

Friday
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2013

The West Australian

100

**MOST
INFLUENTIAL**

The business leaders who
shaped WA • 1829-2013

Proudly presented by
WESTBUSINESS

in association with

LAVAN LEGAL
Leaders in Law



An apology to history and a plea for mercy

Let the argument begin.

Compiling a list of the 100 most influential business leaders in WA's history was always going to be fraught with danger.

Readers will no doubt see names they believe should not be here, either because the person profiled was a rogue, like 1930s mining entrepreneur Claude de Bernales or 1980s tycoon Laurie Connell, or because their influence may be considered fleeting.

Still more will likely wonder why other characters have been omitted. Atlas Iron founder David Flanagan, for example, may well prove to be one of the State's most influential business identities but it is too early for us to be certain that his legacy will be enduring.

Perhaps an updated list in 20 years may include him.

Many will wonder why the list is peppered with politicians and bureaucrats. For this we are unapologetic.

We used the term "business leaders" not because it was non-gender specific but because it meant we could consider the politicians and bureaucrats who shaped the State's business development.

It proved a controversial move because many people on the consultative panel opposed the inclusion of politicians.

Only a handful of women were put up for consideration and few made the final cut.

We assure you this was a product of the dominance of men in business until relatively recently rather than a bias by any contributors.

It quickly became obvious that we would not, in any meaningful way, be able to rank 100 people from different eras and different sectors.

How could we possibly compare the relative influence of the Bunning brothers with Sir Arvi Parbo's stewardship of the mining industry?

Was the breathtakingly dangerous work of the early sea merchants and timber harvesters more influential than the extraordinary success, against all odds, of post-war European migrants?

A decision was made to select the 10 most important figures from the list of 100 and rank them according to influence, with the remaining 90 names grouped according to the sector with which they were most closely aligned.

Food, retail, agriculture, timber, construction, land development, home building, transport, merchant trade, energy, mining, engineering, media and finance are some of the varied industries canvassed – a

cross section which is testament to the maturity of the State's economy.

The job of selecting the 10 most important figures was left up to a small panel comprising Treasurer **Troy Buswell**, University of WA vice-chancellor **Paul Johnson**, Water Corporation chief executive **Sue Murphy**, WA Newspapers group editor-in-chief **Bob Cronin**, Lavan Legal managing partner **Dean Hely**, Australian Institute of Company Directors chairman **Michael Smith** and historian **Geoffrey Bolton**.

The enthusiasm shown by these already busy people is especially appreciated. Professor Bolton's extraordinary patience warrants special mention.

An enormous amount of work went into this publication and you have in your hands something which is a unique document – very little information has been printed, let alone collated, about many of the pioneering business leaders profiled here.

And if you could forgive some mild journalistic hubris, we feel this magazine is elegant proof that the internet-driven, 24/7 news cycle is yet to kill quality journalism in WA.

Ben Harvey and Daniel Hatch
Editors

LAVAN'S LEGAL FIRST IN CHRONICLE OF WA BUSINESS

Lavan Legal is proud to be associated with *The West Australian's* 100 Most Influential Business Leaders magazine.

This unique catalogue of the men and women who moulded our State's commercial, cultural and political landscape since 1829 is the end product of a great deal of research and investigation.

The business people who are profiled in these pages helped shape our collective identity as contemporary West Australians.

Many of them defied seemingly impossible odds to create businesses in what was an inhospitable and isolated outpost of the British Empire. In what must have been extremely trying conditions they laid the foundations for the prosperity we now enjoy.

This list includes identities from the Swan River Colony and charts WA's economic maturing through the 19th century.

For much of this period Lavan Legal was a part of the State's business landscape.

The firm was established in 1898 when an enterprising Irish migrant named Michael Gibson Lavan KC was admitted to practice in Western Australia.

One of thousands of Irish countrymen and women who migrated to Western Australia,



Michael rose to prominence in local legal circles establishing the original firm Lavan & Walsh and taking silk in 1930.

The firm's prestige grew and Michael, followed by his son Sir John Lavan and several incarnations of the firm, acted for many of the people who are profiled in this magazine.

Lavan Legal acts for companies which trade in very different industries and sectors. As WA's economy has evolved, so has our firm. The breadth of industries represented in this magazine is testament to the entrepreneurial spirit for which this State is well known.

As a proudly West Australian law firm, we are honoured to be associated with the pioneers who transformed WA from a colonial outpost into a State that's integrally linked to Asia and the rest of the world.

We understand this list will not be without controversy – particularly the names which are identified as being in the top 10.

Comparing and ranking the impact of modern business people with those from 150 years ago was not an exact science.

Imagine trying to contrast the achievements of the Test teams captained by Michael Clarke, Ricky Ponting and Steve Waugh with those sides led by Don Bradman.

I would like to thank judges Troy Buswell, Sue Murphy, Paul Johnson, Bob Cronin, Geoffrey Bolton and Mike Smith for their time and effort to select the 10 most influential leaders from the list of 100.

This project is a credit to *The West Australian* and dozens of historians, authors, businessmen and women, and politicians who helped put together the 100 profiles you are about to read.

Dean Hely
Managing partner Lavan Legal



COVER Don Lindsay & Steve Penn
DESIGN Steve Penn
PRODUCTION Rebecca Holland

THE 100 NAMES: HOW WE DID IT

A huge number of people far better qualified than journalists were recruited to help us formulate this list.

We started the process months ago by approaching historians, political analysts, business leaders past and present, former and current politicians, authors and business associations, asking each to come up with people they believed should be considered.

That process yielded more than 180 names, spanning dozens of sectors and industries, across almost two centuries.

Whittling that number to 100 was tortuous and required some decisions which may appear arbitrary.

For those contributors who put up names that we didn't include, we can assure you that we considered every nomination very carefully.

Singling out individuals for thanks risks omitting someone who helped us. If we have failed to mention you, we are truly sorry.

Former premier **Geoff Gallop** showed he hasn't lost any of his infectious enthusiasm for history. Author and former Chamber of Commerce and Industry executive **Bob Pride** proved time and again that his knowledge of business history is as comprehensive as anyone in the State.

Many thanks to the indefatigable **Kris Bizzaca** from the WA Professional Historians Association and **Anne Chapple** from the State Library WA.

Also thanks to City of Mandurah museum development officer **Nicholas Reynolds**, WA's pre-eminent motoring historian **A. John Parker**, **Pat McDonald** at the Northampton Historical Society and **Kristi McNulty** at the Fremantle City Library.

The helpful librarians at the JS Battye Library were a God-send.

Economic historian **Pamela Statham-Drew**, UWA Business School research fellow **Mel Davies**, UWA economics professor **Michael McLure** and Curtin Business school professor **David Gilchrist** displayed a humbling understanding of the State's history.

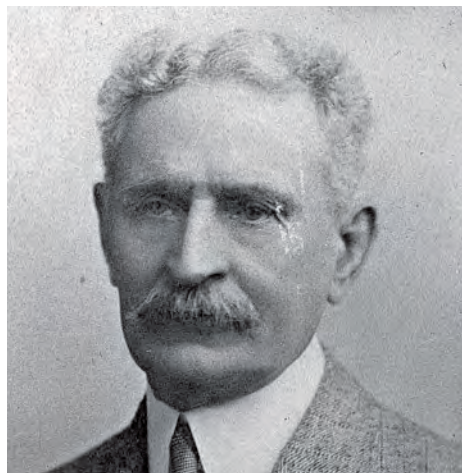
Curtin University politics professor **Alan Fenna** and political scientists **David Black** and **Harry Phillips** contextualised the achievements of business figures and threw in names of the politicians and bureaucrats who had been at the coal face of the State's commercial development.

Finally, thanks to the generations of photographers and journalists at *The West Australian* and the newspapers that came before it.

It became pleasingly clear to us that day-to-day reporting is one of the most effective and important ways of preserving our history.

**100 Most Influential editors
Ben Harvey and Daniel Hatch.**
Picture: Nic Ellis

Generation Y has grown up in the shadow of the mining boom but older West Australians would know that this State's economy was built on agriculture. From pioneering farmers who struggled to feed the Swan River Colony through to the industrial-scale wheat farmers of the Esperance region who are feeding the world, agriculture continues to be the dependable backbone of WA business.



MICHAEL PATRICK DURACK

There are few names more synonymous with WA – with the outback, the mythologised pioneering spirit, and romanticised notions of life on a pastoral lease – than Durack.

Thanks in part to the writings of Mary Durack, and the paintings of her sister Elizabeth, the Durack name lives on in the imagination of contemporary West Australians.

Their father, Michael Patrick Durack, (known as “MP” or Miguel), was WA's own

cattle king. And it was upon his pioneering spirit and entrepreneurial nous that much of the family's fortune was built.

In the early 1880s he trekked overland to the Kimberley from Goulburn, New South Wales, with his parents and siblings to establish the Argyle Downs property.

On his 21st birthday he made the first sale of Kimberley cattle to the Halls Creek butcher for £1200 in raw gold.

The north-west cattle industry was born.

Over the next five decades the Duracks would be a driving force in the North West, establishing new markets, pioneering international exports, developing the live cattle trade, developing the Kimberley, supporting minerals exploration and representing the region in State Parliament.



Matilda, Edward and Margaret Hamersley.

EDWARD HAMERSLEY

In 1861 when explorer Francis Gregory stumbled across a stunning mountain range in the north of WA, neither he nor the man he named it after – his good friend Edward Hamersley – could have known how important the area would come to be to the WA economy.

While the discovery of iron ore and its development would be left to others, Hamersley himself was among the very first to prosper in the dusty Pilbara.

He had migrated to Australia with his wife and young family in 1837, at a time when many settlers were struggling. He bought land cheaply, leased it out, and lived comfortably in Perth where he became director of the WA Bank. He became a leading horse-breeder and a foundation member of the WA Turf Club.

But it was in 1851 that he formed a cattle company, applying for leases around the Irwin River together with three other entrepreneurial settlers. The leases were granted and the company turned big profits for the next decade.

The company dissolved in 1867, Hamersley retired in 1870, and he died four years later.



RICHARD GALLOP

Richard Gallop was among the first Europeans to set foot upon West Australian soil, arriving in 1829 with his brothers James and Edward aboard the *Lotus*.

He was a young man of just 20 years arriving in a new colony, which by itself suggests an adventurous spirit.

But Gallop was, by repute, a retiring sort who worked hard but never entered public life – unlike his great, great nephew Geoff, who became premier of the State. His obituary from *The West Australian* of June 12, 1898, describes a man who was interested in fruit growing and viticulture and who, with his brother James, established both Dalkeith Gardens and an orchard and residence known as “Orange Grove” in Brisbane Street.

He lived there for 60 years and, as the obituary records, was never known “to be out after dark”.

“He amassed considerable property and at one time owned a portion of the land upon which the Central Railway Station is now built,” the paper noted.



FRIEDERICH LIEBE

Prussian-born Friederich Wilhelm Gustav Liebe had been a builder's apprentice in Germany, working on the construction of the Budapest Opera House and Bulgarian Parliament, before migrating to Australia in 1885, aged 22.

When he came to Perth from Adelaide in 1892, his construction skills were in hot demand from local architects.

His workmanship still defines our city – he built His Majesty's Theatre, the old art gallery building in the Cultural Centre and the Peninsula Hotel in Maylands, among

other now heritage-listed buildings. But he makes this list not just for his craftsmanship as a builder, but for the wealth he accrued and influence he wielded, in agriculture.

Liebe sold his construction business at the outbreak of World War I and threw his energies into 6000 acres he had purchased in Wubin some years before.

As his biography by Wendy Birman relates, "at one stage he employed 140 men to clear and establish his property . . . In the 1929-30 season his crop yielded 100,000 bags of wheat, an Australian, possibly world, individual record.

"By 1930 he owned 20 tractors, 12 trucks and much other agricultural machinery; in one year he paid £11,000 for fuel. In 1945, from a flock of 23,000, his woolclip exceeded 450 bales."



His Majesty's Theatre.

SIR ERNEST LEE STEERE

In the late 19th Century West Australians used to talk about the "six hungry families".

It's not a phrase many of us would use, or have even heard of, nowadays but in the 1880s and 90s it was a very specific and very real thing.

The families were the Leakes, the Stones, the Shentons, the Lefroys, the Burts and the Lee Steeres.

They were the most prominent, most powerful families in the colony – their reach extending deep into the political, business, social and judicial spheres of life.

It was into this world that Sir Ernest was

born. His family were successful graziers in the Beverley area.

At a time when many young men were chancing their luck on the Goldfields, a young Sir Ernest bought into Belele Station in the Murchison and bought small businesses in towns including Geraldton, Meekatharra and Cue.

He married the daughter of CY O'Connor, the famous and ill-fated engineer behind the Goldfields water scheme, and acquired vast pastoral holdings.

Generous in his philanthropy (in 1946 he gave the State government one of his properties to be divided up for the soldier settlement scheme), he was heavily involved in the Pastoralists Association, and was a director of many public boards and companies. His son, also Ernest, was lord mayor of Perth in the 1970s.



Hungry family: Sir Ernest Lee-Steere, right.



Belele Station homestead.

THOMAS CHARLIE HOSKING

As early as the 1900s, TC Hosking was dealing with a reality that would haunt the fishing industry the world over: over-fishing.

Hosking played a vital role in establishing WA's fish-canning industry, which is why he is worthy of this list. An accountant by profession, he had several tilts at making fish canning a viable concern in the State, trying

at Mandurah, Shark Bay, Albany, Bremer Bay and the Murchison River. In reminiscences recorded in 1975, his son Tom explained that his father's Mandurah plant comprised "four tin-plate stamping machines, a big Crossley engine, a big cooking boiler and smaller gear for soldering, finishing and packing".

Though a successful concern when the plant opened in 1905, Mr Hosking junior said the Mandurah estuary was "fished out" within five years and the plant closed. Hosking died, while canning crayfish, on the Abrolhos Islands in 1932.



Old Mandurah, with a small ship in the estuary.

FRANK WITTENOOM

Frank Wittenoom died, aged 84, a week after war was declared on Germany in 1939.

Unmarried, he had toured the world, lived well and grown tremendously wealthy. Described by his biographers Wendy Birman and Geoffrey Bolton in the Dictionary of Biography as “a good bushman and a shrewd, versatile investor who survived in the outback and socialized in style”, Wittenoom had left an indelible mark on WA.

With his brother Edward he had, at one point, owned more than 810,000 hectares, having bought half a dozen stations and established half a dozen more.

Edward went into politics, became a government minister, and was knighted. Frank was instrumental in founding the Midland railway scheme, managing the rural agent Dalgety’s and managing the Great Boulder, Great Boulder South and Perseverance gold mines. Wittenoom travelled the world – and even belonged to the New York Circumnavigators Club.

“Wittenoom was simultaneously involved with activities as diverse as sawmilling, quarrying, stockbroking, the Boulder Progress Association and the Kalgoorlie race club,” his entry in the Dictionary of Biography states.

“Colonial director for mining companies like Fingal and Wallal, and a partner in three pastoral runs, he developed Cranmore Park, some 10,000 acres (4047 ha) at Walebing, for agriculture and stock-breeding,” his biography states.

“He was a committee member of the Western Australian Pastoralists’ Association for 34 years and presided over complex negotiations with shearers in 1917.”



HENRY WILLS RISCHBIETH

His obituary in the Pastoral Review of September 1925 proclaims that the name Henry Wills Rischbieth “will ever be identified with the development of the stock industry of Western Australia”.

But more than this, his benevolence – together with his indomitable wife Bessie Mabel – left WA with a legacy that endures to this day.

A successful wool merchant who traded as Henry Wills & Co, Rischbieth also owned the prominent Hawkshurst stud farm and the 5600 hectare Woodyarrup Estate.

Over his career he accrued vast wealth but it was through his early death that his influence lingers. The Rischbieths had been unable to have children, which pained them greatly. Upon his death, Rischbieth left substantial sums to various charities which ultimately helped establish the kindergarten system in WA.



“Scores of settlers and practically all the benevolent institutions were generously but unostentatiously helped by him,” his obituary states.

Mrs Rischbieth lived until 1967. She was a leading suffragette and feminist who became heavily involved in politics and served on the Children’s Court bench.

SIR ERIC SMART

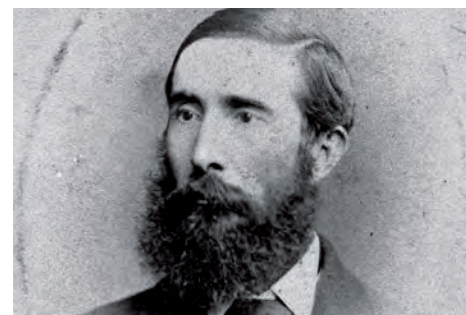
Sir Eric Smart was a creature of his Methodist upbringing. Integrity was central, community involvement essential and hard work vital.

By the age of 18 he was already a sharefarmer and ran a business delivering salt in South Australia.

In 1835, with the Depression in full swing, he moved to WA and, according to his biographer John Gladstones, spent almost everything he had on a deposit on a tractor and a ute.

At a time when many in rural Australia were subsisting on rabbit shoots, Sir Eric was growing his share farming operation throughout the northern Wheatbelt.

In 1940 he bought a 10,000 acre station at Wongan Hills. Six years later he bought 25,000 acres at Mingenew and, by the 50s, he had more than 35,000 hectares in his control. His enterprise was setting records



JAMES DEMPSTER

For some young boys, adventure lies in storybooks alone. For others, it lies within their spirit. Boys like that grow into men like James Dempster.

Born in Scotland in 1810 on his father’s estate Muresk, Dempster ran away to sea at 14. He arrived in Fremantle on board the *Eagle* in 1930 and bought the 120-ton schooner the *Mary Ann* in order to trade between Australia and Mauritius.

He became a pearler in the North West before farming on Rottnest Island. In 1938, he became a hero worthy of his own storybook adventure when he took a whaleboat and an Aboriginal crew to rescue the stricken wooden barque *Lancier*, which had come to grief on Straggler Reefs. The Government of Mauritius paid him a reward, despite losing a chest containing 5000 gold sovereigns as it was being transferred between the ships.

His career thereafter was chequered. He farmed at Northam before returning to sea and then becoming superintendent of the Rottnest penal settlement. His sons became pioneers in their own rights, exploring land beyond surveyor John Septimus Roe’s charts and reporting gold-bearing land at Yilgarn.



for grain yields and wool clips.

Sir Eric also pioneered using lupin and clover in pastures to fertilise the soil with nitrogen, and spraying for insects – agricultural methods with us today.

Upon his death in 1973, Sir Eric bequeathed \$200,000 to the University of WA to continue his research into lupins.

THE 10 TITANS

The most important legacies in WA business have been ranked from 10 to 1. We start the countdown with a household name.

BUNNING FAMILY

It was the evening of August 12, 1936. About 50 WA business luminaries, good friends and loyal staff gathered at the Palace Hotel on St Georges Terrace for dinner to celebrate Robert Bunning's 50 years in business in WA.

Together with his brother Arthur, Bunning had been a pioneer and leader in the State's construction and then timber milling industry since the 1880s.

Eulogistic speeches had been given by his chairman, Alfred Sandover, and architect and World War I hero, Sir Talbot Hobbs, among others.

Having bathed in compliments, Robert Bunning stood and began his reply. Five or six minutes in, he suddenly paused and collapsed.

According to his obituary in *The West Australian* the following day "Doctor Hunt, who was present, rushed to his side, but Mr Bunning was dead".

It's not a bad way to go, really.

The Bunning Brothers business had been formed in 1886. Robert and Arthur were English but had worked for some time in Chicago and had followed their father into the building trade. In Perth they quickly won government contracts, building additions to the Fremantle Lunatic Asylum and Roebourne hospital.

Despite Arthur being injured in a horse-riding accident which prevented him contributing fully to the business, the partnership endured under Robert's leadership.

They built the Weld Club in 1892 and Trinity Church the following year.

They established a property empire, centred in Barrack Street, and owned four brickyards.

In 1896 the export of jarrah was a booming industry for WA, which saw the brothers struggle to secure the timber needed for their own work.

Seeing the challenge as an opportunity, they entered the timber business themselves, buying their first timber mill in North Dandalup in 1897.

The Bunnings established sawmills throughout the South West and, according to the Dictionary of Biography, "imported the first bandsaw in WA to Lion Mill (now Mount Helena) and were the first to install a timber-drying kiln".

"He (Robert) also imported a unique locomotive known as 'Dirty Mary' for use on steep grades, and was one of the first to use a tractor for log-hauling in the bush."

After his death, Bunning's three sons, Charles, Tom and Joe, took over the family business and aggressively expanded.

They made bricks and even ships (including the snake boats used by Z Force in World War II) and in the construction boom of the post-war period became the biggest logging company in the nation.

Charles followed his father into leadership roles within the industry, including the Sawmillers and Timber Merchants association.

In 1952, Bunnings became publicly listed and expanded into retailing and hardware. Bunnings Limited was purchased by Wesfarmers in 1994.

The conglomerate has expanded the brand across the country, ensuring Bunnings remains a household name to this day.

No. 10

Charles Bunning, one of Robert Bunning's three sons. Charles was president of the WA Employers' Federation.

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Like so many of the huge community infrastructure projects we've been selected to build, Perth Arena is enormously influential. It has enabled Perth to become an attractive destination for the world's greatest entertainers and performers. It has allowed the Perth Wildcats and the Hopman Cup international tennis tournament to become even bigger and attract much larger crowds. And it has created a striking architectural statement which is setting a new local standard for innovation and construction excellence. At this year's Master Builders-Bankwest Excellence in Construction Awards, it was the winner of the prestigious 'Best Public Use Building Award.' To find out how we can ensure your project is as positive an influence as is possible and achieves the very highest level of success, simply call us on (08) 9261 1700.



