

Advanced Manufacturing: Beyond the production line

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PRESENTATION BY

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The way forward for Advanced Manufacturing

Albert Goller
Chairman META
30 April 2014

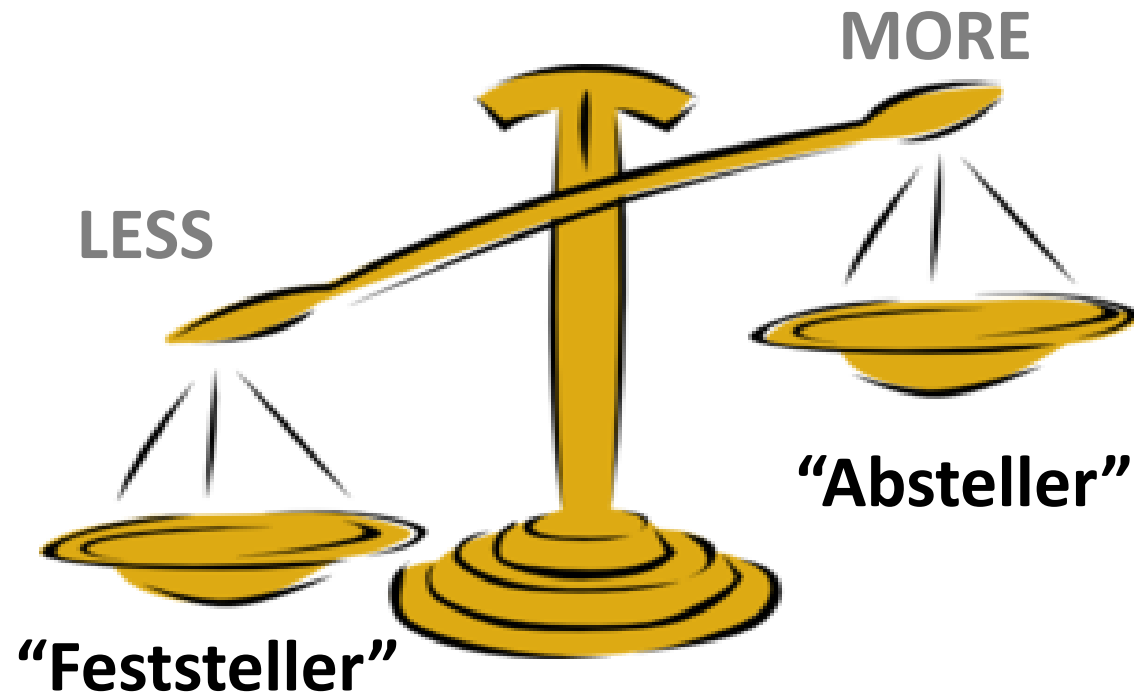
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The future of Advanced Manufacturing



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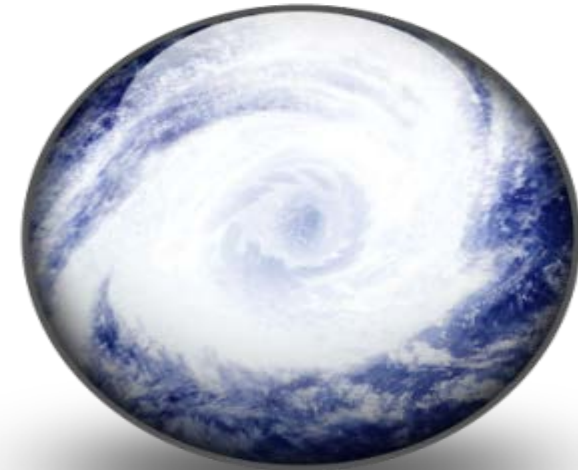
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What is META?

META is a **collaborative network** of **high potential manufacturing businesses and researchers** aiming to advance Manufacturing.

Through the promotion of leadership, fostering of **entrepreneurship** and **continuous learning**, META members will accelerate **growth** and increase the **efficiency and competitiveness of** Australia's manufacturing industry **globally**.



