

Business & Finance

Ones to Watch

Austen Associates

Award-winning design from TV's Super Garden judge



What is it?

Austen Associates is an award-winning landscape-architecture design practice run by Tim Austen, a professional landscape architect and judge on the RTE television programme, *Super Garden*.

The practice, which is based in Wicklow town, was founded in 2007 and has a team of four landscape architects and garden designers. The company specialises in landscape planning, design and project-management work in the public and private sectors.

The garden-design division of Austen Associates undertakes garden design and construction and has evolved from Tim's desire to create beautiful gardens using his award-winning design style which has its roots in classical, romantic and naturalistic gardens.

Who's behind it?

Tim Austen is a multi-award winning landscape architect and the owner of Austen Associates. Austen is currently appearing as a judge on *Super Garden*, the new TV programme broadcasting on RTE One every

Wednesday at 8pm. He has over a decade of experience working on high-profile public and private landscape projects, as well as an extensive portfolio of garden designs for individual clients across Ireland.

Financial situation?

Austen Associates is 100% owned by Tim Austen. The company has established a solid client base and has a steady demand on its services.

Turnover and gross profit of the company is up year on year since 2007. Austen comments that: "2010 should remain profitable despite the downturn...this is a direct result of the Austen Associates' efforts to deliver both a high-quality and personal level of service to its clients".

As a result of this, Austen Associates achieve both repeat business and new referrals in equal measure.

Future plans?

This year, Austen Associates added a new division to the company called Austen Flowers & Events which brings cutting edge, creative and unique floral design to corporate and private events nationwide.

In addition, on the back of their award-winning show gardens at Bloom, Austen Associates intend to exhibit a show garden at one of the prestigious Royal Horticultural Society garden shows in 2011, with a view to expanding into the UK garden-design market.

Localmarketing.ie

Marketing strategies and services for busy SMEs

What is it?

Localmarketing.ie specialises in a mix of consultancy services and strategies for small to medium-sized businesses.

It targets a gap in the market for SMEs that find it difficult making time for marketing. The company offers all the creative and marketing services that can be expensive when not well managed.

Who's behind it?

Clem Walshe set up the business on February 1st, 2010, after being head of marketing at Budget Travel.

Walshe is a highly qualified sales and marketing executive with over 30 years experience working in the Irish travel industry. He was educated in St Paul's College Raheny and spent the early years of his career working for Aer Lingus Holidays.

In 1986, he successfully set up the Inghams Ireland operation. He then joined Budget Travel in 1995 as sales director of the retail division and was pivotal in the nationwide development and expansion of the Budget Travelshop brand.

He was appointed head of

GreenQuest.ie

A website for all you need to know about green living

What is it?

GreenQuest is a new Irish company that has developed GreenQuest.ie, a website designed to engage the Irish public with topics related to sustainable living.

The objective is for GreenQuest.ie to be the number one website for information on green issues and to provide a forum for people to converse and interact on building sustainable lifestyles.

According to research undertaken by GreenQuest, the internet is the number-one stop for people looking for information on green-related

issues and yet there is a massive information-supply gap, with no single site that people can visit to have their questions answered and educate themselves on sustainable living.

GreenQuest.ie is aiming to fill that gap by providing easy-to-digest information, tips and blogs.

A unique-user quiz also directs participants to existing authoritative websites for information. High-value prizes, free to win on a monthly basis, are offered as an incentive for people to partake and return to the site.