Construction

BGC

Over past decades BGC Construction, under the leadership of its chairman Len Buckeridge has proved that world-class design and construction projects of any scale and complexity can be handled locally. From huge medical and education centres to massive entertainment and sporting facilities, the company has created some of the State's most revered landmark buildings, including UWA's University Club and Perth Arena. BGC Construction's international-standard performance has seen the company become a prolific awards-winner.

The BGC Group

LEN BUCKERIDGE

There's barely a segment of the construction industry that doesn't have a BGC company in it and it's hard to imagine there's a building site anywhere in WA that doesn't have at least one BGC product going into its construction.

Last year, BGC was the country's third-biggest home builder, with brands including National Homes, Perceptions,

Commodore Homes, Impressions, the WA Housing Centre, Homestart, Stratawise and BGC modular.

It has also built many landmark buildings over the past half century, including the Perth Arena.

But that's just the tip of a remarkable, vertically-integrated enterprise.

The company supplies everything from bricks, cement and steel to plasterboard, sheet metal and insulation.

It supplies labour, including contractors for mining and civil construction.

It has a strong foot-hold in the transport industry, too.

And the man behind it all is Len Buckeridge. Though 77 years old and worth billions, Mr Buckeridge still goes into the office a few times a week to make sure his empire, the Buckeridge Group of Companies, is getting things done.

BGC has grown under his stewardship for more than 50 years, including pioneering low-cost housing options and high-rise apartments in WA.

Although having wealth estimated by WA's Rich List at \$2.5 billion, Mr Buckeridge claims to have no interest in material possessions, explaining to *The West Australian* that "I just like doing things".



TONY FINI

Tony Fini's story is the traditional one about migrant success. The kind of tale upon which legends are made.

Fini came to Australia from Abruzzo, Italy, in 1951. Part of the post-war mass migration that helped build Australia, Fini hated the first 18 months he spent in his adopted country.

But within eight years he would set up the residential construction company that would grow and evolve into the real estate empire and property development giant, Fini

Group. Joined in the family land development business by sons Adrian and Don as soon as they were old enough, the Fini Group developed everything from apartments to hotels and retirement villages.

In 2001 the apartment development arm of the business was sold to Sydney-based developer Mirvac for \$35 million.

In 2007 the Finis shed their retirement village business to a joint venture between Primelife and Babcock and Brown for \$170 million.

The family retained significant land holdings in Claremont, Leederville and Innaloo shopping precincts.

Fini himself retired to concentrate on his olive oil interests at Gingin, before selling the property last year.



JOHN ROBERTS

John Roberts built the Multiplex property construction empire over five decades, starting with a contract laying pipes and reaching arguably its high point with the Sydney Olympic Stadium.

His company, “the well-built Australian”, erected skyscrapers that filled the skies of Dubai, Perth, Melbourne, Sydney, Auckland, Adelaide and Brisbane.

He achieved this with what observers described as a steely determination as well as a remarkable ability to lay off risk to subcontractors and strike deals with Australia’s hard-nosed construction unions.

Roberts once said the key to industrial peace with unions was knowing how to “manage the buggers”.

He was a remarkably private man, shunning contact with the media but building a loyal network of staff and subcontractors, who were expected to share the pain when jobs went wrong but were rewarded in the good times.

This all worked well in a private company environment owned solely by his family but he had a painful transition to public life after

floating Multiplex in December, 2003.

The company came under intense public scrutiny from early 2005 after Multiplex management began revealing problems rebuilding London’s Wembley National Stadium, which was the showpiece of Roberts’ push into the UK.

The share price plunged and Roberts stepped down as chairman.

He had a passionate interest in horseracing and is recognised by many in the racing industry as a visionary who put WA on the map when he instigated a \$100,000 purse for the Perth Cup.

An influential owner and breeder, he served as chairman of the WA Turf Club from 1984 to 1987 and was a prime mover in the redevelopment of Belmont Park racecourse as Australia’s best winter circuit.

Roberts died in June 2006, aged 72. More than 1000 attended the memorial service at his West Swan stud.

His children, Andrew, Tim and Denby, played a major role in diversifying Multiplex from being a construction company to a property investment and management giant.

LANCE BRISBANE

Sir Hugh Lancelot Brisbane’s legacy is diverse.

He gave us Wembley Ware – the naff but highly collectable Subiaco-made fine china figurines and crockery. He funded the restoration of the old Shenton’s Mill in South Perth after it was saved from destruction during the building of the freeway. He served with the Commonwealth Department of Munitions during World War II and on the Brand Government’s Industries Advisory Committee.

He was also the man behind what would become the State’s biggest clay tile maker and a passionate voice for the idea that manufacturing was crucial to the State’s economic future.

According to his biographer, Bryce Moore, Brisbane was “an industrialist of the old school, with a thoroughgoing knowledge of all aspects of the business, he placed great importance on the loyalty and enthusiasm of his employees, his paternalistic management and manner of handling industrial relations had been largely responsible for his firm’s survival through the Depression”.

Sir Lance began his career as an apprentice draftsman at building material manufacturer Wunderlich Limited and, following service in World War I, by 1920 was managing the company’s clay-roofing tile plant.

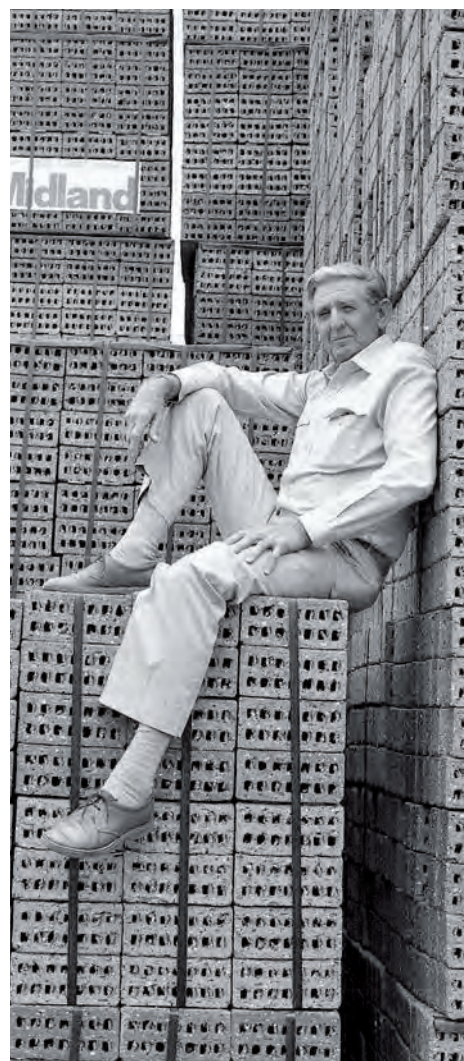
In 1929 he was lured to work for Wunderlich’s chief competitor, Westralian



Potteries and, despite not being a major shareholder, the company name was changed to HL Brisbane and Co. In 1938, the company merged with Wunderlich, creating a virtual monopoly in the industry in WA.

Over the next three decades Sir Lance built and diversified the company, manufacturing everything from bricks and tiles to aluminium, stainless steel and plastics.

The company was sold to Australian Fine China in the 1990s.



RIC NEW

In 1945, WA, like the rest of the world, was struggling to return to normality after World War II. For five years, construction had virtually ceased in WA.

As discharged servicemen flocked home, the demand for housing became enormous.

Ric New, who had worked in the building industry before the war as a foreman carpenter and then master builder, joined the growing number of builders clamouring for materials and labour.

Frustrated at the short supply and delayed deliveries of all building materials, the ex-carpenter, builder, gold prospector and champion glider pilot decided: “If we can’t get bricks, let’s go out and make them”.

He bought four clay-bearing hectares of land with his brother, Gerry, and built his first up-draught square kiln.

It was the beginning of an empire.

Eventually, eight kilns were burning 365 days a year.

Keen on innovation, New’s business, now called Midland Brick, grew rapidly.

He also promoted the construction of double-brick homes instead of brick veneer – a remarkable marketing success with great dividends for the business and an innovation which set WA apart from the east coast.

By repute he was generous to his employees although held “extreme right-wing views”.

He died in June 1989 and the company became a part of Boral the next year.

THE 10 TITANS

The ninth-most important business legacy in WA again comes courtesy of a family. In this entry we pay homage to a migrant success story.

KAILIS FAMILY

There is a reason that a century after the Kailises arrived in WA, their name is known by every West Australian.

Although they arrived in the State too late to be counted among the “six hungry families” that were so famous and so important to WA in the late 19th Century, they are undoubtedly one of our hardest-working dynasties.

It's important to understand that there are two wings in the House of Kailis. They are related and have therefore been included here together despite their businesses not being linked.

Taken as a whole, this most entrepreneurial of families has, or has had, business interests in industries as diverse as fishing, pearling, jewellery, hospitality, retail, olive oil, organic agriculture, packaging and fast food.

It began with George Palassis Kailis, who came to Australia from the Greek island of Castellorizo in 1914. He began selling fish from a basket.

George's sons — Peter, Theo, Michael and Victor — have played a part in building what has become a shining light of migrant success in WA business.

Peter found success in the packaging industry before

establishing the Red Rooster franchise, which grew from one premise in Kelmscott to 80 restaurants by the time he sold it to Myer in the early 1980s.

“I was the only one who broke away into something else instead of staying in the food industry, then I got into Red Rooster and got back into it,” Peter told *The West Australian* in 2011.

Peter's son Dean got involved in Pizza Hut stores and Joe's Fish Shack in Fremantle, his brother George Peter went into the organic fertiliser game and their brother Mark into organic farms and olive oil.

Theo Kailis was a pioneer in the rock lobster industry. In 1973, he established Kailis & France Foods with his son, George Theo, and business partner Murray France.

This has since been sold but the family still holds fishing operations through Austral Fisheries.

The third son, Michael, and his four sons, took over the original family business in Barrack Street.

Over time this evolved into Kailis Bros Pty Ltd, which owns the fish markets in Leederville, lobster and seafood exports and other interests in the fishing industry.

Victor Kailis worked with his brother Theo for 17 years before taking control of the family's retail outlet in Fremantle's Fishing Boat

Harbour in 1989, which he rebranded Kailis' Fish Market Cafe.

Victor's son, George Kailis, is responsible for day-to-day management of Kailis' Fish Market Cafe.

The second tranche of the ultra-successful Kailis family is also involved in the fishing and seafood industry.

The MG Kailis Group was founded in 1962 by the late Michael George Kailis and his wife Patricia. These are the Kailises of Kailis Pearls fame.

They started out in the rock lobster trade in Dongara, moved into prawns at the Exmouth Gulf and then began producing pearls in the Kimberley. Marine engineering, tuna farming and jewellery retailing were to follow.



Rock lobster man: Theo Kailis.

Now under the stewardship of the second generation, the MG Kailis Group remains a leader in the seafood, marine and jewellery industries.

Some businesses, such as live lobster processing, pearling and tuna farming, have been sold as the company continues to evolve.

MG Kailis spans seafood fishing and processing, marine services, jewellery manufacturing and retailing. The company quit pearl farming in 2009.

Seafood pioneer: Michael Kailis.

No. 9



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timber

The debate over old-growth logging in the early 2000s may have made the forestry industry unfashionable but the importance of timber harvesting in the early development of the colony cannot be understated. For decades it was an enormous employer and the industry literally built the State. Today, timber milling remains an important sector in the South West and sandalwood production in the north is coming back into vogue.



Cullity timber factory.

CULLITY FAMILY

In 1928 Thomas Cullity, the son of Irish immigrants, started Cullity Woodworks, in South Australia. It was the beginning of an association between the Cullity name and the timber industry that endures to this day.

Thomas Cullity was an innovator who believed in value-adding and acquired extensive timber interests in WA. In 1942, he started Westralian Plywoods, a company which would become Wesfi in 1971.

Two of Cullity's sons, Denis and Tom, would continue to be involved in the company, with Denis presiding over its vigorous expansion as executive chairman, until the company hit strife at the turn of this century. At that time, Wesfi and Cullity's became part of building products company, the Laminex Group. This still operates Cullity's Trade One stores.

Denis's association with the industry continued through Wesbeam. He would become WA's timber tycoon – feted on the



Denis Cullity, left, and brother Tom.



world stage for his work in developing the timber industry, including wood composite materials like particleboard, across several decades.

He was also a co-founder of Channel Nine in Perth in the 1960s.

His brother Tom, a noted cardiologist, would become more famous as one of the father's of the South West wine industry. He founded the Vasse Felix winery in 1967.

Denis Cullity's nephew, Frank Wilson, is the founder and chief executive of TFS Corporation, which grows sandalwood in the Kimberley.



NEIL MCNEIL

Poor Neil McNeil. A king in the timber industry in the late 19th and early 20th centuries, the house he built for his wife is far more famous than he is.

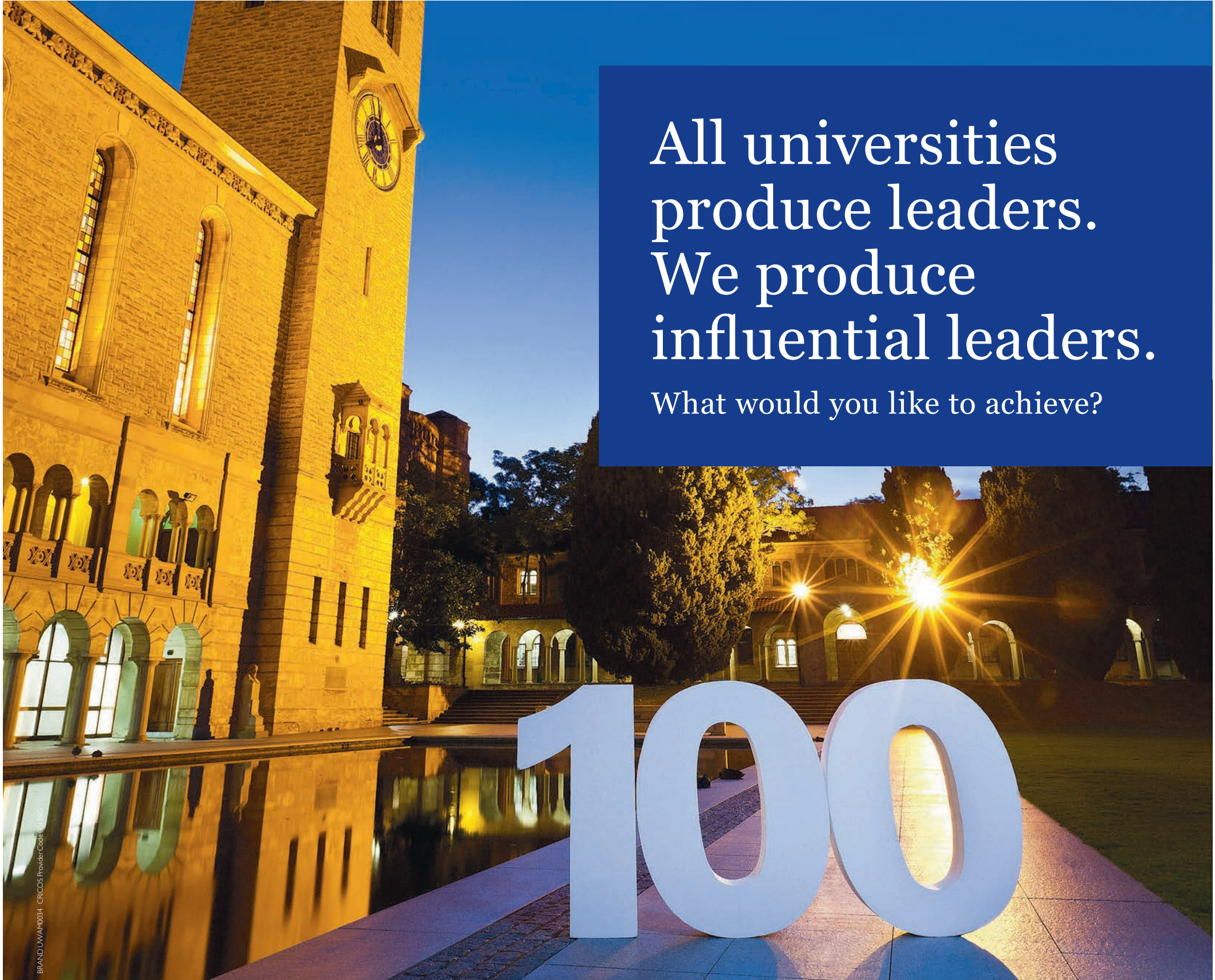
McNeil built The Cliffe – the Bindaring Parade bungalow in leafy Peppermint Grove which is well known as the former residence David McComb of 80s rock group The Triffids. In the past few years the house hit the headlines over for the drawn-out battle to save it.

McNeil was born in Ireland in 1855 into a railway family. In 1882 he came to WA to build the Jarrahdale-Bunbury and Geraldton-Mullewa railways. He established interests in the timber industry and negotiated the sale of WA timber to Britain, creating Jarrahdale Jarrah Forests and Railways Ltd in 1897 and employing hundreds of men.

He held interests in several mines, owned a number of prominent buildings, established enormous orchards in Mount Barker and the Blackwood River to export fruit and was a breeder of carriage horses.



Jarrah icon: McNeil owned The Cliffe.



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ACHIEVEMENT
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Entrepreneurs



The University of Western Australia has fostered the State's uniquely entrepreneurial spirit for 100 years. UWA alumni exemplify the bold vision of the University's founder, Sir John Winthrop Hackett, who established UWA to "advance the prosperity and welfare of the people". The driving spirit of entrepreneurship will carry UWA into the future, as it aims to become one of the world's top 50 universities by 2050.

Paul Johnson, UWA vice-chancellor

RALPH SARICH

The only thing more formidable than Ralph Sarich's business acumen is his mind.

In the 1970s his stunning invention, the orbital engine, propelled him into the international spotlight. He spent the next 20 years with the Orbital Engine Company, developing and selling his idea.

Then in 1992 he surprised investors by selling out of Orbital Engine Corporation and making a well-timed move into property investment and development, which is where he has made most of his fortune.

Orbital Engine Company's shares have since headed south and Sarich's ability to get in and out of investments at the right time has become part of local business lore.

He bought into iiNet and Amcom Telecommunications in 2010 — realising a 200 per cent-plus gain when he sold out this year.

He pocketed more than \$500 million on commercial office building sales in 2006 amid his prescient fears about unsustainable boom time prices.

While his son Peter now manages the day-to-day business affairs of the family's Cape Bouvard Investments, Sarich still calls the shots as chairman — while the rest of the business community takes note.

DALLAS DEMPSTER

It was the heady days of the mid 1980s. WA was high on the America's Cup win of 1983 and the 1987 stock market crash was yet to take the wind out the sails of Perth's circle of colourful billionaires.

Wall Street's Gordon Gekko had not yet uttered the words "greed is good" but here in WA, we knew it already. The town was awash with money.

While Dallas Dempster's former employer, Alan Bond, was busy building skyscrapers, Dempster and his Malaysian-based partner Genting Berhad had their sights set on building Perth's first casino.

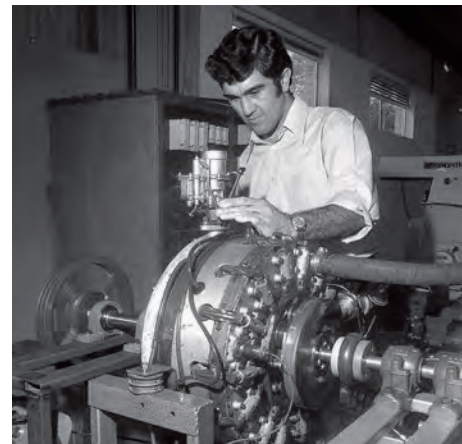
In 1984, Brian Burke's Labor Government granted them an exclusive licence to build a casino on one-time landfill site Burswood Island. Planning was fast-tracked to ensure it opened before the America's Cup defence in Fremantle in 1987.

The casino, now James Packer's Crown, opened in December, 1985. It was a local hit.

Dempster's dealings were probed during the WA Inc Royal Commission, which uncovered big donations he made to the ALP and a \$2 million "success fee" to Rothwell's Bank chairman Laurie Connell in relation to the casino bid. Dempster had also been in

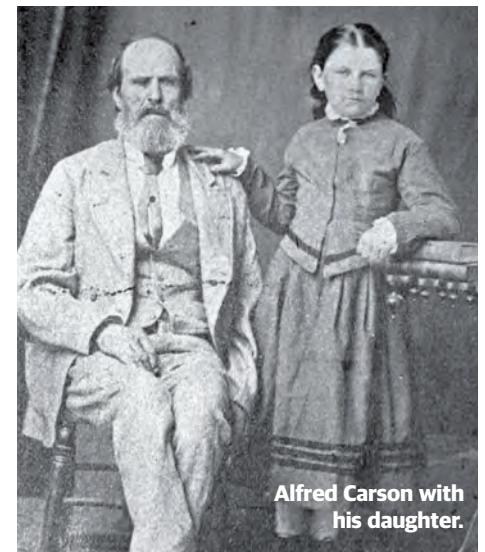


Ralph Sarich, chairman of Cape Bouvard.
Below: Working on his Orbital engine.



partnership with Connell over a failed petrochemical plant at Kwinana which became part of the Royal Commission's inquiry. He was found to have made deliberately misleading promises regarding its viability.

Dempster's place on this list was earned by the founding of WA's first casino. In one fell swoop he wiped out Perth's illegal gambling dens. Today, the casino complex is the biggest single-site employer in Perth.



Alfred Carson with his daughter.

