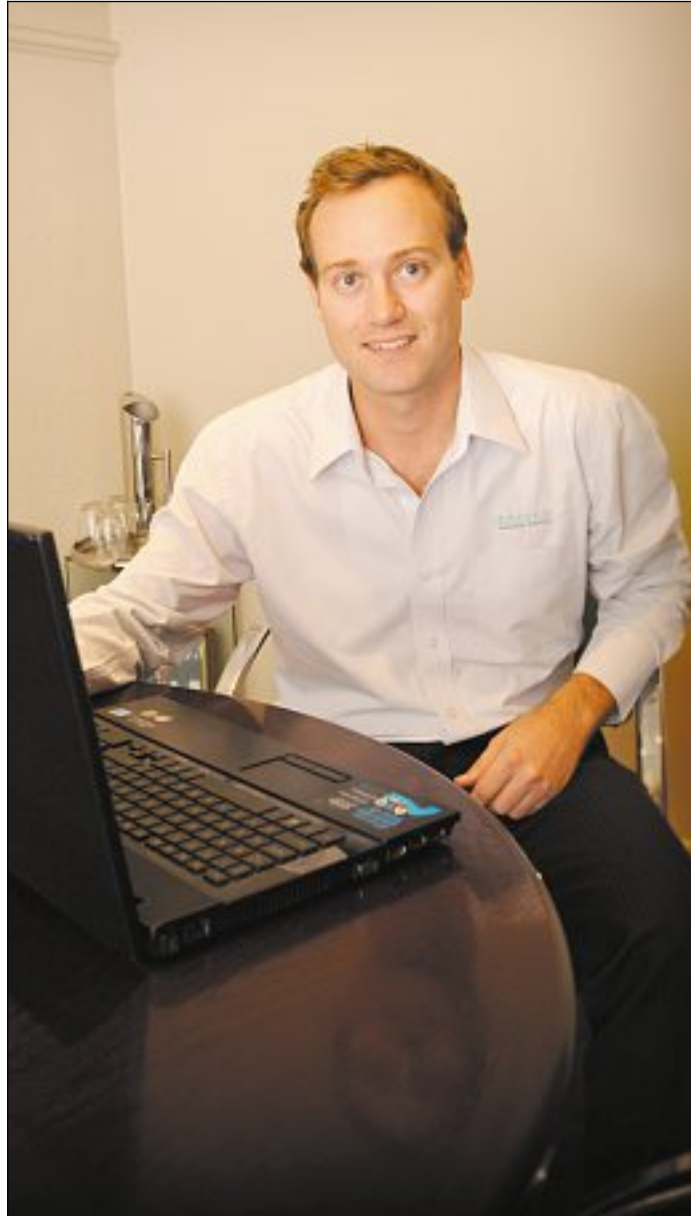


# Dobbrick name continues



**PROUD TRADITION:** Paul Dobbrick at the firm's Reef Street HQ. Renee Pilcher

## Experience base to broaden with time

PAUL Dobbrick worked in Brisbane for a while and has made his way back to Gympie, via the Sunshine Coast.

"I worked in superannuation and insurance companies for a while to learn the practical side of it all and to study the methods in the industry.

"Sometimes I learned what not to do," he said.

"I then worked as an adviser with ANZ, Suncorp and a couple of others.

"It's good to see how other businesses do it, to learn the practical side as well as studying.

"Dad's been looking after it on his own and while I've learned from other people in other businesses, I've learned a lot from Dad too.

"I joined in 2005 and took some ownership in the business in January 2009, right in the

middle of the hard times following the global financial crisis.

"Gympie and surrounds is a great area to be doing business.

"It's certainly a growing area, plenty of people are moving here and there's a lot of change going on.

"Obviously we want to grow the business but we don't want it to grow too quickly.

"Rapid growth can be a trap for businesses if things get out of hand. They become victims of their own success.

"One source of growth is loyal customers referring friends and family. That really is the key.

"Our one constant is change, especially regarding financial services.

"Technical analysis of tax structures and superannuation laws – these are an ever-changing environment.

"Probably the reason I've got a job is that it's so complex and changes so often..

"That's one of the reasons I like it so much.

"It's evolutionary and always changing. There's always one of us studying to upgrade our knowledge.

"A lot of our customers are self-employed because they've generally got some complex issues. Retirees also make up a large proportion and about 15 per cent are wage earners."

**"Gympie and surrounds is a great area to be doing business"**

- Paul Dobbrick

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*"We are proud to be associated with Dobbrick Financial Services"*



"Well done on 40 years in business to Ross, Maree, Paul and staff from Stan and Marilyn"

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**"Mac, Lenore and Larissa from ANZ Gympie congratulate Ross, Maree and Paul Dobbrick on 40 years in Business"**

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