



An Australian Government Initiative



Shaping Business, Transforming Industry

CREATIVE INDUSTRIES INNOVATION CENTRE

Success in business has a lot to do with making powerful connections and getting the right advice. Enterprise Connect is an Australian Government initiative backed by industry that offers comprehensive advice and support to eligible Australian small and medium businesses to help them transform and reach their full potential.

Enterprise Connect can make a difference to eligible Australian small and medium businesses by connecting them to comprehensive, independent business advice, tailored advisory services and a network of resources that draws together cutting edge technology, knowledge and business practices.

Enterprise Connect understands that every small and medium business is different, so we tailor our advice, services and support to your business requirements.

Our Centre

The Creative Industries Innovation Centre (CIIC) supports the business of creative enterprise on a national scale, servicing businesses in the creative and cultural sectors. The CIIC is one of 12 Enterprise Connect Innovation Centres across Australia.

Eligible sectors include architecture, advertising, design, gaming, film and television, music, performing and visual arts, publishing and writing, radio, interactive content and software development.

Through host partner, the University of Technology, Sydney, the CIIC provides events, workshops, innovation projects, business incubation and a targeted creative industries portal, creativeinnovation.net.au. Micro businesses and sole traders can also register for the CIIC 'Biztro' - a free 1 hour business consultation with an adviser via this website.

Business Advisers

Our experienced, independent Business Advisers work with you to review your business potential. They help you make the right connections to take you forward and to transform your business holistically so the solutions are sustainable.

Business Advisers have significant private sector industry experience at a senior level. They provide access to an array of industry contacts, tools and resources. They possess sound business analysis skills and have the ability to facilitate change in small and medium businesses.

Business Review

Our services begin with a comprehensive, confidential, and independent Business Review delivered at no charge. The Business Review is conducted by our Business Advisers, to help you take your business to the next level.

Our Business Review provides an independent snapshot of your current business strategy, and assistance to discover new ways to transform your operations.

Applications for a Business Review can be made by an individual business or a group of businesses, regardless of whether your business is located in a capital city, a major regional centre, or in rural or remote Australia.

Further information

Visit www.enterpriseconnect.gov.au or www.creativeinnovation.net.au or call the hotline **131 791**



UNIVERSITY OF
TECHNOLOGY SYDNEY



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Success Story

ESKIMO DESIGN

Surry Hills NSW 2010

Enterprise Connect helps Eskimo Design get to the next level.

The Background

Wanting to re-focus and guide their niche firm through the global financial crisis, Eskimo Design directors, Natasha Hasemar and Zoë Pollitt, looked outwards for assistance.

Natasha and Zoë have always believed that great design can really set a brand apart and when they realised that there was a gap in the market for a design or creative studio that specifically serviced the more premium fashion and lifestyle sectors, they established Eskimo Design. That was 12 years ago.

The design firm has worked in many business arenas ranging from fashion, arts and lifestyle, to property, finance and travel. The common element of each client is an underlying appreciation for the art of visual communication.

It was their desire to re-focus and create new opportunities for their firm that led Natasha and Zoë to Enterprise Connect Business Adviser, Bill Kerr, who recently undertook a Business Review of Eskimo Design.

The Outcome

The review revealed a need to develop a more formal strategic marketing plan and process, as well as highlighted new possible avenues into digital and other services the firm could provide. There was also room for skills and technical capability improvement.

"It opened up new opportunities and made us more aware of what we want and how we can achieve it, and turning our business plan into action.

As a result, we're currently working with Shirlaws, a business coaching firm, to develop a strategic marketing plan and gain a more professional



Inside Eskimo Design's studio.

understanding of our business positioning and functionality, which in turn will allow us to implement change," Natasha said.

"The Business Review was also valuable because it was challenging – and it gave us new ways of looking at the business."

NATASHA HASEMAR, CO-DIRECTOR

"We would recommend other creative businesses get involved, as you get free assistance from the Government and it gives you the time to re-focus on your business. You also receive a benchmarking report – which is always good to know how you are faring against international competitors – and includes a Strengths, Weaknesses, Opportunities and Threats analysis," she said.

Natasha and Zoë valued Bill's assistance because of his outside perspective, his experience and his ability to guide them through the process.

"The Business Review was also valuable because it was challenging – and it gave us new ways of looking at the business. Knowing that the Government is interested in helping small creative businesses made us feel supported, and we benefited from the findings in the benchmarking report, because this is often very difficult to do in our area," Natasha said.

For Further Information

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Success Story

AT&M INTEGRATED MARKETING

Launceston TAS 7250

Enterprise Connect helps AT&M Integrated Marketing set their sights on interstate growth.

Background

In 2006, David and Julie Peck, the owners of a Launceston based printing company, set about transforming their business model in order to expand their customer base and succeed in the increasingly competitive sector within which they operate. Today, AT&M Integrated Marketing offers marketing, communications and advertising services, while retaining its printing capabilities, managed under strict environmental management systems.

In 2009, despite successfully revamping their business model, David and Julie were not satisfied with the return on investment in regard to conversion to sales growth. They knew there was more work to be done, but were not quite sure where to start. It was at this time that they commenced a Business Review with Enterprise Connect.

Since this time, the company has positioned its creative services at the front end of the business. With the assistance of an Enterprise Connect Business Adviser, the Pecks have implemented a strategic marketing plan, which is successfully expanding the business both inside and outside Tasmania.

“The Enterprise Connect Business Review was not so much about telling us what we didn’t already know – it was a fantastic enabler to validate our aspirations and give us the confidence to move forward.”



Print production at AT&M Integrated Marketing

Outcome

The Business Review revealed a need to develop a marketing strategy to enable the company’s goal for local and interstate growth. Such a strategy also needed to address the issue of training within the organisation to ensure the necessary skills to deliver David and Julie’s vision.

“The Enterprise Connect Business Review was not so much about telling us what we didn’t already know – it was a fantastic enabler to validate our aspirations and give us the confidence to move forward,” said David.

After the Business Review, AT&M secured funding through the Enterprise Connect Tailored Advisory Service to develop a strategic marketing plan. Marketing consulting firm, Shirlaws, assisted them through this process.

“Results to date have been outstanding, and we are seeing our strategy deliver results. We have recruited a Melbourne based sales and distribution director and, with a motivated team, we now have the confidence to successfully bid for major national tenders,” said David.

“We understand we were one of the first Tasmanian companies to get involved with Enterprise Connect through their national Creative Industries Innovation Centre. We would strongly recommend that other local businesses operating in the creative sector take advantage of the program.”

Further Information

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