ALFRED CARSON

At the gritty height of the industrial revolution, men built their empires from nothing. Alfred Carson should have been one of those men. His brilliant, inventive mind came at precisely the right time in history. But he found himself, arguably, on the wrong side of the planet and without a serious benefactor to turn his inventions into rivers of gold.

Carson arrived in WA in 1831 as an indentured servant aboard the *Sterling* — a vessel short on rations not infested by maggots.

According to his biographer, Rica Erickson, in *Early Days*, Carson quickly gained a reputation as a mechanic, engineer and a skilful blacksmith. They were handy skills in a young colony and he was soon in demand. In 1836 he was one of a group of artisans who successfully tendered to build the Public Offices.

He became a millwright and wheelwright and engineered a new type of forge blower using a centrifugal blast which was strong enough for casting iron and brass. He also invented a new kind of plough which survived better in local soils and a horse-drawn "reaping machine".

By 1845 he was operating a flour mill and a sawmill and was developing steam-operated machinery. In 1851 he won the contract to develop and install a rotating apparatus for the new lighthouse being built on Rottnest.

By 1861 he had invented an engine capable of propelling a boat or ship by steam and a pneumatic machine capable of producing a long and steady blast.

But securing the patents to his inventions, in a young colony, was a fruitless struggle. He died a pauper in receipt of a public pension. His grandson, also Alfred Carson, would become a noted editor of *The West Australian*.

ALAN BOND

He has been lauded as a hero and derided as a criminal. In equal measure he has soared to great heights in business and sport and plumbed the depths of corporate collapse, scandal and prison.

In many ways, the Alan Bond story is the story of the 1980s. He spent the decade buying breweries, winning yacht races, selling land, taking over newspapers, buying TV stations, bankrolling universities and being feted by prime ministers before it all came to a spectacular, crashing end in courtrooms and time spent in prison in the 90s.

The British-born businessman might be infamous for his starring role in the WA Inc scandals and for what was, at the time, the biggest corporate collapse in Australian history – declaring bankrupt with personal debts of \$1.8 billion.

A divisive character, Bond is on this list because his influence in business is undeniable and because he helped shape the State in which we live by either building, or having a hand in, our skyline's skyscrapers.



JANET HOLMES A COURT

Her story is legendary. It is September, 1990. Robert Holmes a Court, the nation's first billion-dollar businessman, is dead.

Having built his empire virtually single-handedly from nothing, the stockmarket crash of 1987 has taken its toll. WA's corporate and social high-flyer has died intestate and \$350 million in debt.

From the smoking ruins, his widow Janet rebuilds.

She would spend most of the 1990s placating bankers by selling parts of the Heytesbury business – her husband's former holding company – to reduce its huge debts.

Those assets included artwork, classic

cars, property and the Stoll Moss theatre chain in London, which was sold to Andrew Lloyd Webber for about \$220 million.

Under her management, Heytesbury would become one of Australia's biggest private companies and Holmes a Court would become, for a time, Australia's richest woman.

She would also go on to set interest rates as a member of the Reserve Bank board and champion the republican cause on the national stage.

A doyenne of the arts community, she spent 15 years as chairwoman of Black Swan Theatre, remains chairwoman of the WA Symphony Orchestra and runs her own gallery at her Vasse Felix winery in the South West. She stepped down from the day-to-day running of Heytesbury in 2008.

The National Trust of Australia lists her as one of the 100 Australian Living Treasures.



GEORGE CHEYNE

For residents of WA's rugged south coast, the Cheyne name is a part of life. There's the stunning Cheyne Beach, along with Cheyne Island, Cheyne Point and Cheyne Creek. Dry-docked at the old whaling station – where the slaughtered leviathans were flensed, carved up and melted down – there's the Cheyne's IV Whale Chaser.

The man for whom these landmarks are all named is George Cheyne, a successful and influential merchant who is recorded in local history as a "ships chandler, master whaler,

grazier, sandalwooder and the sole proprietor of a busy port".

Born in Edinburgh in 1790 he was the fourteenth of 16 children.

He was among the earliest settlers to WA, arriving in Fremantle in 1831 with a cargo of goods ready to sell to the colonists who had arrived before him.

He had planned to farm but finding the best land on the Swan and Canning already settled, travelled south to King George Sound and a large selection on the Kalgan.

He pursued many business interests over the next two decades, including building a whaling depot and sealing station at Doubtful Bay Island, exporting wool, and establishing the sandalwood industry and trade with Ceylon and China.



LAURIE CONNELL

Laurie Connell's is, at best, an inglorious legacy.

The 80s high flyer – once so rich and powerful that a premier volunteered \$150 million of taxpayer money to prop up his ailing bank – has been defined by his controversies, murky connections and outright business failures.

In the fallout of the 1987 stock market crash, his was one of the more spectacular falls from grace. Not only was he central to the WA Inc scandal, which still dogs Labor, he is also remembered for his underworld connections.

He allegedly bribed jockey Danny Hobby with \$5000 to jump from Strike Softly in the 1983 AHA Cup in Bunbury and then paid him a further \$1 million to stay out of the country for five years to avoid an inquiry. A decade later, Connell was sentenced to five years for perverting the course of justice, although he served only one.

In 1987, his horse Rocket Racer won the Perth Cup by nine lengths, after he had initially backed it at very long odds. It was the 2/1 favourite by the time it raced, collecting Connell both the \$210,000 prize and a reported \$500,000 from bookmakers.

The horse needed to be propped up by handlers in the winner's yard. Despite widespread suspicion that the animal was on "elephant juice", no blood samples were taken. It died a few months later of causes unknown and both the death and the win were never investigated.

It was as chairman of Rothwell's Bank – Australia's "lender of last resort" – that Connell made his biggest mark and why he has earned a place among our list of the influential. The fallout from his business dealings led to the WA Inc Royal Commission and ultimately claimed or marred at least three premiers – Ray O'Connor, Brian Burke and Peter Dowding.

Connell had enjoyed the high life but it all came to a screaming halt with the 1987 crash, which saw Rothwell's fold after a run on the bank. Connell asked Burke for a \$150 million Government guarantee to provide short-term relief. Rothwell's went into liquidation, taking the taxpayers' dollars with it.

JACK BENDAT

Californian-born Jack Bendat is a one-time media and retail mogul now more famous among West Australians for his philanthropy and his love of the Perth Wildcats than for the businesses that made him one of our richest citizens.

Bendat arrived in WA from the US in 1966 and bought and developed shopping centres with Kevin Merrifield and Kerry Stokes.

He went on to engage in a series of successful partnerships with Stokes in a range of radio and television businesses.

In 1997, he pocketed a tidy \$100 million after selling radio stations PMFM and Mix 94.5 to Austereo. The 2002 sale of Mt Barker's Goundrey and Fox River wineries earned him \$62.5 million.

He has previously owned stakes in Burswood casino and *West Australian Newspapers*, and South West wine producer Ferngrove.

The prominent entrepreneur has donated much time and money to help the sick and disadvantaged. It is for this reason as much as for his business acumen that he is on this list.



MICHAEL MALONE

Two decades ago an internet start-up was born in a garage in Padbury. In 2013 iiNet is a billion-dollar public company. The story of its founder, Michael Malone, and the business's rise from garage wannabe to corporate heavyweight, is part of Perth business lore.

iiNet is Australia's second-biggest DSL ISP and an ASX 200 company with more than 2000 staff. Its value punched through the \$1 billion mark this year, briefly bestowing admission to WA's billion dollar club – a small group of about a dozen WA companies worth more than a billion dollars.

On a good day on the market Malone's stake is worth more than \$50 million. And that is despite selling in August this year shares worth \$28.5 million. With a string of entrepreneurial awards in his back pocket, his transition from geek to corporate leader is well and truly complete.

What is more, the journey is not over. Speaking to *The West Australian* this year to mark the company's 20th anniversary, it was clear Malone has lost none of his geeky enthusiasm for the business of technology.



ROBERT HOLMES A COURT

Robert Holmes a Court was one of Australia's most feared corporate raiders, amassing – basically from nothing – a multi-billion dollar empire.

It was the 1980s, when anything was conceivable. It was even possible for a Rhodesian-born lawyer, whose business career began when he bought into the Albany woollen mill he'd been engaged to liquidate, to become the nation's first billionaire.

Then came 1987. The stock market crash saw Holmes a Court scrambling to save his vast business empire – which had, at various times, included newspapers, television stations, oil and gas interests, miners, communications firms and even a company set up by the Beatles to control copyrights of their music.

The complicated transactions of those next few years, including the off-loading of the Bell Group to Alan Bond, would lead to litigation that endured until this year.

Holmes a Court began rebuilding through his Heytesbury holding company.

It went on to become Australia's biggest private company but he would not live to see it. He died of a massive heart attack in 1990.



ARTHUR WHITTAKER

"If it's timber, see Whittakers". That was the catchcry of the timber and forestry business founded by Arthur Whittaker in 1896. More than a century later, the slogan may have changed but the company is still with us – and still one of the biggest millers of native hardwood in WA.

Whittaker had learnt the business in Victoria and the US and opened his first mill, in North Dandalup, in 1902. The focus was always on innovation. Indeed, the first forestry lease was one that had been

relinquished by the Bunning brothers, who had experienced difficulty getting felled trees to the local railway station. Whittaker's solution was to build a spur line and a tramway to secure clear passage for the logs.

At Whittaker's Subiaco mill he pioneered various elements of mechanisation, including using the mill's waste products to generate energy to run the saws and machines.

The Whittaker family publicly listed the company in 1976. In 1999, the assets of Whittakers Limited were sold to Blueleaf Corporation, which began trading as Whittakers Timber Products.

The company retains a timber processing facility in Greenbushes and a production facility in Kenwick.

THE 10 TITANS

The man behind WA's eighth-most important legacy is a true international businessman.

KERRY STOKES

If ever there is an inspirational rags-to-riches tale — where the moral is to work hard and play shrewd — it is the Kerry Stokes story.

A dyslexic boy who spent his childhood in a Melbourne orphanage, he made his first million before he was 30 in real estate and shopping centre developments.

Given the name John Patrick Alford at his birth in September, 1940, he was adopted by Matthew and Irene Stokes.

By his own admission, his childhood was anything but easy.

He spent time on the streets and struggled to find work.

Fittingly for a man who would later own one of the nation's most successful television networks, his first job — as legend has it — was installing television antennas.

Stokes' media foray started in the late 1970s, when he and business partner Jack Bendat bought a major interest in South-Western Telecasters, which had two television stations — BTW3 Bunbury and GSW9 Mt Barker.

In 1980, he won control of Canberra's only commercial TV station, CTC7, at a cost of \$12.7 million, and sold his South-West Telecasters holding to Bendat for \$590,000.

He kept a low profile until 1985, when he made a surprise bid for Perth's third commercial television licence.

The hearing before the Australian Broadcasting Tribunal developed into an extraordinary marathon from which Stokes emerged the victor against stiff opposition.

This was the heyday of WA Inc and it is significant that the Stokes name was



No. 8

never connected with the dubious dealings between the then Labor government and big business, which became a hallmark of the era.

His main competitor for the licence was Western Television Ltd, headed by one of those men at the very centre of the WA Inc era — Rothwells' Laurie Connell.

There was strong opposition from the two existing commercial stations — Robert Holmes a Court's Channel 7 and Alan Bond's Channel 9 — and the subsequent inquiry went for an extraordinary and unprecedented 15 months.

A year after winning the licence, Stokes

sold all his TV and radio interests for \$206 million to Sydney-based media group Northern Star Holdings. It had cost him around \$4 million to get the Channel 10 licence, then valued at \$50 million.

In 1988 he bought into Wigmores — the machinery dealership which owned the Caterpillar franchise in WA.

The company, now called WesTrac, is the flagship of Seven Group Holdings, in which Stokes has a 68 per cent stake.

In 1996, he acquired a 19 per cent stake in the Seven Network — the company with which he is now most closely associated. That shareholding has since more than doubled.

Stokes remains a force in media

through SGH's 35 per cent holding in the listed Seven West Media, owner of *The West Australian* newspaper, the Seven free-to-air television network and magazines including *New Idea*, *marie claire* and *Better Homes and Gardens*.

His other interests include a major art collection and properties in Perth, Broome, Sydney and the US.

Stokes has used his wealth to further his philanthropic passions, continuing to drive Telethon and being a strong supporter of the Australian War Memorial — particularly through the purchase and donation of three Australian Victoria Cross medal sets and a George Cross medal set.

Media

“Never pick a fight with people who buy ink by the barrel.” Though it still resonates today, Mark Twain’s warning was particularly pertinent in the 19th Century. Owning a newspaper, when the medium was the only form of mass communication, was not only a licence to print money, it afforded unparalleled influence, particularly in an isolated city like Perth. In the second half of the 20th century, television challenged the printed word and its influence on commerce and public affairs dominates today. WA’s media moguls were, and still are, immensely influential in business.



SIR JAMES CRUTHERS

In 1958 the managing editor of WA Newspapers Ltd, James E Macartney, tapped one of his senior executives on the shoulder and gave him a special task.

“He called me and said that the board of the newspaper had decided to apply for Perth’s first TV licence,” Sir James Cruthers told *The West Australian* in 2009. “He’d made a booking for me to fly to Melbourne to try to find out everything I could about television and then to prepare the application.”

The bid, ultimately, was successful, and what was born was Channel Seven – the WA media powerhouse with which Jim Cruthers would be closely associated until 1981; first as general manager and then as chairman and managing director. From its humble beginnings in the bowels of Newspaper House on St George’s Terrace, Sir James led the team that built the station from the ground up.

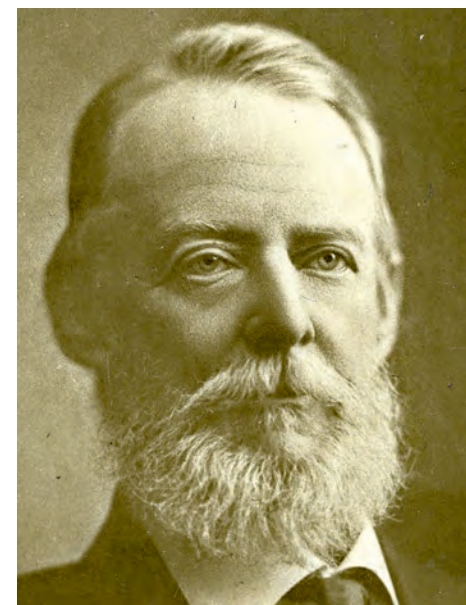
But his legacy is greater than just a television station. Macartney had wanted Seven to have a strong community base – to



On stage at the opening of Chanel 7 in Perth, James Cruthers is far right.

be a people’s channel – so Sir James and his executive team created Telethon and the annual Christmas pageant.

Knighted in 1980, he supports many charitable groups including the Lion’s Eye Institute, the Hackett Foundation and Sir Charles Gardiner Hospital. His late wife, Lady Sheila, was a noted art collector who donated her collection to UWA in 2008.



CHARLES HARPER

Charles Harper’s life was the kind of “self-made man” fairytale upon which early settlers’ dreams were based.

Born in Toodyay in 1842, he was sent from home aged 16 with “a horse and cart, a gun, a barrel of salt pork and £50” under instructions from his mother to find himself a farm. He rose to become a hugely successful pastoralist, a newspaper proprietor of enormous influence and a politician.

While the ANU’s biography of Harper suggests the salted pork story might just be family legend, Harper was a successful farmer in the York and Beverley area before joining the search for pastoral land in the Yilgarn district and buying a one-third share in de Grey Station. He owned several farming properties over his lifetime, notably at Woodbridge, and even tried pearling.

In 1879, he bought *The West Australian*, in which his political opinions – particularly in the area of agriculture – were given voice. He was passionate about agriculture, including agricultural research, and was the first person in WA to irrigate with artesian water.

He became a respected politician, serving in both the lower and upper houses of State Parliament.



The Woodbridge homestead in Midland.



SIDNEY HOCKING

At a time when the Goldfields were the lifeblood of the growing colony, Sidney Hocking was there with ink, paper and presses at the ready to record the triumphs and the travails of its most entrepreneurial citizens.

The son of a blacksmith, Hocking joined the Adelaide Advertiser as a general reporter in 1874. He became the paper's mining writer – an industry with which his career would

be inextricably linked – and 20 years later moved to Coolgardie.

Once in the Goldfields, he floated a company to publish the weekly journal The Goldfields Courier and the daily newspaper The Golden Age.

In 1895, he bought The Kalgoorlie Western Argus and launched The Kalgoorlie Miner, the latter of which is still printed.

An old school newspaper editor and proprietor, he was on the Municipal Council and served a term as mayor. He was heavily involved in the Chamber of Commerce, the Kalgoorlie Racing Club and the Fresh Air League, which sent Goldfields children for beach holidays.



Street of gold: Hannan Street, Kalgoorlie, in 1895.



SIR JOHN WINTHROP HACKETT

The West Australian was a three-times-a-week newspaper with a deeply conservative outlook and a commitment to the rural hegemony when Charles Harper invited John Hackett to take over the reins in 1883.

Hackett had immigrated to Australia from Ireland in 1875, and had moved to WA in 1882 to run a sheep station in the Gascoyne.

He became the paper's business manager and within two years he and Harper turned *The West* into a daily and launched the weekly *Western Mail*, which focused on rural issues. He became editor in 1887 and threw himself into the middle of the colony's biggest controversies, taking sides in major political stoushes and writing editorials that resulted in the paper being sued for defamation.

He was not the paper's first firebrand editor, and he would not be the last.

Hackett was a true liberal, believing individuals should be allowed to succeed through enterprise unencumbered by regulation. He was on the committee of the Reform Association and helped create many of the State's enduring cultural institutions.

He was a close confidant of Premier John Forrest, joining him for weekly Sunday morning meetings of the State's key influencers. Forrest appointed him to the Legislative Council, where Hackett pushed his rural agenda.

THE 10 TITANS

One of WA's six hungry families, this clan's influence spanned generations.

SHENTON FAMILY

No. 7

George Shenton was in his early 20s and fresh off the boat from England when the attack happened.

The young chemist had emigrated in 1833 to join his cousin, William Shenton, who built a flourmill in South Perth.

At the time the settlers in the fledgling colony were facing regular attacks from Aboriginals. George was in charge of the mill when it fell victim to one such attack. As the depredations on the settlers grew steadily in number and in violence, the colony's leader, Captain James Stirling, retaliated.

What followed was of the sorriest moments of WA's early colonial history — the Battle of Pinjarra. Some 25 soldiers, settlers and police battled up to 50 Aboriginals, killing up to 30 of them.

It must have been an horrific baptism into colonial life for the young Shenton, who was destined to become a patriarch of one of WA's "six hungry families" — the most prominent and successful families of the second half of the 19th Century.

Shenton was soon plying his old trade, running the colony's first pharmacy from premises on Hay Street. Before long he had expanded his business, becoming a general merchant. He sent sandalwood and jarrah to England in 1845, before timber would become one of the State's biggest industries. He began exporting wool, wheat and other products and invested in mining ventures in the Murchison.

He encouraged pastoral activities and took up land himself. He helped establish and served on Perth City Council and spent 20 years as a director, and

ultimately chairman, of the WA Bank.

He is described, in the Dictionary of Biography, as a man "of high ideals and liberal principles, he saw his own fortunes synonymous with Western Australia's progress". He was 56, in 1867, when he drowned in

the wreck of his schooner, the Lass of Geraldton, near Mandurah.

Shenton, himself the son of a wealthy silk merchant, had ensured the family name and influence would live on. His seven daughters married into prominent families and his three sons followed him into business. One of those sons was to become Sir George Shenton — himself a merchant and politician.

George took over the family business upon his father's death and built up his shop into one of Perth's biggest retail outlets, before handing control over to his brother Ernest.

George turned his attention to the family importing business and pioneered the State's trade connections with Singapore. He invested in mining, followed his father into the chairmanship of the WA Bank and became inaugural president of the Chamber of Commerce.

He was the first mayor of Perth, MLC for Greenough and then MLA for Toodyay. He was WA's first colonial secretary in Sir John Forrest's cabinet and the first chairman of the Perth Public Hospital.

When he died in London in 1909, it was the end of an era. Of the six hungry families — the great entrepreneurial dynasties that did so much to help WA flourish — Shenton was the last.

Though survived by six daughters, his homestead and 40 hectare landholding at Crawley were sold to the Government. The University of WA would open on that site shortly after.



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National Australia Bank, Australia's leading business bank, is committed to supporting our business customers. We believe that our relationship with our customers is essential to their success. This is why we put customers at the centre of everything we do. The business market has always been competitive but our unwavering focus on being there for our customers when they need it is the key to our success.

John Boyle
(NAB Business WA)
Matthew Braysher
(NAB Corporate WA/SA/NT)
Rob Hickman
(NAB Institutional Banking WA)



WILLIAM PATERSON

Sir John Forrest had a plan. He wanted to coax miners away from the Goldfields. For the good of the colony's economy, he encouraged them to put down their gold pans and pick up ploughs. Farming: that was the future.

It was the 1890s and William Paterson was a young Parliamentarian representing the seat of Murray. With his support, Sir John was able to draft and enact the Agricultural Bank Act of 1894.

It was a deft move. The following year Paterson resigned from Parliament to become the new bank's manager.

He took a hands-on approach: visiting each plot of land to assess its worth and potential before granting loans. He also

became an adviser in farming methods, doubtless relied upon by many settlers with little farming experience.

According to his biographer, Anne Porter, Paterson was dedicated to his work.

"Tall, trim, bearded and agile, he served the colony, the bank, and the settlers," she writes in the Dictionary of Biography.

"His workload grew, but he delighted in the development of farms and seeing his prudence reflected in the success of most of the bank's clients. By 1902 he was exhausted: 'I have been sick and applicants have come to my sickroom – I cannot go on much further – I have only had a fortnight's holiday in seven years and during that (time) I came back five times to the office'."

