



An Australian Government Initiative



Shaping Business, Transforming Industry

CLIENT JOURNEY

MACFAB ENGINEERING

Albury NSW 2640

Enterprise Connect helps Macfab Engineering develop business and human resources management skills to improve staff retention and factory efficiency.

Background

Macfab Engineering Managing Directors, Wayne and Michelle Clarke, know they have a profitable business. As a major supplier of metal fabrications and installer of onsite mechanical projects, Macfab has experienced strong growth, with staff numbers increasing from eight to 30 in just three years.

Although desirable, growth brings a new set of challenges for Macfab, which included recruiting and retaining good staff and ensuring business growth was sustainable over the long term.

The husband and wife team welcomed the opportunity of an Enterprise Connect Business Review to address some of their challenges. Enterprise Connect Business Adviser, Tim Farrah, was assigned to work with Macfab Engineering and quickly developed excellent rapport with the management team. "Tim was very genuine, had great communication skills and understood the pressures of running a business," said Managing Director, Michelle Clarke.

Outcome

Tim thoroughly reviewed Macfab Engineering's internal operations and industry competitors. "Macfab competes against imported products," explained Tim. "As well as looking at the domestic market and assessing where future demand for Macfab Engineering's products were likely to be, I researched international markets, and in particular, Asia, so I could explain where the competition was coming from and why." These insights into the supply and demand factors were greatly appreciated.



Wayne and Michelle Clarke, Managing Directors, Macfab Engineering

The Business Review helped Michelle and Wayne learn how small changes to business management could improve productivity and cash flow, and help make the already successful business even better. Ms Clarke said it was great to get insights into ways to improve the business, and equally important, to get validation that the business was on the right track.

"One of the first things Tim said to us was, 'You've got a really good business'. We always thought we were heading in the right direction, but the Business Review gave us that extra layer of confidence." - Michelle Clarke, Managing Director, Macfab Engineering

Macfab Engineering has already implemented some of the Business Review recommendations, aimed at reducing staff turnover and improving efficiency in the office and on the factory floor. "Developing business and management skills within a business is critical," explained Tim. "Wayne started as a welder and he and Michelle now run a multi-million dollar business. The recommendations from the Business Review will give them better control over the business and bring the necessary management knowledge into the skills mix. That will mean more income for the business, less stress on Wayne and Michelle and a more productive, engaged workforce."

Further Information

Visit www.enterpriseconnect.gov.au or call the hotline **131 791**