



THE IT GURU

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CRAIG MORRISON

WITH A SENSE OF DETERMINATION AND KNACK FOR FIXING ALL THINGS 'IT', COAST LOCAL, CRAIG MORRISON IS NOW HEADING UP HIS VERY OWN COMPANY - ALL IN HIS FIRST QUARTER OF A CENTURY. GENINE HOWARD TALKS TO THE MAN KNOWN TO HIS FRIENDS AS THE 'IT GURU'.

It constantly amazes me the number of talented entrepreneurs we have here on the Sunshine Coast. Furthermore, many of them are home grown talent, having been raised from the fertile grounds of our very own University of the Sunshine Coast. I recently spoke to a group of business marketing students at the university and was a little intimidated at the level of talent that sat before me but I quickly realised those gleaming faces were the future of our region; and it made me darn proud!

One such entrepreneur who has emerged from the uni's hallowed grounds is Craig Morrison, 25, director of Business Connexion.

I met Craig and was instantly wowed by his matter-of-fact approach and level-headedness at owning his own company. At over a decade younger than myself, Craig is certainly an inspiration to business owners, both established or on the edge of burgeoning success - no matter what their age.

profile: What did you study at university?

craig: I completed a Bachelor of Information Communication Technology and a Bachelor of Business Management. I've also acquired other industry certifications including: Microsoft Certifications and Education Queensland Certifications.

profile: What was your first job?

craig: My first full time job was a Certificate III IT traineeship at Talara Primary College when I was 17.

profile: What made you decide to start your own company?

craig: I started my own company because I identified that the IT industry on the Sunshine Coast needed a fresh approach. After working for different employees and gathering experience over the past years I've come to see what works and what needs improvement. I am now putting my own theories to the test.

profile: What is the one biggest issue facing your industry?

craig: In my opinion the biggest issue facing the IT industry is that there are no standard qualifications required to be a computer technician / engineer. Almost every other industry I can think of from lawyers to electricians, requires an industry recognised qualification to practice in the given industry.

profile: How would you describe your work ethic?

craig: I work extremely hard when I need to but certainly don't ever lose sight of the bigger picture of 'you work to live and not live to work'.

profile: Who inspires you?

craig: The people who have inspired me the most in this phase of my life would be a few of my friends such as Scott Juniper and Jamie Holbrook. They have given me great general business advice and the drive to be successful.

profile: Is there any event in your life that has had a profound effect on how you live?

craig: Growing up around friends and family who are successful in business has had a big effect on my life. It has made me realise to be successful requires a lot of hard work and passion about what you do and certainly does not happen instantly. It was often joked about that I was the 'IT Guru' within my circle of friends as I would always be fixing every single one of their computer problems. This actually led to a friend giving me a personalised IT GURU number plate for my car when I started my own company.

profile: What is the best business advice you have received so far?

craig: To specialise in a niche market and have a point of difference to everyone else. Remaining passionate and enjoying what you do at the end of the day.

profile: What opportunities does the Sunshine Coast offer young people that metropolitan cities don't?

craig: I believe the Sunshine Coast presents great business opportunities if you do the right thing by people and look after everyone who you deal with. I mean let's face it, everyone knows everyone somehow on the Sunshine Coast.

profile: Where do you see yourself in 10 years time?

craig: I would like to see myself as a successful owner of one of Queensland's biggest IT companies and to extend my property portfolio from owning my own house to acquiring a number of investment properties.

profile: How do you relax?

craig: I relax by going to the gym, playing poker, playing all sorts of sports and having a quiet drink with friends.

profile: How do you 'give back' to the community?

craig: My current charity work, which is often joked about by friends and family, is by fixing the computers of nearly everyone that knows me, for love! I don't mind doing it as what goes around comes around and this has been proven time and time again already.

profile: What valuable lessons have you learned from starting your own business?

craig: I've learnt to have a business plan and make sure your business processes and procedures are totally in place as this allows for the successful operation and potential growth of a company.

profile: What motto do you live by?

craig: The two mottos I live by the most are 'everything happens for a reason' and 'if something was easy everyone would be doing it'. ■