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RISING STARS

Motivated staff, customer focus help drive Cablelogic



Russell Quinn
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SPECIAL REPORT

DURING the past four years, Cablelogic has grown from a small installation and service company into a mid-tier electrical, communications and renewable energy company serving commercial and industrial customers across the state.

The Bayswater-based outfit started in 1995 in the family home of joint managing directors, Brett and Pip Easton.

The couple had big dreams of taking an innovative approach to their electrical contracting work, and of growing beyond Australia's borders.

After 10 years of operations the company had grown substantially, achieving an annual turnover of more than \$4.5 million with 25 employees.

At that stage, in 2006, the company provided industry support in the form of electrical, data cabling, fibre optics, wireless and satellite services.

More recently, Renewablelogic was created as a division of Cablelogic to provide solar power systems, wind generation and energy management consultancy to metropolitan domestic, commercial, industrial clients and remote community locations where no actual power grid exists.

This new division came to life after Mr Easton completed a diploma in renewable energy at TAFE in 2003 with the intention of bringing this into the business in some form.

CABLELOGIC

Cablelogic turnover expected to reach \$18m this financial year.

Reviewing opportunities for national expansion into Queensland.

In 2007, the directors recruited a renewable energy manager to start the new division.

In only 18 months, Renewablelogic has grown to 12 staff with an estimated turnover of \$4.2 million in its first full financial year, leading to the acquisition of additional office and warehouse premises adjacent to its existing base.

Currently, Cablelogic is turning over more than \$12 million a year and forecasts indicate a 50 per cent growth by the end of this financial year, to about \$18 million.

Customer service has always been a primary focus for the organisation and its 60-plus staff in reaching these achievements.

And Mr Easton believes it's his employees' work ethic and loyalty to Cablelogic customers and the company that has led to this success.

Staff motivation is paramount for maintaining these workload and loyalty levels so staff outings of golf, fishing or even cricket games are a regular occurrence.

Meanwhile, the company is currently reviewing a regional branch in north Queensland, identified as another area not adequately serviced, much like it did when setting up its branch in the north-west of WA in 2004.

Globetrotter growth



Russell Quinn

UTILISING the latest in technology while adhering to a simple, effective philosophy has given corporate travel outfit Globetrotter Corporate Travel a fruitful 30-year run in the competitive business travel management market.

Over that time, Globetrotter managing director John Bartley has ensured his company focused on delivering optimum service at the best cost.

It's a practice that has served the company well since it was established in 1979.

Globetrotter has grown from a small suburban agency to one of the largest privately owned travel management companies in the country, with offices in Perth, Melbourne and Sydney.

And Mr Bartley has plans to open another office in Brisbane next year.

Serving a variety of market segments, but with a focus on the mining and oil and gas industries, the company has built its reputation around listening to its clients, understanding what they want and then delivering tailored solutions to them.

The company's core emphasis is on delivering accurate, compliant and cost-effective travel itineraries with a strong customer focus, while developing positive and enduring relationships with clients.

As the end of the financial year approaches, Globetrotter is on target to turn over \$50 million, an increase of more than \$20 million from the result achieved in the 2005-06 financial year.

Staffing levels have also grown considerably, nearly doubling in number during the

GLOBETROTTER CORP TRAVEL

30-year industry veteran maintaining solid growth.

Expected to turnover \$50 million this FY, an increase of \$20 million in the past three years.

past three years to a total of 40 employees across all areas of the business.

This has meant heavy expenditure in payroll to employ these operational and business development staff, and concurrent investment in technology and support services.

In 2008, the company implemented a strategic plan to carry it through 2009 and beyond.

Also last year Globetrotter received a number of accolades, including a gong from Family Business Australia, Business Travel and the Travel Business (BTB) National Travel Manager of the year award and the company was also a finalist for Best Corporate Agency in the Australian Federation of Travel Agents (AFTA) Awards.

Despite this success, the economic downturn has caused significant changes in the industry, which has forced Globetrotter to quickly adapt to market fluctuations.

The company has redeployed staff to more suitable positions thanks to a lull in the key operational areas of the business.

This strategic move was a win-win for the firm, as staff members were not put out of work but were able to develop valuable new skills.