Driving automotive innovation
AutoCRC was originally established in 2005 as part of the Cooperative Research Centre (CRC) Program to develop new technologies in the Australian automotive industry. Its research activities focus on three key aspects: Vehicle Electrification, Gaseous Fuels and Sustainable Automotive Manufacturing.

All of the projects included in AutoCRC’s research program respond to an industry need and are framed specifically to maximise generation of IP and enable commercialisation of the end result for its participants.

Among the many successful projects that AutoCRC undertook in its initial years was a project aimed at improving the efficiency of the automotive supply chain – Automotive Supplier Excellence Australia (ASEA).

The first stage ASEA project was so well-received that it attracted further funding from the Automotive Supply Chain Development Program and began to operate independently of the research program.

ASEA now forms one of the two divisions of AutoCRC Ltd, the other being the research division which remains funded by the CRC program.

In 2010, AutoCRC was instrumental in the production of an industry roadmap ‘Automotive Australia 2020’ supported by the Federal Government and the Victorian State Government. Three of the priorities in this roadmap form the basis of AutoCRC’s current research program which, in 2012, received a further grant from the CRC program under the name ‘Automotive Australia 2020 CRC’.

ASEA’s funding lasted over two rounds of the Automotive Supply Chain Development Program (ASCDP) and it continues its activities with funding assistance from the Federal Government’s Business Capability Support Program and the Victorian Government’s Manufacturing Productivity Networks, as well as working directly with a variety of external clients.

AutoCRC Ltd offers, with its two divisions, a broad range of skills and services covering research and development, business benchmarking and improvement, education, events and networking to the Australian automotive industry. It works closely with the principal manufacturing state governments – South Australia and Victoria – and a large number of automotive related companies, organisations and associations.

**AutoCRC Statistics: 2005-2014**

### BUSINESS EXCELLENCE PROJECTS

- Over 110 Companies Assisted
- 345 Business Excellence Projects Completed

### RESEARCH PROJECTS

- 89 completed
- 39 Initiated
- 157 Publications
- 12 Patents
- 102 Postgraduate Thesis Enrolments

### FINAL YEAR PROJECTS

- 220 completed
- 70 Initiated
- 557 Students Involved
What is AutoCRC

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Mission and Vision

AutoCRC is a not-for-profit company established to support and develop the Australian automotive industry.

The work of AutoCRC is directed by a team of five managers and overseen by a Board that combines senior representatives of some of the current participants and independent directors. The management team and board combined drive the strategic direction of the company which is encapsulated in the mission and vision:

AutoCRC’s Vision:

“Enhance our partners’ competitiveness in regional and global markets by delivering world-leading research and business capability.”

AutoCRC’s Mission:

“Support partners with leadership, know-how, funds, systems infrastructure and access to providers of world-class research and specialist training, to facilitate collaborative research and the development of business capability and human capital.”
AutoCRC activities

Research Division – Automotive Australia 2020 CRC (AA2020CRC)

AA2020CRC has the overarching aim of assisting the Australian automotive industry to improve its global competitiveness through the development of new technologies and capability sought by Australian and overseas vehicle producers.

The current research agenda draws on global trends in the automotive industry and addresses three of the Automotive Australia 2020 Roadmap priorities. All three priorities involve complex challenges that require collaboration and multi-disciplinary research. The diagram below illustrates these research areas in more detail.

Business Excellence Division - ASEA

Automotive Supplier Excellence Australia (ASEA), a division of AutoCRC, was founded in 2007 with the aim of assisting the Australian automotive supply base to achieve international competitiveness and business sustainability. ASEA assists companies to measure their performance against international benchmarks and to implement tailored improvement projects.

ASEA has come a long way towards achieving its vision of being the ‘preferred provider of sustainable business improvement support’, and its impressive track record in helping companies become competitive has enabled it to obtain funding support from several different government programs.

