

MEDIA RELEASE – For immediate release

FUTUREMAP™ to chart SME course for Industry 4.0

Registrations open for FUTUREMAP™ workshops at National Manufacturing Week 2018

The pioneering FUTUREMAP™ program, a business diagnostic tool specifically developed for Australian small to medium (SME) manufacturers by the Innovative Manufacturing CRC (IMCRC) to help catalyse and map the transition to Industry 4.0, is set to make its debut at National Manufacturing Week 2018 (NMW).

FUTUREMAP™ enables participating manufacturers, through either one-on-one structured discussions or as part of interactive group workshops, to map the current state of their business and identify where they can lift their awareness, competitiveness and build resilience against 13 key areas of industrial and advanced manufacturing competitiveness.

The first of the workshops will be facilitated at NMW by the [IMCRC](#), in collaboration with the [Advanced Manufacturing Growth Centre](#) (AMGC) and the [Commonwealth's Entrepreneurs Program](#).

The interactive workshops provide Australian SME manufacturers with an opportunity to identify areas of focus and potential investment to transform and future-proof their business in a rapidly digitalised world.

As one of the first business diagnostic programs designed specifically for the Australian SME manufacturing sector, CEO and Managing Director of the IMCRC, David Chuter, is confident that FUTUREMAP™ will become an engaging and valuable resource for the broader manufacturing industry, and potentially beyond.

"The intent of FUTUREMAP™ is to reach out to manufacturers across Australia to help them think differently, to learn, and to improve their current business position, catalysing change for the industry, ultimately enhancing Australia's global competitiveness in this sector," Mr Chuter said.

"FUTUREMAP™ helps manufactures to do this by offering a point-in-time self-assessment. By mapping the current and aspirational state of their business, FUTUREMAP™ helps manufacturers to better understand and identify areas of focus for growth, potential investment, and wider opportunities to transform their business. "

In addition to the generation of a self-assessment report, FUTUREMAP™ also connects participating Australian manufacturing SMEs with further educational materials and access to a broad eco-system of supporting Government organisations and programs.

"FUTUREMAP™ will encourage and assist Australian manufacturing SMEs to transition to digital manufacturing, creating commercial value through the development of innovative business models, process improvements, and products and services."

If you are an Australian manufacturer interested in participating in one of the FUTUREMAP™ workshops at NMW, or simply wanted to know more about the program, register your interest by visiting the FUTUREMAP™ website - <http://imcrc.org/2018/01/31/futuremap/>.

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About the Innovation Manufacturing CRC

The IMCRC is a not-for-profit, independent cooperative research centre that helps Australian manufacturing companies increase their relevance through collaborative, market-driven research in business models, products,

processes, and services. IMCRC's vision is for a thriving, relevant and globally integrated Australian manufacturing industry. In collaboration with manufacturing businesses, research organisations, industry associations, and government, the IMCRC co-funds broad, multidisciplinary and industry-led research projects that deliver commercial outcomes, and advances the wider cause of manufacturing transformation through industry education and public advocacy.

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