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Shaping Business, Transforming Industry

# Success Story

## AIRCHANGE PTY LTD

Taren Point NSW 2229

**Enterprise Connect** helps Airchange Manufacturing get to the next level.

### The Background

Airchange Manufacturing, a Sydney based manufacturer, designs and markets a range of heat recovery air conditioning and ventilation units that incorporate air-to-air counter flow heat exchangers to improve indoor air quality and reduce energy consumption.

Acting on a joint referral from Austrade and the NSW Business Chamber, Airchange was put in touch with Terry O’Riordan, one of over 90 highly experienced Enterprise Connect Business Advisers located throughout Australia.

Terry’s objectives were to conduct a Business Review of Airchange’s operations, pin-point key opportunities for improvement and to act as a conduit to other sources of Government assistance.

### The Outcome

The Business Review endorsed Airchange’s overall strategic direction of targeting market growth and staff retention.

With Terry’s encouragement, Airchange successfully applied for an AusIndustry Climate Ready grant to help fund the design of a new solar desiccant air cooler along with the employment of a recent graduate engineer to work on the project over the next two years.

Furthermore, Airchange is working with the Industry Capability Network on a Victorian infrastructure project.

Steve Atherton, Chief Executive Officer, commenced refining the company’s growth strategy and was able to use the Business Review to support his initiatives to also improve the capability of staff. “As a result of



**Welding the Airchange air conditioning and ventilation units**

the review process and the Tailored Advisory Service grant, we now have two of our core engineering staff taking Master of Business Administration degrees to further their careers and our accountant is completing his CPA. We are now also working on a more strategic marketing plan to underpin growth and tap into new market opportunities,” said Steve.

“I was particularly impressed how the various government agencies worked together to make the process easy and accessible,” says Steve.

One element of its growth strategy was to identify new markets in the Asia Pacific region. While their products are already sold internationally, tapping into the Chinese market has long been one of Airchange’s strategic objectives. Working with Austrade and the NSW Department of Industry and Investment (formerly known as the Department of State and Regional Development, or DSRD) has assisted Airchange to progress business opportunities in China, particularly through identifying partners.

“The ongoing success of Airchange Manufacturing is founded on strong relationships with clients, suppliers and connections with government, and we’re very grateful for all the wonderful support we have received,” said Steve.

### For Further Information

Call Enterprise Connect on **131 791**  
or visit **[www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au)**