

Media Release

AUSTRALIAN ADVANCED MANUFACTURERS SELECTED AS SHOWCASE FOR INNOVATION AND SCIENCE AUSTRALIA 2030 REPORT LAUNCH

- *Senator Michaelia Cash, Minister for Jobs and Innovation and Mr Bill Ferris AC, Chair of Innovation and Science Australia, will officially launch Australia 2030 Prosperity through Innovation at the Australian advanced manufacturing site, Astor Industries, for Dresden Optics*

Dresden Optics, an Australian advanced manufacturer of eyewear solutions, and its partner Astor Industries, have been selected as the location to officially announce the landmark report *Australia 2030: Prosperity through Innovation: A plan for Australia to thrive in the global innovation race* from Innovation and Science Australia.

"We are thrilled to see AMGC members Dresden Optics and Astor Industries chosen to showcase what national innovation and prosperity means. Both companies demonstrate the essential characteristics of what it takes to be a highly successful business in today's tightly competitive marketplace. That is, collaboration, technical leadership and a keen sense of how to innovate and remain globally relevant and resilient." said Dr Jens Goennemann, Managing Director, AMGC.

Australia 2030: Prosperity through Innovation offers a clear vision for Australia to improve its innovation and science performance. The report identifies five imperatives how to reach that vision and offers a roadmap with clear recommendations on how Australia can reach its full potential.

Selecting Australian manufacturers as a site for the report's launch signals the opportunity and the transformation already underway in this sector. As Bill Ferris confirms, "ISA's 2030 Plan sets out a vision for Australia to be a top-tier innovator by 2030. Encouraging more Australian businesses to break the mould of business-as-usual and put research into practice as Astor and Dresden have done will be key to getting us there, making this the perfect location to launch Australia 2030: Prosperity through Innovation."

"It's an honour to be associated with the launch of the ISA 2030 report as it reflects Dresden's investment in innovation and science to manufacture a world-class product in partnership with Astor Industries. We believe we have a unique opportunity, based in the Asia-Pacific region, to develop an export industry centred on the needs of the customer, where ever they are," comments Bruce Jeffreys, Owner, Dresden Optics.

Neil Henderson, Managing Director, Astor Industries welcomes Bill Ferris and Minister Cash to his company for the release of the report against the backdrop of what manufacturing is today, as "Astor Industries is a proud Australian manufacturer and one that continuously reinvents the business model in an increasingly fast-paced global manufacturing environment."

The full report can be downloaded [here](#).

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Notes to editors

About Advanced Manufacturing Growth Centre (AMGC)

The Advanced Manufacturing Growth Centre is an industry-led organisation established through the Australian Government's Industry Growth Centres initiative. The vision for the Advanced Manufacturing Growth Centre is to develop an internationally competitive, dynamic and thriving Australian advanced manufacturing sector that is critical to the long-term health of the economy and the nation.

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

Industry Growth Centres

The Industry Growth Centres Initiative is an industry-led approach driving innovation, productivity and competitiveness by focusing on areas of competitive strength and strategic priority. This will help Australia transition into smart, high value and export focused industries.

The Initiative enables national action on key issues such as collaboration, commercialisation, international engagement, skills and regulation reform. It drives excellence, not dependence, and will create an economy that ensures Australia's ongoing prosperity. For more information: www.industry.gov.au/industrygrowthcentres

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