

$$1 + 1 = 3$$

Growth Through Synergy

A case study in Collaboration



He Wharekura-tini
Kaihautu o Aotearoa

The
Open
Polytechnic
of New Zealand



Grow Wellington
Working for business success

Robert Muldoon 1968

“Two Thirds of New Zealand’s ten thousand factories employ fewer than 20 people. The companies most likely to export – those employing 100 or more- amount to less than five percent of the total.”

“This means that if there is to be a substantial increase in the earnings of manufactured exports, every factory must do it’s everything it can to contribute. New Zealand must be prepared to develop an export trade made up of many items in small volume.”



40 Years on

Still the same need!

Common Goals

- ◆ Assist businesses to succeed/grow
- ◆ Develop Business acumen
- ◆ Promote the option of exporting



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Grow Wellington Vision

To invest in growing our economy, especially our exports – and we will do this by:

- Developing Centres of Excellence;
- Supporting priority sectors; and
- Growing individual businesses.

These programmes have been designed to achieve:

- Greater internationalisation;
- Enhanced business capability;
- More entrepreneurship; and
- Improved investment.



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The Open Polytechnic's Vision

- ◆ Improving Small Business Management Competency
- ◆ Well prepared and successful Small Businesses
- ◆ A world Class programme that works



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CertEnEx

- ◆ Full Diagnostic
- ◆ Mentor
- ◆ Applied business focus
- ◆ Personalised plans to develop
- ◆ 8 key areas addressed



Synergy

- ◆ Grow Wellington
 - Identifies businesses in need
 - Mentors and assists
 - Retains relationship with client
- ◆ Open Polytechnic
 - Provides material
 - Operates on-line support
 - Follows through with pipeline referrals



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Greater Outcomes

- ◆ Businesses that are:
 - Able to make informed choices
 - Prepared to change
 - Have identified and planned for risk
 - Increased export potential



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