

CASE STUDY

Ballarat Council Uses ICN to Support Local Business

A desire to spare park-goers the eyesore of recycle bins placed around Lake Wendouree, the City of Ballarat's ardent commitment to business in its municipality, and ICN's broad knowledge of industry in the region has led to a \$50,000 contract for Ballarat-based mechanical engineering consultancy, Asema International.

Steel enclosures, necessary to protect and mask unsightly recycling bins situated around the lake, were originally to be supplied by a manufacturer based elsewhere in Victoria. Hoping to locate a supplier from within the region, the City of Ballarat approached ICN's Regional Manager - Grampians, Andrew Bradley, explaining its requirements for steel shells that are aesthetically pleasing while also durable and practical.

ICN identified and approached eight capable local suppliers in the Grampians region who were interested in putting a proposal to the City of Ballarat, subsequently presenting a list of suitable contenders to the Council. Among the nominated companies was Asema International, a mechanical engineering company with the necessary in-house skills and capability to design and produce the enclosures.

As well as meeting all the criteria - such as price and delivery deadlines - Asema International took the time to recommend small design changes to improve the product. The Council gladly awarded Asema the contract, providing orders for a total of 42 bins worth \$50,000.

(Asema hopeful for an order soon for another 30.)

The initiative shown by the City of Ballarat in approaching ICN, together with ICN's knowledge of local industry that allowed for the simple identification of companies with the requisite capabilities, led to the awarding of a contract that will not only benefit a local company, but also support the region's economy. ICN's services offered the City of Ballarat a simple and effective way to discover suppliers within the region with the required capability:

“This success story demonstrates that it is worthwhile calling on our services to identify local suppliers and support industry in your region. That’s what we’re here for and to have a contract awarded to a local business and know the benefits will be retained locally is extremely rewarding.” said ICN’s Andrew Bradley.



Asema International’s steel bin enclosures at Ballarat’s Lake Wendouree