



An Australian Government Initiative



Shaping Business, Transforming Industry

Success Story

BEARCAGE PRODUCTIONS

Kingston ACT 2604

Find out how **Enterprise Connect** is helping Bearcage Productions get to the next level.

The Background

Established in 1990, Canberra's Bearcage Productions is now a successful award-winning creative film and production house, employing over 20 people. The company experienced rapid growth over the last eight years, driven primarily by its business owners and built around a creative production model. However, driving further growth was becoming not only increasingly more difficult, but also more costly to realise.

Ensuring sustainable future growth provided a perfect reason for Bearcage to look at doing things differently. In consultation with Enterprise Connect Business Adviser, Dominic Dolan, Bearcage undertook a Business Review to look at how it could establish a cost-efficient growth-driven business model.

"To sustain growth especially during difficult financial times, we needed to look at changes to our corporate structure but without diluting our brand, staff creativity, reputation or bottom-line" says Managing Director and co-founder Michael Tear. "During the review, Dominic immediately identified areas for improvement and I knew we had the capability we needed."

The Outcome

Dominic's relevant industry background and wealth of senior management experience meant that he could offer a combination of relevant strategic and practical advice. With Dominic's guidance, Bearcage reviewed its business structure, benchmarked its operations, defined key issues facing the business and highlighted the business outcomes needed to be achieved.

The Business Review recommended developing a strategic plan, a supporting marketing plan, undertaking a skills gap analysis and value stream mapping to



Bearcage Productions Pty Ltd Managing Director Michael Tear

improve internal production processes. Being eligible for an Enterprise Connect subsidy, Bearcage engaged a consulting company, Non Executive Management (NEM) to assist with the hands-on implementation of the above recommendations.

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"We are currently re-engineering a new business-outcomes structure, focusing on market needs but also ensuring we maintain our creative prowess. Our more commercially-focused structure enables better business processes to meet deadlines, to measure performance, to manage intellectual property and to develop and successfully manage larger business opportunities" says Michael. "In this more open culture, roles are clearly defined, with staff being more empowered to take on both greater responsibility and to drive the business. They see the benefit of this new structure - it makes their life easier and liberates their creativity."

The overall outcome of the Business Review and new business structure is forecasted to see a doubling of profit over the next 15-18 months. "In today's market you need to be equipped to drive sustainable business growth" says Dominic. "A successful company, striving to be an employer of choice, not only minimises resourcing costs but it improves business productivity."

For Further Information

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