In the years to come he would become chairman of the Lands Board, the Railway Advisory Board, served on the Seed Wheat and Industries' Assistance boards and was responsible for the post-World War I Soldier Settlement Scheme.

MALCOLM MCCUSKER

It is not just for his role as Governor that Malcolm McCusker makes this list. While a prominent career lawyer and a successful property developer in his own right – with a fortune in excess of \$200 million – McCusker's place on this list was secured by his extraordinary influence on the State's wealthiest people.

The Governor is WA's philanthropist-in-chief. Not only does he and wife Tonya give away incredible amounts of their own money to charitable causes through the McCusker Foundation, they also spearhead efforts to encourage WA's richest to give away their wealth as well.

The McCuskers made their fortune with the Town & Country Building Society and land development. It was the Governor's father, Sir James McCusker, who put most of their wealth into a trust focused on health, medical research and education.

When Sir James died in 1995, he was recognised as a major contributor to medical and agricultural research but left a charitable legacy that included big landholdings in prime urban expansion areas such as Beaumaris, Burns Beach, Iluka, Halls Head and Secret Harbour.

The McCusker fortune also now includes interests at Bullsbrook, Chittering, Anketell and a minority stake in the development company behind the massive Ellenbrook project.



HARRY PERKINS

Perkins. Eastwood. Chaney. There is a risk the finance category of this publication hits Wesfarmers overload but there can be no doubt each man has earned his place at the table.

Perkins was the company's chairman for 16 years. He resigned in December, 2002, and died the next day. He had been battling lung cancer.

His replacement as chairman was Eastwood, who had been managing director of the company for eight years from 1984 until 1992, when he was replaced by Chaney.

As chairman, Perkins oversaw the evolution and maturity of Wesfarmers from a rural cooperative into a publicly listed company with a sharemarket capitalisation of more than \$10 billion. There is no denying he was one of the country's most significant agriculture and financial leaders.

He diversified Wesfarmers into insurance, fertilisers, gas processing, hardware and coal production while maintaining rural services in livestock, wool and a range of other farm commodities, leading Wesfarmers to sit among the top 20 companies in Australia.

Perkins was an innovative farmer from Bruce Rock, a true agri-businessman, a philanthropist dedicated to education and medical research and a long-time chancellor of Curtin University.



TREVOR EASTWOOD

In 1984, Wesfarmers was an obscure farmers' cooperative, known well in the bush but hardly a household name in the city and certainly unknown on the eastern seaboard.

Enter Trevor Eastwood – the man who started on the shop floor in 1963 as a cadet engineer and took over the reins two decades later to turn Wesfarmers into a billion-dollar company within eight years.

If any one man is responsible for converting Wesfarmers into a massive diversified operation, listed among the country's top 50 companies, and making it a household name, it's Eastwood.

Between 1984 and 1992 he took a co-op with a \$27 million share market capitalisation, diversified it and set it on the road to becoming the nation's biggest private employer.

In 2002, while Michael Chaney was managing director, Eastwood became chairman of the company. He stayed there until 2008, having overseen the company's takeover of Coles alongside new managing director Richard Goyder the previous year. That takeover – then the biggest in Australian history – made Wesfarmers the nation's largest retailer.

Eastwood has also been a director of Qantas and WA Newspapers.



MICHAEL CHANEY

In the near 100 years that Wesfarmers has been a part of WA commerce, the company has had just seven chief executives.

Michael Chaney was the sixth – guiding one of the nation's biggest public companies for 13 years until 2005 and greatly diversifying its business interests.

His stewardship of the much-loved and closely-watched WA giant made him one of the nation's most respected business leaders.

Now chairman of the National Australia Bank, Woodside Petroleum and Gresham Partners Holdings, Chaney's name is uttered with reverence in business circles.

The son of Menzies-era minister Sir Fred Chaney, Michael's brothers Fred and John are, respectively, a former WA senator and a Supreme Court Judge.

Chaney has an MBA and an Honorary Doctorate of Laws from the University of WA and completed the Advanced Management Program at Harvard Business School.

He joined Wesfarmers in 1983 and rose through the ranks in the company, which prefers to hire from inside.

He was a director of "the big Australian" BHP (and its successor BHP Billiton) from 1995 to 2005 and is the long-time Chancellor of UWA.



Timber king: MC Davies, centre, with his family at Karridale circa 1900.

THE 10 TITANS

Long before mining, timber harvesting was WA's wealth generator. The sixth-most important legacy belongs to a father of the industry.

MAURICE COLEMAN DAVIES

It was the 1870s. Cobb & Co coaches plied the gravelly tracks of Australia's outback — criss-crossing from town to town throughout Victoria, New South Wales and Queensland.

The dusty distant West and its Swan River Colony may as well have been a million miles away.

But times were changing.

A young explorer by the name of John Forrest had managed to trek inland from the colony to Adelaide.

In the other direction, a young businessman, Maurice Coleman Davies, was, together with his business partners, building a railway that would stretch from Melbourne to the young city on the Gulf of St Vincent.

Davies had been a merchant in both

Melbourne and Adelaide but his company, Baillie, Davies & Wishart, had been winning government contracts to build a variety of infrastructure projects, including bridges, jetties and railways.

Winning the right to construct the second leg of the Melbourne-to-Adelaide railway was a boon for the firm.

It was also fate for Davies because it was during construction of the railway that Davies would be introduced to WA hardwood timber — the industry from which he would make his fortune.

According to the Dictionary of Biography, it was on Christmas Eve, 1875, that he applied for a lease of 777 hectares of forest in the Bunbury district.

The following year he set up a steam sawmill in the Collie Ranges — a mill which ran for eight years.

He established a mill in Capel and in 1879 gained the licence to cut timber in what would become known as the Karridale estate.

In the 1890s, the WA timber industry boomed and Davies was there to exploit it.

He was so successful he built not just

mills but roads, railways and entire townships to service them.

He installed telephones, a library and a sportsground.

"Under Davies a close-knit, self-sufficient patriarchal society developed on the estate," his biographer writes in the Dictionary of Biography.

"His greatest contribution to the colony's development was probably his promotion of karri.

"His efforts to bring it to the notice of buyers included showing it at the Indian and Colonial Exhibition in London in 1886 and at Melbourne in 1888 where he won a trophy.

"He and his sons travelled widely in their attempts to open new markets."

An article published in *The West Australian* in 1947 looked back on Davies' contribution to the timber industry.

"The world had never heard of karri until MC Davies took it in hand, cut and milled it from his forest kingdom," reporter Athole Stewart wrote.

"He had a magistrate down from the

No. 6

Vasse (in the 1870s) to examine karri logs which (pioneering settler) Alfred Bussell certified that he and his brothers had cut and toppled into the Blackwood nearly 50 years earlier.

"The magistrate's declaration that the logs, despite their immersion, were 'as sound as a bell' became the spearhead of MC Davies' sales drive.

"Well-publicised, karri enjoyed a booming market."

By 1890 Karridale was the colony's biggest single timber-exporting business, responsible for more than one-third of WA's total timber shipments.

The business continued until 1902 when his companies were merged into Millar's Karri and Jarrah Company and he retired from active involvement in its management.

Davies was also managing director of the Kimberley Pastoral Company, was one of the founders of the Pastoralists' Association of WA, held gold mining interests and was a shareholder in the WA Shipping Association.

As WA's prosperity grew after the Gold Rushes, increasing disposable incomes allowed the State's shoppers to underpin an emerging new class of merchant – consumer goods retailers. The State's isolation saw unique brands flourish independently of the big traders in the Eastern States. Many of the home-grown successes enjoyed cult status before fading from the public's mind after World War II.



Shoe dynasty: Fanny Breckler (front, centre) and her family. Picture: The State Library of WA



Betts and Betts is now a chain of 206 shops around Australia. Picture: Betts/Facebook

FANNY BRECKLER

A century after widow Fanny Breckler (1877 – 1942) opened her first shoe store, the fruits of this remarkable woman's efforts have grown and evolved into a chain of 206 shops across the nation.

Fanny Breckler is the woman who gave Australia Betts and Betts, which now trades as Betts. In 1912, Breckler was widowed with four children.

Her husband, Russian immigrant Yoel Breckler, had run a shoe repair business in Fremantle. She and her sons continued that enterprise.

But it was a decision to open a retail store, the first in a chain which has become one of WA's most storied family businesses, that cemented Breckler's right to be on this list.

The inaugural store, The Dainty Walk, opened in Hay Street soon after Yoel's death.

She went on to open Breckler Brothers and Cecil Brothers.

As the Jewish Women's Archive tells it, Breckler is exceptional not just for being a woman in business early last century, but for making the Brecklers one of the richest families in the country at a time when very few Jewish names outside of Melbourne or Sydney were listed among the wealthy.

The Betts Group is now run by the fifth generation of the family and still keeps its headquarters in WA.

THOMAS AHERN

Until the grand old department store was bought by David Jones in 1999, Aherns was a household name in WA for 77 years.

By the time the original store opened on May 15, 1922, Thomas Ahern – then 38 – had already proved his mettle in business. His personal history is one of a determined young man.

Born in Ballymacoda in County Cork, Ireland, in 1884, Ahern left school at an young age to be apprenticed to a draper in Midleton in south-east Cork. His migration to Australia was almost accidental – having applied for assisted passage in 1910 in the place of a colleague who had been unable to make the journey.

Within two years Ahern was a

departmental manager at Bon Marche – a position he held until 1918. He continued to learn the skills and wiles of the business as manager of Brennan's Perth store until 1922.

It was then he got his big break. Ahern was invited to manage the drapery and furniture store, Robertson and Moffat's Successors by the store's owners, the Quinlan family. Ahern insisted on a controlling partnership and Aherns was born.

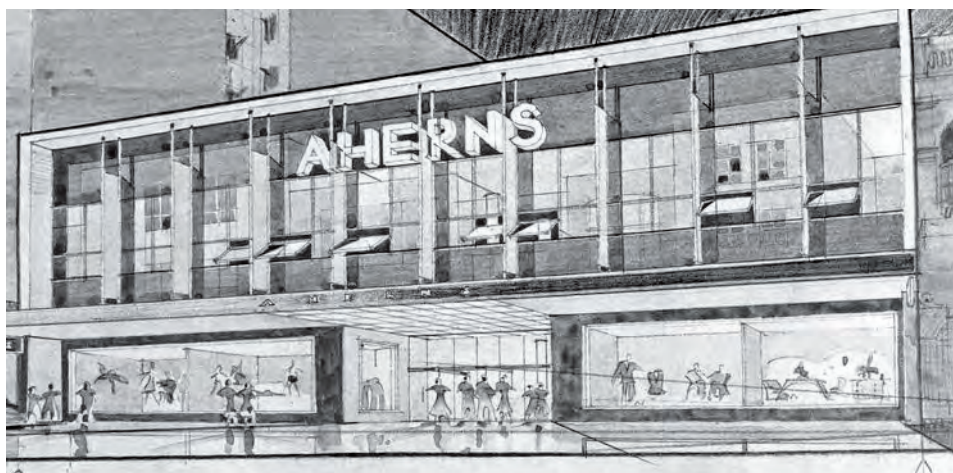
When it first began trading with the name Aherns above the door, the store had 50 employees.

Ahern gradually bought all the remaining shares in the business.

The company was instantly profitable and continued to grow. Staff numbers had increased 10-fold by the time of Ahern's death in 1970.

By repute, Ahern was a good employer, much loved by his staff.

David Jones bought the Aherns city store and four suburban outlets for \$29 million.



Shopfront history: An early concept drawing of a modernised Aherns store.

HARRY HOWARD

Phonographs Limited was a store at the cutting edge of technology.

It was 1924. James Mitchell was premier, the Group Settlement Scheme was giving tracts of land to returned soldiers, Edith Cowan was in Federal Parliament, and West Australians were enjoying a well-earned period of inter-war prosperity.

It was into this world that 34-year-old Harry Howard walked.

As manager of Phonographs Limited, he sold Edison phonograms and Ediphone dictating machines, radio sets, gramophone records and radiolas.

The store would become a WA institution, with Howard becoming a partner in 1934 and diversifying into other household electrical goods.

In 1957, thanks to a business merger, the company became known as Vox Adeon Howard. The store would have 12 branches by 1960. The late 1950s and early 1960s were a golden age in retailing, thanks to the



Records were sold at Phonographs Limited, managed by Howard in the 1920s.

combination of US innovation in consumer goods and rising discretionary income.

Howard was heavily involved in the community, through Perth Rotary Club, the Chamber of Commerce, the RAC, the Radio Traders' Association, a role as honorary consul to Finland, chairman of the Congregational Union of WA and through nine years as Perth lord mayor.

It was Howard who bid for the Commonwealth Games to come to WA.





ALFRED SANDOVER

Since 1921, the fairest and best Australian Rules football player in WA has been presented with the Sandover medal.

It was named for its benefactor, Alfred Sandover – a department store retailer, hardware merchant, noted philanthropist and football fanatic. While his decision nearly a century ago to donate a trophy to his beloved sport might be the reason the Sandover name endures in WA, it certainly does not represent the sum of the man's achievements.

He moved to Perth from Adelaide in 1884 to work in his brother's hardware and pharmacy business and helped grow the

company rapidly.

In 1923 he acquired the Perth branch of the retailer that West Australians would come to know as Harris Scarfe. Sandover was made chairman of the new company, a position he would hold until he retired in 1957 at the age of 90. He died a year later.

Sandover had been in high demand from various associations and gave his time to the Chamber of Commerce, the WA Shipping Association, the UWA Senate and the Council for Church of England Schools.

He donated half of his three hectare Claremont property, Knutsford, to establish Christ Church Grammar School.

FREDERICK JOHNSTON

The year 1945 was a watershed period in WA politics and Fred Johnston played a key role in it.

At the time, the 35-year-old was managing director of the family small goods company, WO Johnston and Sons – which had begun as a Barrack Street butcher's shop in the mid 1920s.

1945 was the year the Liberal Party came to WA and Johnston was not just a founding

member, he took a leading role in garnering support from local businesses during the State Election campaign in 1947. Two years after the WA division of the party was born, the State had its first Liberal government (albeit in coalition with the Country and Democratic Party).

He had two stints as the party's president, was a driving force behind the governments of David Brand and Charles Court, and helped the party defeat John Tonkin's government in the 1970s.

The family business was declared insolvent in 1964 and Johnston took on company directorships alongside his active involvement in myriad community groups.



Retailing forces: Frederick Johnston, centre, with Alfred Sandover, right.



Political aspirations: Frederick Johnston, left, was one of five people vying to be Perth Lord mayor interviewed at TVW studios by Bruce Buchanan.

THE 10 TITANS

We looked to the skies to find WA's fifth-most enduring business legacy.

SIR NORMAN BREARLEY

Norman Brearley's story is the kind boys used to read about in books that espoused Empire and heroism.

In April 1915, at the very moment Australian troops were suffering their most horrific defeats at Gallipoli, a 25-year-old West Australian foundry worker set sail for mother England with a dream to fly.

Upon arriving, Brearley joined the Royal Flying Corps.

By 1916 he was in the air over the Western Front.

By September he had won the Military Cross for destroying a German observation balloon.

In the November he was shot down over enemy lines and crawled back to the British trenches, despite both lungs having been pierced by German bullets.

His courage and determination earned him the Distinguished Service Order.

By this time, he was already planning his post-war career. He brought home with him two war-surplus Avro biplanes.

After the war, in 1921, he was awarded the

State's first civil pilot's licence and won the Geraldton to Derby airmail service contract – which was the beginnings of what would become a lucrative interstate mail run and the foundation of the industry in WA. It was, after all, the precursor to Ansett Airlines.

In Australian aviation history, the importance of Brearley winning this contract cannot be overstated.

His entry in the Australian Aviation Museum Hall of Fame labels his contribution to the industry as "significant and vital".

"It would be difficult to have imagined that the current vast network of airline routes throughout Australia stemmed from a government contract granted to a single person in 1921," it states.

The planes would take off from the Esplanade and the banks of the Swan River, as Brearley had his hangar at the Adelaide Terrace property of Michael Durack, the Kimberley MLA. Five former World War I fighter pilots – including fellow aviation pioneer Charles Kingsford Smith – were employed to fly the mail run.

Despite the first flight ending in tragedy when the pilot and mechanic were killed in a crash, business went well.

The service was expanded to include Perth in 1924 and a Perth-to-Adelaide route four years later.

In 1934 he lost the north-west mail route to Horrie Miller's MacRobertson-Miller and two years later Brearley sold the airline to a group which would later become Australian National Airways. Down the track, ANA would become Ansett Airlines.

The West Australian's aviation editor Geoffrey Thomas said Sir Norman was both a hero and a visionary, whose business thrived despite the Great Depression.

"It can well be argued that he set in motion many of the key fundamentals of commercial aviation in Australia today," he said. "I think his contribution in setting the agenda for Australia's airline system is forgotten today. Sir Norman even advised Qantas on how airlines should operate. He set records and even started an improvised aerial ambulance for people on isolated Kimberley stations."

No. 5



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DALE ALCOCK

It was his dislike for school that prompted Dale Alcock to convince his father Dennis to take him on as a third-generation builder in the family business.

Construction was clearly in the young man's blood. But could his father and grandfather ever have conceived that Alcock would become a household name, synonymous with home building in WA?

Through their ABN Group, Alcock and long-time business partner Garry Brown-Neaves have built more than 55,000 homes in WA and Victoria.

Last year alone they built almost 3000 homes and with the industry up-swing this year they have sold 4000.

But there is more to the Alcock story than just home building.

He attended high school at the Northam hostel now infamous for its child sexual abuse to become a humble "Kellerberrin

brickie". Since then, he has amassed an estimated fortune of \$240 million, appearing at 30 in the WA Rich List last year.

In a nod to Alcock's rise from brickie to business leader, ABN Group is a champion of industry training.

It employs 1500 people, including 230 apprentices – the largest construction apprenticeship training program in Australia "by a country mile".

ABN has trained more than 700 apprentices since 2004 – something Alcock sees as a crucial investment in both his company's own future and in the industry itself.

When he first joined his father's company they had a small supplies arm that sold asbestos-related products. It was mesothelioma that eventually claimed his father.

Alcock and Brown-Neaves have donated more than \$6.4 million to various charities and causes.

It includes \$500,000 each to St John of God's Comprehensive Cancer Centre and the Salvation Army Queensland disaster relief appeal.



Power House: Dale Alcock.



Thomas Scott Plunkett, third from left.
Picture: Monaro Pioneers

THOMAS SCOTT PLUNKETT

Plunkett Homes has been at the forefront of the WA building industry since it was established by Thomas Scott Plunkett in 1903.

Plunkett was a New South Welshman, a joiner by trade, who settled in Perth and

eventually went into business with his son, Charles.

On the back of strong demand for housing, the business thrived.

At one point the company ran its own timber mills, joinery and brickworks.

It played a major role in wartime defence building and was among the first to build "spec" homes.

This term is occasionally still used to describe what, today, are more commonly called display centres.

Plunkett was instrumental in opening suburbs such as North Perth, Claremont, Nedlands, Melville and Woodlands.

In 1952 Plunkett's housing experiment at Doubleview involved building 46 homes in six months, giving builders just 44 days to build each brick-and-tile home.

For a century a family business, in 2006 Plunkett Homes became a member of the JWH Group.

JWH Group was founded by former Plunkett employee Julian Walter.

BGC

BGC has been building homes in Western Australia for over 50 years. For the past 10 consecutive years, BGC has been recognised as the No. 1 builder in Western Australia. For seven of those years BGC has also been No. 1 in Australia. This is an outstanding record and one that highlights BGC's ongoing contribution to Australia's residential building industry. With a focus on an even bigger and better future, BGC continues to fly the flag for WA.

The BGC Group

DAVID FREECORN

In 1932, WA was in Depression. On the other side of the country Jack Lang was opening the Sydney Harbour Bridge, the Federal government was creating the ABC and, in California, Phar Lap was dead.

In Fremantle, despite the economic gloom, David Allister Freecorn opened his first retail outlet. For the next 40 years, Freecorns would be a part of everyday life for many West Australians.

In 1967, in a dissertation on the distribution of groceries published by the University of WA Press, Freecorn explained the first four years Freecorns was open for

business were the worst.

"Sales and the number of stores have increased steadily ever since," he said.

"It is no more difficult to operate 60 stores than five, in fact less worry is involved.

"It is a matter of keeping customers happy. We give them good value for their money."

By 1948 there were nine Freecorns stores. In the following years he took over 15 CPS stores and two draperies.

Freecorn was a leading figure in Perth society – an active member and master of the WA Hunt Club. His wife was a regular at the Karrakatta Club.

Freecorn died in 1969, the same year his new \$500,000 purpose-built supermarket opened on the corner of Queen and Adelaide Streets in Fremantle. The business was sold in 1977 and the Freecorns name disappeared.



Pantry king: David Freecorn with his wife.



Brew House: The Swan Brewery as viewed from Mounts Bay Road.



John Hosken's grave site at Northampton.

GEOFFREY COHEN

Geoffrey Cohen came from a long line of brewers. His grandfather, Montague Cohen had, together with some friends, established in 1907 what would become Carlton and United Breweries.

His father, in his turn, would be that brewery's chairman until his death in 1946, when Geoffrey Cohen would step into the role himself.

Cohen would ultimately leave Melbourne and head west. The Cohens also held much of the Swan Brewery.

His grandfather had also helped float The Swan Brewery Company Ltd in 1887 – the company even in those early days had a 30-year history – and moved the head office to Melbourne.

There was no financial connection between CUB and Swan but most of Swan's stock was now in Victorian hands.

