



CASE STUDY INNOVATION & INNOVATIVE THINKING

Local businesses share their innovative process and provide insights into how they foster and develop innovation and innovative thinking in their organisation.

OVERVIEW

Bricktastics is Australia's largest buyers and sellers of pre-loved LEGO products. As a one-of-a-kind business, Damien and his team rely on innovation and innovative thinking to identify and create improvements to the way they clean and sort pre-loved LEGO pieces.

CHALLENGE

While the idea of working with LEGO sounds like a fun job, the reality of sorting dozens of tubs on the floor was fast becoming a real brick of a job. The team at Bricktastics identified a need to evolve its sorting technique.

For Damien, the solution needed to allow staff to maintain:



Comfort and health



Ease and efficiency



High quality assurance

“Considering each staff member sorts tens of kilos of LEGO each day, it became necessary to have purpose-designed equipment,” says Damien.



Pictured: Damien Azzopardi, Founder - Bricktastics.

ABOUT

Founded by Damien Azzopardi in 2018, Bricktastics has rapidly grown from a single-person operation to an eight person team of brick masters who are bursting at the seams of their home office HQ in West Ryde. Bricktastics specialises in purchasing used LEGO collections domestically before cleaning, sorting and repurposing it as affordable, sustainable, creativity-focused LEGO packs to develop imaginative thinking and increase collections at an affordable entry point for families, businesses and educational institutions.

In 2021, they procured, sorted and sold over 18,000 kilos of LEGO.

Damien is also passionate about helping not-for-profits, donating hundreds of kilos of pre-loved LEGO each year to various NFP organisations across Australia.



PROCESS

Bricktastics operates in a fast-paced, start-up style so the team got to work brainstorming potential solutions.

In terms of innovation, the business takes both a top down and increasingly, a bottom up approach, allowing staff to feel comfortable and empowered to suggest new ideas and foster creative solutions.

"If something doesn't work, we just move on quickly," explains Damien.

For Damien and his innovative business there was a need to consider a number of factors in the problem solving phase.

"We look at the size of the benefit verses the work needed to achieve it, plus any risks associated with the idea. We also compare it to all other possible solutions to determine if it is the best fit for our operation."

SOLUTION

As part of the innovation, the team initially designed a component to sit on a table top that would act like a flood gate - allowing the LEGO to be held and finally released for sorting. Unfortunately the prototype had to be scrapped as it had added further unforeseen complications.

"In the end we found that keeping it simple was better and had to remove this feature," explains Damien.

In a second round design phase, staff created a custom sorting table which ticked all the boxes.

RESULTS

Staff sorting output has significantly increased from 30-40 kilograms per day under the old floor setup to well over 60 kilograms per day with the table top invention.

"We're able to sort at least 50 percent more LEGO each day as a result and are able to separate bricks into a greater number of categories."

Damien says he was impressed with how quickly the solution was implemented.

"Looking back on it, I am appreciative of how much more efficient our business has become on a daily basis. Plus, we no longer have sore backs every day!"

"If something doesn't work, we just move on quickly."

FUTURE PLAN

With plastic waste at an all-time high in Australia, the business is proud to be able to make a significant contribution by recycling large amounts of plastic and providing a service and product the community loves at an affordable price point.

And while the business is still relatively new, Damien continues to seek ways to further innovate and create a larger competitive moat in the future.

"Innovation is at the core of our business. We'll continue to develop new ways to procure, systemise and distribute our pre-loved LEGO to Aussie families, businesses and schools."



MEET THE FOUNDER

Scan the QR code to hear from the business founder of this case study – Damien Azzopardi, Bricktastics.