

"I am convinced that we are here on this earth to succeed," Peter Irvine states firmly. "I don't believe we're here to simply get by and pay the bills. Our lot in life is not just to go to work and wait for retirement."

Peter & Sue Irvine

Doubleshot

Successfully doing life in the fastlane

The man behind the campaigns that launched McDonald's and Gloria Jeans Coffees into the Australian marketplace is no stranger to success. Nor are Peter and his wife Sue are strangers to hard work. While many other couples their age may be preparing for a slower pace of life, the Irvine's have fresh vision and energy for some new and exciting ventures.

Having a purpose that goes well beyond themselves is what drives them forward. "If it's all about us, then I believe our lives will eventually become empty and full of dissatisfaction," said Peter. "When we realise a purpose beyond ourselves, then our existence takes on a whole new meaning."

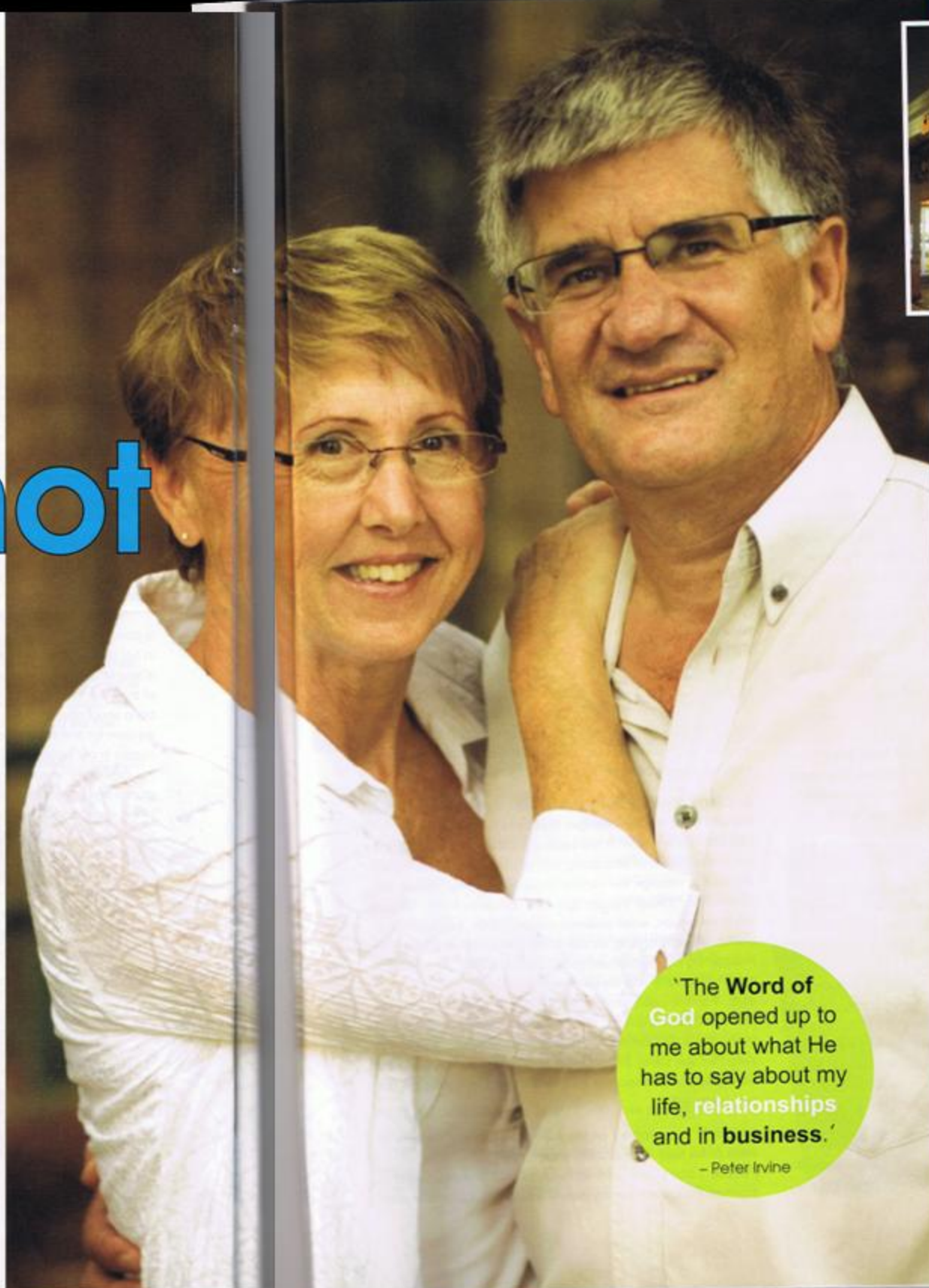
With over 30 years in the marketing/advertising industry, Peter is discovering that their hard work has positioned him and Sue to make a bigger difference and fulfil some of the God-given opportunities that have come their way.

