

Media Release

The Hon Natalie Suleyman MP
Minister for Veterans
Minister for Small Business
Minister for Youth



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DRIVING NEW TRANSPORT TECHNOLOGY IN MELBOURNE'S NORTH

Victoria continues to lead the way as the nation's advanced manufacturing capital with the opening of an innovation centre for smart technology in fleet vehicles, with backing from the Andrews Labor Government.

Minister for Small Business Natalie Suleyman today officially opened Directed Technologies' \$1.5 million Connected Mobility Innovation Centre – within their new \$15 million Headquarters at Tullamarine – which will create nearly 60 new jobs over three years and allow the company to expand its export markets.

Directed Technologies designs and manufactures navigational systems for the transport industry and fleet vehicles such as freight and emergency services trucks.

The company's system considers a vehicle's dimensions, weight and clearance when planning routes to help its driver travel safely and efficiently to their destination.

The new centre will enable Directed Technologies to expand its transport technology by developing smart sensors that can keep track of important safety metrics including driver fatigue, tyre pressure and temperature of refrigerated cargo.

This means clients such as Australia Post can know exactly what is happening to their vehicles on the ground, improving safety and service reliability.

The Labor Government is investing in advanced manufacturing to create jobs and boost innovation with the establishment of the Manufacturing and Industry Sovereignty Fund in the *Victorian Budget 2023/24* adding to initiatives such as the \$2 billion Breakthrough Victoria Fund and the \$4.5 million Digital Jobs for Manufacturing program.

Victoria's manufacturing sector is one of the state's largest employers, contributing around \$31 billion to the economy each year and providing around 30 per cent of Australia's manufacturing output. Manufacturing also supports small businesses and local jobs in their supply chains.

The Government's *Made in Victoria 2030: Manufacturing Statement* outlines its vision and actions to ensure Victoria continues to be a place for advanced manufacturers to grow and thrive, including in key sectors such as digital and advanced technologies.

Quotes attributable to Minister for Small Business Natalie Suleyman

"We support businesses like Directed Technologies because they bring skilled jobs and investment to Victoria, which further cements our status as the nation's advanced manufacturing hub."

"Our advanced manufacturing industry supports many small businesses along their supply chain – boosting the economy and creating local jobs."

Quote attributable to Member for Sunbury Josh Bull

"Investing in innovation now will increase Victoria's competitiveness and help create the industries and jobs of the future."

Quote attributable to Directed Technologies Executive Director Brent Stafford

"We've built a world-class facility right here in Victoria thanks to the assistance of the Victorian Government and developed innovative solutions for the world's biggest transport companies that have allowed us to compete against global competitors – and win."

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