Melbourne, 20th August 2013

AutoCRC’s ASEA division funded to help generate growth and competitiveness for Victorian manufacturers

As announced by the Victorian Minister for Manufacturing David Hodgett last week, the Automotive Supplier Excellence Australia Division (ASEA) of AutoCRC has been awarded funding of $600,000 to undertake projects with the Tier 1, 2 and 3 metal stamping and plastics commodity suppliers for the automotive industry, to help improve existing supply chain efficiencies and explore new product development in other sectors.

This funding is provided on a matched dollar for dollar basis from the Manufacturing Productivity Network (MPN) Program, which was designed for manufacturing firms to collaborate on activities and projects that increased their productivity, competitiveness and export readiness.

In making the announcement Minister Hodgett said “The MPN program is a key element of the Coalition Government’s Manufacturing Strategy, A More Competitive Manufacturing Industry, which is delivering long-term economic benefits to Victoria’s manufacturing industry”.

One of the greatest challenges faced by companies in the automotive manufacturing sector is the loss of volume from the local automotive industry. To date, their options have been to sell more through diversification into other sectors and/or export to other markets or to re-configure/reduce costs so that they are profitable at lower volumes.

ASEA has been assisting these companies and has worked with more than 100 in the automotive industry since 2007, helping to significantly improve the competitiveness and business sustainability of the sector. This has been achieved through the identification of gaps in comparison to global best practice and the implementation of tailored improvement projects at those individual companies to close those gaps.

The MPN represents another approach to this challenge by working with suppliers collaboratively to implement improvements throughout the greater supply chain. “This process will help the individual companies as participants in a network of key commodity suppliers” says Mr Linsey Siede, Director of ASEA. “They will improve their individual performance and cost competitiveness, which will support the continued business health of the greater supply chain”.

ASEA’s ‘Key Commodities Manufacturing Network’ project is a two year project focused on delivering outcomes for the MPN program through working collaboratively with key Victorian manufacturing companies in two critical commodity groups - plastics and metal stamping. Its members supply key components into the automotive, defence, medical, and construction, supply chains and include tier one, two and three suppliers. Its activities will actively involve all stakeholders through collaborative projects and network workshops.

“The team at ASEA is very experienced and well respected, and has been successfully implementing company assessments and improvement projects since 2007” says Mr Jim Walker, CEO of AutoCRC.
“They have successfully completed over 250 assessments and implemented more than 350 projects throughout Australia with outstanding results. ASEA is very well equipped to deliver this program successfully to maximise benefits to the industry as a whole”.

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