

Mills a boon



Not quite murder, he wrote, but Simon Mills' business strategies book is a great 'whodunnit' better.

by Aldwyn Altuney

Multi-skilled entrepreneur Simon Mills is always a boon to the business ventures he takes on. The Gold Coast-cum-US businessman is CEO of London Music Group Ltd USA; managing director of London Music Group Pty Ltd Australia; CEO of Event Radio Pty Ltd; director of G'day G'day Media Ltd; director of Dreeme Systems; executive producer of Ninety One Films Ltd and co-founder and director of the CEO Club Gold Coast. He has 18 websites which are

"growing all the time" and he seems to have his fingers in more pies than Four 'n' Twenty. Loudly dressed and ever optimistic, he is also an internationally published author with his recently released book *How To Steal From Banks (And Other Business Strategies - A help-self book)*. Other upcoming releases include *Nude Marketing (the bare facts)*; *Planet Mills (this never would have happened if I were in charge)* book and poem; *I Lost My Hug* (children's book) and *One of Seven* gospel album.

Mr Mills even wrote the world's best jingle, as voted at the International Broadcasting Awards 2004. He was inducted into the *International Who's Who of Poetry USA 2005* and was runner up in the John Lennon Song Contest 2004 and Australian Song Writer of the Year 2005.

His inventions include The Housekeeper, JOGO Joggles, Jogger Goggles, dPODs and The Decisionator.

Mr Mills is clearly talented, ingenious, passionate and flamboyant, yet remains humble.

In fact, his staff have referred to him as Captain Humble, as he is often found laughing at himself and has a *jolly good time* making great things happen.

"I don't take anything too seriously in business," Mr Mills said.

"I just do it as it comes around and it all adds to the Planet Mills entity - reeling through space, gaining momentum and spirit."

THAT CHRISTIAN SPIRIT
Talking of spirit, Mr Mills is a proud Christian who is a strong supporter of promoting wholesome family values.

Ninety One Films Ltd, which he has founded with Gold Coast-based Hollywood producer Simon Hunter, aims to "make \$8million Hollywood films for \$3million", without the sex and violence so often associated with such productions.

"The bible is my guide book," Simon Mills said.

"Every piece of inspiration I get; all the answers to everything are in the bible. No one understands it until they understand what God does in your life. You can't expect him to lead you unless you have daily contact with him. In the last few years, things have really started to change for me through prayer.

"Prayer is very much under-rated. We're all wandering around like zombies wondering what we're doing and it's all there."

Mr Mills has been married to Molley since 1997. They have a son, Deklan, 5, and daughter Hannah Faith, 18 months. He also has daughter Grace, 15, from a 10-year mar-

riage with his first wife, Krystyna. Molley said Simon was about five years old in the way he saw the world, but would like him to stay "about a year ahead of Deklan, if at all possible".

Molley and Simon were actually close for much of Simon's first marriage. Perhaps Simon decided having a mistress for nine years of his 10 year marriage was a good idea but he was set back on track, thanks to his Christian faith under the guidance of his good friend, Gold Coast City Councillor Rob Molhoek, in the 1990s.

"Being a Christian has become completely and entirely my compass in every business and personal decision," Mr Mills said.

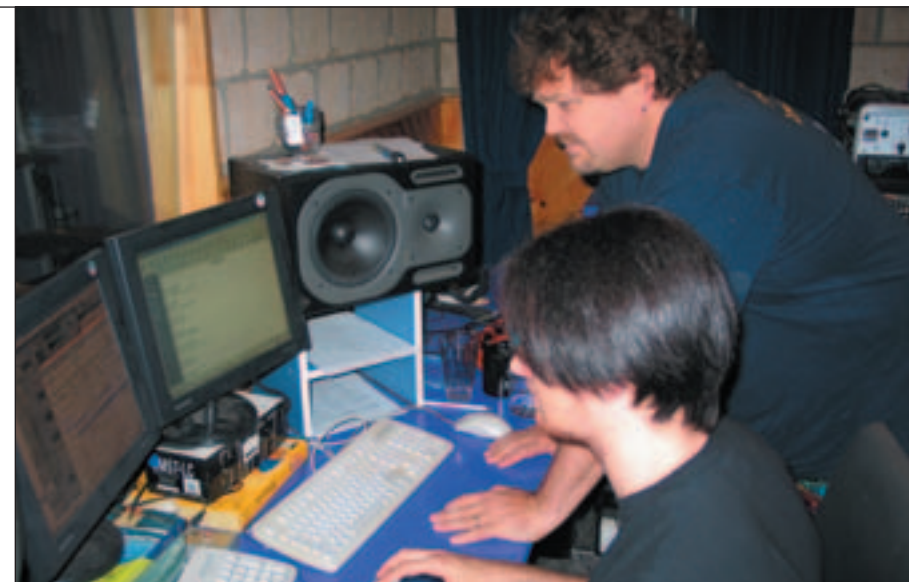
"It's my true north. It's the biggest business secret in the world. People ask me what it means to be an evangelist and I say it's about setting an example for others to be inspired by. I don't convert people. God does. I just set up the meetings."

