

Peter COE

Peter Coe held a high profile position in the Tasmanian Government, with more than 100 staff and a multi-million dollar budget, when he decided to give it up and take on a new career and move north. He now lives in Port Macquarie and operates Peter Coe Consulting, offering executive and business management coaching and life coaching. We talk to Peter about the reason for such a big life change and what he enjoys about his new career and home on the Mid North Coast.

You were a senior executive in the Tasmanian Government when you resigned to take on a new career in consulting and executive coaching in 2006. What job did you hold with the government and what were your responsibilities?

I was the Commissioner for State Revenue (Stamp Duty, Payroll tax, Land tax etc), Commissioner for Liquor Licensing and also in charge of administration of gaming in Tasmania (two casinos and poker machines in clubs and hotels). We collected around \$480 million of State taxes but also paid out money for some grants and subsidies such as the First Home Owners Scheme.

I had around 125 staff and a budget of \$6 million. The hardest part of my job was managing the anti-social consequences of excess alcohol consumption. It was very hard to please everyone and find the right balance. I have noted similar issues with alcohol are being faced here in Port Macquarie.

> What made you decide to give that up and make a career change?

Working at a senior level in Government is getting very difficult. I had also achieved most of my goals in my current job and was looking for a change. I had worked long enough in the public service and decided that it was time to take on a new

challenge and do something I really enjoyed.

> What drew you to Port Macquarie?

My partner, Ann-Kathrin, lived in Sydney and decided she'd had enough of the pressures of living in Sydney. Commuting between Sydney and Hobart was also getting more difficult. Ann-Kathrin had family and property in Port Macquarie and I had visited a couple of times and just loved the town. We thought about locating to Hobart but the lifestyle, climate and beaches here in Port Macquarie were very tempting indeed.

> Do you ever miss Tasmania's cooler climate?

I am an outdoors person and enjoy bike riding, kayaking, running and walking so the climate in Port Macquarie really suits me. I did not mind the cold weather, I suppose because I was used to it but I much prefer the warmth up here. I have been back to Hobart a few times for work and

to catch up with family and it's amazing how I felt the cold. I guess I have got used to getting up each day and putting on boardies and a T shirt instead of jeans and a polar fleece!

> You operate Peter Coe Consulting, offering executive and business management coaching and life coaching - what exactly does that involve?

My focus is on business and executive coaching but I can do life coaching as well. I have been trained by Australia's biggest coaching organisation, Results Coaching Systems, based in Sydney but

expanding internationally. My coaching involves one on one sessions of about one hour and is very action and goal oriented. Session one is offered as an obligation free trial session with the outcome being some very targeted goals. The process is very inspiring and my objective is to facilitate positive change. I ask the tough questions to really help sort out people's priorities in life. It's amazing how often people know the answers but it takes a coach to actually get them moving to make decisions and take action. I suppose I am a bit like a personal trainer but working on the mind, not the body.

> Are you finding more businesses and individuals are now seeking the services of a life or management coach?

Statistics show that more and more managers and executives are using the services of a coach to help them deal with the pressures of business today. It's a new field and although "life coaching" has been around for a while I believe there are big benefits in applying it to running a business.

> Do you offer your services to areas outside Port Macquarie?

At the moment most of my work is outside Port Macquarie but I want to work more locally. I think I can help local business people achieve success in their business and be part of the exciting new future in Port as the town continues to grow. I am a strong believer in decentralisation of business and I think there are enormous opportunities in Regional Australia. Why should it all happen in the major cities when modern communication and transport can

make living outside the big cities so appealing?

> Are you very involved in the Port Macquarie business community?

I want to get to know as many people as possible in the town so I joined the Hasting HR Network and met some great people. I also joined the Business Enterprise Centre which is run from the Community College and have enjoyed meeting people at their monthly breakfasts. I am looking at other possibilities to get more involved in the business community. I must say it's great to be able to have a coffee in town and chat to like minded people. Port Macquarie is just the right size for that.

> When you aren't working, you enjoy listening to live music and also playing acoustic and electric guitar - is that a form of stress relief for you?

I really enjoy live music and it's great that Port Macquarie has such a good live music scene. I do play guitar a bit and am trying to get better through lessons but as I started late in life I have a fair way to go. I just bought a new Fender guitar so that is an incentive to really get stuck into it.

The other way is to get out in the fresh air on my bike and Port is great for that. It's good to see the development of more bike lanes. Bike riding is a great social activity and there is nothing like a nice Sunday morning ride and a coffee afterwards.

> Are we ever likely to hear you play or will you stick to what you know best?

Everyone has to have a dream! Who knows, one day I just might.

> Thank you for your time Peter.

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success

Fundamental Changes

Challenges

Inspiring Goals

Your Vision

Personal Coaching

- Experienced Manager
- Proven Methodology
- 100% Commitment to Clients
- Small & Large Businesses
- Individuals

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