Geoffrey Cohen was chairman of the Swan Brewery from 1946 and managing director from 1951, until his retirement in 1972. In the



Geoff Cohen (right) with (from left) George Geddes, Wilfred Barrett and Don Watt.

18 years to 1960, share value went up 500 per cent. In an oral history with the Battye Library Cohen said when he took over the company the brewery owned and controlled many hotels, but drinking patterns and the high costs of construction made that less attractive.

HOSKEN FAMILY

Mining has always been an industry of booms and busts and it was the bust of the Cornwall mining trade in the 1840s that set the Hosken family on a journey that would take them halfway around the world to find their fortune. When they did find it, they found it in the drink, not the rock.

The Hoskens drifted from San Janiero to Brazil, then to California, on to Ballarat and then, in the 1850s, Northampton and Geraldton. Martin Hosken was originally to run the underground activities at Geraldine Mine. His brother John built the Miners' Arms Hotel in Northampton, after the State Governor issued a liquor licence in the area in a bid to control drunkenness. It opened in 1863 and was the beginning of the family's hotel empire. Hosken's sons and heirs would also develop and operate the Geraldton Hotel, the Railway Hotel, the Belvedere gaming centre and ballroom, the Club Hotel, and local beverage manufacturer Trefusis Aerated Waters and Cordial Manufactory.

In the age of obesity, we take for granted the enormous amount of food that is at our fingertips. But in the early days of the colony, having enough food to eat was a daily struggle. As the pioneering farmers struggled for yield in the often poor-quality soil around Perth, it was up to a determined few to convert farm produce into food for the flood of settlers.

Sir Thomas Wardle
and Lady Wardle.



SIR THOMAS WARDLE

Sir Thomas Wardle took on the cosy retail food industry in Perth in the 1960s when centralised price fixing was the done thing and discounting was subversion.

Tom the Cheap self-service discount stores created a low-margin, high-turnover revolution in Australian grocery retailing and became the foundation of a 200-store national retailing empire.

They also made Tom Wardle – later Sir Thomas – a millionaire and one of the most colourful people in the Perth business scene for three decades.

He was also Lord Mayor from 1967 to 1972 – a role in which he proved incredibly popular, perhaps in part, thanks to his role in bringing Test cricket to Perth and having the Concert Hall built.

Privately, he was a hard businessman, demanding big credit and running tight budgets. The other Sir Thomas was a secret philanthropist, donating to medical, artistic, sporting and community charities on the condition that his gifts were kept secret.

Sir Thomas operated one small grocery store in North Perth in 1955 with the idea of a self-service shop working on margins of 10 per cent, as opposed to the standard 25 per cent-plus margin Perth shoppers had to pay on groceries under an arrangement where manufacturers set prices.

He was boycotted by major grocery producers and cigarette companies but worked around the problem by buying the goods secretly from other grocers and interstate. He eventually beat the cosy grocery cartels but his business empire collapsed after the credit squeeze of 1975, when suppliers cut his credit from 90 days to 30 days.

WILLIAM MILLS & HENRY WARE

It stands like a ghost on Wardie Street in South Fremantle: a single brick façade, painted white and daubed in graffiti. Behind it is a park, but it is surrounded by new housing.

Gone are the ovens, the whirring mixers, the dozens of staff in their neat uniforms.

Gone too are the smiles on the faces of West Australian children at the mention of the name this site once bore: Mills and Ware.

The factory closed its doors in 1992 and the brand, now owned by Tip Top, while still alive is not the household name it had once been in WA.

Like most business empires, it had humble beginnings.

William Mills, a baker, opened a small patisserie in Cottesloe in 1897.

It relocated to South Fremantle the following year, thanks to seed funding from Henry Ware – a man believed to have been a childhood friend of Mills'.

By 1912, according to a history by Margaret Dawson, the company was making 50 varieties of biscuits and went through 100 sacks of flour, 1.5 tonnes of butter and 2000 dozen eggs a week.

Ware died in the early years of the partnership but Mills continued to grow the business until Arnotts bought into it in 1952. That interest gave Mills tremendous borrowing power and the business continued to expand.



William Mills



NICK TANA

Nick Tana migrated from Italy with his family as an infant and attributes his fortunate life to the attitude brought by tens of thousands of “new Australians”.

“The European immigrants who came out in the 1950s left quite a lasting philosophy and impression on their children simply because they came out to better themselves, given what they left in Europe,” he told WA's Rich List in 2010.

“It is a very simple belief – you put your head down and your bum up and you do no harm to anybody else.”

In what business associates say is a classic tale of hard work and smart dealing, Tana went from a Mediterranean-style single chicken-and-chips shop in Leederville in the early 1970s to being the major shareholder in the 450-store Red Rooster and Chicken Treat group.

Tana sold his 54 per cent stake in the fast-food group in 2007 in a \$180 million deal involving Sydney private equity group Quadrant. But there is a lot more to the Tana business empire than fast food, being a major player in horticulture, fruit and vegetable wholesaling and property investment through his North East Equity group.

Probably the best known remaining business in the Tana stable is Sumich Group, the horticulture company with roots in the family of former West Coast footballer Peter Sumich. It fell into the Tana stable after hitting financial trouble in 1998.

Tana himself is known as the co-founder of the Perth Glory soccer team. Despite pulling out of Glory in 2006 he retains management rights to the team's home ground, nib Stadium.

PATRIA JAFFERIES

It might now be hard to remember, or even more difficult for younger generations to imagine, but there was a time before Perth had a café culture.

Daily caffeine fixes on the way to work, Monday morning mothers' group café catch-ups, a Sunday morning full-English breakfast with a restorative flat white, bustling coffee strips with busily alfresco tables – there was a time before all this.

WA's introduction to European-style café culture – and an appreciation of good coffee – may have had its genesis before Patria Jafferries and her business partners established Dome Coffees Australia in 1990, but no one did more to ensure they became a part of daily life.

Born in San Francisco to Italian and Greek-Irish American parents, Jafferries moved to Perth in 1986 to work for the Matilda Bay Brewing Company. In 1989, she met Phil May, a coffee roaster, and the pair began a conversation that would lead to the creation of Dome. Within a decade the coffee shop would grow into a multi-million dollar international importer, exporter, franchiser, retailer and restaurateur with outlets throughout Australia, South East Asia, Indonesia and the Middle East.

The business was sold in 2003 but Jafferries remains busy through her consultancy, involvement in various arts and charity organisations, and her role as chief executive of CelebrateWA.



LIONEL SAMSON

Imagine the adventure. It is 1829. Britain is a global colonial power. National pride is fuelled by stories of the pluck and pioneering spirit of British sons and daughters spreading across the globe – taking trade, commerce, Englishness and Christendom with them. And you're the son of a wealthy English family with the means to travel and the nous to make a go of it.

So it was for Lionel Samson. Thirty, a graduate of Oxford University's oldest college (Magdalen) and born of one of the wealthiest families of English Jewry, he arrived in Fremantle aboard the *Calista* in 1829, ready to make his mark on the world's newest settlement.

According to legend he arrived with his friend George Leake (also listed herein) after Captain James Stirling convinced the pair to settle in here instead of Canada.

His biographer, David Mossenson notes: "Within a year of his arrival he had set up his business as a wine and spirit merchant, importer and auctioneer.

"Samson maintained his original business interests throughout the rest of his life, adding whaling and other projects to his



activities; from 1830 to 1832 he was postmaster-general. The business still operates today, 180 years later. Owned by about 50 of Samson's descendants and relatives, the business owns Plantagenet Wines and Sadleirs Transport, along with packaging businesses and a wholesale alcohol distributing company.

WALTER PADBURY

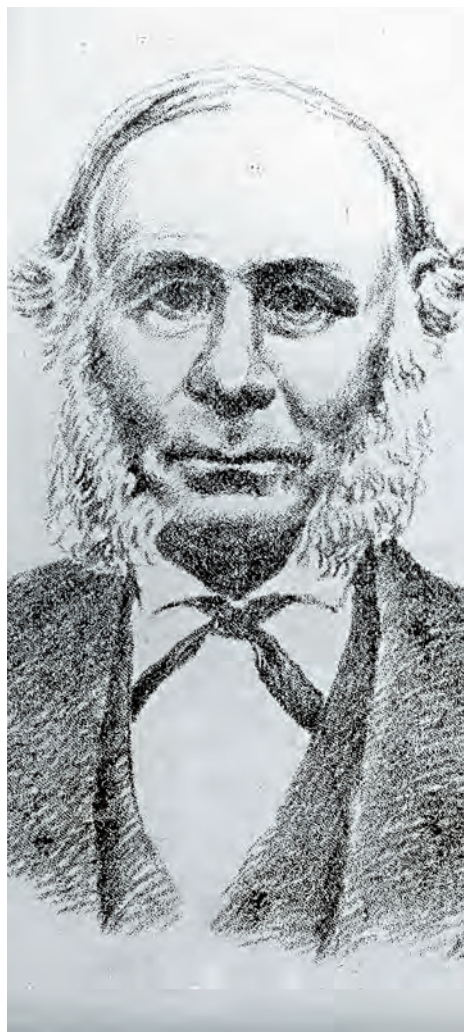
Walter Padbury had a tough start in WA. He and his father arrived in the fledgling colony from England in February 1830. His mother and siblings were to follow when the men had established themselves.

But four months later, his father was dead. Young Walter was left in the care of strangers his father had met on the ship during their passage. Ironically, the ship was called the *Protector*: the pair stole the young boy's money and disappeared.

He worked as a shepherd. He went fencing and droving. He tried shearing. Eventually he scraped enough pennies together – mostly by selling livestock to butchers – to carry out his father's plan and bring his mother and family to Australia.

In 1845, he would open his own butcher's shop. By 1857 he had purchased a farm and built a flour mill. By 1863 he had secured a pastoral lease around the De Grey River and by 1865 he had enough ships to trade with London, India and Singapore – trade which was crucial to feeding the colony.

Padbury represented the very best kind of entrepreneur – successful not only in business but very generous with his time (especially to the Royal Agricultural Society) and his money. A great philanthropist, he helped establish the Anglican church in Bunbury, heavily supported the Parkerville Children's Home, and left a bequest to fund the upkeep of St George's Cathedral in Perth.



PETER ALBANY BELL

In 1894 Peter Albany Bell began selling lollies and lemon squash from a small shop in Hay Street.

It was the beginnings of a commercial enterprise that would see him become one of the best-known and well-regarded manufacturers and food outlets in WA during the first half of the last century.

He soon opened more stores and a confectionary factory and travelled to the US

to study the soda-fountain trade, which he brought back to WA, along with fruit juices and sundaes.

Bell went on to become a manufacturer of cakes and pastries and open a chain of tea-rooms in both Perth and the Goldfields – employing more than 400 people in his Mt Lawley factory.

He sold out in 1928 because of strike action and competition.

Bell had moved to WA from Clare in South Australia in 1887, aged six, with his widowed mother and became a draper's delivery boy, a stockman and a shop assistant before opening his original confectionery shop.

THE 10 TITANS

The man behind the “people’s store” left the fourth-most important legacy in WA business.

HARRY BOAN

“In the great story of the commercial life of the metropolis, the name of Harry Boan will ever have a place for, in a sense, he was to the commerce of the West what Forrest was to its political life.”

When those lines were published in Boan’s obituary in 1941 it must have seemed inconceivable that a time would come when the Boan name would have disappeared completely from WA commerce. Harry Boan had, after all, been the knockabout poor kid from country Victoria who had come to WA in the 1890s gold rush for a fresh start and, over the next half century, built up the single-biggest emporium in the city.

Boan’s wasn’t just a household name, the department store was a part of everyday life. It sat in one of the most prominent positions in the city — on Wellington Street, opposite the train station — with the Boan’s Ltd sign towering high above the three-storey edifice.

While the east had Myer, Grace Brothers, Anthony Hordern and David Jones, the west had Ahern’s and Boan’s.

The store had opened on November 7, 1895. Harry Boan and his brother Benjamin had moved to Perth from Broken Hill, where he had run a similar store with another brother. They borrowed £62,000, built a single-storey shopfront and began trading.

Boan’s folklore has it that the store almost sold out of goods on the first day of trading and they had to close for a day to restock the shelves and recruit a hundred more staff.

According to the Dictionary of Biography, by the 1920s Boan’s was called “the people’s store”.

“Free trains and taxis brought customers to and from its birthday sales,” biographer Toby Manford writes.

“Though much was spent on lifts and other facilities, little went on frills and the floor-boards remained bare.

“Local enterprise was encouraged by special promotion of WA goods and a factory was established to service the store.”

The store became a listed company in 1918 and in 1929 Boan, who had also been a sometime Member of Parliament during this period, handed over the reins of his empire to his son Frank.

After his retirement, Boan returned to Victoria to live near a brother and sister. He had been passionate about horse racing and horse sports his entire life and in his retirement he became a serious horse breeder. He died at Caulfield in March, 1941, of chronic heart and kidney failure.

His obituary in *The West Australian* labelled Boan’s life story “one of the most stimulating romances of Australian commercial history”.

From a childhood that offered “little prospect of anything but hard work and scant rewards” he had “lived to see one of Australia’s great retail stores bearing his name; to be admired and respected by countless friends; (and) to have earned the gratitude of a host of recipients of his unostentatious generosity”.

“He was proud of the great business he had built up and proud that he was the architect of his own fortunes.

“Above all he delighted to give a helping hand where it was deserved and to share with his friends the fruits of his success.”

Boan’s was purchased by Myer in 1985 and the Boan’s city store closed its doors the following year. Despite an initial promise that the Boan’s name would be retained, Myer rebranded and the Boan’s name was consigned to history.

No. 4

Choose your dealer before you choose your car..



John Hughes in Victoria Park

Your car buying destination

Just over the Causeway on Shepperton Road, Victoria Park. 9415 0000

D/L 6061

John Hughes

The John Hughes Group employs about 560 people and sells over 1800 new and used vehicles every month, with an annual turnover of \$650 million. The company has its own insurance and finance companies, four finance broking operations, underwrites its own extended warranties, is a tyre and battery business, provides its own roadside assistance, has 11 mobile service vans and has its own fleet of trucks to transport vehicles. The John Hughes Group is recognised for its totally committed approach to “hands on” management and quality customer service. The company’s passion for excellence is well recognised in WA.

John Hughes



In 1905, Perth City Council had just 70 vehicles on its register. Cars were new, motorisation was a touch scary, and vehicles were prohibitively expensive.

It was in this same year WJ Winterbottom set up his garage and repair shop, Perth Motor House. Within a year, according to WA’s pre-eminent motoring historian A John Parker, Winterbottom had an early Ford two-seater in the yard and ready for sale.

The people of Perth were slow to take to motoring. Winterbottom became heavily involved in what these days we might consider sales gimmicks: dealerships would pit their vehicles against each other in hill-climbs and sand-pull events on Welshpool Road.

Winterbottom was, according to Mr Parker, “a man in a hurry in the business world”. He sold his Ford dealership and went on a world tour of car manufacturers and dealerships. When he eventually returned to WA (after a

stint with Ford in Sydney and after taking part in a Melbourne-to-Sydney car race that must have looked much like the film *Genevieve*) he opened a Dodge dealership in St Georges Terrace in 1915. Despite the war, he sold 100 Dodge Tourers in his first year.

By 1925 he had opened a new, £40,000 showroom and assembly site at the corner of the terrace and Mill Street – and even donated some of his land to widen Mill Street itself. Winterbottoms turnover had increased from £21,000 in 1915 to £132,000 in 1921 to £334,000 in 1924.

Winterbottom became a strong advocate for the motoring industry, wading into battle with State governments over issues like licensing, through the Chamber of Automotive Industries.

Winterbottom’s became a publicly listed company in 1950. Winterbottom himself died the following year – a pioneer and luminary of the local industry.

CLAUDE DEANE

If it ever comes up at a quiz night, the first car sold by a car dealer in WA was a six horsepower, single-cylinder Oldsmobile.

It was sold in 1903 to a gentleman called Cecil Dent. The man who sold it was Claude Deane – the very first of the State’s high-profile, highly successful, car dealers.

According to WA motoring historian and author of *Cars Characters and Crankhandles*, John Parker, Deane was an automotive engineer who, at the turn of last century, managed the American Motor Car and Vehicle Company operating from the Survey Chambers on St Georges Terrace.

“The company was in all likelihood part of a national parent group,” Parker relates.

“In 1908 Deane branched out on his own, setting up the Deane Motor Car and Cab Company at 853 Hay Street, selling . . . 27



Trailblazer: Claude Deane’s first car is now in the WA Museum. Picture: State Library of WA.

marques (of car).” By 1912 he was in partnership with Eric Wheatley and had diversified into “reconstructing” and selling Ford cars and trucks, which Parker considers “an early dalliance into the used vehicle market”.

JACK DE GARIS

Many of the men and women featured between these pages could be considered “colourful” but only one has gone so far as to fake his own death.

Clement “Jack” de Garis was one of the world’s larger-than-life characters and, despite being in WA only briefly, left his stamp on the State.

De Garis was born in 1884 and grew up in the Victorian fruit-growing area of Mildura. He was forced to leave school aged nine to help his father. By the time he was 14, he had saved enough from his own wages to pay for two years at Wesley College in Melbourne. He returned to work for his father’s dried-fruit business but became restless.

In 1919, he used an aircraft to publicise the “Sun-rayed” dried-fruit brand and he went on to set several interstate flying records. His first major interstate flight was from Melbourne to Perth. While in Perth, he found that the 20,000 hectare Hassell estate at Kendenup was for sale and decided he would build a new Mildura.

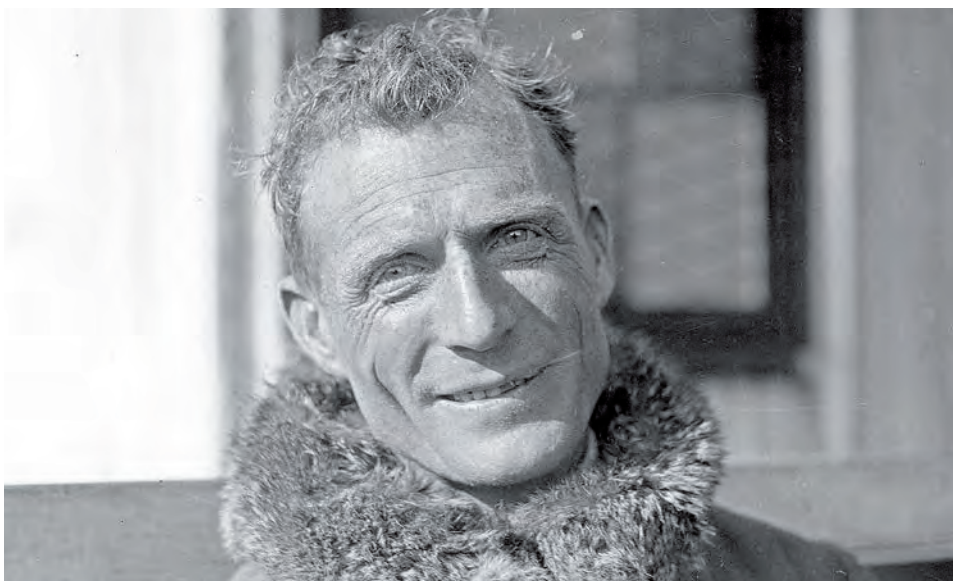
By 1921, the settlement had a population of more than 300. A brick kiln had been built and a dehydration plant for processing the farm output had been constructed. A year later, the population had risen to more than 600 and 132 homes had been built. About 262 town lots and almost 12,000 acres of farmland had been sold. Bumper crops of vegetables had already been harvested and hundreds of fruit trees planted.

But De Garis had over-extended himself so the scheme collapsed. Most farmers had to walk off the land and two royal commissions cleared De Garis of any criminal intent.

In January 1925, he faked suicide by drowning in Port Phillip Bay. A week later, he was caught on a boat bound for New Zealand. He died in 1926.



Jack de Garis



HORRIE MILLER

By the time 24-year-old Horrie Miller was fighting the Germans in the skies above France in 1917, his path in life was clear.

Four years earlier, as soon as he was old enough, the young man had travelled to the United Kingdom with a dream to fly. He had joined Sopwith Aviation Works as a mechanic, where he learnt to fly. World War I gave him his first proper taste of life as a pilot.

But it was after the war he would make a name for himself. In 1928, he and confectionery magnate Macpherson Robertson bought three new planes and employed two pilots – giving rise to the MacRobertson-Miller Aviation Company.



Airman: Horrie Miller, right.

The first service would fly in 1934, after MMA won the Perth to Daly Waters service from Norman Brearley's West Australian Airways.

MMA would grow to have air routes that spanned the country until 1969 when it was finally bought by Ansett. Ansett would remain one of the nation's main domestic airline carriers until it folded in 2001.

HERBERT JOHN WIGMORE

The Wigmore name is one many West Australians will not have thought about for many years.

Once a tremendously wealthy but much undervalued listed company, Wigmores had at various stages been the WA agent for Caterpillar Tractors, Holt and Best, John Deere and Ford tractors.

Then in 1983 Wigmores was purchased by the Bell Group – the company Alan Bond would take over in notorious circumstances in 1988 in a bid to get his hands on the Bell Resources cash-cow that he hoped would save his financial bacon.

The following year, Wigmores would lose the Caterpillar agency to Morgan Equipment – a company that would soon after be purchased by Kerry Stokes.

None of this high-level wheeling and



dealing would have been envisaged by Herbert Wigmore, the man who leant the company his name for almost a century – having established himself as a chaff and grain merchant in Fremantle in the 1890s.

