



An Australian Government Initiative



Shaping Business, Transforming Industry

Success Story

MACFAB ENGINEERING

Albury NSW 2640

Find out how **Enterprise Connect** is helping Macfab Engineering get to the next level.

The Background

Managing directors of Macfab Engineering, 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 the last three years.

However, growth, while desirable, brings a new set of challenges. For Macfab, these included recruiting and retaining good staff, and ensuring that the business growth was sustainable over the long term. The husband-and-wife team welcomed the opportunity to participate in the Business Review to address some of these challenges.

Tim Farrah was appointed as Macfab's Business Advisor and he quickly developed an excellent rapport with Macfab's management team. "Tim was very genuine, had great communication skills and understood the pressures of running a business," says Michelle.

The Outcome

Tim took the time to review Macfab's internal operations. "Macfab competes against imported products," explains Tim. "As well as looking at the domestic market and assessing where the future demand for Macfab's outputs was likely to be, I researched what was happening internationally in the industry, and in particular, Asia, so I could understand where the competition was coming from and why."

These insights into the supply and demand factors enabled Tim to deliver a well-informed Business Review. Another vital ingredient was the information



Wayne (Mud) and Michelle Clarke, sole Directors of Macfab Engineering.

Macfab provided in the detailed questionnaire Tim asked the business to complete. "I put aside two hours to work through the form," says Michelle. "I knew I had to put in the time and make it as accurate as possible if we were to get the full benefit of the Business Review."

The Business Review helped Michelle and Wayne to see how small changes to the way they managed the business could improve productivity and cash flow, and help make the already successful business even better. Michelle says it was great to get insights into ways to improve the business. Equally important, was validation that the business was on the right track. "One of the first things Tim said to us was, 'You've got a bloody good business'. We always thought we were heading in the right direction, but the Business Review gave us that extra layer of confidence."

Macfab has already implemented some of the recommendations, which aim to reduce staff turnover and improve efficiency in the back office and on the factory floor. "Developing business and management skills within a business is critical," explains Tim. "Wayne started as a welder and he and Michelle now run a multi-million dollar business. The recommendations from the Business Review will help to 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."

For Further Information

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