store which catered for most shoppers needs. At the time there was three other major department stores in the town.

The business was based on personalised service, a feature which is still adhered to today. In those days the department store was a focal point of a country town, people would come in from the country once a week to do their shopping. It was a meeting place where people could transact all their various types of business.

The business developed steadily, and the premises were extended in 1958. This extension acted as a catalyst for further development and expansion. The business became one of the most popular on the NSW North Coast and Kwong Sing's reputation for personalised service grew.

In 1964 Kwong Sing established a supermarket food store. The feature of the store was the introduction of self service and Kwong Sings became one of the first business in Casino to do this.

In 1974 and in line with the changing trends in country retailing, the firm sold the food store to Cut Price Stores.

A year later Kwong Sing embarked on its most extensive development when it was decided to investigate the possibility of establishing an arcade of specialist shops. An architects report showed it was feasible to incorporate an arcade in the existing building and so it was decided to go ahead with the development. The renovation costs were expensive, but it was felt that the arcade could offer more personalised service and so 15 shops were incorporated into the arcade development. They included 5 shops, menswear, Manchester, shoes and women's and teenage fashion owned by Kwong Sing. The other shops were leased to other local businesses.

The family relationship has always been of great importance to the business and has been an essential factor in the development of Kwong Sing. Another important factor in the success of Kwong Sing has been the close relationship between management and staff.

Kwong Sing has always placed a great deal of emphasis on community involvement. They have been a staunch supporter of the Chamber of Commerce and other local charities during their nearly 100 years of operation in Casino.

In 1985, the now 3rd generation family member, Hilton Fatt, in conjunction

with the other family members of Kwong Sing, decided they would join Frontline. This was a decision taken by the family who felt that independent business was being challenged by large national retailers and felt that the strength of the Frontline group would insulate them somewhat from these challenges. Frontline offered better buying opportunities through bigger discounts from suppliers and better trading terms to help independent businesses survive the changing retail landscape. This relationship with Frontline has endured the passage of time and just this year Kwong Sing celebrated 40 years of continuous Frontline membership.

The name of Kwong Sing continues to prosper with the family expanding their retail footprint with ventures that include bridal gowns, which are sold both domestically and internationally, liquor brands, paper suppliers and even hospitality with the opening of a "boutique" motel on the Gold Coast

The story of Kwong Sing is one not just of retail, but of Chinese Australian migration, family business networks, rural service provision, and adaptation across decades. For example, despite the restrictive immigration policies of the early 1900s, the business managed to thrive and sponsor family members.

In Casino, the business still stands as a tangible link to the Chinese Australian retail history in regional NSW — an example of how migrant run enterprises integrated into local economies and built enduring legacies.

The heritage listing of the name and building adds significance: it is acknowledged by the local council as a heritage asset in Casino's CBD.





## FROM SMALL STALL TO BIG SUCCESS: RETAIL WIN AT MT GARNET

**How one retailer turned a local event into a smart sales opportunity.**

When it comes to retail success, sometimes the best opportunities happen well beyond the shopfront. For Steph from Soul Needs, attending the Mt Garnet Races and Rodeo in May 2025 proved that getting involved in community events isn't just good for the local area — it's great for business too.

Mt Garnet, located about half an hour from Ravenshoe in Far North Queensland, hosted its much-loved event from Friday 2nd to Sunday 4th May, drawing crowds from across the region. The weekend featured horse racing on Friday and Saturday, followed by the rodeo on Sunday. Despite the wet and unpredictable weather, the turnout was impressive: around 4,000 campers and another 2,000 day visitors packed the grounds for a weekend of sport, entertainment, and community connection.

Amid the excitement, Steph decided to take a chance and set up a small Soul Needs stall, bringing along a range of Pilbara shirts — quality workwear that's a staple in many regional wardrobes. It was her first time exhibiting at Mt Garnet, and the results were outstanding. Over the course of the event, she sold around seven dozen shirts, and walked away thrilled.

"It was a great crowd, and the response was better than I expected," Steph said. "People loved the Pilbara shirts — they knew the brand and trusted the quality. I was flat out most of the weekend!"

The success was even more rewarding given the conditions. With rain, mud, and a busy crowd, Steph quickly realised how valuable it was to be there in person — not just as a retailer, but as part of the local community. She's already planning her return for next year with a bigger setup and a broader range of stock.

"Next year I'll bring jeans and coats too," she said. "Everyone wanted them with the cold weather, and I could have sold a heap if I'd had them!"