It became a public company in 1938 and Wigmores would for decades be a familiar name, particularly in the agricultural sector, through its various dealerships.



fleet worth more than \$135 million. The airline holds the contract to serve the inland towns of Meekatharra, Wiluna, Laverton, Leinster, Leonora and Mt Magnet and it also serves Kalbarri, Carnarvon and Monkey Mia without government subsidy. Quinlivan likes to fly under the publicity radar where he can, but is well-known for his long battle to develop the Ocean Beach Hotel in Cottesloe.

JOHN HUGHES

John Hughes is an icon of the WA automotive industry who has built his vast empire of dealerships from scratch.

At the age of 32 he was freshly married, had just taken out a mortgage on a house and was working as the general manager of a car yard. Then one morning he took the kind of chance that can make or break a man: he bought a plot of land in Victoria Park and opened his own car yard.

Fast forward 45 years and his businesses – car dealerships, as well as side-line insurance and finance companies that capitalise on flow-on business – are testament to that first purchase being the right decision. And Hughes is worth somewhere in the order of \$300 million, according to WA's Rich list 2013.

Hughes also owns vast tracts of land, including half a disused golf course in Welshpool, and invests in a number of properties, including Australia Place, with a syndicate including John Bond.

He and his wife Margarita are regulars at Perth's most prestigious social and charitable events.



STAN QUINLIVAN

Stan Quinlivan's business interests criss-cross the State. Literally.

He owes his fortune – valued at \$290 million in the WA's Rich List 2013 – to his aviation and trucking business, Skippers Aviation and Skippers Transport.

His trucks have been a familiar sight on WA roads for decades and his aviation business is now booming, thanks in part to the State's enduring mining boom. Mr Quinlivan's entrepreneurial efforts help underpin the State's success.

Skippers Aviation has 29 regional turboprops that operate regular transport flights as well as fly-in, fly-out charters.

The airline has also taken delivery of two 98-seat Fokker 100 jets which should enter service soon after and will be the pride of a

THE 10 TITANS

The father of WA's co-operative movement left behind WA's third-most enduring legacy and one which spawned the State's most celebrated company.

WALTER HARPER

It was destined to become Wesfarmers, Australia's biggest retailer, but in 1914, Westralian Farmers Limited was a humble affair.

It was a co-operative, heavily focused on serving the rural communities in which it was based. It exported grain and fruit, distributed oil to rural areas, got involved in wool and wheat merchandising and even started WA's first public radio station, 6WF (now 720 ABC).

The man with the plan was Walter Harper – the eldest son of the great newspaper proprietor Charles Harper, who also features in these pages.

Harper senior had started the rural paper the *Western Mail* and used both that and *The West Australian* (which he also owned) to strongly push the cause of the State's farmers, innovative agricultural methods, and rural development.

The apple clearly did not fall far from the tree. Walter not only loved agriculture but was keen to experiment with the innovative practices his father's newspapers espoused. Together with a man called William Grasby, whom his father had brought from South Australia to edit the *Western Mail*, Harper discovered local soils were deficient in soluble phosphate.

This was a vital discovery – super-phosphate is still added to soils by WA farmers to this day, to counter the problem.

Harper and Grasby were also involved in the development of the first two local wheat varieties, Gresley and Wilfred.

The varieties were named after two of Harper's brothers – both of whom were killed at Gallipoli.

Harper believed in the co-operative model. In 1918, with the war coming to an end and a battle-fatigued Europe needing resources and food staples as it prepared to rebuild, Harper was involved in selling floor in London for Australian growers.

He spent decades pursuing the development of agriculture and markets for local produce through various bodies, including as chairman of the Co-operative Federation of WA and a board member of the Producers' Markets Co-op.

He was a trustee of the Co-operative Wheat Pool when it formed in 1922 – the same year he became chairman of Westralian Farmers – and Co-operative Bulk Handling when it formed in 1933.

Harper oversaw the Soldier Settlement Scheme and introduced the first milk pasteurisation plant to WA.

According to his entry in the Dictionary of Biography, Harper was "a frugal, abstemious (he did everything in moderation), reserved man, and a talented cricketer and golfer".

"He was admired for his lucid, analytical thinking, his conservatism and his selfless service: as a director of Westralian Farmers his fees had generally been a guinea for a meeting and, for a long time, his remuneration as chairman was only £600 a year."

At his funeral in 1956, Sir John Teasdale said that Harper, "more than anyone else, fostered and cared for" the Western Australian co-operative movement which would "remain his monument".

For his achievements, the Royal Agricultural Society of WA inducted Harper into its Hall of Fame in 2000.

No. 3

Land development

40 100 MOST INFLUENTIAL



JAMES PEET

It was one of the most spectacular, and touching, acts of generosity in WA history.

At 3.30am on February 12, 1916, when the guns on the fronts of World War I were blazing – the residents of Mt Hawthorn got out of their beds and began to build a house.

By nightfall, the volunteers had almost finished building the four-room, brick-and-tile house in Kalgoorlie Street.

The modest home would be known as Anzac Cottage.

A practical monument to the Australian soldiers who fought at Gallipoli, it would be a home for the district's first veteran to return from the battlefields overseas.

While locals each donated £5 towards a building fund, it was estate agent James Peet who donated the land. This by itself did not guarantee his place on this list – but his stellar business career did.

Peet had begun his property development business in 1895, opening a small office in William Street. It was incorporated 10 years later and has traded as a company ever since – making Peet Limited one of Australia's longest-established property companies.

Peet's operations now span the country.



It has developed estates in Victoria, Queensland and New South Wales. Under the 17-year stewardship of Warwick Hemsley, Peet accrued a massive land bank, which will ensure the company will continue to shape the communities in which we live for generations to come.

Community spirit: Mt Hawthorn residents build Anzac Cottage in 1916. The four-room house would be home for the district's first veteran to return from the battlefields overseas.

Clearing land for development was an arduous task in the early days of the Swan River Colony. With few beasts of burden to haul equipment, creating patches of land to build on or farm was slow, backbreaking work. Today, land developers have an easier job. But the industry remains a crucially important one – creating or reusing space for housing, recreation and commerce.



CAPTAIN JAMES STIRLING

In 1827, a young Royal Naval officer James Stirling, then in command of the *Success*, pressed the Colonial Office to establish a colony on the Swan River.

The French were active on the south coast of what would become Western Australia. Stirling was suspicious.

Earlier in the year he had visited the area around the Swan River for about a fortnight and had become quite enamoured with it.

After some politicking, the case was won. Orders were given to establish a British settlement in this western-most part of New Holland. Stirling was given command.

On May 2, 1829, Captain Charles Fremantle arrived aboard the *Challenger* and took possession.

On June 18, Stirling proclaimed all of New Holland not considered part of New South Wales for Britain.

Stirling ran the settlement until August, 1832, when he returned to England and was knighted.

Despite question marks over his abilities as



First look: A painting of the Swan River by Surgeon Clause, of the *Success*, in 1827.

an administrator, he retook control of the colony from August 1834 until December 1838.

It is thanks, at least in part, to the persistence and persuasive charms of Captain James Stirling that the Perth we know today exists. For this reason we consider him the State's most important property developer.

STAN PERRON

According to the 2013 WA's Rich List, Stan Perron is worth \$2.48 billion. That's little wonder when you consider the number of lucrative pies in which he has his fingers deeply embedded.

He has interests in the automotive industry, including Prestige Motors. He holds a vast property empire, including Centro Galleria, Belmont Forum and Central Park. He also gets a cut of the royalties from Hancock Prospecting and Wright Prospecting's Brockman project – thanks to a decision to help bankroll Lang Hancock and Peter Wright in their iron ore quest.

It was 50 years ago that the renowned

philanthropist, now 90, became the WA distributor for Japanese automotive group Toyota. At the time Perron was State manager of engineering company Thiess, which had been offered the local Toyota distributorship after buying 20 LandCruisers – a huge order at the time – for use on the Snowy Mountains project. Perron, who already ran his own earthmoving business, took on the challenge himself.

Later, in partnership with Dave Golding, the business would become Prestige Toyota. It is the only independent Toyota distributor in Australia and one of only very few in the world. His property empire started in 1969 with the purchase of a 12-storey Perth office for \$1.2 million. Since then his property portfolio has continued to grow.

Earlier this year Perron was the first West Australian inducted into the Australian Property Hall of Fame.



Stan Perron

THE MANNINGS

The Manning Estate was a vast, 560-hectare tract of land along the banks of the Canning River. It stretched from present day Henley Street to Clontarf College and as far south as Mount Henry.

It was purchased for £500 in 1840 by Henry Lucius Manning, a successful London merchant trader, although he is unlikely to have ever seen it. It was instead his younger brother Charles – the family adventurer,

with a taste for exotic women and a prodigious ability to get them pregnant – who first arrived in the young colony in 1854 to look after the family's interests.

Charles acquired yet more land and in 1866 built a grand house called Davilak Estate for his son, Lucius Manning – one of his 21 progeny. He acquired the rest of the family property in 1886 but died soon after, leaving his wife and eldest son Alfred to manage the family property business.

The estate was gradually subdivided and developed over the decades until much of it was resumed by the State government in 1948 and developed by the State Housing Commission.



Defining moment: Sir John Forrest turns on the water at Mt Charlotte, Kalgoorlie, in 1903 to open the Goldfields water supply.

JOHN FORREST

John Forrest is most famously remembered as WA's Father of Federation. He was our first Premier, the man who guided us into a united Australia ahead of 1901, and, once in the new Federal Parliament, variously the young nation's minister for defence, treasurer and occasionally acting prime minister.

But before his long and successful career in politics – during which time his stewardship ensured the smooth and prosperous development of the State – Forrest also led several expeditions in search of lands suitable for agriculture and settlement. In doing so, he also mapped vast tracts of the State's interior and was the first person to travel inland from Geraldton to Adelaide.

He became surveyor-general and commissioner of Crown lands – a rare feat for a colonial-born man with no wealthy family connections in Britain. He conducted the first large-scale survey of the Kimberley, selected the site for Wyndham's port, aided the development of the Pilbara and Yilgarn goldfields, and proposed a railway from Perth to Bunbury.

Forrest oversaw a huge public works program that blew out public debt enormously (he raised loans in London on the understanding that as the State's population increased, so would its ability to pay its debts). In doing so, he opened up



much of the State for development through initiatives including the Coolgardie Water Scheme, the Homesteads Act, the Lands Act, the Agricultural Bank Act, regulating pay and conditions, and allowing women to own property.

It is for his role in developing land across WA that he earns a place on this list.

NIGEL SATTERLEY

Nigel Satterley is a man who knows where the money is in this town.

His empire is built on a business model that develops land through property syndicates involving some of WA's most affluent families.

He launched his flagship company on the cusp of the booming 1980s, when WA was considered something of a frontier town and the nouveau riche and established upper crust alike had money to spare.

After 10 years with Statesman Homes, he established Satterley Property Group in 1980 with the backing of long-time friend and mentor, Sir James McCusker.

The group has expanded from five employees in 1980 to more than 100 and has built an image of a safe berth for private investors looking for solid returns.

His company has sold more than 50,000 home sites at 130 residential developments, stretching up and down the coast from Brighton to Busselton.

It is now expanding into the Melbourne market.

Satterley has sold land to so many West Australians his place on this list was assured.



In the nineteenth century, WA's isolation bred a generation of sea traders who connected the fledgling colony to the rest of the world. It was a treacherous line of work but crucial to the economic development of the colony – as London-based manufacturers cried out for timber, wool and other primary products from the west.

ROBERT MACE HABGOOD

Most West Australians will never have heard of Robert Mace Habgood but there would have been scarcely a person in the earliest days of the colony who would not have known his name.

Habgood was a merchant trader whose ships transported cargo between the new colony and England. He was an early member of the Chamber of Commerce, a pastoralist who leased his land to tenants, a large shareholder in the WA Bank and a proprietor of the Geraldine Mine.

Born in 1814, he arrived in Perth in 1831 with his parents. By the 1860s he had bought ships and was trading wool, lead, sandalwood and horses. His most famous ship was the Chalgrove, which raced the Charlotte Padbury (owned by Walter Padbury) to London with a cargo of wool.

His obituary in the Herald in 1876 describes him as part of a generation of “able and resolute” settlers and relates that he was “well and favourably known” among the people of WA.



Helena Dance's moment: An artist's impression of the Foundation of Perth in August 1829.

JOHN THOMAS

A lad of just 14, John Thomas landed in Fremantle at the heel of his father in 1829. The colony was new, conditions were harsh, and opportunities were great.

His early career involved cutting timber, for housing, in the area that would later become Rockingham. He became involved in lightering (transferring cargo) from ships to port by means of small boat and by 1839 had bought his own 22-ton cutter.

With that vessel he carried freight between Fremantle, Bunbury and Vasse. The business grew and he began trading in teas, sugars and other household necessities with Singapore. He built a 125-ton schooner (his cutter having been wrecked on the Abrolhos Islands) with which he traded with Adelaide, Hobart, Cape Town and Mauritius.

In the formative years of the new colony, the enterprising young Thomas' endeavours, his entrepreneurship, provided a vital link in the supply chain that kept the settlers alive, nourished, and comfortable.



The Hotel Salbert (now The Commercial) in Fremantle was built by John Thomas.



John Thomas' residence in 1874. It is now the Ravenswood Hotel.



Namesake: Wembley's Lake Monger.

WILLIAM DALGETY MOORE

In 1867, William Dalgety Moore, a young pastoralist and merchant trader, established his own business – WD Moore and Co.

A century-and-a-half later, it is still a thriving WA business.

WD Moore and Co, now in the hands of the fifth generation of Moores and in partnership with a Singapore-based investor, is still providing water pumping equipment to rural WA.

Moore was quite the entrepreneur.

His company dabbled in everything from pearling at Shark Bay to running a flourmill in Fremantle.

He had shops in Cossack and Roebourne, a timber mill at Quindalup and even a hotel.

For a time he owned Cheriton, the Gingin property that has passed through the hands of several of the men on this list of the State's most influential business leaders.

Moore was a Member of Parliament and a director of the WA Bank.

For a decade he was president of the Fremantle Chamber of Commerce.



JOHN MONGER

Born in Perth in 1831, John Monger was among the first white, native-born West Australians.

He would rise to become one of the State's most prominent and influential characters – connected by family or business or politics to the great families of the colony, including many who appear in this list.

During a trip to England in 1857 he married Henrietta, the daughter of prominent Fremantle merchant Charles Manning. He became a merchant himself, in partnerships with William Dalgety Moore, John Bateman in Fremantle and George Shenton in Perth.

Having inherited his father's wealth, Monger set about making himself wealthier still – owning ships to trade with the UK and becoming the State's biggest exporter of sandalwood at a time when that was WA's second-largest export. He also led in agricultural development, vastly improving agricultural efficiency on his huge landholdings around York.

Monger, who gives his name to both the lake and the street, had several stints in State Parliament.





WILLIAM SILAS PEARSE

There were not too many early industries not touched by the business partnership of William Silas Pearse and his brother George.

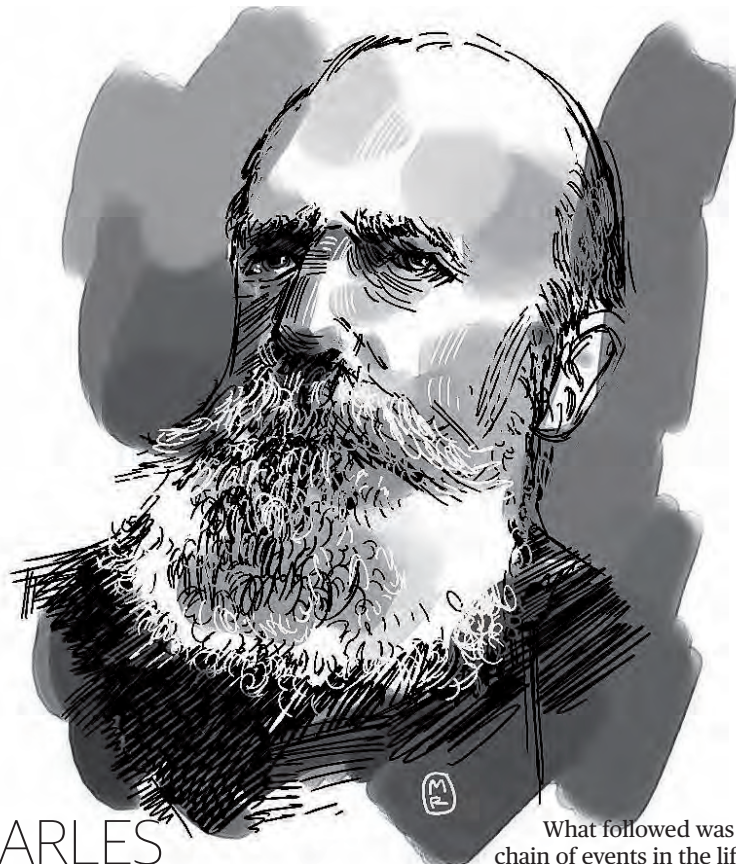
They owned butcher's shops, ships and an importing business. They were instrumental in the pioneering of the leather industry in WA and were merchants supplying the Cossack pearling industry.

They were also big pastoralists. In 1874, Pearse sent an expedition to the Murchison where he and his brother established Meka sheep station. Within a decade he was a major shareholder in Meda, Liveringa and Oombagooma stations.

Pearse was not just successful in business. He spent 15 years on the Fremantle Town Council, including three as chairman, and had two stints sitting in the Legislative Council and one in the Assembly.

His biographer for the Australian Dictionary of Biography, Geoffrey Bolton, said Pearse was a reliable backbencher but his Parliamentary career was "notable only for the brevity of his speeches".

He resigned from Parliament in 1895, sold his business shares to his brother and retired to England, where he died in 1908.



CHARLES EDWARD BROADHURST

By the time Charles Broadhurst bought the first steamship to trade up and down the WA coast in 1871, he was already a substantial figure in WA business.

He had exported horses to India, formed the Denison Plains grazing company in the north of WA, purchased several grazing leases around the Ashburton River and held pearling interests at Faure Island (Shark Bay) and Nickol Bay (Karratha).

The steamship, the Xantho, had cost him £4500, but became shipwrecked near Port Gregory in 1872, causing him serious financial difficulties just as the pearling industry took a turn for the worse.

What followed was an inglorious chain of events in the life of an already controversial entrepreneur, with a visiting magistrate investigating and upholding complaints from Malay pearling workers about conditions at Shark Bay.

Many had complained they were unpaid and unable to return home while some had supposedly died of starvation.

All 18 cases were eventually quashed in the Supreme Court but in the interim, Broadhurst had resigned his Legislative Council seat because of the controversy.

He went on to establish fish canning at Mandurah before helping start the guano industry at the Houtman Abrolhos, albeit with limited commercial success himself.

His son Florance, however, was far more successful, exploiting the Gun Island guano deposit.

His daughter Kitty Broadhurst was a suffragette and one of the 12 women to establish the Karrakatta Club.



Patriarch: John Bateman died in 1855.

THE BATEMANS

Generations of the Bateman family would, over half a century, develop high levels of trade with South East Asia.

They became exporters of timber, sandalwood and horses, importers of sugar and tropical produce and transporters of stores and supplies up and down the WA coast. Indeed, until steamships arrived in 1888, J&W Bateman held a monopoly on coastal trade to the State's North West and the Kimberley.

The patriarch of the family was John Bateman. Born in 1789, he was a silk mercer in London's Cheapside before emigrating to WA and settling in Fremantle in 1830. He helped establish the Fremantle Whaling Company.

After his death in 1855, his son Walter became active in politics, serving on the town trust and winning election to the Legislative Council. His brother John was a visionary advocate for the potential of Fremantle and its harbour.

John in turn sold the family business to his son, John Wesley Bateman, who served on both the Fremantle Town Council and the local chamber of commerce.



Sir George Leake

SIR GEORGE LEAKE SNR AND SIR LUKE LEAKE

If there is a figure among this 100 with whom it would have been most fun to have a drink, it surely would be the larger-than-life lawyer and judge, George Leake.

His father had been among the first to arrive in WA in 1829 and George, his brother Luke and his mother arrived in 1933.

His biographer describes him as "large, genial and charitable" and never far from controversy.

"His eccentric wit and the justice he dispensed was not always conventional and his antipathy to the chief justice, A P Burt,

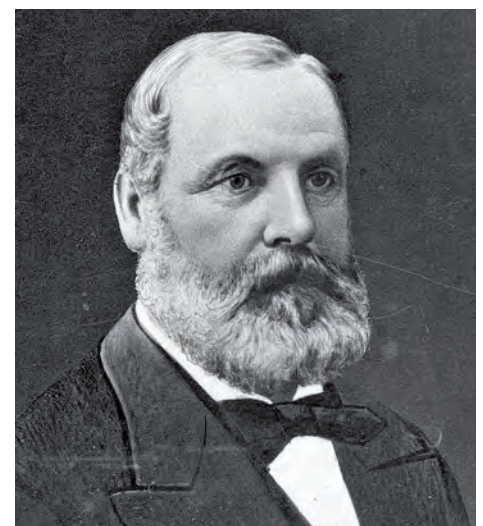
did not help his ambition for permanent elevation to the bench," his entry in the Australian Dictionary of Biography states.

"In 1880, during an arbitration case, he threw an inkstand at the defending counsel, Septimus Burt; he apologized next day but claimed that he had been annoyed by Burt for 10 years."

In 1887 he was appointed, somewhat reluctantly on the part of the authorities, an acting judge.

Eventually his son, also called George, would become premier.

Luke, meanwhile, was a success in business, trading in tea, sugar and flour. His ships regularly visited Singapore, India and Mauritius. Elected to Parliament in 1870 and a director of the WA Bank for more than 30 years, he was appointed a magistrate and visiting justice for Rottnest and Perth's prisons.



