

COOL COMPANIES

Shared vision gives drive to thrive

Company name GoGet.

GoGet car share may be on a mission to reduce our dependence on private vehicles but the vibe in head office is passionate, not preachy.

"We don't force anything down people's throats," the chief executive of GoGet, Tristan Sender, says. "People make up their own mind about what GoGet does."

Having grown from three cars in 2003 to more than 23,000 members and nearly 1000 vehicles less than a decade later, many customers have embedded car sharing into their lives.

"People have used our cars to go to the hospital to give birth, or to get married," Sender says.

Behind the scenes, the company philosophy is also well entrenched. "We have a really relaxed work environment because we want people to feel comfortable. We hire smart, decent people, and that's important to us. Honesty is one of our most important values."

INITIATIVES

- Members vote on what cars GoGet buys and where they're located.
- For its recent office redesign, GoGet asked members for help, budgeting \$10,000 for the winning project.

- Won an innovation award from Meals on Wheels for supplying delivery vehicles, free, on Tuesdays.
- Office dog (Ollie) is part of the team, and all employees are welcome to bring their pets into work.
- Casual dress policy: thongs are more common than shoes.
- Company sponsors healthy employee activities such as bike trips.
- Staff professional development and training are central to the philosophy; company promotes from within.
- All staff spend time working in customer service when they start (including the CEO, who spent two months in customer service on arrival).
- Hiring friends is encouraged.
- Office is in a community space, often with theatre or live jazz downstairs.

Each month, every department is given the task of coming up with one way to improve the GoGet service.

"For years, members would leave GoGet when they had children," Sender says. "Then a staff member came up with the idea that we should include baby seats in some of our cars. It's resulted in a significant decrease of people leaving the service and has meant car sharing now works for people in all stages of life."

SUE WHITE



Go-getter ... CEO Tristan Sender with Ollie the office dog. Photo: Marco Del Grande