



Proposal: Scaling your business. Creating your jump!

Gladstone Engineering Alliance

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Contact Details**Organisation Contact Details**

Organisation name *	Gladstone Engineering Alliance Incorporated
Organisation's ABN	87 093 021 258
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Organisation Details	<p>Gladstone Engineering Alliance exists to strengthen Gladstone business and industry, and enable continued sustainable economic growth in the Gladstone Region. A not-for-profit, Incorporated Association, GEA has been operating since 2003.</p> <p>Formed initially as a response to the growing need in the Central Queensland region for the minerals / chemical processing supply chain to strengthen capability and become globally competitive, GEA has since expanded its focus to include current and future industry sectors including; Coal, LNG, Steel, Nickel, Construction and Services.</p> <p>The organisation is responsive to the needs of industry in the region, and provides a strong network of member companies seeking to provide engineering, manufacturing and support services to clients in both the private and public sector.</p> <p>GEA is self-sustained financially through GEA membership, managed functions and events. The GEA advocates for Corporate and Government funding on a project-by-project basis to the benefit of its members and the community generally.</p> <p>Predominately, GEA members provide engineering, construction and maintenance services to major industrial plants in Central Queensland and the coal mines to the west. These industries are owned by major global players and GEA sees the importance for its members to work towards meeting World's Best Practice.</p>

Project Outline

Project Name	Scaling your business. Creating your jump!
Project start date	June / July 2018
Project end date	Sep / Oct 2018
Funding requested from Gladstone Regional Council	\$30,000
Total Project Cost	\$60,000
Project Description	<p>Scaling your business. Creating your jump, takes both the commercial and the cultural aspects of business. This program is designed to give Gladstone businesses more time, more money and greater capability to be able to expand their businesses.</p> <p>This is achieved by working together to learn how the growth metrics, arounds predictable business black holes, and the cycles between them, while understanding how to jump your business into far greater growth.</p> <p>One of the key principles is that of 'Capacity Planning' where the business is shown how to maximise their current circumstance in the current market. Once they can see what can be achieve and fill up their current cup/ capacity, they are then able to look to additional products and additional markets for expansion.</p> <p>Capacity planning shows business 'how' (what, why, when and where) to expand Locally, Nationally and in many cases Globally.</p> <p>An example is one of the clients, in the construction industry, who attended the Gladstone program in 2017 was located and operated solely in Agnes Waters. The market there was small in comparison to their vision so a new market strategy was needed. They worked on their current business to maximise their immediate opportunity which saw them achieve over a 40% market share, while looking at what the new market strategy would be. They are now in Bundaberg and Rockhampton, where they have taken their unique sales process to support the growth of other builders in like markets.</p> <p>The benefits of this project for, Gladstone businesses will be to the adoption of learnings and strategies to implement into their businesses which in turn we know from past experience have an overall economic benefit to the region, through growth, sustainability and employment.</p>
Project Goals	Our ambition is to transform private enterprise and entrepreneurship into a new engine of sustainable economic growth, providing knowledge of metrics and a system to fast track SME growth.

