

26 August 2005



### ■ 36: PETER MATTICK & PHILIP SALTER

The founders of Australia's largest direct marketing business, Salmat, are at the forefront of the burgeoning sector.

Direct marketing is bigger than the whole of above-the-line advertising and the business has made Peter Mattick and Philip Salter very rich – worth up to \$430 million by some estimates.

Mattick and Salter wield significant power as the biggest fish in a big pond – in 2004 advertisers spent \$14.7 billion on direct marketing, according to the Commercial & Economic Advisory Service of Australia, up from \$9.4 billion in 2003.

Salmat, an amalgamation of Salter and Mattick's surnames, was established in 1979 and the secret to its success has been the ability of management to adapt to current trends. An example is its acquisition of call centre operator SalesForce earlier this year for \$64 million.

Salmat has interests in New Zealand through its subsidiary Deltarg and in Asia through a joint venture with Jardine Matheson, which Salmat fully acquired in 2002. In the same year, after 25 years as a privately held company, Salmat listed on the Australian Stock Exchange. Mattick and Salter retain an almost 60% share in the business.

Salmat employs more than 1,800 people, with operations in 18 offices across Australia.

### ■ 37: MICHAEL ANDERSON

Michael Anderson was appointed to the Austereo board in 1996 after joining the group in 1989.

The 49-year-old, along with Peter Harvie, is credited with building a strong sales team that has enabled Austereo to transform its strong ratings into earnings growth.

He served as group general manager of sales for Austereo from 1991 to 1996 before assuming the role of group director of sales and then executive director of sales for the merged group. In 2002, Anderson was appointed to the newly-created position of executive director sales strategy & operations before rising to the CEO role.

Austereo, controlled by Village Roadshow, is a dominant commercial network in Australia through its brands Triple M and 2 Day FM.

Anderson has a fight on his hands with the increasing power of rival broadcaster DMG Australia. DMG's UK parent, Daily Mail & General Trust, has deep pockets, evidenced by its successful bidding for the last FM licences in Sydney, Brisbane and Melbourne.

Anderson recently signed a new four-year contract, extending his position as CEO to 30 June 2009, with a rolling contract thereafter.



Darren Woolley

### ■ 38: DARREN WOOLLEY ■ 39: PAUL RAMSAY

Darren Woolley has earned his place in the Power 50 by forging a name for himself – at times controversially – among the new breed of dreaded industry players: consultants.

Woolley established audit firm P3 in January 2000 after a decade in advertising, with a mission to make the television production process more transparent, taking advantage of the growing squeeze by advertisers to cut marketing costs.

Woolley has the ear of some of the country's biggest spending advertisers – his client base includes more than 40 of Australia's top 100 advertisers. Furthermore, as the most prominent of the consultants – along with Firm Decisions' Greg Flint – he is leading the charge of the latest middlemen taking a swipe at ad agencies' territory.

However, his approach is not always on the receiving end of criticism. "He's one of those guys that's always fair, no matter what. He has always been open and honest in his dealings with me," one ad industry player says.

A former creative director of JWT Melbourne, Woolley climbed through the advertising ranks relatively quickly, having been president of the MADC for two consecutive terms (1998 and 1999), and now a life member of the MADC.

Woolley is a bit of a surprise package, though, starting his working life on a vastly different path. Graduating with a science degree, he worked as a research scientist at the Royal Children's Hospital in the Victorian Neuropathology Laboratory for six years. He then established a chemical recycling company called Resolve before making the transition to advertising in the mid-'80s.

Woolley has also forged a name as a social commentator, often called upon by the media to comment on the state of play on current issues.

Healthcare magnate Paul Ramsay also counts Prime Television in his significant portfolio.

Prime is a major regional affiliate of Seven Network and counts Southern Cross and WIN as its key rivals, however its New Zealand operations borrow heavily from Nine's television content and PBL has an option to acquire 50% of Prime New Zealand by 2008. The publicly listed company has a broadcast footprint equal to a quarter of the Australian population – over 4.8 million people.

Through its subsidiary, Golden West Network, Prime also provides a commercial TV service to regional Western Australia. Ramsay has overseen a 39% boost in net profit to \$10.73 million for the six months to December 2004 for this network.

Ramsay started his rise to riches by turning a Mosman guest house into one of the first private psychiatric hospitals in Sydney in 1961. He went on to acquire government and private facilities, notably through privatisation of the Commonwealth government's repatriation hospitals. Ramsay Health Care encompasses 25 facilities, including nearly 3,000 hospital beds.

Ramsay's investments have not always been a success, however. A 1997 foray into the Argentinian television market was considered a failure after he acquired Buenos Aires stations TV Azul and Canal 9 for US\$147 million, only to sell out for considerably less in 2001.

Ramsay was born in 1937, is the son of a surveyor, and studied law at Sydney University.

# POWER 50