

Media Release

The Hon Martin Pakula MP

Minister for Industry Support and Recovery

Minister for Trade

Minister for Business Precincts

Minister for Tourism, Sport and Major Events

Minister for Racing



Wednesday, 14 July 2021

BACKING MANUFACTURING GROWTH, JOBS IN CENTRAL VICTORIA

The Andrews Labor Government is creating opportunities for advanced manufacturing businesses and workers in central Victoria, supporting a unique partnership to drive growth and expertise.

The Central Victorian Advanced Manufacturing alliance will boost investment and skills in the region and connect local businesses to global markets, supported by a \$1 million Labor Government funding allocation.

The Bendigo Manufacturing Group, La Trobe University and the City of Greater Bendigo have joined forces to create the ground-breaking partnership. By harnessing the strengths of government, industry and research, the initiative will support innovative projects and deliver up to 100 high-value jobs in the greater Bendigo region.

The Government's investment will ensure regional manufacturing remains future-focused and sustainable, using the systems and expertise of the world-leading Fraunhofer Institute for Experimental Software Engineering to guide projects, including in the defence, aviation, waste, food and engineering sectors.

Germany's Fraunhofer Institute is the world's largest applied research organisation, with 26,000 staff and 72 institutes across Europe.

The Central Victorian Advanced Manufacturing alliance has been working with the Fraunhofer Institute for Experimental Software Engineering in Kaiserslautern for the past three years to develop the model for application in central Victoria.

The alliance will help businesses to digitally transform their operating models, increase global competitiveness and attract investment, and advance local workforce skills by capitalising on the region's diverse talent pool.

The Labor Government has invested more than \$180 million in Victorian manufacturing since 2014, unlocking more than \$1.9 billion in private investment.

Quotes attributable to Minister for Industry Support and Recovery Martin Pakula

"This initiative will increase manufacturing productivity, investment and jobs in central Victoria."

"It will ensure manufacturing can grow, new markets can be accessed and the skills base of the workforce across the greater Bendigo region can continue to expand. It is a significant investment that will reap sustained reward."

Quote attributable to City of Greater Bendigo Mayor Jennifer Alden

"Manufacturing is a critical component of the central Victorian economy. This local partnership will help secure, grow and transform the local manufacturing sector, and in turn support jobs and economic growth."

Quote attributable to La Trobe University Professor of Practice in Engineering Chris Stoltz

"This alliance will engage local industry and connect them with our top researchers to solve real-world problems."

Quote attributable to Bendigo Manufacturing Group representative Adam Hazeldene

"The CVAM initiative will give our local manufacturing sector the tools it needs to be globally competitive."

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