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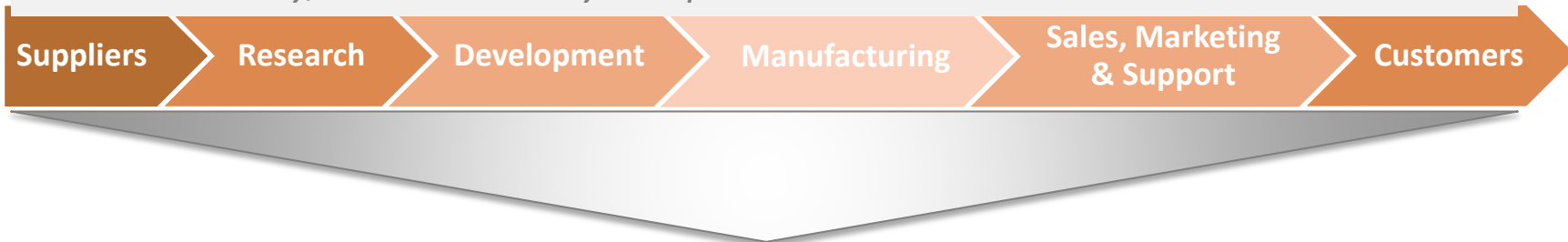


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Our definition of Advanced Manufacturing

Advanced manufacturing is the provision of technology, processes and skills along the whole value chain, including key customers as well as key suppliers, to continuously improve products and surrounding services in a reliable and sustainable way, better than any competitor.



Strategy, Leadership, Culture & Management	
	Quality Assurance & Regulatory Affairs
	Finance, Accounting, Legal & Administrative
	Human Resources

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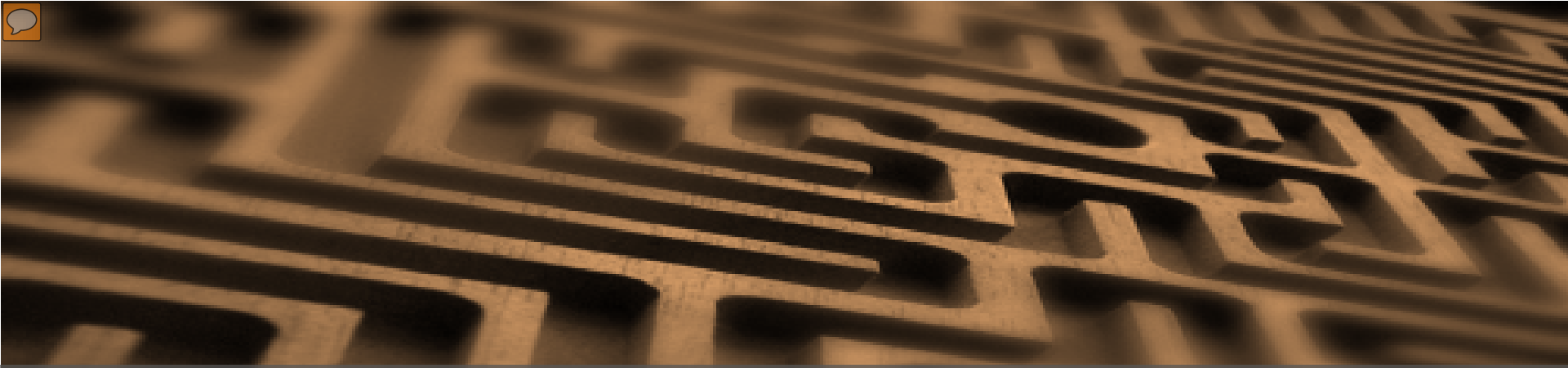
Globalisation: Challenges of Manufacturing

Its truly a global game



There is no level playing field

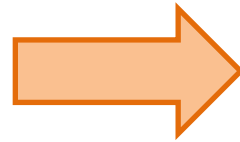
Single companies vs. collaboration networks



OUR FUTURE

The Future of Manufacturing:

