

Program Nova

Case Management – real life examples...

STERILINE RACING

South Australian small business Steriline Racing Pty Ltd has grown more than 500% in the past six years – almost all of the growth from exports. The company makes horse-racing equipment and has become internationally recognised for its starting gates, exporting 70% of its production. Its export success has seen Steriline awarded a South Australian export award for the year 2000.

Case Management

According to John Faragher, Steriline Racing's Managing director, Program Nova's Case Management has helped ensure its international clients only select the best. "We are in a world market where Management has helped us maintain our competitiveness by providing resources that would normally be beyond a small company. Design reviews and the development of production methodologies are just two areas where Project Nova has helped."



John Faragher

LIGHTFORCE AUSTRALIA

Hindmarsh based Lightforce designs and manufactures high-intensity lighting for vehicles as well as specialised systems for emergency services, security and military applications.

Case Management

Leonie Price, Lightforce business manager, said strategic planning, customer research and product development were all areas where Program Nova's Case Management had provided support. "Specialist leadership is an area where many small businesses are lacking. The Program Nova team has provided strategic overviews as well as invaluable support with product development," Ms Price said.



Case Management

Does your Business have barriers

to growth? If so, Case Management could help...

If your business has excellent potential, and you are committed to growing it in order to achieve top returns, but you are finding some hurdles that are difficult to jump, you should talk to us. For qualifying companies, you will have a Case Manager work closely with you on a specific project to help seize the opportunity and get your company on-track for growth. Typical growth projects are:

- ◆ Develop a growth feasibility study
- ◆ Assist with product development
- ◆ Market research projects
- ◆ Develop a distribution channel
- ◆ Design a product launch campaign
- ◆ Improve resource management
- ◆ Grooming for equity funds

Projects are usually over about 6 months with concentrated management. Your Case Manager will work intensively with the company towards agreed goals and act as an enthusiastic and willing agent of change within the company. Your Case Manager will be very experienced with an established history of commercialisation of new products or services, and a track history of running a business. Case Managers can work towards goals that are both big and small, but are best at getting into business, understanding it, developing a strategy to go forward, gaining commitment within your management team, planning, and then implementing those plans to achieve the agreed goals. You retain control, your Case Manager will advise but not direct.

Interested?

To be considered for this service, you will need the desire, commitment and skills to grow your business, a sound business model and a market offering high growth potential. Selection is competitive, to find out more contact the Program Nova Case Management team:

- ◆ Paul Alisuskas
- ◆ Richard Capper
- ◆ Jeff Groves
- ◆ Greg Macpherson
- ◆ Mark Nemisas
- ◆ Peter Stock

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