



An Australian Government Initiative



Shaping Business, Transforming Industry

## CLIENT JOURNEY

# AUSDRAULICS

Townsville QLD 4814

## Background

Ausdraulics repairs and services hydraulics equipment, diesel engines, and sells spare parts. Based in the North Queensland city of Townsville, the business is owned and operated by a team of five directors whose specialist experience and ambition has transformed Ausdraulics into a successful business with a multi million dollar turnover.

While impressive, this massive growth has brought its challenges. Finding available and skilled staff in Townsville has always been a major hurdle, as has the limitations of their single workshop and occasional differences in vision among the directors.

When faced with the question of where they wanted to be in five years, the team drew blanks. Each partner was focused on running the business from the inside, contributing heavily on day to day tasks. When Ausdraulics' accountant suggested Enterprise Connect, the directors took the opportunity to get an independent perspective on how to adapt to the growth of their increasingly successful venture and plan for the future.

Enterprise Connect Business Adviser Cathy Morato, with over 25 years of business management experience, worked with the Ausdraulics team to conduct a Business Review. She evaluated the company's current position, assessed its strengths and weaknesses, and outlined an action plan.

Ausdraulics partner and director Michelle Purcell said that it was an eye opening experience for the team of directors. It gave them guidance on how to deal with their challenges and take their business to the next level.



From left to right, Ausdraulics directors, Peter Assenbruck, Peter Granata, Michelle Purcell, Gene Owen, and Gerard Battiato (not pictured).

“The company can now see where we want to be in five years, and we are preparing for that growth.”

Michelle Purcell, Partner and Director, Ausdraulics

Enterprise Connect was also there to help Ausdraulics turn their Business Review recommendations into action. Through the Tailored Advisory Service, Ausdraulics was able to engage two independent consultants to establish a strategic business plan and conduct a detailed review of the company's quality, safety, environmental and management systems.

## Outcome

Ausdraulics' team of directors said their experience with the Enterprise Connect service was first class. Michelle said it had a profound effect on all the partners. “Enterprise Connect asked the hard questions...we have all grown. The company can now see where we want to be in five years, and we are preparing for that growth.”

Michelle recommends Enterprise Connect services, particularly for businesses who aspire to grow but aren't sure how to do it. The Ausdraulics team is confident they are on track to realise a further 150 per cent improvement in growth over the next five years, thanks to their involvement with Enterprise Connect.

## Further Information

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