### Building Brands Through Community Retailing

Events like Mt Garnet provide a chance to meet customers face-to-face, promote trusted brands, and connect with new markets — all in an authentic, personal way that online advertising can't replicate.

Her effort was also supported by Ritemate, suppliers of the Pilbara brand, who were proud to see their products represented at such a well-loved regional event. This kind of supplier-retailer collaboration helps small businesses like Soul Needs expand their presence beyond their local store and build a reputation in the broader community.

"Having support from Ritemate makes a big difference," Steph explained. "It gives me confidence to showcase the brand and try new opportunities like this."

### The Power of Local Sponsorship

The Mt Garnet Races and Rodeo also highlighted the importance of local sponsorship and business involvement. Both Donohue's and Soul Needs were proud sponsors of the event, helping

to ensure its continued success.

Sponsorship like this not only benefits the community — it boosts visibility for participating retailers and brands, reinforcing their role as trusted, engaged local businesses.

Supporting regional events creates long-term value that goes far beyond the weekend's sales. It strengthens brand recognition, builds relationships, and positions retailers as active contributors to their towns and customers' lives. For small business owners, that authenticity is gold.

"Being out there shows people who we are," Steph said. "You're not just another store — you're part of their story. They remember you when they go home, and that's what brings them back later."

### Looking Ahead

With the 2025 event now behind her, Steph is already planning for next year's Mt Garnet weekend. She's expanding her display, refining her stock mix, and looking forward to another chance to blend retail with real community connection.

For Soul Needs, and other local retailers, it's a reminder that showing up matters — whether it's in the store, at an event, or out in the paddock with customers who live and work in the same community.

What started as a small test run has turned into a winning formula. As Steph summed it up perfectly:

"It's not just about selling shirts — it's about being part of something bigger. The sales were great, but the conversations and the connections were even better."







## DAVID SHARP – HAPPY TRAILS

At the end of this year, we will be saying farewell, thank you and happy trails to our Business Development Manager David Sharp, who will be retiring.

David joined Frontline in May 2015, celebrating 10 years with us only this year. He came to us from the Saddleworld group, where he held a similar role. Most of his career has been in sales and marketing.

In his recruitment capacity, he travelled extensively all over Australia, to source

and sign up new Members. In more recently years, he has also been our eyes out in the stores, due to limited travel expenses. In addition to his core role, David also worked as part of the Senior Management Team, UPfront editorial committee and social committee.

Reflecting on his time at Frontline, David said “I have enjoyed seeing so much of Australia, but love the warmer climes of Darwin, northern NSW and far north Queensland. Sawtell, south of Coffs Harbour would be my favourite! Meeting people, and being able to help them

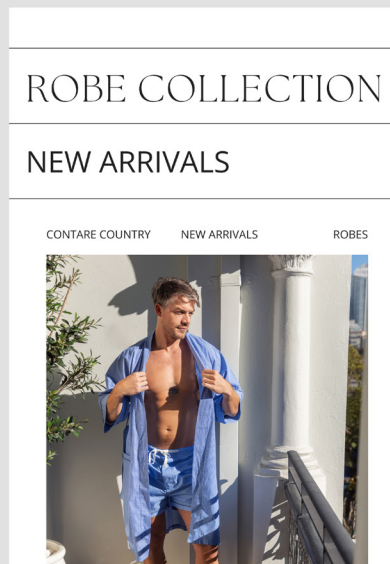
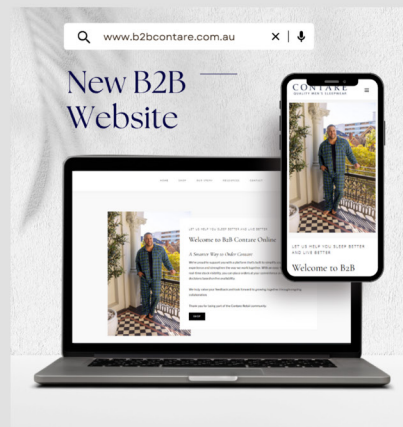
is rewarding – when they join. (It can typically take years and many visits). The people I have worked with have been fantastic – I have developed great working relationships and friendships. The autonomy of the role has also been a real bonus.”

Looking ahead, David plans to spend his time playing golf, tennis, cycling - and taking up pickleball. Travel (both domestic and international) will also be in the future.

**Thanks David.  
Cheers and happy trails!**



# Supplier Insight



## REFRESHING AND REBUILDING A TRUSTED AUSTRALIAN SLEEPWEAR BRAND CONTARE

For over 40 years, Contare has been a name synonymous with dependable quality and comfort in men's sleepwear. Its Italian name meaning "count" reflects a focus on fabric integrity and attention to detail. Today, the brand is entering a new chapter: refreshing its presentation, rebuilding retailer confidence across Australia, and proudly expanding into the New Zealand market.

