

Case Study

ICN Assists Padman Stops take on New Zealand

Strathmerton-based irrigation equipment manufacturer Padman Stops has had its first taste of export success, as it prepares to ship its irrigation devices to New Zealand.

Since 1990, Padman Stops has been quietly revolutionising the flood irrigation industry; manufacturing innovative irrigation devices, including the famous 'Padman Stop' at its Strathmerton factory. Its innovative products have won the company awards including the regional and rural category of the 2008 savewater! awards for its products that increase the efficiency of flood irrigation without increasing energy use.

Padman Stops sought the assistance of the Industry Capability Network (ICN) to help the company access the necessary support and contacts to assist it access export markets. John Padman of Padman Stops explains:

"Sometimes you can get wound up in red tape and lost in bureaucracy, but in a matter of hours the ICN was able to instantly connect me to the right person and the right advice and we're now looking forward to sending our first shipments across to New Zealand prior to Christmas."

ICN is an independent Government-funded organisation that supports industry by assisting businesses access opportunities, both locally and internationally. ICN Hume Regional Manager Tammy Atkins has worked with many businesses in the region, assisting them access opportunities including major projects and export markets, and assisting purchasers identify suitable local suppliers of the products and services they require.

As a proud Australian manufacturer that produces all its irrigation equipment locally, Padman Stops routinely calls on ICN's services for assistance identifying local, Australian suppliers of materials and services. Most recently ICN was able to assist Padman Stops identify an Australian industrial label manufacturer, a product which the company thought it would have to import from China.

John Padman expresses pride that, with ICN's assistance, he hasn't had to use imported products:

"Padman Stops is Australian owned and our products are Australian made, we think it's important to support local industry." he said. "Whenever we're looking for materials or services, one call to the ICN and they're able to put us in contact with Australian firms in no time."

“The ICN’s a great service and we can certainly recommend them to other businesses either already importing equipment and services or anyone having trouble sourcing products locally.” Mr Padman said.



John Padman and Tammy Atkins with a Padman Stop device