Mass Customisation
Sustainability
Speed



**Advanced
Manufacturing**

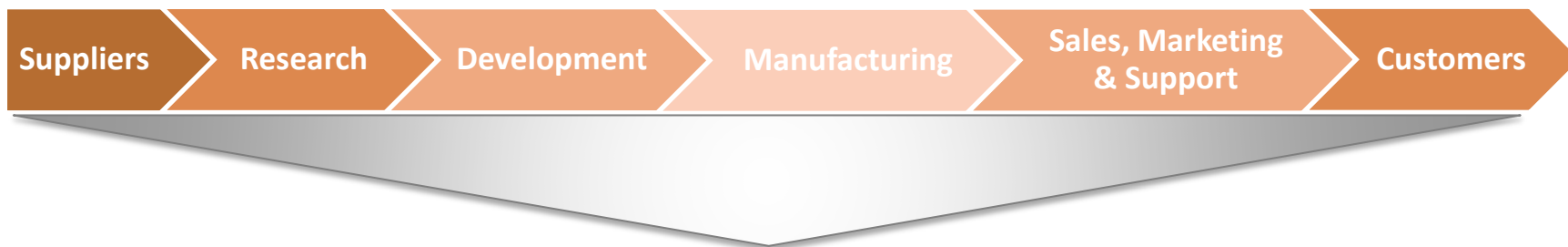
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Advanced Manufacturing value chain



Mass customisation, sustainability, speed

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Mass customisation – responding to the customer

Customising turntable technology to apply to a hotel..



Or to the mining industry..



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Sustainability drives commercial success

What value do you place on
eggs produced here...

Or here...



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Speed to market – fast fashion

Production lines that are focused on customer demand..



Finished product from 12 months to 2 weeks, sell more and less waste



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The key attributes of a successful manufacturer will continue

Key Attributes

- 1. Extremely ambitious targets**
- 2. Focus and depth**
- 3. Globalisation**
- 4. Innovation**
- 5. Closeness to customers**
- 6. Loyal and highly qualified staff**
- 7. Strong and consistent leadership**

Source: *Simon, Kucher & Partners 2013 (2,746 companies over 20 years).*

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META promotes the brand of manufacturing

Company to move here and employ 36

SHANE FOWLES • GEELONG ADVERTISER • APRIL 07, 2014 4:14PM

MORE than 30 jobs will be created in Geelong when the NSW-based Latest investment in Melbourne's north to create 14 new manufacturing jobs

7 April 2014

Fourteen new manufacturing jobs will be created in Melbourne's northern suburbs by 2016 through the latest project to be funded by the Commonwealth and Victorian Government and Ford Australia's Melbourne's North Innovation and Investment Fund (MNIIF).

Australian Minister for Industry Ian Macfarlane MP and Victorian Minister for Manufacturing the Hon David Hodggett MP today announced the grant of \$700,000 to Taylor Ferguson & Co Pty Ltd, trading as Alepat Taylor.

BRIDGET CARTER | THE AUSTRALIAN | APRIL 05, 2014 12:00AM

BORAL has flagged further plans to rationalise its operations on the back of the declining brick manufacturing industry after yesterday outlining details of a joint venture with CSR involving its Australian east coast plants.

The tie-up still needs clearance from the Australian Competition & Consumer Commission, but would see their brick operations across 12 sites in NSW, Victoria, Queensland, South Australia, Tasmania and the ACT tipped into an entity with \$230 million annual revenue and the capacity to produce 600 million bricks.

The Australian car maker with a new busi

Updated Thu 17 Apr 2014, 9:33pm AEST

The future's looking grim for Australia's auto industry with the production by 2017. That may leave the Tomcar, an all-terrain one of the last locally made cars.

Extra 100 jobs at Koko Black in Melbourne

Koko Black will establish its Asia-Pacific headquarters in Moreland, partly funded by a \$3 million grant set up by state and federal governments and Ford Australia.

The \$10.9m project also includes a manufacturing centre, research facility, visitor centre and salon.

a wholly-owned subsidiary of Fuchs in Germany, will move operations from its site in Wickham to a 25,000 square metre site in Beresfield.



first program actor has evolved... have trouble getting the right products for the Australian market.

With the likes of H&M, Marks and Spencer, Top Shop and UNIQLO either headed to or already set up in Australia, local retailers are facing greater competition.

But Mr McInnes, a former chief executive of David Jones, said international clothing retailers have previously struggled to provide the right products for customers on both sides of the world.

