



An Australian Government Initiative



Shaping Business, Transforming Industry

## CLIENT JOURNEY

# PROSPECTORS EARTH SCIENCES

Bella Vista NSW 2153

## Background

As a customer and solution driven business, Prospectors Earth Sciences engaged in an Enterprise Connect Business Review to help achieve its growth and development goals, one of which was to expand further into the global market.

Established in 1971, Prospectors Earth Sciences is a specialised outdoor equipment import, distribution and supply business. Its 15 000 strong customer base is spread across Australia and overseas and includes mineral exploration companies, surveying companies, foresters, Government departments, emergency services groups and educational bodies.

Enterprise Connect Business Adviser, Derek White, worked closely with Manager, John Cunniffe, to assist with meeting the business goals of owners, Bob and Narelle Keast. "Derek had worked at Mt Isa mines as an engineer and also holds a First Class Honours degree in Mining Engineering from the University of Queensland. He had the background and qualifications to understand where we were in our quest forward," John said.

**"Getting in touch with key industry players is essential for us to meet our goals, which is why the Enterprise Connect Business Review and the expert knowledge available through its Resources Technology Innovation Centre interested us."** – John Cunniffe, Manager, Prospectors Earth Sciences

## Outcome

Prospectors Earth Sciences already had a business plan so the Business Review focused



Alex Bratby, Sales Executive, and Shannon Keast, Sales Manager, Prospectors Earth Sciences

on updating it and adding key elements such as establishing regional distribution centres. Other recommendations included engaging with other Government programs, and installing a comprehensive customer relationship management system to link its accounting and e-commerce functions. "Since the review we have opened an office in Mt Isa. Derek has introduced us to people at Commercialisation Australia, and he has approached Michael Warner from CSIRO SME Engagement, who is now working with us on the Enterprise Connect Researchers in Business program.

"Not only that, the Business Review entitled us to the Enterprise Connect Tailored Advisory Service, which will contribute to the software development costs needed to better manage our multi-faceted business," John said.

"Part of our growth involves establishing regional offices close to our strategic customers throughout Australia. Derek invited us to the Enterprise Connect National Manufacturing Week seminars. The seminars were very good and gave us a place to approach key industry players to help with our roll out plans," said John.

He said Prospectors Earth Sciences has been going for almost 40 years, and is now on track to grow by 1000 per cent in the 2010-11 financial year.

## Further Information

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