



MARCHMENT HILL

- consulting -

Identifying opportunities for a growth focused service provider

the challenge

Hydro Tasmania Consulting is a multinational consulting business with a suite of engineering and environmental services. Their particular areas of expertise include renewable energy development, power system engineering, environmental engineering, dam design and project management.

The business was contemplating a drive into the Australian water sector, where its initial projects had been well-received. Hydro Tasmania Consulting intended to leverage their expertise by offering energy-related services as an adjunct to their mainstream engineering offering.

In order to effectively direct their marketing and sales efforts, Hydro Tasmania Consulting commissioned Marchment Hill Consulting to provide a strategic overview of the opportunities and issues in the sector.

what Marchment Hill did

Marchment Hill Consulting researched, analysed and presented a view of the future direction, demand drivers and likely value of services opportunities in the Australian water sector.

Our work drew from a wide range of sources, including analysis of publicly-available data, insights gained from our engagements in the water sector, and our own cost modelling methodology.

engagement profile

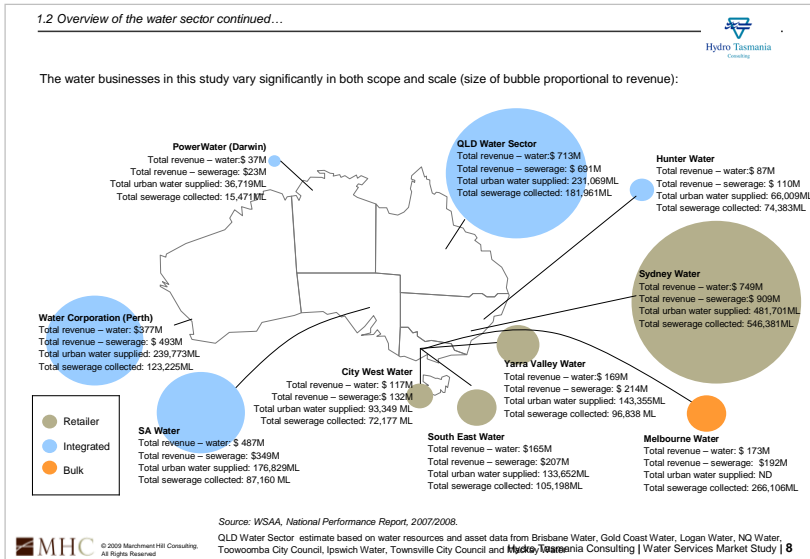


Figure 1: Geographical overview of water sector in Australia

Our report focused on metropolitan water businesses and detailed their geographic footprint and scope of the activities undertaken, investment drivers, expenditure forecasts by activity, current outsourcing arrangements and future plans, and local issues affecting the selection of partners and delivery of work.

the benefit

Marchment Hill Consulting’s independent study highlighted a range of market opportunities for Hydro Tasmania Consulting, and provided broad insight into the business issues faced by Australian water businesses. It highlighted the differences between water businesses and other utilities in terms of popular sourcing models, as well as the long-term investment drivers and emerging issues that would help determine demand for services in the future.

In addition to providing data, Marchment Hill Consulting identified a range of strategic challenges presented by the competitive dynamics of the water sector that indicated a strong case for Hydro Tasmania Consulting to adopt a particular positioning in the market.