ADVANCED MANUFACTURING
TEN WAYS TO SUCCEED IN AUSTRALIAN MANUFACTURING
INSIGHTS FROM PEERS, THE PUBLIC AND AMGC

Way 1. Recognise Australian manufacturing's strength

☑ Manufacturing is valued

☑ Product quality is valued

Manufacturers are typically proud of their businesses yet feel that the general public and students do not value manufacturing as highly as they should. Our research shows Australians do recognise the economic importance of manufacturing and are optimistic about its future. We must all raise our voices to change the misperceptions of the Australian manufacturing industry.

AUSTRALIAN MANUFACTURING FACTS:*

$100b contributed annually to the nation's economy

1.3m jobs are supported by manufacturing, more than 10% of the workforce

65% of Australians think manufacturing is "important" or "very important" to the economy

"We need people to care about the state of manufacturing. Otherwise, despite how innovative we are or how much we want to collaborate, we will not be given prioritisation."

~ New South Wales manufacturer

* 10 Ways to Succeed in Australian Manufacturing, page 12

AMGC
ADVANCED MANUFACTURING
GROWTH CENTRE LTD

HOW TO CHANGE THE PERCEPTION:

All those in the manufacturing community must raise their voices to change the misperceptions of the Australian manufacturing industry. Below are a few simple ways how anyone can make a difference.

Educate yourself and others
- Update your industry knowledge and skills
- Visit AMGC's Manufacturing Academy for examples of advanced manufacturing

Be conscious of language
- Words create stories and shape realities. Ensure the language you are using will have a positive impact on the industry
- See overleaf for manufacturing facts

Work with local schools and TAFEs
- Improves awareness and perception of the industry
- Has been found to be mutually beneficial

Let the media know when it is misinformed
- Discuss the misperceptions being presented
- Write to the program and share your story

For more insights and advice about all Ten Ways to Succeed in Manufacturing, download the entire report at **www.amgc.org.au/resources**