He said he was always driven and ambitious but was driven to things for a different moral purpose.

Mr Mills said he prayed in the morning and enjoyed "quiet time with God".

BUSINESS REALIST
Apart from his strong Christian beliefs, Simon Mills has some great simple business sayings he lives by.

They include: "Do what's right and don't run out of money"; "If at first you do succeed, try to hide your astonishment" and "You must be anxious, uncomfortable and unrealistic".



Jingle production is 'serious fun' for Simon Mills (top).

"It's not realistic in one email to get your book published by a New York company or with no talent or ability in the field, become a public speaker virtually overnight," Mr Mills said.

"It's unrealistic to buy a Manhattan apartment for \$1.2million when you have no money and for it to go up \$1million Australian in 12 months." But he did.

He recently bought another one - a two-storey penthouse in Harlem, overlooking Central Park, for \$1.4million.

He also owns a beautiful two-acre property at Nerang, where the London Music Group Australia head office is, and two properties in Bowen in the Whitsundays.

Simon Mills was born in Fremantle, Western Australia, in 1967.

Starting life on the wrong side of the tracks, he has been arrested,

locked up, hooked up in the drug world and encountered many life endangering situations with other, less sane, people.

He went on to own music shops, own and co-present an insanely popular on-air comedy breakfast radio show and play the piano and sing in successful touring rock bands.

During his professional life, he has been a builder's labourer, banana plantation worker, piano tuner, musician, songwriter, advertising creative copywriter, radio broadcaster, producer, company CEO and, more recently, author, keynote speaker and evangelist.

LONDON MUSIC GROUP
Simon Mills started the London Music Group (LMG) Australia jingle company 17 years ago with business partner, Wazza Bray, and together they built it to become what they believe is the world's best jingle company.



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"We are considered the world leaders, not only because of our neurological approach and understanding of how advertising is received by the brain but also our innovative electronic sales, product delivery systems and unique product guarantee," Mr Mills said.

After years of commuting to the US, Simon moved to Manhattan, New York, indefinitely on January 1 2006, while Mr Bray continues to run the company in Australia.

LMG writes commercial jingles for advertisers on radio and television in four countries and has clients in at least seven.

In October 2004, Event Radio (ER) was launched and within six months exploded into a national success story. Its sale is currently in process to another Queensland company, G'day G'day Media Ltd.

The core business of ER is to broadcast at sporting, corporate or cultural events while supplying their proprietary, single frequency radio receivers for event attendees (event radios).

Mr Mills has created an industry that did not exist from a technology that has not changed since Marconi invented radio.

It is this thinking, coupled with the ability to realise the ideas and 'deal with' any barrier in the way, that has built his credibility as a bankable entrepreneur.

WEARING THE PANTS

Mr Mills' ability to excite and inspire others is evident in his flamboyant choice of trousers, which have become his international brand, and in his charismatic public speaking style that sees corporate clients flying him worldwide to inspire their employees to achieve greatness.

On a personal level, Mr Mills was driven to start a men's accountability and personal development group that he calls The Revolution.

Its purpose is to train men to lead their families and inspire their peers with integrity and leadership.

Since he heard the term, 'If you want to change the world, change the men', he has been developing ideas to help men lead values-based lives with balance and worthiness.

He believes that with these values as your compass, family, business, community and spirituality can be in balance - even under the most trying conditions.

"Although Molley disagrees sometimes when I work my 36-hour days," he said.

Mr Mills' uplifting and sometimes challenging philosophies leave audiences either scratching their heads or running out to start their own planet.

Set to turn 38 on October 13, Mr Mills will continue doing things his way and will no doubt continue being a success at whatever he does.

"I've lost deals because of my pants and I've thanked the people because they've told me it never would have worked out with them," he said.

"Because I'm in the creative arts, I get away with it. People expect you to be a bit whacko. If I was an accountant they wouldn't expect it.

"I'm an introverted extrovert. I'm uncomfortable at a networking function in the audience but have no problems speaking to 12,000 people."

And his trousers are always a great conversation starter.

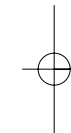
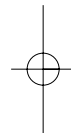
"Three months ago, when I was in Los Angeles, someone came up to me and said, 'you own an advertising company in the Pacific'. People know I'm an Australian author. Of the 12,000 cabs in New York a guy recognised that I was from Australia. The power of the pants. They have become a real point of identification. It sorts people out straight away."

Mr Mills is also sorting people out through the CEO (Challenge Encourage Overcome) Club Gold Coast, which offers the chance for CEOs to share their problems.

He loves the quote by Luke (12:48) in the bible that states: "To whom much is given, much is expected."

"What really inspires me is inspiring others to achieve," he said.

www.simon-mills.com. ■



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