NOW THE year. What's more, the business is growing, thanks to growing demand for Australian-made shirts and paja

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We have home-grown trailblazers



“Over the years we have taken the time to get to know our customers. We have come to understand what’s important to them and what’s not. What they believe in and what they expect from us. Our customers have helped shape our products, our culture and our business.”

Nobody is a wholly Australian-owned and operated jeans brand that was founded in Melbourne in 1999. Nobody Jeans now employs over 42 people and is a well-known brand throughout Australia, Asia and the world.

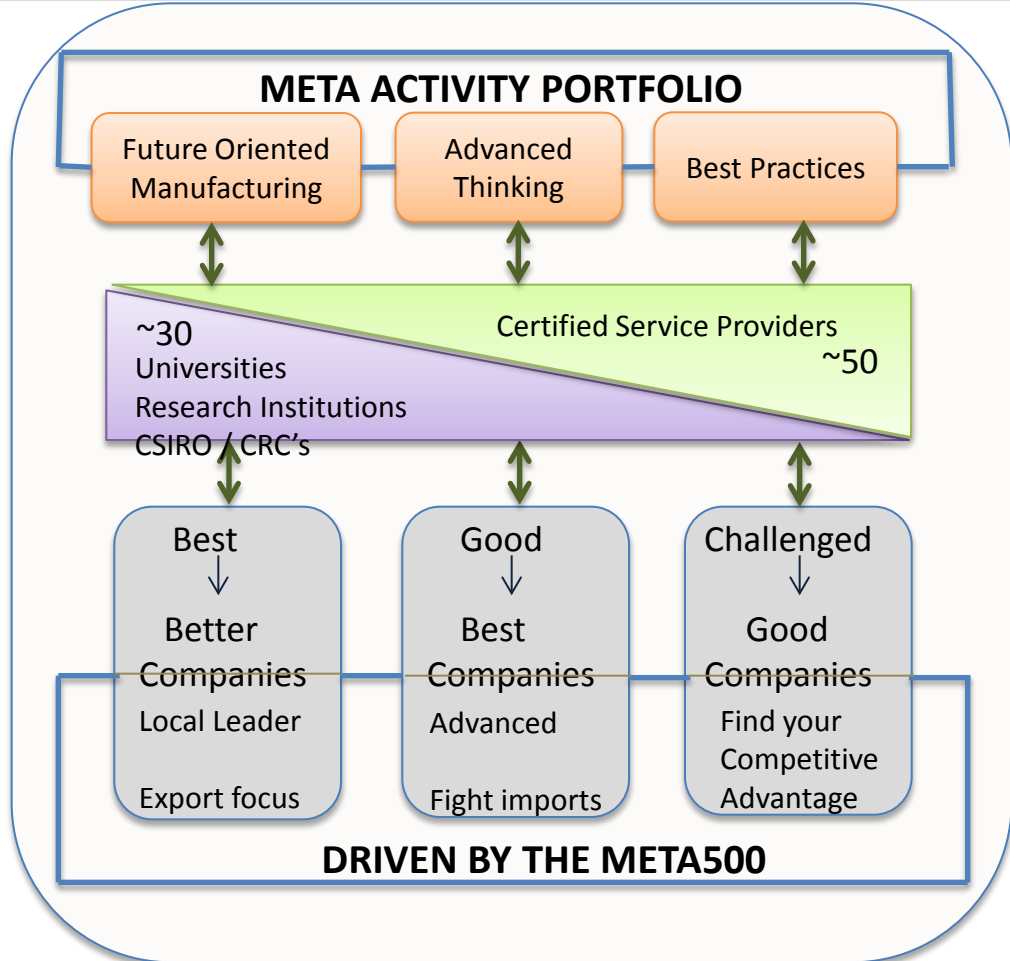
“Manufacturing is an art form – we need creative and innovative employees that will drive the future of manufacturing.”

Diane Edgerton, CEO Direct Edge Manufacturing

Direct Edge is an innovative sheet metal processor who brings sophistication into their manufacturing approach to sheet metal production. Direct Edge is an award-winning Australian manufacturer based in Tasmania employing 55 people and has a growing local and international market.



