

MET Conference – Business Benefits with Austmine and AusIndustry EP Program

Dubbo, NSW

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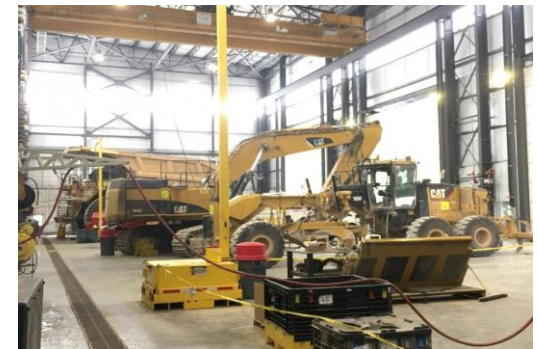
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METS – Mining Services

- What's the METS Market
 - Mining Engineering, Technology & Services
 - Generates \$87b (2012) and employs 400,000 people
 - Significant export earner \$10b (2017)
- What's special about the METS Sector
 - Essential to future improvement in the Mining Industry
 - Provides service and flexibility that mines can't achieve
 - Driven by Innovation – product, service and technology
 - High task and outcome orientation – Great do-ers
 - Very reactive and could benefit with better Marketing
 - Suffer from the volatility around the Mining Industry, and Industry consolidation



Case Study – Regional Business - Mineral Processing Equipment, Installation & Service



- Austmine Membership
 - Attend all Newcastle “Smart Mining” events
 - Attended a luncheon in Sydney, where their CEO met the Minister for Resources, and CEO of 3 major mining companies
 - Sponsored a “Co-Lab” event to gain exposure to the Engineering specialists of a major listed Miner
- Entrepreneurs Program
 - Independent adviser conduct full business review
 - Identified a gap in their marketing capability
 - Developed a strategy (message, means and sales process) to better communicate their value to their target market
 - With clear messages then took their program online to deliver the same consistent message to a wider audience
 - Integrated some customization around individual client needs
 - Cost of \$40,000 was 50% co-funded by AusIndustry - \$20,000



Trust Me – I'm from the Government and I'm here to help!!



Austmine

- CHAMPIONING THE AUSTRALIAN METS SECTOR TO CONTINUE TO BE THE BEST IN THE WORLD
- Connect, Innovate, Promote, Collaborate
 - Co-lab events
 - Smart mining presentations
 - CEO Luncheons
 - Industry Briefings
 - Online promotions
 - STEM Graduate placements
 - International Missions
- Presently represent 580 members of all sizes



Entrepreneurs Program

- Federal Govt Flagship program providing 1-1 support to SME Businesses operating in key Industry sectors
- My specialization METS / OGER
- Work with current successful businesses who seek to get better
- No cost to participate
- Provide experienced and independent perspective on business
- 12-month engagement
- Deliver very clear improvement programs that are eligible for 50% co-funding (up to \$20k)

Where to for Business Assistance??

Business Challenge	Austmine	Entrepreneurs Program
Market Access, research and understanding	Yes	
Develop Industry Networks	Yes	
Active participation in METS / Resources Sector	Yes	
Plan / Implement Growth Strategies	Plan	Yes
Plan / Implement Export Strategies	Plan / Research	Yes
Develop and implement Business specific strategy		Yes
Develop / Implement Marketing programs (inc Online elements)		Yes
Identify & Implement the right Business Systems		Yes
Process Improvement – Lift efficiency		Yes
Identify & Implement the right Digital tools		Yes
Management Improvement & Training Programs		Yes
Tailored advice specific to client business & Market		Yes