### Refreshing the Brand

Under the creative direction of Ange Butler, Contare has undergone a major transformation. With more than 25 years in womenswear design, buying and production - including management roles with David Lawrence and Events in Sydney, and Verge in New Zealand — Ange recognised that while Contare's

products had strong foundations, the brand presentation needed to evolve to reflect its quality and relevance today. Since early 2024, she has led a complete brand refresh: professional lifestyle and e-commerce photography capturing the true colours, textures and relaxed fit of the range; a new B2B website making ordering more efficient for retailers; and refreshed EDM and social media campaigns highlighting the comfort and practicality of the collection. Together, these initiatives have brought new visibility to the brand and renewed engagement with retail partners.

"Men's sleepwear has been a bit of a forgotten category," says Ange. "Our focus has been on bringing visibility back to it — and our new imagery highlights the comfort and practicality that sit at the heart of the Contare brand."

### Reconnecting with Retailers

Behind the scenes, the appointment of

Karel to manage in-house warehousing has strengthened logistics and service, ensuring faster turnaround times and more reliable fulfilment.

New regional sales agents in NSW, QLD and SA have strengthened Contare's on-the-ground service, helping to rebuild relationships and improve support for retailers at a local level.

### Evolving the Range

With improved fabrications, expanded size range up to 7XL, and a clear focus on retailer support, Contare continues to evolve - grounded in authenticity, comfort, and everyday value.

**If you would like to more information, please contact:**

orders@contare.com.au

ph 02 8488 8200

b2bcontare.com.au

**Frontline Members receive a 5% discount.**







## Supplier Insight

aspect  
eyewear

DEFY  
EYEWEAR



TRENDS



INSIGHT OPTICS

FRECKLES  
sunglasses



### GIBSON EYEWEAR PROUDLY CREATING THE LOOKS AUSTRALIANS LOVE TO WEAR.

At Gibson Eyewear, we're proud to be 100% Australian owned and operated and even prouder of the journey we've shared with our retail partners since 1960. For more than 60 years, we've been at the heart of Australia's eyewear industry, designing exclusive brands, stylish reading glasses, and quality sunglasses to stores right across the country.

We're passionate about what we do and that passion shows in every collection we create. From our commitment to great design and reliable quality to our hands-on support for retailers, Gibson Eyewear continues to set the standard for service, innovation, and value.

Leading our team is Sales & Marketing Manager Justin Sheppard, who brings over 30 years of experience in sourcing, designing, and marketing eyewear collections specifically for the Australian market. Backed by a national network of experienced field reps and a dedicated head office team in customer service, account management, and quality control, the Gibson team make managing your eyewear category simple and stress-free.

#### WHY RETAILERS LOVE WORKING WITH GIBSON?

**Always on trend.** Our fresh, first-to-market collections keep you (and your customers) ahead of the curve.

**Flexible display options.** From cozy boutiques to big retail floors, we've got display and merchandising solutions to fit all store sizes.

**We make it easy.** No stress, no risk. If something's not working, we'll swap it out for something that does. Results you can see. Our collections don't just look good — they perform. Enjoy higher profits and solid ROI, every time.

**Quality you can count on.** We only work with accredited manufacturers, ensuring every product meets (or beats!) Australian standards.

**Support from start to finish.** From setting up your displays to managing your stock, we're here to support you every step of the way.

**A name you can trust.** For over 60 years, Gibson has been proudly partnering with Australian retailers.

#### OUR BRANDS

At Gibson, we've built a family of eyewear brands that Australians know and love — stylish, practical, and made for every occasion.

**Aspect Eyewear** – Everyday style, made easy. Discover the latest fashion and polarized sunglasses designed for Australians on the go. RRP \$24.95 – \$39.95

**Aspect LUXE** – Handcrafted perfection. A premium collection of handmade acetate fashion sunglasses that bring a touch of luxury to every look. RRP \$49.95 – \$59.95

**Freckles Eyewear** – Sunglasses kids actually want to wear! Fun, colourful, and full of personality. RRP \$9.95 – \$24.95

**Shoreline Surf** – Inspired by Aussie surf culture, this range delivers cool coastal

vibes with fashion, polarized, and safety styles. RRP \$24.95 – \$39.95

**EURO Optics** – Made for performance. Sporty sunglasses designed for those who demand the best RRP \$49.99 – \$99.99

**Defy Eyewear** – Tough by design. A purpose-built safety collection featuring everyday bestselling shapes that work hard and look great. RRP \$5.95 – \$29.95

