



BUSINESS MANAGEMENT & GROWTH SERVICES  
**TILT Industrial Design Pty Ltd –  
building a better business**

**Customer Story**

*Entrepreneurs' Programme helps TILT employ 10 new staff in just two years*



*TILT's innovative work was used in the design of Bunurong Memorial Park in Melbourne*

An innovative and motivated Sydney specialist industrial design consultancy business is using the Australian Government's Entrepreneurs' Programme to great effect.

In the two years since starting to work with the Entrepreneurs' Programme, TILT Industrial Design Pty Ltd grew from four to 14 employees.

TILT's turnover rose from \$700,000 in 2015-16 to \$3 million in 2016-17. They have a goal to reach \$5 million in the next two years with assistance from the Entrepreneurs' Programme Growth Services engagement. The growth in revenue and staff necessitated a move to larger multi-storey premises in Artarmon.

TILT's transformation started with a Business Evaluation under the Business Management element of the Entrepreneurs' Programme. The Business Evaluation assisted the firm to

move from contract industrial design work with no distinct target customer, to a laser sharp focus on the architectural sector.

A matched Business Growth Grant followed and allowed TILT to complete a number of projects that would have been more difficult to achieve with funding from the business alone.

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*"The grant has enabled us to both accelerate our product development and document our business strategy – both activities are crucial for our continued growth and successful daily operations."*

TIM PHILLIPS, MANAGING DIRECTOR, TILT INDUSTRIAL DESIGN PTY LTD

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TILT use their skills in manufacturing, design and an understanding of materials to work with architects, designers and artists to push the boundaries of traditional construction methodology and to help create new ideas.

With extensive research and development TILT have developed 'operable architecture' - where industrial design and engineering brings innovative movement to traditionally static building elements. In the picture above, the curved glass wall can be lowered to provide open air access when required. This dramatically changes the users' experience of the space and provides a direct connection to natural changes in light, wind and weather.

TILT also produce hinged skylights that enable spectacular rooftop terraces to be achieved, while maximising building heights.

The Heliostat reflector system is another example of TILT manufacturing technology, which enables architects and developers to address overshadowing concerns and solar access objections.

Under the Entrepreneurs' Programme TILT completed a full rebrand with a significant amount of time and energy put in to focusing on new market opportunities.

A new website complemented the rebrand, and a sub-brand with a dedicated website is the plan for TILT's specialist skylight product.

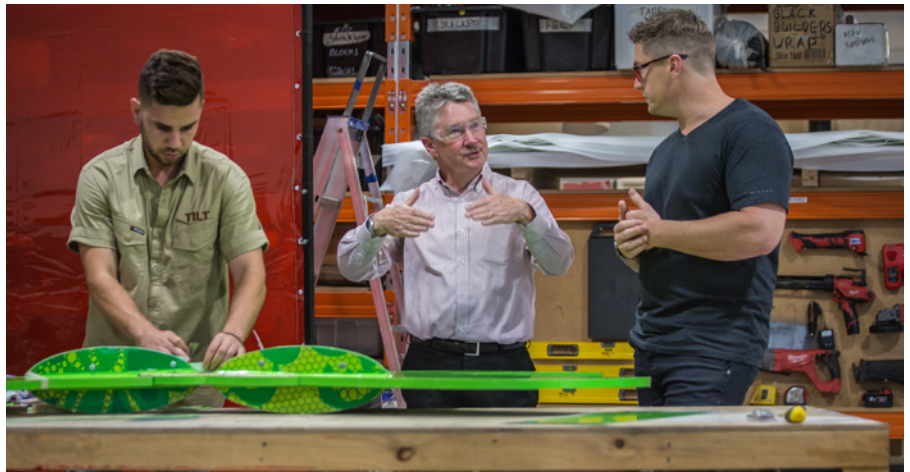
"The Business Evaluation provided not only confirmation on the value of existing ideas but solid direction for these and new concepts," Tim adds.

Tim cannot speak highly enough of his Entrepreneurs' Programme Business Adviser, John Mills, and believes the initiative is ideal for any business on a growth curve.

"I would recommend the Entrepreneurs' Programme to other businesses. I think it's an extremely valuable opportunity to have an independent body assess the business," Tim says.

"It's been critical for me in the last two years to sustain this growth and it will be important for me moving forward.

"The service and funding assisted me to prioritise projects to enable a more rapid research and development period for the business.



*Hands on in the workshop. Richard Trajcevski, one of TILT's Industrial Designers performs maintenance on a public art work featuring colourful giant crabs which was installed on the outside of the Monaco Oceanographic Museum, as Business Adviser John Mills and Tim Phillips chat.*

"It's a relationship that's grown as we've gone through the Entrepreneurs' Programme. Now we are into the Growth Services engagement, John is becoming an integral part of day to day life at TILT," Tim adds.

John provided Tim with responsive and timely initial feedback on the Business Evaluation, and subsequent assistance. He assisted in identifying changes and supported Tim to make them happen.

John introduced Tim to consultants to help implement the change, and assisted in applying for matched funding to engage external expertise.

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*"TILT has grown very, very strongly in the time that we've been working with them, leading to greater revenue, greater profitability and multiplying their employment a number of times over."*

JOHN MILLS, BUSINESS ADVISER,  
ENTREPRENEURS' PROGRAMME

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"The businesses that move beyond the Business Evaluation and access the Growth Services offering are firms who are not doing business as usual, but are pursuing a significant growth trajectory," John adds.

Visit [TILT Industrial Design](#)

## *The Entrepreneurs' Programme*

The Entrepreneurs' Programme is an Australian Government initiative to improve business competitiveness and productivity.

The Business Management element provides experienced [Business Advisers](#) and Facilitators to review business operations including business direction, strategy, growth opportunities and supply chain.

[Growth Services](#) provides tailored support and advice from expert advisers with relevant private sector experience to identify and maximise growth opportunities. Funding is offered through matched grants of up to \$20,000 to assist businesses develop and embed the capabilities, strategies, culture and connections to accelerate growth.

Check your eligibility by visiting the [Entrepreneurs' Programme](#) or call **13 28 46**.