



Success stories

R.A. BELL & CO. P/L

How does ONE grow a sector that saves assets, the community, and lives?



Dedication

Robert Bell (Rob) is the second-generation owner of a business which is dedicated to locally designing and manufacturing highly regarded emergency vehicles. The key to the business success is in the collaborative design process with the users.

Locally made and locally supported

Rob is a strong believer in providing end users with vehicles that have been designed for a specific application. Rob has built his business processes providing fit for purpose vehicles that optimise safety and efficiency. Rob is proud that his vehicles provide this outcome to the many emergency sectors he supports. Over the years this model has positioned the company to be a highly regarded and trusted brand.

Local vehicles local jobs

Employing 200 people, across three states, Rob remains committed to growing the business to support sector needs including replacing aging vehicles and developing new custom, fit for purpose vehicles for the fire, rescue and police industry. Based on a detailed understanding of market needs and the ability to provide the market with unique vehicles that have

export potential, Rob believes that the business could grow significantly to employ many people supporting local manufacturing supply chains and ecosystems.

The challenge

Rob is faced with the challenge of achieving a step change in growth where his business requires large scale facilities to be able to house large vehicles and large-scale manufacturing for parts required to build a range of emergency vehicles. The challenge for the business is not the technical capability, not the commitment nor the passion to create local jobs, but rather the ability to scale the business to meet local demand to avoid the potential loss of capabilities which may create the need to import vehicles which are not designed for local end user needs.

“Working with, EP provided an opportunity to consider, actions that will help to grow our business” (Robert Bell, MD)

The dilemma

While Rob has the technical capability and commitment to support this special vehicle sector, Rob believes that he alone is unable to build a sector that can locally deliver many large-scale projects and as such Rob remains keen to collaborate with like-minded people and businesses.