

What do you know about commerce in Gold Coast?

A brief local history...

If a legal problem requires some local insight on 'who is who' and how business is done here, chances are we have it. Here's a brief history of a Gold Coast family with a passion for commerce:

William "Blue" Peters and Eileen Peters moved their family to Gold Coast around 1943. Blue served Australia in the Army Engineering Corps but on return commenced work with Associated Minerals and shortly rose to procurement manager of the company that sand mined most of Gold Coast and was the largest local employer of its day - a company with environmental principles far ahead of its time.

Eileen needs no introduction to any Gold Coast resident of her day - a beach side park on the Surfers Paradise Esplanade itself is named after her. Eileen Peters was a key figure over many years in the Surfers Paradise Progress Association (founded of course by Jim Cavill) and countless other community organisations. For example, "Mrs Peters" as she was known ran the original Meter Maids (launched by the Bernie Elsie of Pajama Party fame) for decades and under her management they became a dynamic Gold Coast icon, bringing countless thousands of visitors to the city over the years. Many observed that while a Meter Maid was the epitome of the Gold Coast bikini girl, they remained scandal-free under Mrs Peters' watchful eye! Eileen Peters also served as 'alderman' for Surfers Paradise on the Gold Coast City Council in the early 1980's.

Ian and Margaret Lee continued the small business spirit of their respective parents. Ian as the next generation of a farming family, owned and operated Lee Orchids as a wholesale and retail business for many years as a successful going concern and was a founding and active member of the Southport and Districts Orchid Society. He remains active in the local Organic Growers and Amateur Beekeepers.

Margaret Lee (nee Peters) first traded as Margaret Peters Florist at the tender age of 19 years, after completing her training in the workroom of Brisbane's largest florist of its time. As a master florist, she went on to compete in and win several Interflora Queensland competitions. Margaret's client list, as succeeded by Lee's Florist, grew to include Gold Coast's largest businesses, such as international hotels, property developers, and tourism operators.

Ross Lee our principal is married to Tracy with two children - he represents the third generation of a family in Gold Coast small business since 1943.