

Fishy idea catching on

Wall-mounted ocean views make a splash

Carin Pickworth

CAN'T afford a beach view?

Why not mount the ocean on your lounge room wall?

Fish-mad mother and son duo Allison Tooley and Ken Vickers splashed into business ownership last year after attending a Sarina Russo new enterprise course together.

Ms Tooley's bookkeeping skills and her son's lifelong love of fishing combined to form the perfect business partnership in the fish tank trade.

But with their newly acquired business acumen the pair realised they needed a point of difference to really get the enterprise up and running.

"We knew we wanted to do something with fish tanks, but we wanted to go that one step further," Ms Tooley says.

"We started researching what could be done with them that was a bit different and we came across the wall-mounted idea and it has really taken off."

The pair also recruited Ms Tooley's brother, a qualified cabinet-maker, to install the tanks, and the business is beginning to take on a life of its own.

"We started out with \$2000 of our own money to buy a few materials wholesale and it has gone from there," Ms Tooley says. "We were lucky that the

scheme we became involved with gave us \$500 a fortnight for a year to help us get our business off the ground, so it was a big help."

Catchy Tanks now installs the picturesque tanks in doctor's surgeries, beauty salons, reception rooms and nursing homes to create instant serenity in any room.

"Fish are really relaxing and therapeutic and once people see what you can do with wall-mounted tanks they can get quite addicted," Ms Tooley says.

www.catchytank.com

IN the frame . . . mother and son team Ken Vickers and Allison Tooley. Picture: Darren England

