Business Innovations: Management in Miniature

Phil Booth has a small planning problem! His company, Scale Images, builds architectural scale models of multi-storey buildings. When finished the very detailed models are used to help the developer, planning authorities and prospective clients “see” the project early in the planning stage, as well as providing an invaluable aid later, during the tendering and construction phases. Each model can cost up to $200,000 and requires many hours of painstaking work to complete.

Phil has been using an innovative new management software package, called MicroPlanner, to schedule the workload of the Scale Images team of highly skilled modellers. Effective planning is essential to help avoid unnecessary overloads and to ensure the delivery of each model on time. Effective resource planning is particularly important given the scarcity of skilled modellers in Australia.

The power of the MicroPlanner helps Phil plan his modelling in the same way as it helps Architects manage the design process and builders construct the full-sized replica later in the process.

The MicroPlanner software will be demonstrated at the 2025 seminar.