



An Australian Government Initiative



Shaping Business, Transforming Industry

## CLIENT JOURNEY

# EMU AUSTRALIA

Geelong VIC 3200

Enterprise Connect helps EMU Australia take stock of rapid growth and plan for their next phase of global growth in the dynamic fashion industry.

## Background

EMU Australia Pty Ltd designs and manufactures high quality, premium sheepskin and merino wool boots from its Geelong headquarters in Victoria, and sells a range of complementary apparel and accessories.

EMU Chief Operating Officer, David Porter, knew that after several years of rapid growth, it was time to take stock of the business and position it for the next phase of global growth.

“When we became aware of the Enterprise Connect Business Review, I jumped at the opportunity,” Mr Porter said.

Vlado Baban, Enterprise Connect Business Adviser with the Geelong Manufacturing Council, undertook a Business Review at no charge, leveraging his extensive background in lean manufacturing methodology and change management.

Over several weeks, Vlado visited the EMU facility and examined their production systems, product development processes, and supply chain strategies. He worked in collaboration with EMU executives and managers and listened to the challenges they faced.



Emu Australia manufacturing facility in Geelong

“In addition to the operational support that Vlado provided, we were pleased how Enterprise Connect helped us take a fresh look at our strategic direction and targets.”— **David Porter, Chief Operating Officer, Emu Australia**

## Outcome

The Business Review revealed key opportunities for strategic, operational and financial improvement and Vlado offered a detailed implementation plan for EMU to action specific strategies to prepare the company for the next big wave of business growth.

EMU Australia has already put a number of Vlado's recommendations into operation. They implemented the “5S” manufacturing philosophy, which resulted in a streamlined production environment, reduced manufacturing waste, and standardisation of work procedures. They also took Vlado's advice on tapping into government programs and opportunities to potentially further support production capability.

## Further information

Visit [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au)  
or call the hotline **131 791**