

Attitude is everything, especially when you run a business in a predominantly man's world.

"If I'm unsure about something, I never pretend to know. If I say something, it's because I'm confident in what I'm saying."

Carolyn Fritz, Moranbah Discount Tyres and Mechanical's director knows what she's talking about. She spent 15 years working as a Senior Administrative Assistant / Light Vehicle Coordinator, of more than 100 vehicles, at the Goonyella Riverside Mine. It was this knowledge and experience that led to her opening Moranbah's premier mechanical service centre.

"I live and breathe my business, and know every detail inside and out. I need that level of knowledge for my customers to have confidence in the service we are providing," Carolyn said.

Carolyn and her husband Jamie have lived in Moranbah for more than 30 years, and raised their five children in the mining town. They enjoy life amongst the close-knit community, and have witnessed the highs and lows in the town due to the rise and fall of the mining industry.

"When the energy of the town is low, everyone feels it. It's about finding opportunities and ensuring your market is sustainable. We have diversified to survive," Carolyn said.

Carolyn's dedication to her business and the local community hasn't gone un-noticed. The business has been repeatedly nominated in the Excellence in Service Business Awards, and has won multiple categories. The business was also nominated for the Telstra Regional Business Awards, and Carolyn was nominated for Telstra Business Woman of the Year.

Out of all the awards the business has won, the one which Carolyn is most proud of is one awarded to herself and Jamie from their staff, the Best Employers of the Year award.

Carolyn's distinctive ideas and talents have set her business apart from the competition. She is a leader, not a follower, and has set her business up for long-term success, despite a challenging economic environment, while also making time to be a mother and wife.

"If I didn't have my family's support at home, my success wouldn't be where it is today.

"My husband and my children are my backbone, and whenever I need encouragement my boys are right behind me.

"My children's success in their own endeavors has confirmed for me that women can have a career, as well as be a mother and a wife. It proves that I have done both and the evidence is in my businesses success, and my children's ability to also be leaders and not followers," Carolyn said.



*The right attitude*

CAROLYN FRITZ