Sir Luke Leake

Engineers the world over are known for their ingenuity but the remoteness of WA called for particularly acute self-reliance and innovation. Perth's sandy soils created headaches for the colony's early engineers but they quickly overcame any uncertainty to come up with grand plans for urgently needed infrastructure. Today, the engineering profession plays a crucial role in the State's mining industry.

HAROLD CLOUGH

In 1954, on a chocolate box St George's Terrace unrecognisable today, the company Clough built Perth's first high-rise building.

The National Mutual Building, at 81 St George's Terrace, has long-since been dwarfed by Allendale Square next door, but it represented the start of a long period of growth and diversification for a company that had started out as builders JO Clough and Son in 1919.

It just so happens that 1954 was also the year Harold Clough joined the family firm. Within three years the company was awarded its first big civil contract (in joint venture with a Danish firm), to construct the Narrows Bridge.

Over the next few decades the company would become a key civil engineering and infrastructure player in WA, including winning significant contracts in the mining and resources and oil and gas industries. It would expand into the Middle East, Asia, Africa and America – not just growing but also acquiring – before listing on the Australian Securities Exchange in 1998.

Clough was managing director until 1988 and chairman until 2002. In 2000, he was named one of Australia's "Export Heroes" and in 2005 was awarded the Sir Edward "Weary" Dunlop Asia Medal for his long-term commitment to Asia-Australia relations. He is also a director of the Institute for Public Affairs.



Vision: Harold Clough and his father, Jack.



Broad interests: Sir Frank Ledger at Bob Weir's stud in Armadale.

SIR FRANK LEDGER

Long before the television series *Sweet* propelled Heath Ledger to local fame. Long before his break-through role in *10 Things I Hate About You*. And long before his tragic early death in 2008 and his posthumous Oscar for *The Dark Knight*, the Ledger name was already widely known and revered in WA.

Heath's great-grandfather, Sir Frank Ledger, was a respected figure in WA – a close confidant of Sir Charles Court – and a very successful businessman in his own right.

His family had owned and operated a foundry and ironworks in Pier Street, J&E Ledger's, in 1885 and there is a record of premier Sir John Forrest visiting the site in 1903.

Sir Frank, who started as a 15-year-old apprentice in the family firm, managed and directed the firm from 1935 until 1965, when he sold it to the British Mitchell Cotts group.

He was involved in many committees and organisations promoting local business, played league football for East Perth, and was heavily involved in the WA Trotting Association and various sporting and yachting clubs. He died aged 93 in 1993.

Sir Frederick Samson tosses the coin at the 1972 South/East Fremantle derby.



SIR FREDERICK SAMSON

One of the oldest families in WA, the Samson heritage goes back to 1829.

In that year, the family business, Lionel Samson and Son, opened in Mouat Street in Fremantle.

Since then, three generations of Samson have been Fremantle mayors.

The first of those was Lionel Samson, who has his own entry in the Food section of this publication.

The most recent was his grandson, Frederick, who donned the ermine and chains from 1951 until he retired in 1972.

He had been on the council since 1836.

From World War I, Sir Frederick worked at the Metropolitan Water Supply, Sewerage and Drainage Department and then as a surveyor.

In 1931 he set up as an auctioneer and real estate agent at Fremantle.

According to his biographer, Patricia Brown, in the Australian Dictionary of Biography, Sir Frederick “maintained that a city should be more than a place of commerce and exchange, and made himself accessible to anyone who came to him for advice or help”.

“He was quixotic in his efforts on behalf of the community and kept a pocket full of coins with which he fed meters on the streets as he passed by, thereby saving motorists from a possible fine.”

In 1946, he helped to form the Home



Building Society and was chairman from 1951 to 1974, during which time he helped it grow its assets by \$70 million.

He was a councillor of the Real Estate Institute of WA from 1949 until 1964 and was a board member at the State Electricity Commission for 20 years until his death.

JOHN RUBINO

Engineering firm Monodelphous was on the verge of collapse when John Rubino took the reins after the sharemarket crash of 1987.

Having nursed the company out of receivership, a quarter of a century later, it is a \$2 billion contracting giant.

His reputation as company manager is such that he is included alongside the likes of billionaire Harvey Norman boss Gerry Harvey and Leighton Holdings’ Wal King in the business book Master CEOs.

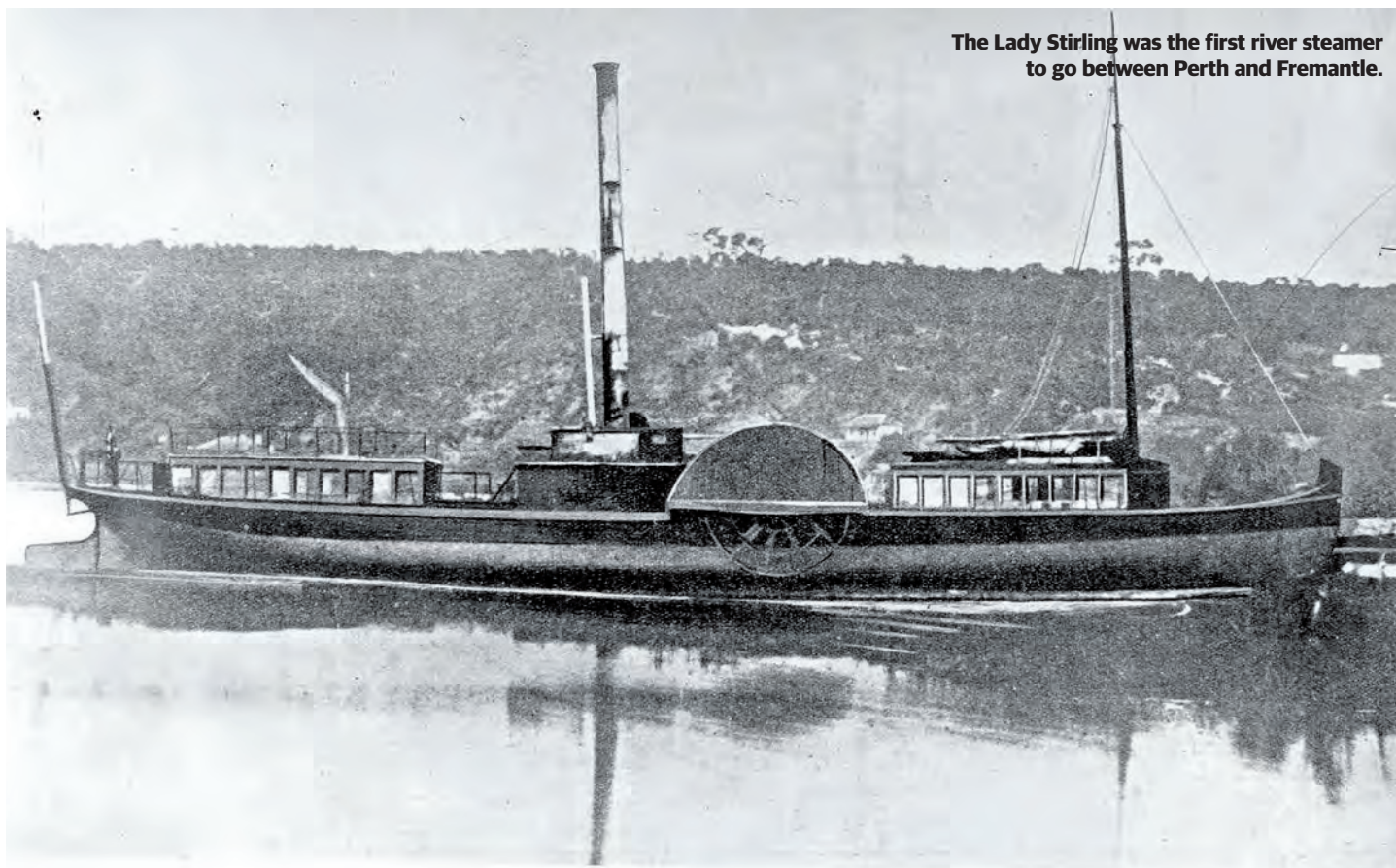
Rubino migrated to WA from Sicily in 1966 – unable to speak English but with a solid understanding of commerce, thanks to being raised in a family with a deli and agricultural businesses.

After starting his Australian working life as a trade assistant, he seized an opportunity in 1970 to become a sub-contractor on the Ord River dam project.

He is quietly spoken, speaking with an accent thick from his Italians roots, but shares business wisdom that has served WA success stories such as Monadelphous and Wesfarmers so well.

The 68-year-old has spread his wealth across property, including office buildings in Adelaide and West Perth.





The Lady Stirling was the first river steamer to go between Perth and Fremantle.

GEORGE RANDELL

In the days when rivers were the highways of industry, George Randell was king.

A mechanic and carpenter who left smoggy England in the 1850s at the end of the Industrial Revolution, it was Randell who started the Swan River's first regular steamship service.

His ships plied the calm waters of the Swan between Fremantle and Guildford until 1878 when he sold his interests – partly because of competition from the new railway and partly because of the death of his wife. He returned to England to grieve for two years. When he returned in 1880, Randell reinvested in shipping, capitalising on the ferry and cruising trade which had been boosted by the post-Goldrush population boom.

Within a decade he moved into politics. According to his Dictionary of Biography biographer, Geoffrey Bolton, Randell was “notable as an inveterate defender of last ditches” who opposed Sir John Forrest’s developmental policies and the program of agricultural expansion “yet remained popular because of his sweet temper and reliability”.

As minister for education he initiated the Claremont Teacher’s Training College. He held several banking and financial industry directorships and chairmanships and was “the mainstay of Perth’s Congregational Church”.



FRANK WILSON

Frank Wilson was a man in demand.

He arrived in WA in 1891, aged 32, with an already formidable engineering career behind him. He had accepted a post as managing director of the Canning Jarrah Timber Company – a job that well-suited his experience.

Wilson had grown up around the timber industry, his father having been a timber merchant in Durham, UK, and having been apprenticed himself to a timber merchant and shipbroker in Sheffield.

By 1880, he and his brother had established their own engineering company, still in the UK, so he had also sound experience in running a business before he moved to Australia in 1886 to manage A Overend & Company’s, railway contracting, flour-milling and machinery business in Brisbane.

His quick mind was soon in demand in Perth business. Wilson became a mining agent and a director of the Fremantle Gas & Coke Company, Eureka Milling Company, the Perth Brick Company, the Jarrah Wood and Sawmills Company and the Collie Coalfields Company.

He did stints as president of the Perth Chamber of Commerce and the Timber Merchants and Sawmiller’s Association and the Coalowners Association of WA, and spent time on Perth City Council.

He was also elected to Parliament after responsible government was introduced and served as minister for mines in the Leake government before ultimately having two turns as premier himself, before his death in 1918. It was Wilson – perhaps one of our more forgotten premiers – who introduced legislation to create the University of WA and the State’s preferential voting system.

THE 10 TITANS

The intertwined legacies of the iron ore pioneers are WA's second-greatest.

LANG HANCOCK AND PETER WRIGHT

The vision held by these two great friends, business partners and leaders, has shaped WA for six decades.

Their vision has shaped the State's economy, industrial development and political discourse.

Their discovery and exploitation of what, as it turns out, was the world's biggest iron ore deposit, has filled treasury coffers for successive governments and put food on the table for generations of West Australians.

How it came to pass that Hancock would make his great discovery has an element of legend to it.

"In November 1952, I was flying down south with my wife Hope, and we left a bit later than usual and by the time we got over the Hamersley Ranges, the clouds had formed and the ceiling got lower and lower," Hancock wrote. "I got into the Turner River, knowing full well if I followed it through, I would come out into the Ashburton.

"On going through a gorge in the Turner River, I noticed that the walls looked to me to be solid iron and was particularly alerted by the rusty looking colour of it, it showed to me to be oxidised iron."

Whether it actually rained that day is in dispute and Hancock wasn't even the first to realise there was iron ore there (that had been known since 1890) but, it hardly matters. It's a good story – and his decision to exploit the deposit was the birth of something great.

It took him a decade to get the ban on exporting iron ore lifted by the Federal Government and to peg his claim.

When it finally happened, it was to his old school friend Peter Wright that Hancock turned. They signed a deal with Rio Tinto that enabled them to develop "Hope Downs" and share \$25 million a year in royalties.

No. 2



Iron Men: Peter Wright and Lang Hancock were the forefathers of an industry responsible for much of WA's current prosperity.

Over the next 30 years, he would work to grow not only his own company but the iron ore industry upon which so much of the State's current prosperity hinges.

From nothing at the start of the 1960s, iron ore worth \$57 billion was mined in WA last year – bringing in hundreds of millions in royalties and employing thousands.

Hancock had been given a good start in life. Hailing from a wealthy pastoralist family, he had been raised on Ashburton Downs and then Mulga Downs stations and schooled at

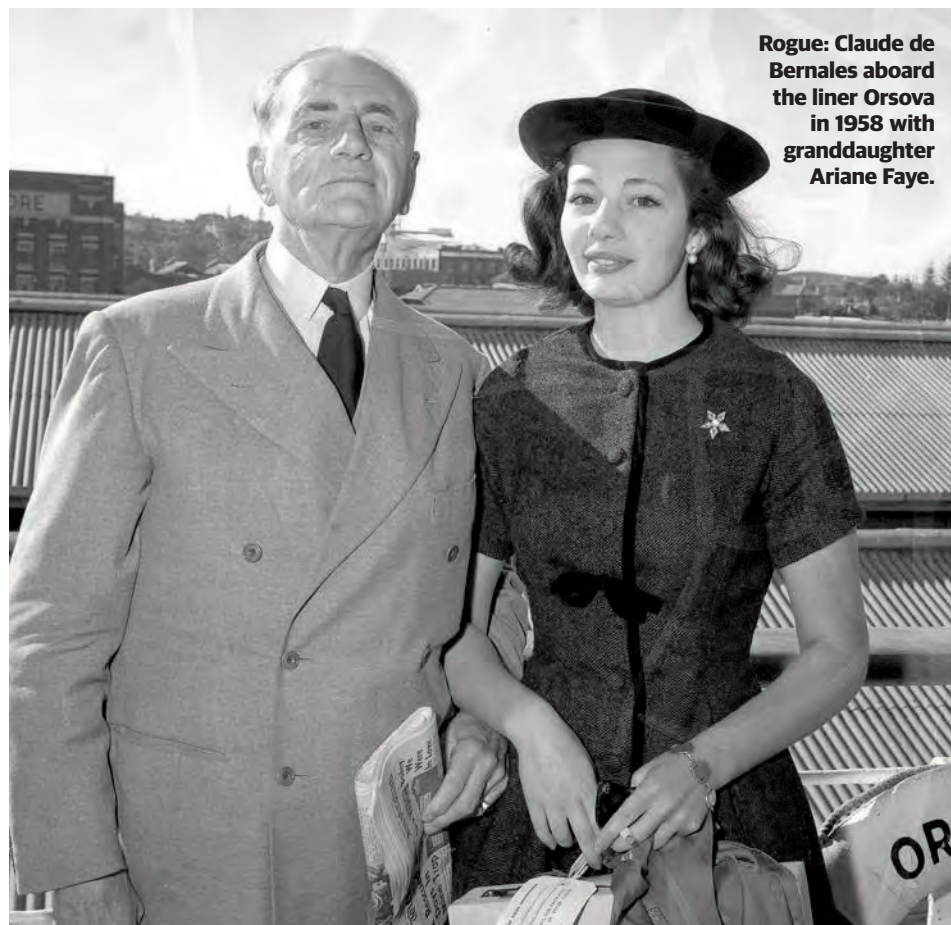
Hale. It was here he met Wright – the man who would become his business partner. When Hancock took over control of Mulga Downs, Wright was his right-hand man.

In 1934, he staked a claim to mine asbestos at Wittenoom Gorge (in another bit of Hancock lore, he's said to have first discovered it there at the age of 10) and began mining it four years later. The business was bought by CSR in 1943 and Hancock retained a 49 per cent stake for the next few years.

Wright and Hancock, famously, signed their deals with nothing but a handshake. Despite a desperate wish for their wealth not to cause fractures after their deaths, the Hancock and Wright heirs have been in and out of court and are still pursuing separate royalties and ownership claims over the Hope Downs joint ventures with Rio.

Hancock's daughter, Gina Rinehart, has carried her father's legacy forward: a journey which has made her Australia's richest person.

West Australians today take for granted regular announcements of multi-billion dollar resource projects. But it was not always so. The massive oil and gas and iron ore projects which now provide employment and underpin the State's finances are relatively new phenomena. Before the likes of Rio Tinto, BHP, Woodside and Chevron dominated the business agenda, WA was a gold mining State whose spiritual capital was Kalgoorlie. Drilling was a tough industry and the lessons learnt in the late 19th and early 20th centuries would see WA become a world leader in mining technology and technique.



Rogue: Claude de Bernales aboard the liner Orsova in 1958 with granddaughter Ariane Faye.

CLAUDE DE BERNALES

It was the Gold Rush that in 1897 lured a young Claude de Bernales from his native London to the dusty deserts around Kalgoorlie.

He would go on to become a legend of the WA Goldfields – a man whose investment and entrepreneurial vigour did much to stimulate investment in the State during the early part of last century, before his ultimate fall from grace.

The wealth he accumulated, coupled with over-the-top taste in architecture, gave the city some of its more distinctive buildings.

That includes the mock-Tudor London Court in the city, built in 1937, and the overly showy Spanish mission-style Cottesloe Civic Centre, built in 1936.

De Bernales had acquired mining leases in Kalgoorlie and Wiluna through defaults by clients of his foundry. He formed the Wiluna Gold Mines Company.

In 1926, he raised £1 million in London to develop the Wiluna leases. His other companies included Anglo-Australian Gold Development Co and the Commonwealth Mining and Finance Co Ltd.

In 1936, he won control of the Great Boulder Proprietary Gold Mine, one of the oldest and richest mines on the Golden Mile. The mine went into liquidation and the shareholders sued for their losses, accusing de Bernales of mismanagement. As a result,



several companies on the London Stock Exchange went into liquidation and a resulting investigation uncovered income tax liabilities from share dealings on profits of more than £1,382,000. The court case dragged on for a decade and was finally settled for £125,000 because of his ill-health. He became a recluse and died in London in 1963.



FRANK CROSS

Frank Cross was a business leader whose cunning was instrumental in securing an oil refinery in Kwinana when BP had considered rival Brisbane a safer bet. It was a victory which guaranteed the fuel which powers the State's businesses.

He was recognised as a father of WA's Chamber of Commerce and Industry after uniting business groups in 1975 under a forerunner, the Confederation of WA Industry.

The achievement was the culmination of an endeavour that began at 15 when Cross started as a cadet industrial officer with the WA Employers Federation where he was trained in economics, industrial relations, accountancy, law and, most critically, the art of negotiation.

"I spent over 20 years advising employers, negotiating agreements with trade unions and 12 of those years as a court advocate in Federal and State arbitration courts and magistrate courts," he once explained in a memo of his career.

Cross mentored a corps of skilled young industrial advocates for employers, many of whom went on to hold senior ranks in industrial advocacy.

He was acting executive director of the WA Employers' Federation when, in 1952, BP was considering the Queensland government's offer of land at the mouth of the Brisbane River for an oil refinery. His negotiation skills with both the unions and BP saw the refinery lured to WA. Cross was awarded the Order of the British Empire in 1976 for service to industrial relations.

He died in 2011, aged 100.



FRED RAE

For 3½ decades the Rae family were synonymous with the petroleum industry in WA.

In 1976, Fred Rae invested in a single petrol station in Perth. When the family sold the business in 2010, there were more than 100 Gull service stations across the state and the company had a turnover estimated at \$860 million a year.

Rae left school at 14 to become an apprentice carpenter and made the move into petroleum after a career building houses and grain silos around WA.

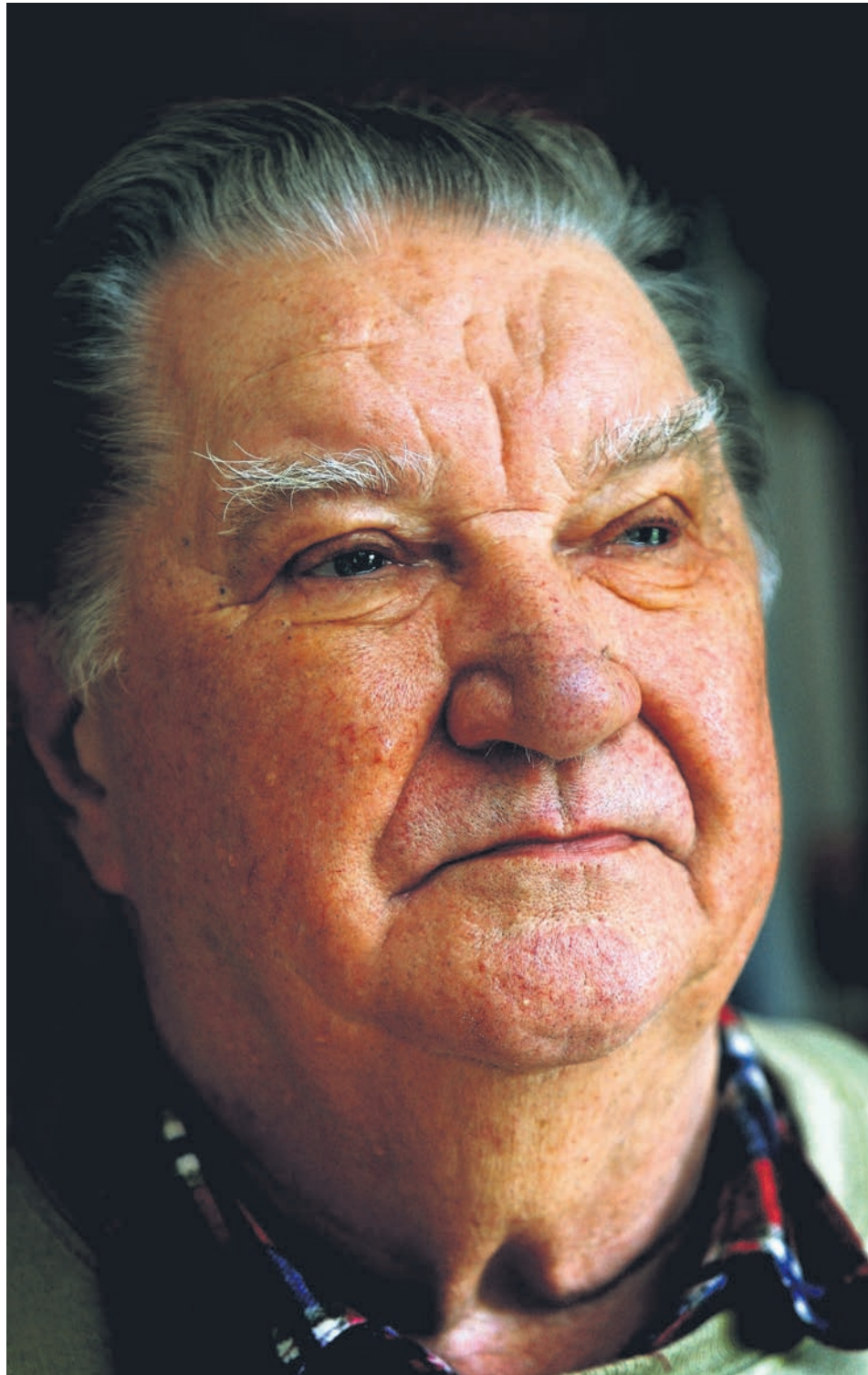
He bought out his partners in the then 35-outlet operation in 1984. He handed over the reins of the business – now WA's biggest independent fuel company – to his son Neil in 2003. His son-in-law Ian Green also became a director.

