

24th Nov
2014

BUSINESS

MANUFACTURERS UNITE TO HIGHLIGHT INDUSTRY FORCE.

GROUP FORMED TO PROMOTE LOCAL
INDUSTRY IN COMPETITION WITH IMPORTED
PRODUCTS

CORTEX PLASTICS	24 th Nov 2014 COMPANIES JOINED FORCES TO CAMPAIGN
TRI MAS CORP	
ALUMINIUM INDUSTRIES	
HILTON MFG	
H.M. GEM ENGINES	

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DANDENONG

Manufacturers unite to highlight industry force

Melissa Townsend

A GROUP of Dandenong manufacturers have banded together to build awareness of the strengths and capabilities of their industry.

Under the banner of Great Southern Manufacturing - Making it Great in Dandenong, manufacturers such as Correx Plastics Australia, TriMas Corporation, Aluminium Industries, Hilton Manufacturing and HM Gem Engines have joined forces for the campaign, launched on Monday at the civic centre.

The aim is to create an image of manufacturing that

reflects its current strengths and importance, attract investment to the region and create jobs.

Dandenong's manufacturing sector employs 22,850 people, or 30 per cent of the local workforce, and contributes \$15.5 billion in economic output.

Aluminium Manufacturing managing director Jim Gallagher said resources were being reinvested into the region, resulting in world competitive products.

"(These are) companies that engage world-class technologies and innovation to come up with competitive products to compete front

and square against imported products," he said.

"It's very much focused on the ability of various skill bases within the region to use technology to be competitive on a world basis."

Mr Gallagher said the term "manufacturing" was often misused to describe "defunct industry".

"The view of most of us is that manufacturing is a label rather than an industry," he said.

"Re-booted, clever manufacturing still provides plenty of opportunities for people to be upskilled to be part of what is a world competitive environment."