



**NDS Industry Vision
Community of Practice
Investigate and Implement
new business opportunities
Case Study**

Process and Timeframe



- Define Criteria
- Strategy alignment

- Current state
- People
- Resources
- Capabilities
- Market
- **Industry Engagement**

- Research
- **Industry Engagement**
- **This is a contact sport**

- Against criteria
- Financial Modelling
- Risk
- **Industry Engagement**

- Pilot
- M&E
- P.I.R
- F.I.D
- **Industry Engagement**

- Commercialise
- Marketing
- Business Dev
- **Industry Engagement**

18 - 24 months





Strategy Alignment



Work people want to do

- Type of work
- Setting

Contact Sport

Resources & Capabilities

- Financial
- Non-financial
- People
- Skills, Quals, Experience

Market Opportunity

- Social Procurement Spend
- Victoria
- Market maturity
- Competitive intensity
- Demand growth



Identify



Start with low hanging fruit – can do immediately

Market Penetration

Existing Products & Services to existing markets

Approach:

Marketing
Business Development

Next easiest – market testing

Service Development

New/complimentary services for existing customers

Approach:

Relationship Management
Needs analysis
Co-design

Requires development

Diversification

Develop New products/services for **existing** markets

Approach:

Research
Industry engagement
Market assessment
Develop
Test



Assess

Test



Item	Decision Issue Description	Assessment criteria
1.1	Speed to Market	How easily and quickly can OCCE take this option to market ?
1.2	Competitive Intensity	How competitive is the market for this option, including Direct Competitors, Substitutes and New Entrants
1.3	Employment Sustainability/Support	Does this option attract suitable partners that will optimise social impact and support training and employment for people with disabilities or disadvantage.?
1.4	Brand Risk	Does this option create a brand risk to OCCE due to legal, PR, social or employment issues.?
1.5	Marketing Advantage	Does this option attract positive marketing advantages through its ability to attract and support target sectors?
1.6	Legal Risks	Will this option attract legal risk?
1.7	Legal/Liability Investment costs	Will the legal investment (contracts/ advice /auditing) create high investment costs?
1.8	OCCE's Resources required	Will this option utilise a large amount of OCCE 's existing resources or create a demand for new resources?.
1.90	Ease of Management Victoria	How easily will this option be to manage in Victoria ?
1.10	Control of Services	How easily will OCCE be able to manage this option in Regional Victoria
1.11	OCCE business IP Protection	Will this option create a risk to the OCCE IP?
1.12	OCCE Investment requirement	Will this option require a large investment ?
1.13	Ease of Management Interstate	How easily will OCCE be able to manage this option interstate ?



Assess

Test



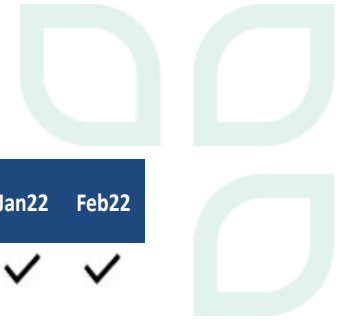
Enterprise Opportunity Assessment Matrix

(A) Enter your "Key decision factors" i.e. Values that you consider as most important.
 (B) **Weight** (not rank) these qualities between 1 and 10 with 10 being highest.

(C) List the options that you are considering.
 (D) Score [from 1 through to 10] how well each option supports each key decision factor.
 (E) A score will appear above each option. The option with the highest score should be considered the most desirable choice.

	(E) Overall Score	604	869	932	799	748
	(C) Models	Option A	Option B	Option C	Option D	Option E
(A) Key decision factors	(B) Weighting 1-10	(D) Score given 0-10	(D) Score given 0-10	(D) Score given 0-10	(D) Score given 0-10	(D) Score given 1-10
Speed to Market	10	2	8	10	8	9
Competitive Intensity	10	2	10	10	10	10
Employment Sustainability/Support	10	5	10	10	10	10
Brand Risk	10	10	10	7	8	5
Marketing Advantage	8	10	10	10	10	10
Legal Risks	10	10	10	8	5	8
Legal/Liability Investment costs	8	1	3	9	5	8
OCCE's Resources required	5	1	3	8	8	8
Ease of Management	5	5	10	6	9	4
Control of Services in Victoria	8	10	10	10	8	5
OCCE business IP Protection	10	10	10	10	8	2
OCCE Investment requirement	8	2	5	10	5	8
Suitability %	1020	59.2	85.2	91.4	78.3	73.33

Implement



Milestone	Jan21	Feb21	Mar21	Apr21	May21	Jun21	Jul21	Aug21	Sept21	Oct21	Nov21	Dec21	Jan22	Feb22
Industry consultation/engagement	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Develop business plan/project plan		✓	✓	✓										
Trademarking, Compliance, Standards				✓										
Confirm input materials, cycle time testing, validate costings				✓	✓									
Material sample conformance and performance testing					✓	✓								
Existing Product Recycle Testing				✓	✓	✓								
Technical Specification sign off						✓								
Commission production developmnt						✓	✓	✓	✓					
Manufacture Sample Run										✓				
Product certification										✓	✓			
Pre-Order Sales commence											✓	✓	✓	✓
Commission 1 st production run														✓



Environmental, Social and Economic outcomes



Aspect	Benefit	Year 1 Outcomes	Year 3 Outcomes
Environmental	Diversion from landfill	14.4 tons	43.2 – 57.6 tons 86.2 – 100.8 tons (over 3 yrs).
	Reduction in use of fossil fuels	100.8 tons	302.4 tons (over 3 yrs)
	Reduction in carbon miles (offshore v local supply chain)	TBC	TBC
Social	Meaningful employment for people living with disability	5,793 hrs	17,379 hrs (over 3 yrs)
Economic	Stimulate local manufacturing	\$0.627m	\$1.855m (over 3 yrs)

Vic State Govt Policy Alignment

- Recycle First
- Local Jobs First
- Circular Economy
- Major Projects Skills Guarantee (MPSG)
- Social Procurement Framework
- Local Manufacturing (VIIP)





Thank you.

Questions?

**FOR MORE INFORMATION
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