

# Juicy possibilities on Coast, says Outback Jacks chief

## Steak chain eyes more outlets

THE owner of the Outback Jacks Bar and Grill restaurant chain, which has three outlets on the Gold Coast, plans to lift the number to five.

Graham Diamond, who opened his first restaurant at Coolangatta in 2006, now also has outlets at Helensvale and Southport and wants to add outlets at Robina and Broadbeach to his stable.

He said he needed a tenancy with a minimum floorspace of 300sqm and was in negotiations over two sites in Robina's town centre restaurant precinct.

Mr Diamond said he was waiting for the right location and rental price in Broadbeach, and was in negotiations regarding four properties.

"We see tourism areas as the ideal location for growth and expansion," he said.

"We look at locations with suitable demographics, recent expansion, and growth potential."

The expansion would cement the company's presence on the Gold Coast, said Mr Diamond.

"In Broadbeach, we will



attract a market not catered for to date," he said.

"Robina has a strong family demographic and Outback Jacks is family oriented, so we would really hit the mark there."

Mr Diamond said he would consider either leasing or buying the new premises.

All the company's estab-

lished restaurants operate from leased premises.

The restaurant chain includes a franchise outlet in Perth, a Cairns facility that opens in five weeks, and one in Darwin that is expected to open in two months.

Mr Diamond said that by the end of the year he hoped to have Outback Jacks res-

taurants operating in most Australian states.

"We plan to open a further four steakhouses by the end of the year," he said.

"Our ultimate goal is to have master franchises in all states of Australia.

"We are preparing to make our way to Sydney and Adelaide by Christmas."



Outback Jacks Bar and Grill director Graham Diamond... we see tourism areas as ideal for expansion

Left: A croc theme at an Outback Jacks

"A shopfitter who we employed at one of our sites introduced us to the concept of Silver Chef," said Mr Diamond.

"We leased products from them, such as ranges, fryers, char grills and flat grills, to open all our stores.

"It was a very important aspect to starting and growing our businesses and a great way to free up cash flow for outgoings and emergencies."

Outback Jacks claims to have the largest selection of steaks in the world which, Mr Diamond said, "is something we are renowned for".

"It was always my dream to deliver people the opportunity to choose their cut of meat from the most extensive selection available, and we have done just that," he said.

Mr Diamond said turning his vision into reality had been a big step and that unforeseen costs could have stymied growth.

He said the company had taken advantage of a rent-try-buy scheme offered by a hospitality industry equipment-funding business to launch its outlets and conserve capital.