



An Australian Government Initiative



Shaping Business, Transforming Industry

## CLIENT JOURNEY

# SOUTHERN CROSS ELECTRICAL ENGINEERING

Brand WA 6165

## Background

In the midst of a changeover from private to public ownership, Southern Cross Electrical Engineering (SCEE) decided to use the Enterprise Connect business assistance program to develop plans to drive it forward as a public company.

Established in 1978, SCEE provides large scale specialised electrical, control and instrumentation installation and testing services for the resources, infrastructure and heavy industrial sectors. It has teams in Western Australia, Queensland, Africa, Denver and South America and sends teams to remote locations world wide.

Stephen Fewster, Chief Financial Officer, explains they undertook an Enterprise Connect Business Review to help SCEE keep focus on achieving their short-term objectives but also put in place the key planks that would make them successful over the longer term.

## Outcome

While working with SCEE, John Clegg, Business Adviser, Enterprise Connect, assisted the management team to develop plans which focused on expansion opportunities. John also worked closely with staff at SCEE who welcomed the opportunity to put forward their ideas about how the business could be transformed.

A key recommendation of the Business Review was to develop a long-term corporate strategy to prioritise and direct the future path for SCEE. Also recommended was the appointment of key executives with public company experience as well as a market analysis of opportunities in key international markets .

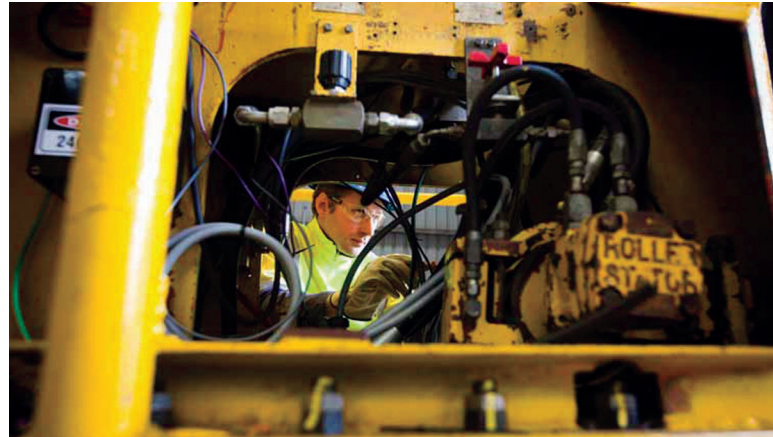


Image courtesy of Southern Cross Electrical Engineering

To do this SCEE accepted an Enterprise Connect Tailored Advisory Service grant. This helped SCEE to develop a five year plan which is underpinned by a revised strategic benchmarking Key Performance Indicator regime.

**“The Business Review was a catalyst which started a successful transformation process”.** – Stephen Fewster, Chief Financial Officer, Southern Cross Electrical Engineering

Since developing the strategic plan SCEE has filled key executive roles and has pushed into new geographic areas and new market segments, including oil and gas activities, through the acquisition of several businesses. “We now formally review our long term strategy annually and refine it as market conditions require,” Stephen said.

While there has been a short term reduction in the size of SCEE’s market due to financial and political influences, Stephen says, with the advice and assistance received from Enterprise Connect services, SCEE has taken the right steps to benefit from key markets as they rebound.

“In five years SCEE’s aspiration is to have a market cap of at least \$500m, which will be achieved by delivering a broader range of services and operating in expanded market segments,” Stephen said.

## Further Information

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