ACCENT magazine interviewed this inspirational couple on building a successful business, the importance of family and expanding into new opportunities to serve God through Mercy Ministries Australia.

ACCENT: You've been married 35 years. Has your commitment to God and involvement in church always been a part of your lives as a couple and a family?

PETER: I have been involved in church life from a very early age, from teaching Sunday School, Youth Leadership, Youth Alive, New Christian Counseling, etc. It was in my mid 30s that God spoke to me specifically about my view of His Word being too small. From that day onwards, the Word of God opened up to me about what He has to say about my life, relationships and in business. Sue and I see our involvement in running a home connect group, new Christian counseling, commitment to giving etc as something we do together and pray about together. Sue prays for me each day before we start the day or before we head off to our work.

SUE: I became a Christian at 16 at an Anglican youth group camp and was still going to that same group at the time I met Peter. The early years of



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- Peter Irvine



PETER IRVINE

Family:
Married to Sue for 35 years
Two sons: Ben (married to Jenny) and Luke (married to Meg)
Four grandchildren: Jeremy (6), Lauren (5), Owen (3) and Mackenzie (2 months)

Local Church:
Hillsong Church, Sydney (since 1993).

Advertising & Marketing career:
In 1963, Peter left school and got a job at DDB Needham Advertising Agency in Sydney. He quickly advanced through the ranks, finally ending up as Managing Director. He was specifically responsible for overseeing the McDonald's account and launching the fast-food chain in to the Australian public.

Gloria Jeans Coffees co-founder:
In 1995, church friends Nabl and Angela Saleh approached Peter and Sue about an exciting business opportunity. Together they established Jireh International Pty Ltd and obtained the rights to the Gloria Jeans Coffees brand for all international countries except the USA and Puerto Rico. It has been lauded as Australia's fastest-growing franchise. Eleven years on, there are over 440 Gloria Jeans stores across Australia and over 800 stores in over 27 countries worldwide.

Motivational speaker and consultant:
Peter is a regular speaker at industry forums and events, providing sound business advice on topics such as marketing, franchising, vision and sponsorship.

Author:
In the recently published 'Win in Business' Peter shares 20 key lessons he has discovered to succeed in business, relationships or ministry.

Executive Director Mercy Ministries:
In mid 2007, Peter and Sue took on the management role of Mercy Ministries Australia.

our marriage were good ones with the normal stresses of work, family, church and social life.

We have been actively involved at Hillsong Church for about 14 years now and love the sense of purpose, the vision, the forward thinking and the number of lives impacted, seeing people totally changed by God's grace.

Both of us found the input and positive spirit at Hillsong lifted our own faith. We had the joy of leading both our boys to the Lord at an early age and seeing them really move forward in their faith. Our youngest son, Luke, came along to visit Hillsong and now is on staff as senior TV technical manager. Our eldest son, Ben did Hillsong International Leadership College many years ago and sows into his local church by leading worship.

ACCENT: How have you successfully juggled family and your work/ministry involvement?

SUE: 'Juggled' is a good word. Actually it comes down to where your heart lies. It can feel like you're juggling to fit everything in but in fact if family time, personal time with God and time together as a couple are close to your heart, then they will never be left out. You will always find time to fit in the things your heart longs for.

PETER: It's a common question people ask me: How do you separate business and family life? To be frank, I don't believe they can be totally separated, especially if the business is one you own or run yourself, as it plays a part in your dreams and aspirations in life. Family is important, church involvement is important, and work and any ministry is important. Once I realised that it wasn't a priority thing, that it was all of equal importance and God wants to be part of all of those, the conflicts started to go away.

But there are always times when you head off or get distracted and need to be pulled back on track. You need to understand that work is part of life and what you do live and breathe it, especially if you are passionate about what you do, but you need to bring the family on the journey with you.

SUE: Just keep your heart open to God, keep it fresh and uncluttered by regret or bitterness then times of stress and long hours won't break your family or your relationships. Why? Because God's heart is for people and He won't let you destroy your family.

ACCENT: Was embarking on the Gloria Jean's venture a leap of faith for the whole family?

PETER: Yes – a very big leap of faith! In the early days it was extremely tough going, although in many ways hasn't changed. In those early days, when it was easy to consider giving up, Sue would remind me that God had called the business into being and that got me re-focused and moving forward.