ASEA has assisted over 110 companies with improvement efforts in areas as diverse as strategic business planning, supply chain management, lean enterprise, leadership and management, global marketing strategies, financial systems, waste reduction, energy efficiency, innovation and diversification.
What AutoCRC offers

AutoCRC is the preeminent facilitator in the automotive industry. AutoCRC has access to extensive research and development, business and education networks in Australia and overseas and can offer:

- A single point of contact for leading automotive related research skills in Australia
- Broad and diverse experience facilitating industry-led research and development projects
- Sound understanding of the international auto industry, supply chain and technology trends
- Benchmarking and competitiveness improvement projects for supply chain
- Funding structures models, organisation and IP access targeted to industry needs

AutoCRC can engage with international companies on a number of levels through:

- Research (collaborations and contracts)
- Business excellence and improvement for companies
- Student projects (PhD, Undergraduate, Internships and exchanges)
- Staff training and development
- Events (conferences, seminars etc)

AutoCRC provides access to world-class expertise and funding to facilitate projects, reducing the financial risk for innovative companies needing business improvement or research and development of new technology. AutoCRC is industry-focused and uses collaboration as its primary tool to meet your requirements.
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AutoCRC people

Ian Christensen
Chief Executive Officer

Ian joined AutoCRC in 2010 as General Manager where he managed the operations of our research centre and was later promoted as Chief Executive Officer in January 2014. Prior to joining AutoCRC, Ian managed the operations of another CRC for four years. Ian comes from a manufacturing background and has worked in a variety of production environments. After an initial role at an automotive tier two supplier in the production of synthetic rubber for car tyres, he moved to paper production and subsequently to silicone products. From silicones he moved to plastic processing where he managed the operations of another tier two supplier, this time supplying customised colourants to automotive moulders. Ian has a science degree and an MBA, and in addition to working in manufacturing has also had several roles developing and commercialising new technologies. He is the inventor on two patents and has extensive experience in licensing of intellectual property. In his spare time, Ian enjoys a range of sport with a special interest in exploring and cycling through Victoria. Ian can be contacted at Ian.Christensen@autocrc.com

Judith (Judy) Boyce
Administration and Project Support Manager

Judy joined us in 2010 and manages the day-to-day administration of AutoCRC’s two divisions, AA2020 Research and Business Excellence (ASEA). Prior to this, Judy was the Project Administration Manager for ASEA assisting in the delivery of the program goal to improve productivity and global competitiveness in the Australian automotive supply chain. This program is now a benchmark program for other sectors. Judy’s work history includes 13 years in the banking industry (NAB) before joining the automotive and manufacturing industry working at Ford Motor Company and 12 years with the CRC for Intelligent Manufacturing Systems and Technologies Ltd (CRCIMST). Judy holds dance degrees in tap and jazz which took her into the entertainment industry where she became a performing arts school principal and business owner for over 22 years (Judy R Dance Studio and Judy R Costume Designs) and Examiner for the Australian Dancing Society (ADS). Judy is currently studying a Bachelor of Accounting. Judy can be contacted at Judith.Boyle@autocrc.com
Peter Cesco

ASEA Client Manager SA

Peter joined ASEA in 2008. As a Client Manager in South Australia, Peter has established strong relationships with the South Australian arm of our business. Peter’s diverse work history spans various industries and roles, including the Royal Australian Air Force, various automotive roles, pharmaceutical manufacture and plastic pipe production. He has managed a small technical writing company for the defence field and owns a consultancy company that conducts lean methodology management, efficiency and certificate level training programs. He is currently the co-director of a tourism venture in the glider flying field. Peter’s interests outside his work include flying his sailplane, baseball and public speaking. Peter has a Marketing diploma and a Management diploma. Peter can be contacted at cescop@optusnet.com.au

