



An Australian Government Initiative



Shaping Business, Transforming Industry

Success Story

MINING LOGIC

Mackay Harbour QLD 4740

Enterprise Connect helps Mining Logic get to the next level.

The Background

Established in 2000, Mining Logic is today a progressive and growing mining services company, with 65 employees and an annual turnover of \$10 million. Based in Mackay, Mining Logic provides specialised electrical and mechanical trades services to the Bowen Basin mining industry. In 2007, the company was considering adding an electrical workshop, to provide turnkey solutions to its clients.

Ensuring financial stability provided a perfect reason for Mining Logic to engage Enterprise Connect Business Adviser, Dean Kirkwood to undertake a Business Review. As a first step, Mining Logic's Managing Director, Glen George knew that the company needed to review its existing corporate structure and financial operations. "The Enterprise Connect Business Review provided a perfect opportunity to re-assess our business at no charge to us," says Glen.

Dean's relevant industry background and wealth of senior management experience meant that he could offer a sound mix of strategic, financial and practical advice. With his guidance over a two month period, Mining Logic completed a review of its business structure and financial operations, defined key issues and highlighted the business outcomes it wanted to achieve.

The Outcome

Mining Logic has successfully implemented many of the Business Review recommendations, including developing a strategic plan to guide new and improved sales, finance and human resource management strategies. "After implementing the key recommendations from the Business Review, we improved our profit margins and doubled our annual turnover in the first six months of 2008-09," says Glen.



Mining Logic Managing Director, Glen George.

"Because Mining Logic whole-heartedly implemented the review recommendations, they are now structured to enable controlled growth and effective resource management," says Dean. "Mining Logic now has the right people, doing the right thing, and at the right time."

"After implementing the key recommendations from the Business Review we improved profit margins and doubled our annual turnover in the first six months".

Glen highly recommends the Enterprise Connect Business Review to other eligible companies. "It's a great program, the Advisers are professional, experienced and strategic in their approach, and the opportunity to access government funding is great. I would not hesitate to recommend it to any company willing to look at how they could change their business for the better."

Mining Logic is currently considering getting involved in Enterprise Connect's Tailored Advisory Service to implement the remaining Business Review recommendations. Under this program, Enterprise Connect will match funding of up to \$20 000 for companies to engage a third party to assist with hands-on implementation of recommendations.

For Further Information

Call Enterprise Connect on **131 791** or visit www.enterpriseconnect.gov.au