Customer Story

Expert advice helps Queensland company ‘waterproof’ its business processes.

Queensland company Waterstop Solutions has been specialising in remedial water and waterproofing projects since 2009. However, its new General Manager, Chris Anderson, identified that repairs were needed to streamline the company’s own processes.

Anderson accessed a Business Evaluation through the Australian Government’s Entrepreneurs’ Programme to reinvigorate Waterstop after realising the business was overly reliant on major projects, such as the Brisbane road tunnel construction.

“I turned to the Entrepreneurs’ Programme to learn how to introduce efficiencies to the company and improve cash flow,” Anderson says.

Following a Business Evaluation which analysed all areas of the company for strengths and weaknesses, Waterstop reviewed its marketing strategy to try to grow its business. An Entrepreneurs’ Programme Business Adviser worked with the company to assist it to segment its client base into commercial, residential and major project customers. It is now finessing its offerings for each segment, including by creating tailored marketing activities.

“The programme has given us some benchmarking so we can compare ourselves to our competitors in the marketplace, which gave us an idea of how we are performing.”

CHRIS ANDERSON, GENERAL MANAGER, WATERSTOP SOLUTIONS

“It’s given us another set of eyes to look over our business to give us some input into our direction and extra guidance,” Anderson says.

This extra guidance included Entrepreneurs’ Programme Business Adviser Joe Ippolito linking the company to a range of government grants to further support the business.

“We are now going through the process of accessing other government grants to improve our online marketing presence, which is something we knew we needed to do but this has just reinforced the point.”

Ippolito has also introduced Waterstop to key contacts at the CSIRO and the University of Newcastle to discuss opportunities to develop the company’s range of products.

“Sometimes being in a business can be a bit lonely, and having other people to rely on and seek advice from has been really helpful,” Anderson says.

Ippolito says he has seen Waterstop make major improvements over the past few months.

“They certainly seem to have turned the corner and are now starting to make choices about how they will expand. They are a small company with big ideas and energy.”

The Entrepreneurs’ Programme provides practical support to build management and business capability, helping businesses to improve and grow.

Visit Waterstop Solutions.
The Entrepreneurs’ Programme

The Entrepreneurs’ Programme is the Australian Government’s flagship initiative driving growth and competitiveness for small and medium businesses.

The Business Management service offered by the Entrepreneurs’ Programme, provides tailored support and advice from expert Advisers and Facilitators with relevant private sector experience, to identify and maximise growth opportunities.

Funding through matched grants of up to $20,000 to implement recommended business capability improvement.

Check your eligibility by visiting business.gov.au or call 13 28 46.