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Lining up for big profit

Local firm loves to keep you holding on

By DEBORAH SPITTLE

THE football season is over for another year but most Eagles fans will recall seeing big cut-outs of hands waved during home games.

The reason? A novel brand recognition ploy by East Perth company Messages on Hold, which has its name on the "hands".

Messages on Hold owner Kim Illman said that in the business's 15 years he had realised the value of being different.

"You have to stand out from the rest," he said.

"And the hands at the football have been the greatest thing for getting our business known."

Messages on Hold, which has produced on-hold messages for more than 8000 clients in 10 countries, is also becoming well known for its success, both in business and in industry awards.

In July it won the State Panasonic Australia Business Award and was the WA entry in the national awards.

It is one of 31 companies selected as finalists in the 14-category 15th annual



Kim Illman plans to double Messages On Hold's turnover. Picture: Andrew Ritchie

WA Industry and Export Awards, to be announced on Friday night, and is a finalist in both the industry and export categories.

The winners will represent WA at the Australian Export Awards in Sydney in December.

Mr Illman said the company had grown from a home business to employing about 50 people in Australian and Singaporean offices.

The company's Perth office recently

doubled its size when it moved from a 600sqm office to new 1600 sqm premises in Moore Street, East Perth. (About 300sqm of the new space is being leased out.)

"We plan to double our turnover from \$5.5 million to \$11 million over three years," Mr Illman said.

Mr Illman has achieved previous targets. The company is now the number one on-hold company in both Singapore and Australia and is sixth in the world, he said.

■ IF your business has newsworthy achievements or initiatives to share with our readers, write to us at 120 Roe Street, Northbridge WA 6003; fax 9237 1512; email guardianexpress@communitynews.com.au or phone 9237 1047.