

GOOD COMPANY

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Emagine

David Peters, the founder and chief executive officer of **Emagine**, says the core values of the company were decided by its employees.

"I asked each person to write down what values they saw exhibited by another individual in the company," Peters says. "After all, a company is just a team of individuals working for a common goal ... The summary of these values then became our core company values."

Emagine, a marketing company, thrives on creativity and the employee benefits are suitably original. Upon completion of a successful project, employees are awarded a "project bonus" that translates to an off-site activity. Previous activities have included wine tasting in the Hunter Valley and chartering a boat around Sydney Harbour. Having recently completed a project in South Africa, employees will soon vote on whether to "swim with the sharks" or skydive among other more conventional activities.

At the Alexandria office, a pool table is available for employee use and there is free coffee, tea, beer and wine. The beer and wine, Peters clarifies, "is usually consumed after 5pm".

Inspiration filters down from the top. "We've all had good and bad working experiences," Peters says, "and my experience is that I was happiest when I was paid fairly and rewarded for performance, I was learning new things, I was part of a team [and] these are the experiences I try to create at **Emagine**."

Software engineer Evan Toliopoulos values the work culture at **Emagine**. "You always feel like what you are doing is appreciated ... and they also take their fun seriously."

Chief technical officer Ken Wallace is disappointed at missing out on one fun company activity. "I'm still annoyed I wasn't here for the go-karting quarterly," he says.