

Media Release

The Hon Colin Brooks MP

Minister for Industry and Advanced Manufacturing
Minister for Creative Industries



Thursday, 12 June 2025

BACKING VICTORIAN INDUSTRY AND VICTORIAN JOBS

The Allan Labor Government is backing Victorian industry and making sure businesses have the confidence to invest – because when local businesses grow, Victorians benefit.

Minister for Industry and Advanced Manufacturing Colin Brooks today launched the *Victorian Industry Policy*, the state's new framework to grow local industries, back cutting-edge technology and build on our strengths to make our economy stronger, more resilient, and more self-sufficient.

Building on the priority sectors outlined in the *Economic Growth Statement*, the industry policy provides additional focus on key industries and technologies where Victoria can leverage existing strengths and develop new competitive advantages.

The *Victorian Industry Policy* is anchored around four core principles:

- Aligning skills to the needs of industry
- Growing the state's industrial base
- Capturing opportunities in emerging and nascent industries
- Ensuring energy security as Victoria transitions

It builds on the *Economic Growth Statement's* focus on future industries and sovereign capabilities by setting out how government, industry and researchers can work together to make the most of Victoria's skilled workers, top research institutions and innovative businesses – creating long-term value for our economy.

This includes backing advanced manufacturing, with Melbourne set to host the new Additive Manufacturing Cooperative Research Centre (CRC) - an industry-led collaborative research funding organisation that focuses on advancing Australia's additive manufacturing sector, also known as 3D printing.

With much of the research happening here in Victoria, more than \$116 million will go into new manufacturing technologies – expected to boost our economy by almost \$2.8 billion over 15 years.

We're also focusing on modern construction methods – using smart tech to build more homes, faster and more affordably, like the work already happening at Modscape in Essendon Fields with robotics and sustainable design.

Victoria has led the nation in economic, jobs and business investment growth, with the most recent data showing over 680,000 more Victorians employed since September 2020.

To read the Victorian Industry Policy and for more information, visit djsir.vic.gov.au/industry-policy.

Quotes attributable to Minister for Industry and Advanced Manufacturing Colin Brooks

"This policy builds on the Economic Growth Statement to grow the industries that will power Victoria's future – and making sure Victorians are the ones who benefit from it."

"We're backing the people and businesses who drive our economy – with secure jobs, stronger local supply chains, and a more self-reliant economy that benefits all Victorians."

Quotes attributable to Victorian Chamber of Commerce and Industry CEO Paul Guerra

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“This is the strongest signal yet that Government is listening to business. The Victorian Industry Policy delivers a practical framework that addresses the issues holding back growth – from energy and skills to land and exports.”

“It gives industry the confidence to invest, expand and employ. We’re particularly encouraged by the Government’s focus on implementation and collaboration – because when business and government work together, Victoria wins.”

Quote attributable to Director, Additive Manufacturing CRC Simon Marriott

“The Victorian Government was very proactive in supporting the Additive Manufacturing CRC’s ultimately successful funding application and with strong support from our local industry and world class research organisations we are delighted to be establishing our headquarters in Melbourne.”