

MEDIA RELEASE

For Immediate Release

22 March 2016

New show of force for Victorian manufacturing

Councils, educators and researchers are working together to make Melbourne's South East the centre of manufacturing in Australia.

They are joining local manufacturers and businesses to attract \$1.2 billion of public and private investment to projects in the region. Their aim is to create jobs, stimulate local economies and innovation, and strengthen community health, wellbeing and resilience.

Dubbed *The Manufacturing Zone*, this region is home to more than one million people and 5,000 enterprises. It produces over half of Victoria's manufactured product, providing in excess of 90,000 manufacturing jobs.

The advancement of manufacturing in Melbourne's South East is one of four strategic agendas contained in a Committee for Dandenong (C4D) report, which was launched by the Victorian Premier Mr Daniel Andrews in Parliament House today.

C4D Chair Mr Gary Castricum said this was the first time that Local Government representatives and businesses had come together to pursue a collective vision for the region.

"We want to challenge the public's perception of manufacturing in this country. This starts by recognising and valuing what we've already got - and then building upon it," Mr Castricum said.

"Dandenong and Melbourne's South East is one of Australia's largest manufacturing zones. By adding 10,000 new manufacturing jobs to Melbourne's South East means that this region will become the heart of Australian manufacturing.

"This incredibly valuable fulcrum has the potential to become an internationally renowned centre of manufacturing excellence and a magnet for investment into the Victorian economy. At a time when some manufacturing sectors are being challenged, the importance of this zone to business confidence cannot be overstated," he said.

C4D's *Strategic Agenda 2016-2019* identifies the following priority investment areas:

- Create jobs and support, strengthen and up-skill the region's manufacturing and institutional base
- Improve transport infrastructure to provide access to jobs, open up employment land and deliver efficient freight and logistics movement for industry, including access to rail, airport and ports
- Continue to revitalise Dandenong's CBD as the capital of Melbourne's South East
- Ensure people less fortunate than others are not left behind

"C4D's Strategic Agenda sets out to bring the region together, to tell the region's story and define its importance, and identify priority investment areas that will make a collective impact and difference to peoples' lives," Mr Castricum said.

The C4D backed alliance includes SEMMA, Cities of Greater Dandenong, Kingston, Cardinia, Casey, and Knox, CSIRO, Chisholm, Bank of Melbourne, Jayco, Bombardier Transportation, and Macpherson Kelley Lawyers.

On 17th May (2016), C4D and its partners are hosting *Smart Manufacturing 2016 – Dandenong and South East Melbourne on Show*, a new event promoting the capabilities and capacity of manufacturing in the region.

"*Smart Manufacturing* will present a powerful demonstration of the region's smart manufacturing capability and capacity, via exhibitions, a showcase on the evolution of manufacturing, trade delegate meetings and Symposia," Mr Castricum said.

-ends-

For more information about this Release, please contact:

Richard Amos, Royce Communications
E: Richard@royce.com.au
P: 03 8628 9304 M: 0418 344 978

Yumeko Leung, Royce Communications
E: Yumeko@royce.com.au
P: 03 8628 9319 M: 0402 127 903

For more information about *Smart Manufacturing*, please go to www.smartmanufacturing.com.au

Or contact Yumeko Leung, Royce Communications.