

Generosity of benefactor is appreciated – Opinion – The Maitland Mercury

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Developers are often portrayed as money-hungry vacuums, concerned only about where the next dollar can be made.

Their character, it seems, is judged more so on what it takes to accumulate wealth, rather than the human qualities they possess,

It goes without saying that financial success in a highly competitive world is contingent upon a discipline and mental toughness that is often mistaken for meanness.

Just because a developer can drive a hard bargain doesn't mean he is incapable of generosity or sincerity.

Jeff McCloy of the McCloy Group is proof of that.

Mr McCloy is Newcastle based but has a strong like with Maitland.

His firm is developing a residential complex in conjunction with the redevelopment of Rutherford's Heritage Green golf course, formerly Westside Golf Club.

He has also signed on as major sponsor of the Maitland Chamber of Commerce and Industry for a two-year period.

But yesterday Jeff McCloy became better known to the people of Maitland as a public benefactor.

In conjunction with Variety, Mr McCloy provided the funding for the construction of the \$33,000 Liberty Swing at Maitland Park.

The swing is especially designed to allow children in wheelchairs the rush of flying through the air.

True to form, Mr McCloy dogged the limelight, instead relying on others to take centre stage during the official unveiling of the project.

He prefers to remain low-key when it comes to publicity, sidestepping grandstanding opportunities being every bit as important as charitable acts to this unassuming man.

Just as he did when the Variety Club Bash journeyed through Maitland earlier this year.

Rather than soak up the glory following the announcement of his donation, Jeff McCloy was taking pictures of visiting rally drivers as officials went through the formalities.

The McCloy group has done very well indeed from development projects in the Hunter.

But, donations like that which created the Liberty Swing are examples of the human side of some of our more prominent businesspeople.

Their generosity is appreciated.