



An Australian Government Initiative

INVITATION

Australian Industry Productivity Centres' Program Expression of Interest Return Slip

In order to assess your interest please ✓ tick one of the boxes and fax to NORTH Link/NIETL (03) 9467 8310.

- I am interested in the Productivity Centres Program. Please ring me to make an appointment for the Productivity Centre Business Adviser to visit me at my place of business.
- I require time to review the Productivity Centres Program and I will contact the Productivity Centre Business Adviser after further discussion with my colleagues.
- I welcome a visit from the Productivity Centre Business Adviser to learn more about the program.

Company _____

Contact _____

Address _____

Telephone _____ Fax _____ Email _____

Website _____

Further information contact Productivity Centres Business Adviser Paul Smarrelli on (03) 9479 3336 or p.smarrelli@latrobe.edu.au.



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AUSTRALIAN INDUSTRY
PRODUCTIVITY CENTRES



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Hotline: 131 791 www.productivitycentres.gov.au



AUSTRALIAN INDUSTRY PRODUCTIVITY CENTRES

Free Business Review Service

To help grow your business

Now brought to you in Melbourne's North by
NORTH Link/NIETL

Please complete and return the Expression of Interest on last page.

Further information:
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Productivity Centre Business Adviser
(03) 9479 3336
p.smarrelli@latrobe.edu.au



HELPING YOUR BUSINESS GROW

Australian Industry Productivity Centres (Productivity Centres) are a \$352 million Australian Government initiative over 10 years to help thousands of Australian small and medium enterprises (SMEs) enhance their productivity and performance.

WHAT ARE THE PRODUCTIVITY CENTRES?

Productivity Centres are a national network incorporating six service delivery centres in Adelaide, Sydney, Melbourne, Launceston, Brisbane and Perth. They are augmented through partnerships with industry organisations which have employed 45 Productivity Centre Business Advisers Australia-wide to deliver program services.

NORTH Link/NIETL Productivity Centre is delighted to announce the appointment of a person with extensive industry experience, Paul Smarrelli as the Productivity Centre Business Adviser to Service Melbourne's North.

WHAT WILL NORTH LINK/NIETL PROVIDE?

Assistance to SMEs to implement Business Best Practice to enhance national and international competitiveness and:

- to evaluate current business systems and achieve productivity improvements
- to implement improved management control and measurements for accurate decision making
- to encourage innovation and commercialisation to ensure procedures and processes are globally focused and aligned
- to identify and implement improvement in revenue, costs, quality, delivery and consistency
- to achieve near zero defects in production and administration processes.

The Productivity Centre Business Adviser will provide SMEs with a free Business Review Service that will:

- provide practical and tailored business advice and services to help your firm grow
- assess your firm's strategy and operations, and provide practical advice on how to change and grow. This is at no cost to the firm and is delivered by experienced Business Advisers
- help you implement change through a Tailored Advisory Service providing up to \$20,000 (to be matched by the firm).

WHY ENGAGE A PRODUCTIVITY CENTRE BUSINESS ADVISER?

Australian businesses are operating in a complex, changing and competitive business environment. Responding to the changing needs of the global market often requires an investment in time – often a very rare commodity. However, taking the time and seeking assistance can help your business grow and adapt to the changing environment. The Productivity Centre Business Adviser will provide expert, independent business advice to eligible SMEs in Melbourne's North.

You probably know that there are experts out there who could help you to work through these challenges, but

How do you know what they can really offer?

How do you know they will tailor advice to your firm?

How do you know whether they offer value for money?

The Productivity Centre Business Adviser will reduce these uncertainties by undertaking a free Business Review of your firm. This will help you identify opportunities to improve your firm's performance. We can also assist you to carry out these solutions by helping you find the right expert, and subsidising the cost to help you implement change.

FREE BUSINESS REVIEW SERVICE

The Productivity Centre Business Adviser will work with you to:

- assess your firm's strategy and operations
- identify areas that could be improved and opportunities for growth
- identify how you can address areas identified for improvement and capture growth opportunities
- help you access practical world-class business tools and thinking, including benchmarking services.

Each Business Review will take around three to four days and will be arranged around your commitments. It will be delivered at no cost to the firm. Paul Smarrelli, the Business Adviser who will deliver this service:

- has extensive private sector experience at senior management levels
- has knowledge and expertise in a wide variety of industries
- is located in Melbourne's North.

WHO IS ELIGIBLE?

The Productivity Centres will provide assistance to a wide range of established firms prepared to commit management time to the program and:

- are turning over more than \$2 million (but less than \$100 million) in the preceding trading year
- have been trading for at least three years; and
- are trade exposed. This includes all manufacturers, and service firms which face import competition, are exporting or have the potential to export, or internationalise their business operations in other ways.

TAILORED ADVISORY SERVICE – THE NEXT STEP IN GROWING YOUR BUSINESS

Firms will be encouraged and assisted to implement the changes recommended by the Business Review through the Tailored Advisory Service. This will provide access to a range of expert Productivity Centre Business Advisers. Up to \$20,000 in funding will be provided to implement the recommended changes, however, this amount must be matched by you. It can be spent on one or several projects.

Tailored Advisory Service projects can address change across a wide range of areas – business strategy, business processes, business improvement and business growth.

HOW WILL YOUR FIRM BENEFIT?

The Productivity Centre Business Adviser will help improve your business performance at the 'grass roots' level and identify the factors limiting growth and productivity. The Productivity Centre Business Adviser will provide assistance in the implementation of world class service through development of a leadership culture, management information systems and lean systems in administration and production areas.

Responding to the changing needs of the global market often requires an investment in time. Taking the time and seeking assistance can help your business grow and adapt to the changing environment.

The Business Review of your firm will help identify opportunities to improve your firm's performance.

PAUL SMARRELLI, NORTH LINK/NIETL PRODUCTIVITY CENTRE BUSINESS ADVISER

Paul has extensive experience in business management with over 30 years as a general manager within the automotive parts sector in electrical equipment, an industry that demands delivery of world class Business Best Practice.

Over the past seven years Paul has worked one-on-one with local businesses in Melbourne's North and helped NORTH Link/NIETL pioneer successful Business Excellence and Export Assistance Programs. These have facilitated assistance to firms in Melbourne's North to successfully develop and grow local and international markets, including technical collaborations and joint ventures.

Paul's hands-on approach helps identify a range of competitive strategies for firms including:

- review and implementation of productivity improvement measures
- delivery of world class service across operations
- the streamlining of business systems
- the development of workable growth strategies
- implementation of employee empowerment strategies.

Three hundred local businesses have participated over the past seven years. This has delivered improvements in their wider business competencies and led management to being a catalyst for sustainable change within their own businesses.