	<p>Working with 50 SME's (including community organisations') this program will enable them to identify the patterns in their business operations that are stall points for revenue generation. This will be achieved through learning about the four cycles that a business goes through that will enable businesses to be sustainable and continue to grow through:</p> <ul style="list-style-type: none"> • Understanding revenue – the numbers and financial analysis that is the foundation for your business • Different business components that contribute to profit and margin • Frameworks for financial success • Educate businesses in how to apply the knowledge in an easy way. <p>From the very start the Objective is to have everyone walking out with a clear plan of action for the next 90 days that will shift their business towards their vision. To get this shift we need to follow a process of change.</p>
<p>Past Results</p>	<p>In 2017 the GEA in partnership with Gladstone Regional Council, developed and ran this program in conjunction with Shirlaw's and 5 local financial partners in the Gladstone Region.</p> <p>50 SME's participated in the initial 2 day workshop and 25 business continued onto the 90 day program, which entailed additional workshops, webinars and accountability group sessions every fortnight.</p> <p>From the 25 who participated 80% maintained focus and completed the full 90 days, and 20% dropped out or stalled on certain points requiring more detailed work.</p> <p>12 new jobs were created among the 25 businesses \$1.6 Million in cost savings within the 25 participants were identified \$2.4 Million in growth and generation of potential income was reported within 6 months after completing the project.</p> <p>Businesses who participated have advised they are more passionate about business, are loving what they do, have more time to focus on the business and not in the business, are thinking strategically, have been forced to review stall points in order to grow.</p>
<p>Projects Reports</p>	<p>Shirlaws has worked with over 8000 companies, of which 500 who had participated in workshops were surveyed with the results showing 70% of businesses had an increase in both revenue and margins, in addition another 100 who had participated in the one-on-one sessions showed 80% had an increase in revenue and margins.</p> <p>GEA will be able to measure the success of this program, though monthly reports to council that will;</p>

	<ul style="list-style-type: none"> - Measure peoples engagement with the project materials, conversations and key learnings - Track margins and revenue generation - Measure success and failure rates - Monitor intervention strategies
Project Content	<p>The project will enable businesses to grow through learning how to <i>Scale your business, and create their jump</i>. Meaning being able to technically jump across phases or cycles, identify capacity, return on investment, and identify productivity levels and business growth.</p> <p>Designed to help people in business cautiously change and develop for greater success using time, money and skill management. The system offered a defined planning process, a measurement methodology and an evaluation tool for business to;</p> <ul style="list-style-type: none"> • Calculate the business potential • Value your time • Skills into money <p>The program will be delivered over 90 days and comprises the following steps;</p> <ol style="list-style-type: none"> 1. Engagement process starts with email and social media campaign 2. People are invited to view a number of videos. 2 have been produced with a few more that can be produced once we have the go ahead 3. A 2 x 2 hour live event and presentation is then held. 1 morning session, one evening 4. The initial workshop (one day) 5. Online webinars (Fortnightly) 6. Full day workshop on capacity planning where attendees get to work on their own model using an updated online tool. This way participants walk out with their financial model in hand. 7. 5 Accountability group sessions held fortnightly 8. Finish with another ½ day to close off the learnings and ensure everyone has what they need to grow.
Who will benefit? *	The Gladstone Region - 50+ small business people (including community organisations)
Identified Market Need	As the peak industry body for Central Queensland, GEA engages with business owners and CEO's who are passionate about their business and the economy of the Gladstone Region. Yet as their organisation responds to an ever changing landscape, it is evident that substantial growth can seem harder to realise as they are forced to restructure or diversify their business in the changing market.

	<p>By introducing a unique business framework to these organisations, business owners and CEO will be assisted to identify gaps, and help design and implement strategic plans for growth.</p> <p>This project provides a business with a solid foundation to gain new skills to be financially literate for the future and continue to operate and grow their business.</p> <p>This project has been proven in 2017 to benefit the broader community through providing jobs, growth and cost savings for SME's.</p>
Partnerships	<p>GEA will partner with Shirlaws Group, Gladstone Chamber of Commerce and Industry and Gladstone Area Promotion and Development Board.</p> <p>Additional partners will be sourced to host accountability group sessions.</p>
Project Cost	<p>Council Contribution - \$30,000 Participant Fees - \$20,000 (\$400 per participant) GEA - \$10,000 Total Project Cost - \$60,000 <i>*GEA is also providing an in-kind contribution via room hire, project management, marketing materials – valued at \$10,000</i></p>

Declaration and Privacy Statement

I certify that the information in this application is correct, to the best of my knowledge.

Privacy statement – I consent to this proposal being referred to third parties, who will remain anonymous, for assessment purposes. It may also be used by Gladstone Regional Council and its representatives to conduct research and satisfaction surveys so that we can improve our services.

I understand that the information provided will be used in accordance with relevant privacy legislation.

Carli Homann
CEO
Gladstone Engineering Alliance Inc.