



An Australian Government Initiative



Shaping Business, Transforming Industry

Success Story

WALLIS DRILLING

Midvale WA 6056

Enterprise Connect helps Wallis Drilling get to the next level.

The Background

Wallis Drilling is a medium-sized business whose owners are all too aware of the cyclical nature of the boom and down times inherent in the mining business. Founded in 1964, the business now owns and operates a fleet of over 40 drilling rigs and employs more than 160 staff.

When Managing Director, Graeme Wallis, heard about the Enterprise Connect Business Review, he thought it would be a good opportunity to get an outsider's perspective on how the firm was tracking. "We were doing well and weren't looking for a magic solution," says Graeme. "Among other things, we'd been working on developing a strategic plan, but it fell into the too-hard, too-frustrating basket! Enterprise Connect's Business Review appealed because it offered an independent expert at no cost to our firm".

Enterprise Connect's Business Adviser, John Clegg, completed the Business Review for the firm. John has a commercial finance pedigree and extensive experience as a business owner and adviser within the manufacturing sector.

The Outcome

"John was fantastic," says Graeme. "He had an ability to get a lot of information from our people and consult with them in a very non-intimidating manner. The process of the Business Review has been invaluable in getting a lot of people in the firm thinking constructively about our business and changing our thinking."

The firm successfully applied for the Tailored Advisory Service, which provides up to \$20 000 in matched



Graham Wallis (right) Managing Director, Mark Crumby (left) CEO of Wallis Drilling.

funding to implement projects identified during the Business Review. "Wallis engaged an external consultant to help complete its strategic plan and John's insights were invaluable in helping the company to source a consultant for that work," says Graeme. With a loyal team of employees, some of whom have worked for the firm for over 20 years, Graeme is pleased with the rigour and vision embodied in the strategic plan.

"Now, everybody has a much clearer idea of where the firm is heading and ... our employees have had a say in that direction."

"Before, I've simply said, 'Off we go!' and that's the direction we'd head in. Now, everybody has a much clearer idea of where the firm is heading and many of our employees have had a say in that direction," says Graeme.

Graeme believes the Business Review has been extremely worthwhile and recommends it to other firms without hesitation. "It's been a great benefit to us already and we expect its full value to be realised in the next two to three years as we go through a tougher cycle in the mining sector,"

For Further Information

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