



An Australian Government Initiative



Shaping Business, Transforming Industry

# Success Story

## PROSPECTORS

## EARTH SCIENCES

Bella Vista NSW 2153

**Enterprise Connect helps Prospectors Earth Sciences get to the next level.**

### The Background

As a customer and solution driven business, Prospectors Earth Sciences decided to engage in an Enterprise Connect Business Review to help achieve its growth and development goals, one of which was to expand further into the global market.

Established in 1971, Prospectors Earth Sciences is a specialised outdoor equipment import, distribution and supply business. Its 15,000 strong customer base is spread across Australia and overseas and includes mineral exploration companies, surveying companies, foresters, Government departments, emergency services groups and educational bodies.

Enterprise Connect Business Adviser, Derek White, worked closely with Manager, John Cunniffe, to assist with meeting the business goals of owners, Bob and Narelle Keast.

“Derek had worked at Mt Isa mines as an engineer and also holds a First Class Honours degree in Mining Engineering from the University of Queensland. He had the background and qualifications to understand where we were at in our quest forward,” John said.

“Getting in touch with key industry players is essential for us to meet our goals, which is why the Enterprise Connect Business Review and the expert knowledge available through its Resources Technology Innovation Centre interested us,” he further stated.

### The Outcome

Prospectors Earth Sciences already had a business plan in place so the Business Review focused on updating it and adding key elements such as establishing regional distribution centres. Other recommendations included engaging with other Government programs, as well as installing a comprehensive customer relationship management system to link its accounting and e-commerce functions.



Sales Executive, Alex Bratby and Sales Manager, Shannon Keast.

“Since the review we have opened an office in Mt Isa and Derek has introduced us to people at Commercialisation Australia, and he has approached Michael Warner from CSIRO SME Engagement, who is now working with us on the Enterprise Connect Researchers in Business program.

**“We also received the Tailored Advisory Service grant which will contribute to the software development costs needed to better manage our multi-faceted business.”**

**JOHN CUNNIFFE, MANAGER, PROSPECTORS EARTH SCIENCES**

“Not only that, the Business Review entitled us to the Enterprise Connect Tailored Advisory Service grant, which will contribute to the software development costs needed to better manage our multi-faceted business,” John said.

“Part of our growth involves establishing regional offices close to our strategic customers throughout Australia. Derek invited us to the Enterprise Connect National Manufacturing Week seminars. The seminars were very good and gave us a place to approach key industry players to help with our roll out plans,” John said.

He said Prospectors Earth Sciences has been going for almost 40 years, and is now on track to grow by 1000% in the 2010-11 financial year.

### For Further Information

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