**Trends Eyewear** – Classic looks, great value. Our go-to collection of timeless shapes that never go out of style. RRP \$19.95 – \$24.95

**Insight Optics** – Stylish reading glasses inspired by the latest European optical trends. Choose from sleek metals or modern plastics, available in +1.00 to +3.50. RRP \$19.95 – \$29.95

**Tech Protect Eyewear** – Blue light blocking glasses for work, study, or screen time — available for adults and kids. RRP \$19.95 – \$24.95

**Gibson Accessories** – Complete the look with classic cords and chic chains — the perfect eyewear companions. RRP \$2.95 – \$12.95

Today, we're proud to partner with over 1,500 Australian retailers, a community built on trust, collaboration, and shared success.

**If you would like receive more information, please contact:**

**Justin Sheppard**

0408 579 105

justins@gibsonseyewear.com.au

**Frontline Members receive a 15% discount on eyewear.**





Credit: Kelly Martyn Photography

## TEAM WRANGLER AND THE RISE OF WESTERN IN POP CULTURE

Before Western fashion and rodeo culture became the flavour of the month—and long before Yellowstone took the world by storm—Team Wrangler/Twisted X Riders were already paving the way in western culture. Born from a passion for authenticity and excellence, the team was created with elite & professional riders, throughout Australia and New Zealand, to represent Wrangler® and Twisted X® with pride and professionalism.

### Where It All Began

The concept of the Team Wrangler/Twisted X team was born from a collaboration between our marketing team at head office and Annie, our Territory Manager and an accomplished rider herself. Annie's vision was simple yet powerful: to spotlight champions—riders performing at the peak of their disciplines. From the beginning, team membership was strictly vetted to ensure that only the most dedicated and accomplished athletes were added to the team. Beyond their reputations, Team Wrangler/Twisted X riders were also chosen for how they carried themselves—with mutual respect as a core value of the team.

One of the first members, Brad Pierce, embodies the spirit of the team. A fourth-generation cowboy, Brad's journey is steeped in tradition, grit, and a deep connection to the rodeo industry. With accolades across Bull Riding, Bronc Riding, and as a Pickup Man, Brad's story is one of talent and humility. Among his achievements is winning on an international platform – the Cheyenne Rodeo in America, which is the largest outdoor rodeo in the world. In 2006, Brad was crowned as the Rookie Saddle Bronc Riding champion and in 2009, he was also crowned as the Bull Riding champion. Brad lists his family as his proudest achievement and is deeply committed to supporting the rodeo community.

Brad is also one of the founders of Xtreme Broncs Australia, a group that travels nationally to host rodeo events and ignite public interest in the sport. Beyond the arena, he serves as an Executive Director on the Board of the Australian Pro Rodeo Association—further proof of his dedication to the growth and integrity of rodeo in Australia.

There's been a lot of accolades which have been spread throughout other Team Wrangler/Twisted X Riders as well. Heath Sinclair, a Professional Cutting Horse Trainer, has been named

in the National Cutting Horse Australia (NCHA) Hall of Fame. Dean Holden, another Professional Cutting Horse Trainer, was named as a NCHA Million Dollar earner. In Bareback Bronc riding events, Jarrod McKane, who has been named as the Australian Bare Back Champion for 4 years, has also won the Sydney Federation Rodeo Challenge for 5 years straight. This is no small feat, considering he's up against the best of the best across the nation.

All Team Wrangler/Twisted X Riders bring a wealth of experience and an impressive list of achievements across their respective disciplines.

Tim McCarthy, for example, is a standout in the Campdrafting world and has also made his mark in the cutting industry, with achievements at prestigious events such as the Warwick Gold Cup and the NCHA Non-Pro Derby.

Jack Capewell, another of our long-standing sponsored riders, is a Saddle Bronc Champion with 6 National Rodeo Association (NRA) titles. In addition, he has held the coveted All-Round Cowboy title and is currently chasing his 7th NRA Saddle Bronc Championship in 2025.

Among the younger riders, Isaac LeClair competes in two demanding events. He has Rookie Bull Riding honours on







Credit: Bootface Photography



Credit: Becca May Photography



Credit: Bootface Photography

record and was named Graham Keir Memorial All Round Rookie Cowboy in 2022. Isaac also showcases his talent at the Sydney Royal Easter Show in the Wrangler Federation Rodeo Challenge.

