



Success stories

Rebuilding Defined.

Rebuilding a business to become a specialist in bushfire rebuilds



Transformation

When bushfires swept through East Gippsland, David Waddell was in Mallacoota, trying to work out where to next with his business – DGW Building and Construction. He was evacuated via NSW and by the time he returned the region was filled with unknowns.

Starting Out

When David first started with the Strengthening Business Programme, he knew he wanted to build more homes, but wasn't sure how to enter the market. Given the market uncertainty following the fires, David was in financial hardship and was taking on any project that would cover his team's wages. When they had nothing to pay them, they donated their time to rebuilding fences lost to the fires. It was a challenging position for David to be in, wanting to build a business without the financial security to do so.

With the support Michael Duncan, a Facilitator of the Strengthening Business programme, an application to the Bushfire Support Fund was made and

David was provided with a \$10,000 grant, which he was determined to use to rebuild his business.

Positioning

Throughout the discovery phase, David made clear his aspirations to move away from commercial projects and renovations and instead focus on building homes. With this, his brand was reviewed, and a noticeable gap was discovered between the branding of DGW Building and Construction and that of successful builders. A rebrand was recommended and Waddell Homes was born.

Security

The next step was to to secure their place as a Panelok Builder, as it would allow David to be a fully custom builder with an innovative product. The Panelok product was chosen by David due to its durability and resistance to wind, fire, pests, and mould, along with short construction times required to build. "Given all we've gone through in East Gippsland, this product solves many problems" he claims. Realising the potential, Waddell Homes entered into an exclusive supplier agreement with Panelok.

Building something special

With his brand repositioned, a clear strategy on what Waddell Homes would like to accomplish and an exclusive supplier agreement, David and his team are quickly filling their calendars with upcoming projects to quote and to start.

"I started out just wanting to build homes, but with the support I've received, I really feel like I'm building a business". **David Waddell, CEO, Waddell Homes**

Waddell Homes have recently completed a bushfire rebuild in Mallacoota with lots more in the pipeline. For now, though, they've got a build in Mount Taylor to complete.

David is constantly thinking of ways to improve and grow his business. Michael has helped him to develop his client experience/engagement process and the next steps are to work with the Digital Team to improve internal tech-stack, marketing, and client experience.