

RESOURCES READY – SESSION OVERVIEWS

Session 1: Introduction and Readiness

In session one of Resources Ready, participants will be introduced to the program and the resources industry. After a morning introduction by regional mentors and program facilitators, participants will be briefed on the current state of the mining industry, both nationally and in their local regions. Participants will then introduce themselves and be briefed by a fellow growth focused METS SME on their journey. Finally, an industry representative from the local region will discuss expectations from operators on supplying to the industry.

Session 2: Planning for success

Session two will discuss the formation of business strategy for approaching the mining industry. As well as strategy and systems, this session will discuss team capability, with a guest presentation from workforce planning experts and performance management professionals on building an effective workforce for change. Finally, the program will discuss pre-qualification and compliance for the resources sector, with a guest presenter discussing their compliance systems.

Session 3: Building your market strategy

This session will discuss targeting problems in the resources industry and positioning yourself as a solution provider. This session will also discuss disruption and industry trends, and how your enterprise can position yourself during an age of disruption. Finally, regional mentors will discuss key resources industry organisations and trade events that will be of value to participants.

Session 4: Order Taker to Solution Maker

This session will discuss business model innovation- how your company can rework business models and market approaches to realise new opportunities. We will also discuss digital and social media marketing, and how to pitch your company to customers, to cost effectively extend your company's reach.

Session 5: Selling to the Resources Industry

The session will discuss the formation of business networks and how to expand businesses footprint outside of the local region into broader markets. We will also discuss partnerships, joint ventures, and how to present your value proposition.

Session 6: New Markets

Companies will discuss how to diversify their market- extending into other industries and new product development. We will also discuss the global resources market and channels for accessing that market. Companies will also prepare for a presentation to a mock buyer panel.

