

ADVANCED MANUFACTURING GROWTH CENTRE INVESTS \$500,000 INTO GEELONG MANUFACTURING

The Advanced Manufacturing Growth Centre Ltd. (AMGC) has invested \$500,000 into Geelong to advance Australia's manufacturing industry.

The AMGC announced on Monday project funding for Quickstep Holdings (ASX:QHL), a manufacturer of advanced carbon fibre composites. This investment will aid in the development of a competitive carbon composite fender for the European automotive market. The project has the potential to generate export revenue in excess of \$25 million and see the increase in demand for more high-value jobs in the Geelong area.

Previously, the AMGC announced \$250,000 in project funds for the Advanced Fibre Cluster Geelong. The funding will directly support the Geelong Manufacturing Council working in collaboration with Carbon Nexus, a research facility located at Deakin University's Waurin Ponds Campus.

Dr Jens Goennemann, AMGC's Managing Director said, 'to make these kinds of significant investments in the region of Geelong sends a clear signal that our manufacturing industry has a strong future in Australia. We are convinced to have the raw talent to compete globally and offer a unique point of difference, and that's through our technology leadership and value-added services. When we have solutions that global customers want and when our manufacturers offer something different and compete primarily on value, not on cost – then those customers are willing to pay a good price for that product or service.'

A core tenet of the AMGC strategy is to fund projects that demonstrate Australia's manufacturing competitiveness. These projects will serve as catalysts of best practice and pave the way for other manufacturers to replicate.

The AMGC's recently released Sector Competitiveness Plan shows that the Australian manufacturing sector along with its supporting industries can add up to \$36 billion to the national economy over the next ten years. Findings show that the majority of this lift in revenue comes from providing 'value differentiation' through innovative product design and technical edge.

'The days of competing on cost are gone. Today, to remain competitive and be part of the lucrative global supply chain, we must look to the full width of what our manufacturers offer. This can be in the areas of R&D, design, logistics and distribution to pre- and post-sales support. This is where the future lies and why we continue to support the Geelong region in its journey as a leading manufacturing centre' added Dr Goennemann.

To download a copy of the AMGC Sector Competitiveness Plan, please visit their website – www.amgc.org.au

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Notes to editors

About Advanced Manufacturing Growth Centre (AMGC)

The Advanced Manufacturing Growth Centre is a not-for-profit company established through the Australian Government's Industry Growth Centres initiative. The purpose of the AMGC is to transform Australian Manufacturing to be more globally competitive and generate the demand for jobs.

<http://www.amgc.org.au>

Advanced Manufacturing Growth Centre Collaboration Hubs

- The National Carbon Fibre and Composite Manufacturing Collaboration Hub in Geelong, Victoria, created in conjunction with Deakin University and the CSIRO Fibres of the Future Laboratory
- The National Additive Manufacturing Collaboration Hub in Clayton, Victoria, created in conjunction with the CSIRO's Lab 22 and Monash University
- Manufacturing Futures Research Institute at Swinburne University of Technology

Advanced Manufacturing Growth Centre Membership

Membership with the AMGC unlocks mutually beneficial opportunities for its members, linking the ingenuity of Australian SMEs and research institutions into global supply chains while connecting larger multinational manufacturers with local agile and innovative partners. Likeminded entities interested in the Centre's activities are invited to contact the AMGC.

Members of the AMGC include: Thales, Boeing, Dow, Siemens, GE, Laing O'Rourke, Quickstep, Swisse, L&A Welding, HiFraser, Spee3D, WTIA, CSIRO, University of New South Wales, University of Technology Sydney and RMIT.

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