

MEDIA RELEASE

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MANUFACTURERS SHOWN A PATHWAY TO SUCCESS

At a Forum on Advanced Manufacturing held by ShireBiz in collaboration with Southern Strength, over 100 participants from Southern Sydney were able to hear how they could transition their business into the modern era of advanced manufacturing, a key sector in the recently announced Federal Government's *Economic Action Strategy*.

Shire Biz is a group of leaders from the private and public sector, that have come together to encourage business investment, jobs and operations in Southern Sydney, and **Southern Strength** is a Manufacturers networking organisation. Shirebiz's proposed Advanced Manufacturing Business Centre in the Lucas Heights/Bardon ridge area will be a node of the CRC for Advanced Manufacturing and should be the Southern Sydney Hub of the **Advanced Manufacturing Industry Growth Centre**.

The keynote speaker was **The Honourable Bob Baldwin**, Parliamentary Secretary to the Minister for Industry who endorsed ShireBiz's initiative for a Centre which focusses on robotics and which engages the world class scientific resources of ANSTO, CSIRO, Universities and industry.

The Forum speakers came from both the scientific research community and manufacturing industry, providing challenging ideas combined with hands on experience from those who have advanced manufacturing as a viable business model, and are getting tangible results

The Speakers included, from industry **Steve Britton** of Britton Marine, **Kevin Cullen** of Braseight, **Anthony Harrington** a robotics expert, and from the scientific research community, **Professor Gordon Wallace** of UOW, **Dr Paul Di Pietro** of ANSTO, and **Dr Sam Bucolo** from UTS

The benefit to Australia with advanced manufacturing is that the business models are more focused on design than fabricating or cutting metal. Short run manufacturing becomes viable. With these two principles we can establish manufacturing in Australia, and with well-paid jobs servicing the global market

Future workshops on these topics will be held to help manufacturers with their journey into a new era, an era that will mean more added value manufacturing jobs and once again make Australia competitive in manufacturing.

The presentations including a video of the proceedings will be available at www.shirebiz.net.au

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