



BACK ROW L-R: FLYNN SHUTTLEWORTH, PHILLIP COLEMAN, VICKI-LEIGH LETTICE, DEANNE KEVERN. FRONT ROW L-R: DAISY SAN JOSE, DAVID BURTON, ZOE CURRAN, RECKQUELL SORRELL. PHOTO: JENNI COLLIER

BRAND MORE LOCAL THAN YOU THINK

BY NANNETTE HOLLIDAY

A McDonald's restaurant represents internationally branded food, assuring us of the same standard and quality world-wide.

There are nine McDonald's throughout the Northern Territory, and it might surprise you that all are locally owned and operated with each licensee living here.

"McDonald's expects you to live where you own," says Phillip Coleman, owner of the Darwin CBD and Stuart Park restaurants.

Phillip and his partner arrived in Darwin five years ago.

"We'd never been to the Territory before. When McDonald's offered us the stores, we flew up. It was October. Hot and very humid. But we fell in love with the place, the people and multi-cultural lifestyle immediately."

A licensee for 14 years, Vicki-Leigh Lettice along with her husband Greg Smith, owns and operates six McDonald's – Casuarina, Ludmilla, Coolalinga, Johnston, Palmerston and Katherine.

"I've been with McDonald's for 35 years," she says. "I started during schooldays in Townsville and rose through the ranks. For me, it's been an excellent career path."

Peter Morris has also worked for McDonald's most of his life, firstly in Victoria and then as a supervisor in Adelaide before taking over Alice Springs as a licensee six years ago.

Across the Territory, McDonald's restaurants employ more than 1000 locals in part-time, full-time and casual roles of crew, baristas, management and maintenance.

"Every restaurant creates employment opportunities for over 100 members of the local community," says Phillip.

McDonald's is Australia's largest employer of young people.

"We're focused on providing our employees with outstanding development opportunities through training and on-the-job experience."

Each year McDonald's conduct virtual and face-to-face training at their training centres across the country.

"As a registered training

organisation, we're also able to offer nationally recognised external qualifications and traineeships to help our people into careers in the business, retail, food service or hospitality sectors," says Phillip.

"We're also a huge supporter of Aussie farmers and suppliers. Serving local ingredients and supporting our agriculture industry is No 1."

McDonald's buys about 360 million kilograms of Australian produce per year from 100 percent Australian beef, chicken, milk, potatoes wheat to lettuce and tomatoes.

So, remember next time you walk into your local Territory McDonald's that all the Territory licensees are entrenched in their community, supporting their local groups and charities.

They proudly sponsor NT Cricket, Swimming NT, NRLNT Junior's, NT Hockey, NT Rugby Union Juniors and NT Young Achiever Awards.

CONTACT

McDonald's

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