SUE: At first it seemed like a good idea, partnering with someone like Nabi Saleh and starting something we could call our own which would be able to bless others.

It didn't take long to realise that dreams are just hard work in disguise and results take years when you are building from nothing. There is no doubt about it, the early years were full of disappointments and setbacks but there were many miracles, financial and otherwise that kept us going.

PETER: When Sue and I began the Gloria Jean's Coffees journey, things weren't easy. There was no spare cash or investment capital we could tap into. Back then, in order to get the company

'We had the joy of leading both our boys to the Lord at an early age and seeing them move forward in their faith' – Sue Irvine

going we both put in long hours, learning as we went along. Prior to starting Gloria Jeans, my job in advertising was quite separate from Sue's work. We have always had a very strong marriage and it has only become stronger through the experiences we've had working together at Gloria Jean's Coffees.

ACCENT: You recently undertook the role of overseeing Mercy Ministries Australia. Has stepping into a ministry role fulfilled a desire in your heart?

SUE: We have always had a heart for Mercy Ministries and linked with them as our main charity for Gloria Jean's Coffees, putting money-boxes into stores and holding fundraising weekends. Our desire has always been to see Mercy Ministries grow so that more and more girls could be helped through the program but we didn't have a plan to step into a leadership role in Mercy Ministries at all. However God had other ideas.

PETER: It was never our desire to run a ministry. In the past we saw our role as being to help with financing ministries and those in need. When we were approached mid 2007, I often joke that we forgot to duck because we didn't see this opportunity coming. But as usual, God speaks to you as you seek Him. We believe we have been called to play a role in the next stage on the base that has already been set for Mercy Ministries in Australia.

ACCENT: What has this meant in terms of your day-to-day life and what are the changes that have been required?

PETER: Life is full-on! It has been a hectic few months, but we are in the throws of structuring and organising our lives so we are able to manage the various aspects and roles that we are involved in. These include speaking to conventions, church business groups, small business groups, CEOs, and leadership groups at High Schools, as well as consulting, releasing a book, maintaining my involvement on the Gloria Jean's Coffees Board, meeting regularly with my partner, Nabi Saleh.

SUE: For me personally, it has meant stepping back into full time work, into a position I feel totally inadequate filling. But hey, that's where God comes in. There is great reward in seeing the lives that are being transformed, hearing the testimonies and seeing so many passionate people who want to contribute and help these girls.

ACCENT: The ministry or the marketplace - are the two at odds or do they flow smoothly together?

PETER: I don't see a problem with the two working smoothly together. People's mindsets make it a problem. A journalist once



Three generations of the Irvine family.

KEYS TO BALANCE YOUR WORK AND FAMILY LIFE

1. Begin to pay more attention to your family. Spend regular time with your spouse and children.
2. Don't take your business frustrations home with you. Don't infiltrate your home with negative attitudes from work.
3. Leave your work at work. Structure your work time so you get the priority jobs done in realistic timeframes and so you can get home to invest time in your family.
4. Learn how to balance both family and business so that they both become a part of your life. Learn to share the experiences of work with your wife or your husband in a positive way. Make sure you talk to your partner and children about the fun things and celebrate the successes. Share the vision with them.
5. Learn to delegate at work and start to pace yourself. Don't try to do everything or your busyness will harm you, your business and your family.
6. Schedule time for the basics, like food, sleep, exercise, relationships and. For many, time with God.

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said to me that politics, religion and family do not mix. I am not sure that it is correct. When you separate each of these and you focus on one direction, you don't have the influence and balance of the other two areas of life to keep an overall balance in a political perspective or a home life perspective. Secondly you then have conflict in each of these areas rather than working in tandem.

SUE: Actually there are many businesses out there linking with charities – whether for good PR or a genuine desire to give back. I see no problem with this. In fact, a business linking with a Christian ministry can bring opportunities and blessings both ways. We have a number of businesses and business people who are passionate about what Mercy Ministries are doing – their support is invaluable to us, as is the support we receive from many, many churches.

ACCENT: What switches you on and gets you motivated in life, and what refreshes you?

PETER: Time with God, inspiring teaching, seeing people soar, playing tennis and enjoying the grandchildren.

SUE: Right now, I'm switched on by too much vision so I find

HOW TO WIN IN BUSINESS 20 keys to catapult you towards your vision by Peter Irvine



In this book Peter Irvine shares the principles that have built his life. Chapters include foundational topics such as Vision and Finishing Strong, with practical insights into Marketing, Franchising and Managing your Success. Every chapter imparts biblical principles that are the building blocks to success.

Available: www.pirvine.com