META represents all manufacturers



Winning leadership mindset

- Challenge the Status Quo
- Believe in the future
- Believe in collaboration

- ✓ **Focus** on Manufacturing only
but along the whole value chain
- ✓ **Cross** industry , national and globally integrated
- ✓ **Target** SME's
 - SME's are the backbone for successful MNCs
 - SME's are the main job creator

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What is the task of META?

- Solid **Executive Membership** base of **Manufacturers and Researchers**
- Create **Hubs and Projects** that strengthen global competitiveness
- Identify and address **red tape, over regulation and cost disadvantages** stemming from the hubs and projects

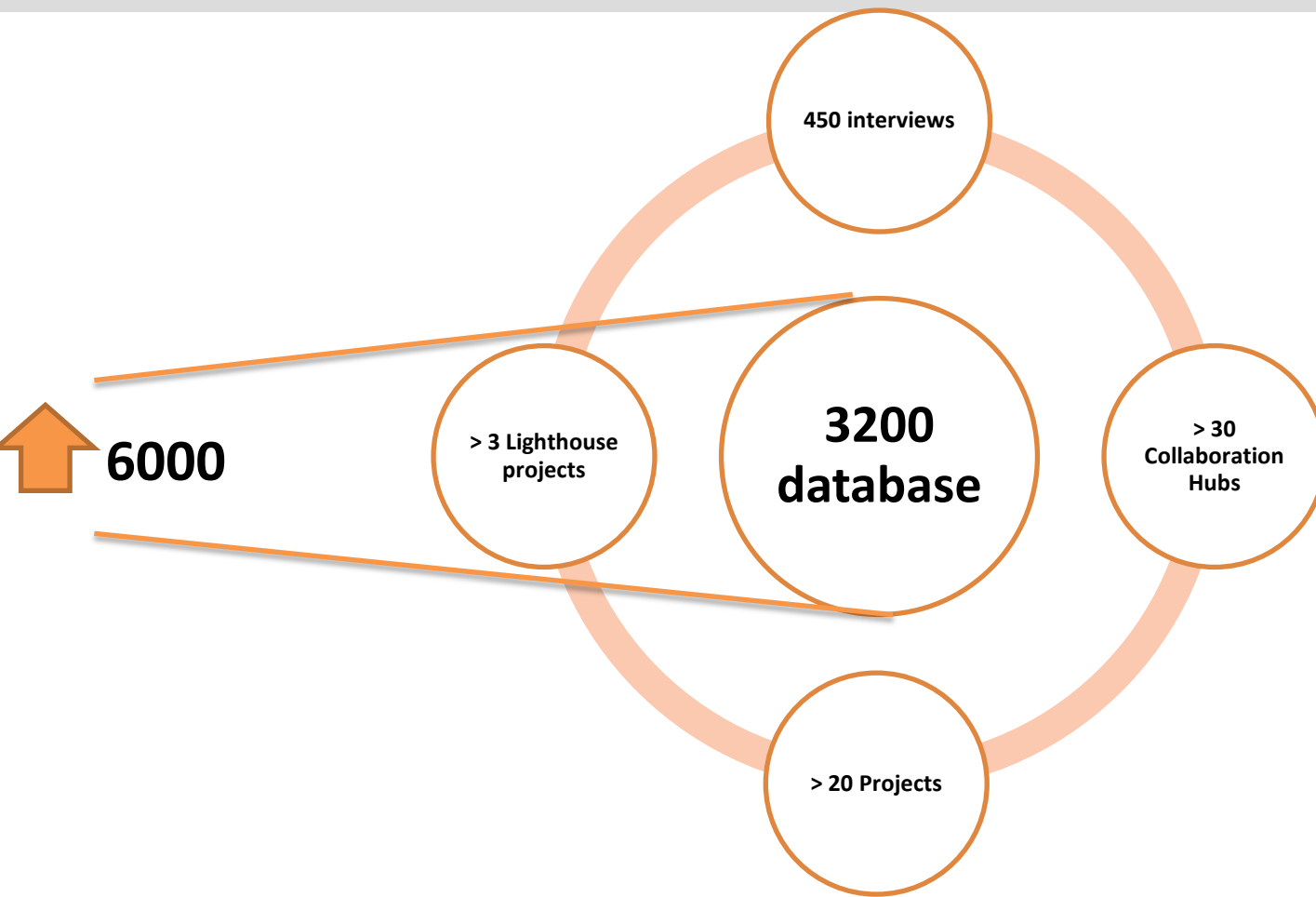
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Where are we at today?



