



Success stories

Capitalizing on Opportunity

Growth built on short- and long-term strategies



Roddy Engineering were keen to grow their general engineering business. They had several ideas on possible growth directions and had a real opportunity to be a major provider to the construction of the Snowy Hyrdo 2.0 project.

Developing Strategy

With many differing options to consider, the business engaged with the Entrepreneur's Programme to develop a Growth Roadmap. This process helped identify that some existing capital-intensive plans might not be the best avenue for growth.

Vance Wheeler, a Growth Facilitator with the Entrepreneur's Program, promoted the value of undertaking structured strategic planning to identify alternate options and develop a sustainable growth plan.

Short and Long term strategy

Roddy Engineering is based in Tumut and so is ideally placed to service the Snowy Hyrdo 2.0 construction project. The strategic planning process identified this project will have a finite duration so needed to back this up with a longer-term strategy that has ongoing revenue and growth potential.

This two-tier approach allows Roddy Engineering to benefit from the immediate opportunity while they build new skills and capabilities to position them for new and emerging markets.

Building capability

The business is well regarded as a reliable provider of engineering services and their ability to deliver projects on time – though this has sometimes been achieved more by hard work than great systems. The business is now working to implement improved business systems,

management systems and quality systems to ensure they continue to achieve their leading performance across a larger and more diverse customer base.

"The Entrepreneur's Program has really assisted us in developing a strong business strategy", Michael Dean, Business Manager.

Powering On

These actions are already generating strong growth and diversified revenue streams. This will help to ensure the long-term sustainability of Roddy Engineering and their ability to support their staff, their regional community and other local businesses.