

# Bendigo Ornamental Plaster

## CASE STUDY

<b>WHO:</b>	Dave Keene
<b>WHAT:</b>	Bendigo Ornamental Plaster
<b>WHERE:</b>	Eaglehawk, VIC
<b>WEB:</b>	<a href="http://bendigoomentalplaster.com">bendigoomentalplaster.com</a>

Meet Dave Keene, the driving force behind Bendigo Ornamental Plaster. He was born in Bendigo, is married to Rachael and has three teenage children, Ethan, Maggie and Caleb. Dave has been making ornamental plaster for over 20 years and is excited to bring his passion for quality and customer service to regional Victoria.

When central Victoria's primary producer of ornamental plaster products closed down in 2012, a gap was left in this area of the state, and Bendigo Ornamental Plaster was opened, starting in a back yard shed! Since then, the business has grown to be the preferred supplier for many wholesalers and plasterers alike, from Swan Hill, Ballarat, Bendigo and many other areas of regional Victoria and Southern NSW. With a focus on quality from day one, the business has built up quickly.

Acknowledging he needed more space and help with the business as it grew so David approached Workspace about becoming an incubator member in Eaglehawk. In June 2013 the business was relocated from his garage at home to one of Workspace's 144sqm factories.

Dave quickly realised that he was not alone in his struggles and that Workspace was there to help whether it was marketing, financials, setting goals or just lending an ear and acting as a sounding board.

Facing the common problems such as Time Management, Employment Contracts, Goal Setting and Cash Flow Management whilst at the same time planning for expansion into a larger shed was made easier and simple working with Workspace.

"The advice I got from Workspace was all about my business and was relevant to what I wanted to do" says Dave. "Everything Workspace did was centred on what I wanted from my business and how I was best able to achieve these goals" Dave adds.

After only 18 months with Workspace the business has outgrown the original factory and has now moved to a 216sqm factory within the Workspace Incubator complex. It continues to grow from strength to strength and now Dave has his sights set on moving to his own factory in the future.

Merv Rushton Workspace Business Advisor says "working with Dave has been a pleasure and it is always exciting to see a small business grow and expand to a point where we are now looking to the future and working on an exit strategy for the business."

Rebecca Dempsey  
CEO  
Workspace Eaglehawk

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