

RESOURCES READY takes businesses on a development pathway that provides the understanding, connections and tools needed to succeed as a member of the supply chain in the Australian resources industry.

Resources Ready is a business skills capability development program. Full day workshops are conducted once a month over a six month period and support participants to build their business and growth strategy for the resources industry; comprising mining and energy, including oil and gas, engineering and METS sectors.

Outcomes

At the conclusion of the program participants will have a detailed understanding of what is required to do business successfully in the Resources Industry. They will have a strategy and an actionable list of activities to build their own business in the sector. Resources Ready will provide exposure to key decision makers in the industry and support network development and open collaboration opportunities with likeminded businesses in their region and across Australia.

Program Design

The program is designed based upon learning and skills development methodologies similar to that used in MBA and executive development programs and provide participants with a range of activities including;

- Subject matter experts delivering key industry relevant informational content,
- Interactive workshops,
- One to One Mentoring between sessions,
- Online portal for supporting learning materials, content and tools, each session videoed and available for reference and catch up.
- Networking with other METS companies who are part of the program, both locally and interstate
- How to showcase your business capability at key industry events

The program is intended for decision makers within businesses, and for emerging leaders and people in growth and strategic focused roles.

Key presenters include;

- Procurement leaders from major resource companies,
- Resource Industry Leaders,
- Key innovation experts,
- Marketing, digital and Social Media professionals,
- Government support agencies, and
- Experienced facilitators.

Content is delivered by RESA in conjunction with guest subject matter experts. Regional Mentors are engaged who have knowledge and understanding of the industry and the region. Between sessions one-to-one mentoring supports participating businesses to implement key learnings from the sessions and offers strategies focussed on business growth. This integrated service model provides participating businesses with ongoing engagement and mentoring.

Program Outline

This session outline contains the high-level topics for each workshop session.

Session 1: Introduction and Readiness

1.1	Introduction to program- Housekeeping, acknowledgement of country, program structure, participant expectations, resources, digital tools and templates, RESA and presenter support, introduction of RMs
1.2	Resources Industry Overview - Resources and Oil and Gas industry in Australia, the METS Sector, international factors
1.3	Market Structure and Opportunities - how the resources market works, Tiers, finding opportunities, mining processes
1.4	Industry Expectations - how to play, safety culture, commercial terms, industry culture
1.5	Guided discussion - introductions, issues and expectations
1.6	The METS Journey- what we did, what we learned, where we are
1.7	The Customer- who we are, how to deal with us, dos and don'ts

Session 2: Planning for Success

2.1	Business Strategy Review - Housekeeping, acknowledgement of country, Strategic Direction, where are you at, tools
2.2	Business Strategy- workshopped discussion - Customer identification, competitors
2.3	ATSI engagement- best practice, why it's important
2.4	Team capability - workforce planning, leadership, engagement
2.5	Self-Assessment and Prequalification
2.6	Self-Assessment and prequalification - workshop activity
2.7	Case Study - Pre Qual and compliance

Session 3: Building a Marketing Strategy

3.1	Identifying your resources customers - Researching the market, who are the players, understanding their needs, problem identification
3.2	Identifying your resources customers - continued
3.3	Targeting decision makers - Where the point of decision is, key drivers,
3.4	Competitive Disruption - the changing resources market, new business models, blue ocean strategies
3.5	Competitive Disruption - continued
3.6	Competitive Disruption - continued
3.7	Accessing Industry - industry organisations, collaboration and clustering, industry events

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Session 4: Moving from Order Taker to Solution Maker

4.1	Identifying customer pain points - Pain points for operators, METS pain points, collaboration and relationships
4.2	Identifying pain points - Continued
4.3	Business Model Innovation – Creating new value from old models, changing business models, monetising exiting services
4.4	Business Model Innovation
4.5	Social Media/Online marketing
4.6	Pitching capability - elevator pitch, Unique Value Propositions
4.7	Pitch prep and practice - filmed exercise

Session 5: Selling to the Resources Industry

5.1	Building Business Networks – making connections, finding industry and project information, resource client management
5.2	Building Business Networks
5.3	Go National – extending offerings interstate, models for going national
5.4	Go National – continued (guest speaker)
5.5	Partnerships, JVs, Investment – models for partnership, benefits and hazards
5.6	Cluster to compete – clustering models and advantages
5.7	Presenting your value proposition – supplier presentation, do's and don'ts – workshop activity

Session 6: New Markets

6.1	Diversification – Moving into new industries, analysing new markets
6.2	New market development -
6.3	Export – building an export strategy, why export?
6.4	Export – Austmine guest speaker
6.5	Federal support and trade missions
6.6	Buyer Panel presentation practice
6.7	Your RRO Journey/Graduation