Tom Chappell

Client Manager

Tom joined ASEA in 2010. As a Client Manager in the ASEA team, he maintains regular contact with his companies in the ASEA program, manages projects implemented with those companies, and ensures that companies are satisfied with the service they receive from ASEA. Tom is also the key contact with responsibility for the MPN Program with the Victorian Government. Prior to ASEA, Tom worked at Ford Australia for 13 years in a variety of roles in Supply, Marketing and Sales. After Ford, Tom worked as a management consultant for 10 years employed by companies including Ernst & Young and IF Consulting, on business improvement projects in Automotive, Mining, Telco, Financial Services, Travel, Oil, Consumer Electronics, Electricity Retailing, Pay TV, and Paint. His project work was mostly in Australia, and also in Russia, Ukraine, India, Korea, Malaysia and the UK. His last consulting engagement before joining ASEA was with GMHBA to launch Australia’s first fully online Private Health Insurance business. Tom has a Bachelor of Science and an MBA. Tom can be contacted at tom.chappell@asea.net.au

Patricia (Trish) Chronis

Events, Marketing and Communications Coordinator

Trish joined AutoCRC in November 2011 as Office Manager and Personal Assistant to the CEO, before being appointed to Events, Marketing and Communications Coordinator in July 2013. Trish project manages various AutoCRC events throughout the year with a main focus on our Automotive Week activities. Trish is also responsible for providing general marketing and communications assistance and other administrative duties. Prior to joining us, Trish worked at CSIRO in various roles including Executive Assistant to the Executive Director of Corporate Communications and Event Coordinator involved in staging national and local events. Trish has an Associate Diploma in Design and can be contacted at Patricia.Chronis@autocrc.com
Elisa Cirene
Communications Officer

Elisa is one of our newest additions to AutoCRC, having joined us in February 2014. As a member of our Communications and Marketing team, Elisa helps manage our internal and external communications, and assists with our events. Elisa has over 10 years corporate communications experience and her skills include employee engagement, communication planning and change communications. She has worked in various large organisations in Sydney and Melbourne including Telstra, Aristocrat, AAPT and AMP General Insurance. In her spare time, Elisa loves exploring with her young family and travelling. She has a Bachelor of Business and Post Graduate Diploma in Management. Elisa can be contacted at Elisa.Cirene@autocrc.com

Caroline Gunawan
Financial Reporting Officer

Caroline Gunawan is our newest addition to AutoCRC, having joined us in March 2014 as our Financial Reporting Officer. Caroline is familiar with AutoCRC, as we were her client when she was Assistant Manager of the Auditing division at BDO Chartered Accountants. Caroline has over 8 years experience working in audit, which includes an overseas stint with Deloitte Jakarta, and she possesses strong accounting and financial reporting skills. Her primary focus at AutoCRC is budgeting, financial reporting and providing assistance to our Chief Financial Officer. Caroline has a Bachelor of Accounting, and when she’s not working she enjoys spending time with her family, baking and going to the gym. Caroline can be contacted at Caroline.Gunawan@autocrc.com

Oxana Jovcic
Chief Financial Officer

Oxana joined AutoCRC as an accountant in January 2011, where her impressive organisational and professional skills together with her passion for accounting lead her to the role of Chief Financial Officer and Company Secretary. Her key focus is to lead and manage the financial function of AutoCRC Ltd to ensure efficient and effective operation. Oxana has over 20 years’ financial experience in various sectors including large corporate, private and not-for-profit organisations. Oxana completed her Masters in Accounting and Audit degree in Russia, bridging studies at Latrobe University between 2003-2005, CPA qualification in 2009 and is currently studying for her MBA at Deakin University. In her spare time, Oxana enjoys yoga and motorcycling sport. Oxana can be contacted at Oxana.Jovcic@autocrc.com
Jacqueline King
Communications and Marketing Manager

Jacqueline joined AutoCRC in 2010 and is our Communications and Marketing Manager. She initially worked in the research division and was also responsible for running the education activities. She now manages a department looking after communications, marketing, IT and facilities and is a member of the Leadership team at AutoCRC. She is on the Australian Automotive Week steering group and is Chair of The Cars of Tomorrow Conference organising committee. Jacqueline has an Honours degree in Languages from the University of Liverpool (UK) and a Masters of Business Management from Monash University. She is also a member of Australian Science Communicators. Jacqueline has a passion for visiting new places and learning new languages. She also enjoys being out on her bike (and skis in the winter) and taking advantage of Melbourne’s great range of eateries. Jackie can be contacted at Jacqueline.King@autocrc.com

