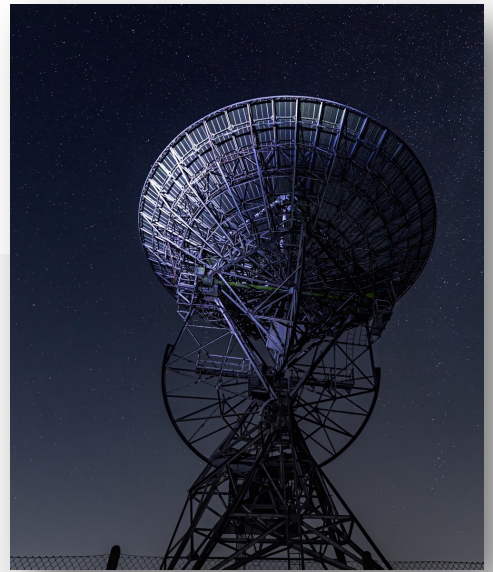




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## From start-up to success: charting the Australian Space Agency's maturity journey.

Australian Space Agency, Maturity assessment



### Summary

In this success story, we share how Iceni partnered with the Australian Space Agency (ASA) to conduct an independent maturity assessment and co-design a practical and sustainable plan to move from a start-up to a mature high-performing organisation.

### ASA's challenge

ASA were facing a number of challenges in advancing their maturity journey. Firstly, their aggressive growth agenda and the rapid establishment of operations had revealed gaps in the agency's foundation that needed to be addressed. Secondly, ASA's team were working in a fast-paced environment that left little time to pause and reflect, and deal with some internal cultural issues. ASA realised that these challenges needed to be addressed before they could achieve sustainable growth.

### Our approach

Iceni worked in partnership with the ASA to get a deep understanding of the operating environment, stakeholder expectations and their future plans. We co-designed a practical and sustainable plan to improve, measure and report on the agency's maturity and performance. We did this by undertaking a current state review and qualitative analysis of existing operations, providing independent advice, measuring and reporting on organisational efficiency and effectiveness, and establishing repeatable maturity performance measures and criteria.

### Value-adds

We worked in partnership with ASA's leadership team throughout the assignment to reflect on achievements, recalibrate the path ahead and develop pragmatic strategies to establish a clear and measurable roadmap. Iceni's partnership built capability within ASA to encourage buy-in to the maturity journey.

### Client outcome

ASA were able to advance their growth agenda with a comprehensive understanding of their organisational maturity and performance, with maturity criteria/KPIs to measure and monitor future effectiveness and performance. The leadership team reaffirmed commitment to team values and growth, and united behind a common vision for the agency.