The family came close to selling Gull in 1987, when Fred Rae struck a deal to hand over the business to rival Mark Povey for \$15.5 million but the sale was aborted.

The Raes sold out three years ago in a \$500 million deal but retain significant property holdings, including an interest in Bunbury Tower bought from Alan Bond in 1990.

In an interview with *The West* at the time of the sale, Neil Rae said: "We were the first company to import fuel into Australia and break the (monopoly) of the majors, so we have a lot of highlights, things that we're proud to have done".

The West Australian



SIR ARVI PARBO

His name appears among the industry's greatest in Kalgoorlie's Mining Hall of Fame. He is the patron of the prestigious Melbourne Mining Club. An oration is held in his honour each year.

Sir Arvi Parbo was not born in WA, nor does he live here now. But as one of the giants of the industry that shaped this State for 160 years, he has thoroughly earned his place on this list. At one time, Parbo was chairman of

Western Mining Corporation, Alcoa and BHP – three of the nation's biggest companies.

During the 70s, 80s and 90s he was one of the most powerful men in the country, holding chairmanships and directorships in companies as diverse as Zurich Insurance, Munich Reinsurance, Hoechst Australian Investments, Chase AMP Bank, and the Aluminium Company of America.

Born in Tallinn, Estonia, in 1926, Parbo fled his native land before the Soviet occupation in 1944.

He was knighted in 1978. Parbo is still a popular speaker and opinion leader and sits on the board of the Committee for the Economic Development of Australia.



WILLIAM MARMION

For three decades in the late 19th Century there was scarcely an industry not touched by William Marmion either personally, or through his political influence.

The son of a merchant, by 21 he was a master in the mercantile service. Through his company, WE Marmion and Co, he held interests in the pastoral, pearling and other maritime industries – including holding more than a million acres of Kimberley pastoral land. When gold was discovered in the Yilgarn district he not only sold stores to prospectors heading out into the desert to chance their luck, but formed several of his own mining companies.

In 1873 he was elected to the Legislative Assembly for the seat of Fremantle – a position he held until his death in 1896. It was through politics that he became wildly influential. He was made commissioner of lands and minister for mines.

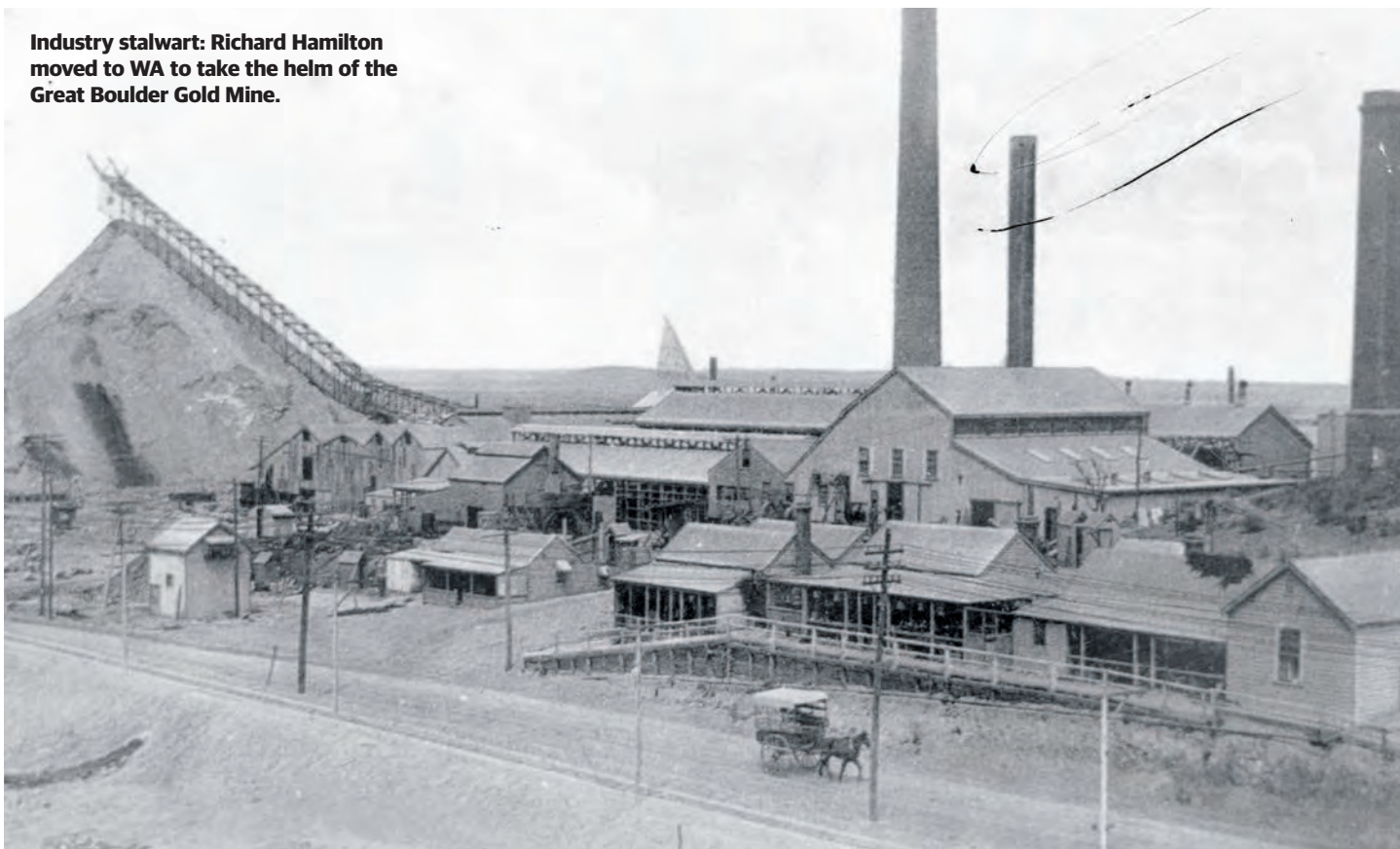
According to his biographer, TA Appleyard, Marmion sat on more than 100 select committees and royal commissions.

"Under Marmion the gold-mining industry became the economic vehicle which transformed a quiet backwater into a colony attracting enormous international interest," Appleyard writes in the *Australian Dictionary of Biography*.

"He had financial acumen and understood the infrastructure requirements needed to service rapidly increasing trade and population.

"Marmion's sudden death from liver disease on 4 July 1896 caused widespread grief. It was reported that more people attended his funeral than any other in the colony to that time and that the streets of Perth were lined with thousands of citizens."

Industry stalwart: Richard Hamilton moved to WA to take the helm of the Great Boulder Gold Mine.



RICHARD HAMILTON

No figure has been more important to our State's gold industry, for so long, than Richard Hamilton.

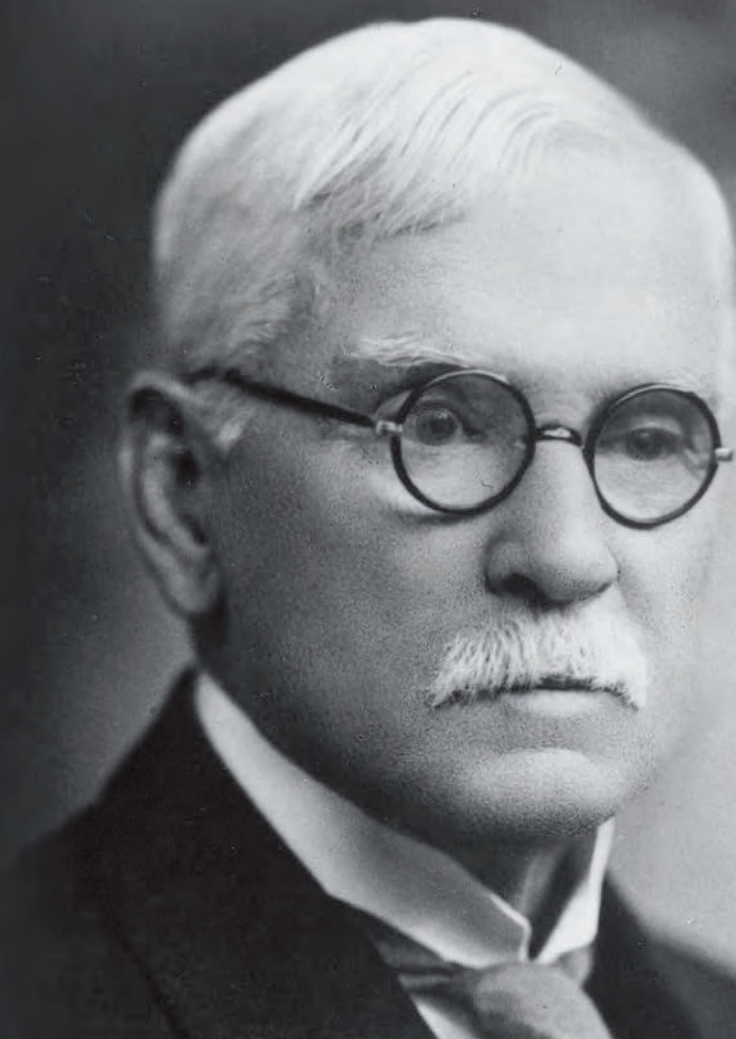
When the Kalgoorlie and Coolgardie chambers amalgamated in 1900, Hamilton was unanimously voted to lead the new Chamber of Mines.

He did so, continuously, for the next 43 years. Only death, at the ripe age of 87, could separate Hamilton from the job he loved – stewarding, leading and advocating for the industry in which he'd spent his life immersed.

Educated at the School of Mines in Bendigo, Hamilton became manager of the Honoli Goldmining Company at Mysore in India in 1883 and manager of Peel River Proprietary Goldmines in New South Wales from 1887.

He spent three years managing a mine in the US before moving to WA to take the helm of the Great Boulder Gold Mine.

He was also a director of many mining companies.



RON WISE

Renowned as an entrepreneurial wheeler and dealer during the 1970s and 1980s, Ron Wise rose to prominence as a business partner of one-time high flyer Yosse Goldberg.

These days he's more famous for his wine label, Wise Wines, but Wise has been an active figure on St Georges Terrace for decades.

Wise, who has a PhD in biochemistry, cut his teeth in business deals in the mid-1970s, teaming up with fellow sharemarket veteran Ron Woss in property developments in Mandurah and Manjimup and publishing a sharemarket charting newsletter called Chartwise. He teamed up for his first deal with Goldberg in 1977 with the takeover of North West Mining.

He also partnered Goldberg in the controversial Western Continental Corp, before they split in 1986. The company collapsed in the stock market crash the following year and Goldberg, notoriously, fled overseas.

In a subsequent carve-up, Wise emerged with control of Cape Range Wireless – the flagship public company he spent 20 years trying to turn into a profitable technology investor. It was destined to be a penny dreadful and collapsed into administration with \$6.4 million in debts.

As the owner of a winery and the pioneer of Kalgoorlie's annual Diggers and Dealers event, Wise is responsible for more than a few hangers.



ANDREW FORREST

As a wealth creator, Andrew Forrest's Fortescue Metals Group is without peer in the period since the Poseidon bubble of 1969. It has made one billionaire, lifted others into the ranks of the comfortably rich and created dozens of millionaires.

While Forrest has grabbed the lion's share of attention by virtue of being propelled to the top of Australia's rich list, plenty of others have also profited in stunning fashion from the company's ascent.

There are the Fortescue staff who were given thousands of options each to supplement their wages in the company's formative years, creditors who were paid in company stock and the investors who

bought shares at 55¢ apiece in Fortescue's first equity raising via Patersons Securities.

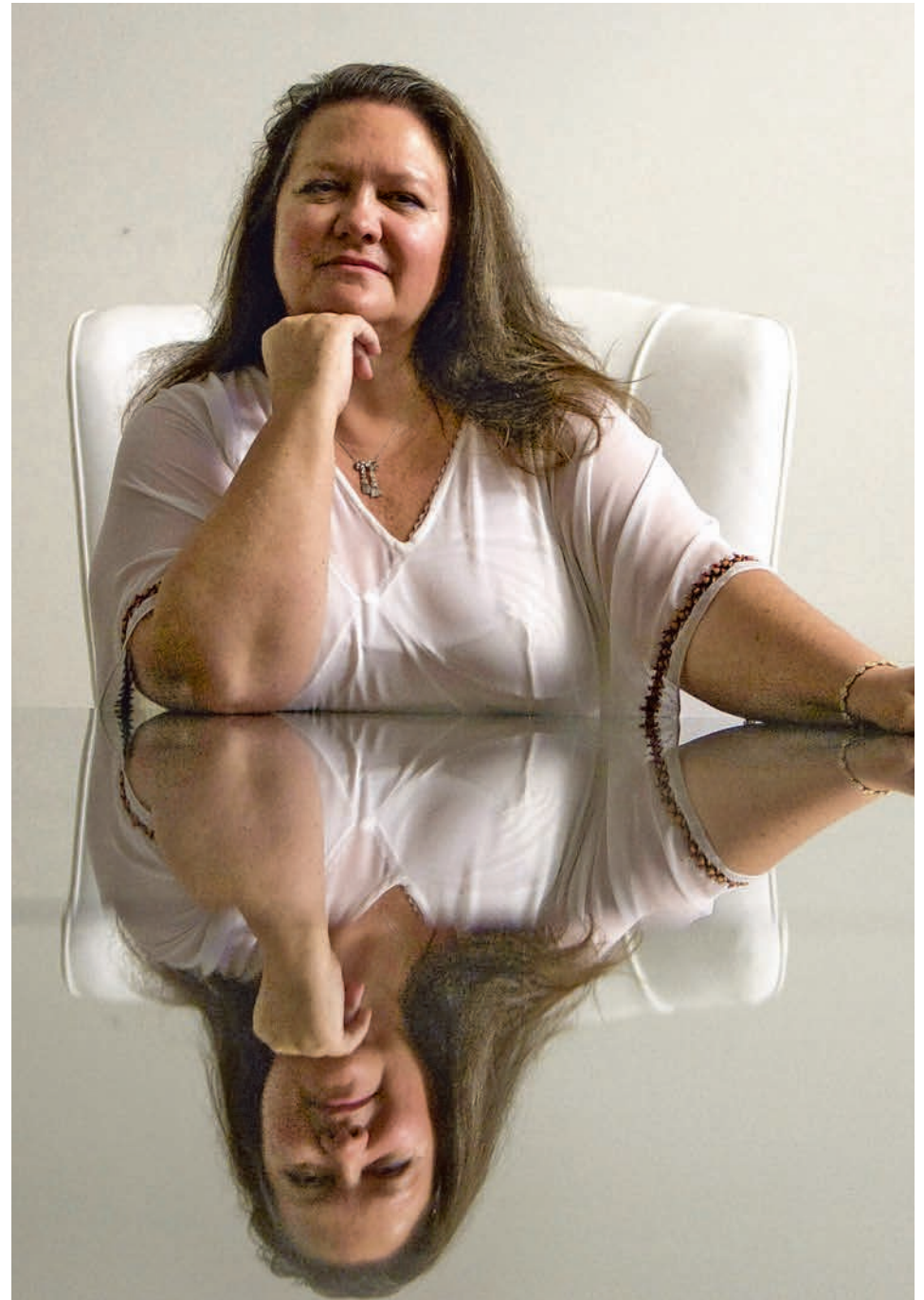
Thousands more have benefited from the FMG gravy train through well-paid jobs.

Creating from scratch the world's fourth-biggest iron ore miner helped wash the bad taste of his time at Anaconda Nickel from the mouths of investors.

Forrest earns his place on this list for two reasons: his deal-making ability and his commitment to philanthropy.

Convincing China Inc to back his dream of breaking the stranglehold that Rio Tinto and BHP Billiton had on the Pilbara, which paved the way for a stream of other mid-tier iron ore miners, is testament to his deal-making prowess.

With regards to his philanthropic zeal, he has let his money do the talking. This year's \$65 million to the University of WA was one of the greatest single acts of charity in the State's history.



GINA RINEHART

Australia's richest woman rarely makes a public appearance and rarer still a public statement.

Not for her is the direct and public political involvement of the nation's other famous mining billionaire, Clive Palmer. Gina Rinehart wields her influence away from the public eye.

Whether through dining with Cabinet ministers or tying up opponents and critics – even her family – in intense and often protracted legal battles, Lang Hancock's daughter's position as one of Australia's, and by extension WA's, most influential business people cannot be

denied. According to this year's WA's Rich List, Rinehart is worth a staggering \$14.1 billion.

Much of her fabulous wealth comes from the Rio Tinto-run joint venture at Hope Downs – the deposit her father famously pegged after a flight in the Pilbara.

Her critics label her a lucky heir. Rinehart says she is a self-made woman, who was left little by her father and had to work to get his house in order when he died in controversial circumstances in 1992. The truth, which will always be argued about, is likely somewhere in between.

What cannot be disputed is that she turned whatever she inherited into something much greater and she is inching closer to the big prize: her own integrated iron ore project at Roy Hill.

THE 10 TITANS

The most influential figure in WA business is a man who proved to be much more than just a politician.

SIR CHARLES COURT

The decision to name a career politician as the most influential person in the history of business in WA caused some consternation among the authors and historians who helped formulate this list.

Though not playing down Sir Charles Court's influence, some argued he should not be eligible because he was never a businessman himself.

If, on the front cover of this magazine, we had used the words "The businessmen who shaped WA", their criticism would have been justified.

But we purposefully used the phrase "business leaders" because we felt WA's stunning commercial development was attributable to more than just those who traded, cut deals and raised finance.

Other critics may question why Court, who was crucial to the iron ore industry, is listed ahead of Lang Hancock and Peter Wright.

Surely the men who found and mined the ore should be ahead of the man who drew up the regulatory framework that governed its exploitation?

The small group of eminent West Australian who selected the top 10 names from this list of 100 wrestled with the conundrum.

The panel posed two questions,

The first was: "would WA have an iron ore industry without Wright and Hancock". The answer was a

quick and unanimous "yes", on the grounds that it was inevitable that someone would eventually stumble upon the world's biggest ore reserve in WA's north.

The second question – "would WA have an iron ore industry without Sir Charles Court" – proved far more difficult to answer.

"If you think back over the last 50 years, no figure in public life has done more to promote resource development in this State, and therefore Australia, than Sir Charles Court," former prime minister John Howard said in 2006.

For 29 years Court was the member for Nedlands. For eight of those he was premier.

It was not in his role as premier so much as his time as minister for industrial development in the government of Sir David Brand in the 1960s that Court wielded trans-generational influence.

It was in this job that he guided the birth and development of WA's iron ore industry in the north, the bauxite and mineral sands industries in the South West, and the natural gas industry off the State's North West.

They were developments that completely transformed the Australian economy.

Not that his way of doing business was always popular with local entrepreneurs. Court recognised that exploiting the Pilbara's iron ore resources required the expertise, and the capital, of genuinely big industry.

So, big, foreign-led consortiums were given the chance to develop the resources.

His biographer, Ronda Jamieson – writing in *The West Australian* after his death – said companies both big and small had either been attracted to the State or expanded existing operations under Court's guidance and encouragement.

Court was a controversial figure and a strong opponent of Aboriginal land rights.

His last words to his son Barry before he died in 2007, aged 96, were indicative of the man, his unrelenting work ethic and his humour: "I'm not tired, I'm just worn out."

No. 1

Turns out... born leaders *actually aren't*

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Michael Gibson Lavan KC was born in County Galway, Ireland in 1875
He was educated at Trinity College and later called to the Irish Bar
In 1897 he migrated to WA and was admitted to practice in 1898, taking silk in 1930
Michael's son Sir John Martin Lavan joined his father at Lavan & Walsh in 1934
Sir John was a Supreme Court judge from 1969 to 1981. He was knighted in 1981
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