Linsey Siede
ASEA Director

Linsey joined us in 2007 as ASEA Director, and had previously occupied various executive positions in Australia and internationally. Beginning his career in 1976 with GM-Holden, he also worked at Pontiac in the USA specialising in design and development engineering. In 1985, Linsey helped build the Delphi organisation in Australia, spending 12 months in Texas and Michigan, before becoming Managing Director in 1990. He moved to Singapore in 1998 as Director of Marketing, Planning, Technical, Communications and PR for Delphi Asia Pacific. Before joining AutoCRC, Linsey was the Executive General Manager and a Director of ANCA Pty Ltd where he helped double sales, grew exports to 98% of turnover, opened sales and engineering facilities in China, Japan, Italy, Brazil, Taiwan and Israel, and two manufacturing facilities in Thailand. In 2010, Linsey was appointed as a non-executive Director of Kangan Institute. In his spare time Linsey is a weekend farmer breeding Black Angus cattle and has a pristine 1947 Jaguar. He holds a Bachelor of Mechanical Engineering from Swinburne, and is a graduate of Kettering University in the USA. Linsey can be contacted at linsey.siede@asea.net.au
Peter Taylor
Program Manager

Peter joined ASEA in May 2008 as Program Manager facilitating improvement projects with a range of auto component suppliers to achieve world class competitiveness and sustainability. Peter is a senior management professional with expertise in organisational change management, supply chain relationship development, training development and delivery, leadership coaching and mentoring, people management systems and project management. Prior to ASEA, Peter was a Supply Chain Manager at Deloitte Australia, Senior Corporate Consultant with General Physics (USA) and has 17 years senior management experience during a 30 year career with Ford Australia. At Ford his roles included Supplier Development, Total Cost Management, New Model Programs management, Stamping Tooling procurement (Japan), New Quality Methods consulting, Purchasing management of OE and Accessories components, Lean Enhancement deployment, manufacturing engineering and strategic procurement and sourcing. Over the past 5 years Peter has been an executive coach as part of the Victoria Police Senior Leadership Mentoring Program. Peter has an MBA, Graduate Diploma in Management and a Bachelor Degree of Electrical Engineering and is a certified Corporate Executive Coach.

Peter can be contacted at peter.taylor@asea.net.au

Jocelyn Teoh
Assistant Accountant

Jocelyn joined AutoCRC as an accountant in December 2011 and is responsible for the payroll of all employees and provides assistance in maintaining the AutoCRC accounting system. Jocelyn commenced her motor vehicle manufacturing experience at Active Plastic Industries Pty Ltd, where she worked as an Assistant Accountant before joining AutoCRC. She has completed a Bachelor of Business and Commerce and her CPA. Jocelyn likes to spend her spare time listening to music, playing badminton and cooking. Jocelyn can be contacted at Jocelyn.Teoh@autocrc.com

Dr. Gary White
Research Director

Gary’s involvement with AutoCRC stems back to 2003 when he was part of the AutoCRC bid team, and he officially joined the company in 2006 to manage its research program. He is currently Research Director of the Automotive Australia 2020 CRC (AA2020CRC), which conducts $100M of industry research with 29 Australian and international partners. Gary directs research and development activities in areas including mechanical design, advanced functional coatings, virtual design environments, clean vehicle technologies, intelligent transport systems and human factors. During his 30 year career in the automotive industry, Gary has managed research and engineering teams at Scalzo Automotive Research, Paccar Australia, A.C.S. Consulting, GM-Holden and AutoCRC Ltd. Gary is Chair of Swinburne’s Mechanical Engineering Industry Advisory Committee, and is Advisory Committee member for La Trobe University’s Centre for Technology Infusion. Gary has a Doctorate in Civil Engineering, a Graduate Diploma in Business Administration, a Bachelor of Engineering, a Bachelor of Science and is a graduate member of the Graduate Australia Institution of Company Directors. Gary can be contacted at Gary.White@autocrc.com
For more information, please contact:

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