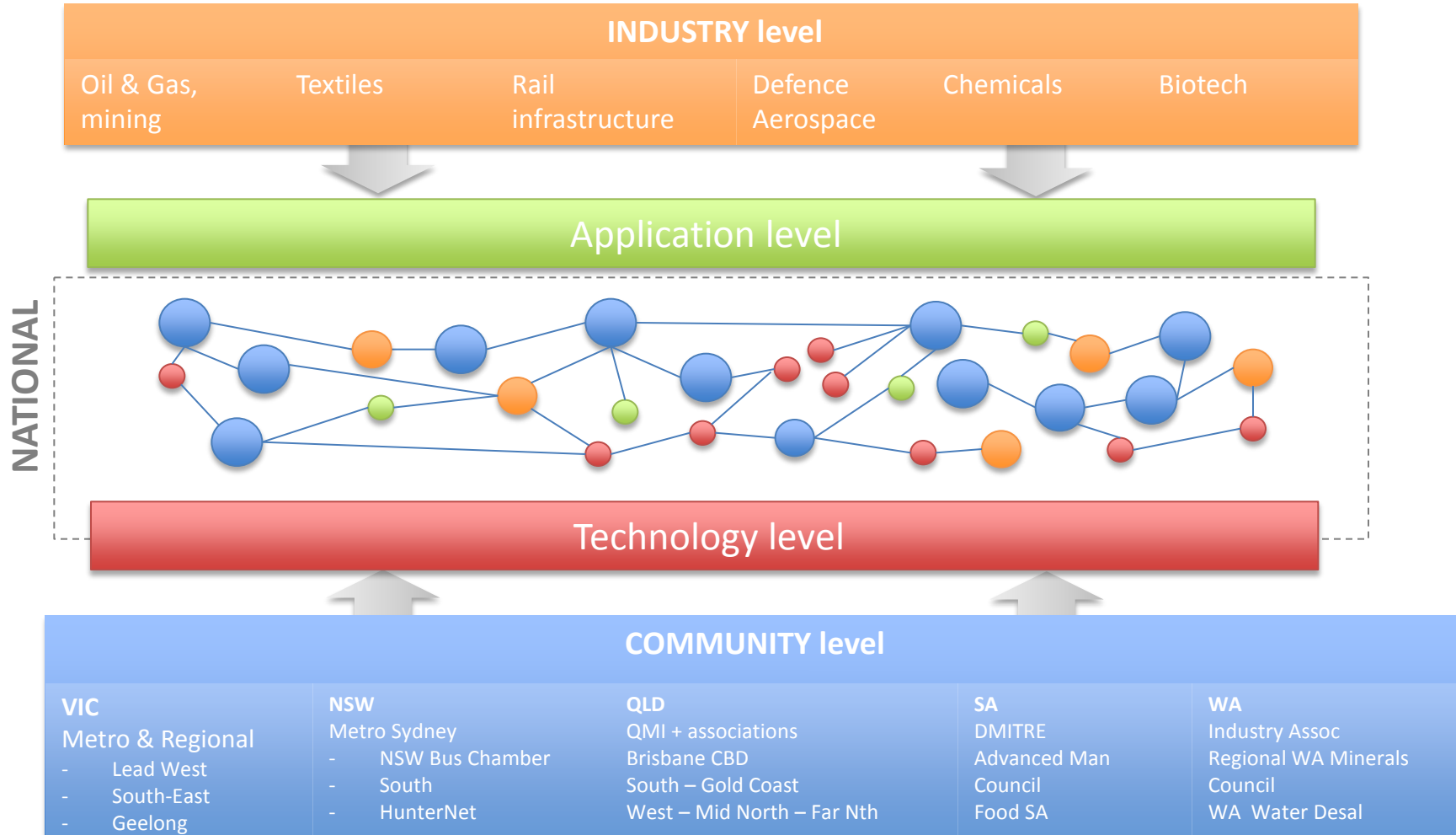
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4 levels: META engagement model





THANK YOU

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