Beyond rodeo power couple, Brad and Tayla Pierce, the team boasts another dynamic duo—Brendon and Kaesha Crawley. Brendon, who won the Warwick Rodeo in Bareback Riding, may also be familiar to some as the winner of The Amazing Race in 2021. Kaesha is equally accomplished, excelling in Barrel Racing and Steer Undecorating. She's currently chasing the Australian Bushmen's Campdraft and Rodeo Association (ABCRA) Steer Undecorating Champion title for 2025. Together with their three young children, they live life on the road, fully immersed in the rodeo lifestyle.

Another accomplished female rider, Kimberley Sammon has marked herself in the history books of the Warwick Gold Cup, being one of only three women to have ever won the Gold Cup. Her achievements include claiming both the Juvenile and Maiden National Champion Rider titles in the same year, finishing as Runner-Up Open Rider twice, winning the Warwick Ladies Draft twice, and taking home the Chinchilla Grandmother Clock.

Finally, the newest addition to the team, Clayton Braden, capped off the year in style by sharing the top spot at the 2025 Warwick Gold Cup and Rodeo Finals—a fitting end to an incredible season for Team Wrangler/Twisted X!

### The Team Today

Fast forward to 2025, and Team Wrangler/Twisted X Riders have grown to include 29 elite athletes across Australia and New Zealand. Showcased by some strong male and female riders, the team represents a wide range of disciplines—from Barrel Racing and Campdrafting to Cutting and Bronc Riding. These riders aren't just competitors; they're passionate individuals who balance their sport with other careers, driven by a love for the rodeo and horse industries.

Among the most courageous are the Pickup Men—riders who are dedicated to the safety of competitors and the wellbeing of the bucking stock used in the sport of rodeo. The Kellys, a well-known name in the rodeo arena, Peter, David and Brendan, are a standout trio, or the best in the business, as they say. Along with their strong familial ties, their bond is also forged in bravery. As Pickup Men, they ride into danger, guiding their horses toward bucking broncs to dismount riders to safety. The role

demands strength, skill, and unwavering trust between horse and rider.

Peter Kelly has won multiple APRA and ABCRA Pick-Up Man of the Year titles—a testament to his talent and dedication. Peter and David Kelly have earned numerous Pick-Up Team of the Year awards over the years. In 2024, Peter and Brendan Kelly also won the ABCRA Pick-Up Team of the Year title.

### Looking Ahead

Since its inception in 2020, Team Wrangler/Twisted X Riders have seen exponential growth in public interest and engagement. The team has not only elevated the profile of their disciplines but also helped carve out a space for Wrangler® and Twisted X® Australia in the Western lifestyle movement.

As Western culture continues to thrive in mainstream media and fashion, Team Wrangler/Twisted X remains at the forefront—authentic, bold, and deeply rooted in tradition.

**To find out more about our Team Wrangler/Twisted X riders,** visit [wrangler-western.com.au](http://wrangler-western.com.au) and [twistedx.com.au](http://twistedx.com.au) or follow us on our socials @teamwranglerau and [www.facebook.com/teamwranglerau](https://www.facebook.com/teamwranglerau)



# **ARE YOU:** **SELLING YOUR BUSINESS?**

Your Frontline membership is a valuable asset when selling your retail business. Being associated with such a well-respected national retail group that capitalises on the buying power of over 600 independent retailers should be promoted when transferring the ownership of your business. Make sure you keep us informed so that you can seamlessly transfer your membership to the approved new owner.

If you are selling your business, please make sure you:

- ✓ Inform Frontline of the new owners – their contact details.
- ✓ What date will the transfer of membership take place – to ensure that you are not liable for new transactions on your existing account.
- ✓ Request a new Frontline Membership application form from David Sharp.
- ✓ Contact **David Woods** - Frontline's Business Development & Membership Manager on **0409 899 895** – he will then work with Tony D'Alessandro - our Credit Controller to assist with the transition of the business to the approved new Member ensuring you are not liable for any transactions in the future.

# **ARE YOU:** **BUYING A NEW BUSINESS?** **EXPANDING YOUR EXISTING BUSINESS?**

Are you thinking about opening another business or maybe a new branch of your existing business? Let Frontline assist you to ensure that you capitalise on the discounts and benefits from your first day of operation.

If you are expanding your business or purchasing a new one, please make sure you:

- ✓ Inform Frontline of the new business contact details.
- ✓ Inform us of the date the new addition to Membership will commence – making sure you take advantage of all Frontline Discounts from Day 1.
- ✓ Contact **David Woods** - Frontline's Business Development & Membership Manager on **0409 899 895** – to assist with the application process and new membership implementation.

