

**MEDIA RELEASE**

**Innovative Manufacturing CRC to Catalyse Industry Transformation**

**MELBOURNE, July 27, 2017** – Australia’s rapidly evolving manufacturing sector received a significant boost today, with the formal launch of the Innovative Manufacturing Cooperative Research Centre (IMCRC).

The IMCRC collaborates with manufacturing businesses, research organisations, industry associations and government, investing significantly in partnerships that support innovation to ensure Australian industry can meet the challenges and opportunities of the global economy.

The Minister for Industry, Innovation and Science, Senator the Hon Arthur Sinodinos AO, welcomed the launch of Australia’s IMCRC as a significant step forward in assisting the transformation of the Australian manufacturing industry.

“Manufacturing is an essential part of Australia’s knowledge economy and innovation ecosystem, our manufacturers need to capitalise on today’s emerging opportunities for our economy to remain strong in the future,” he said. “The launch of the IMCRC is a significant step forward in assisting the transformation of the Australian manufacturing industry. By building extensive industry networks, collaborating with the various Growth Centres, and directly engaging with manufacturers, the IMCRC will provide a focal point for innovative manufacturing businesses.”

Speaking at a launch event in Melbourne, IMCRC Managing Director and CEO David Chuter set out the CRC’s strategy and vision for a thriving, relevant and globally integrated Australian manufacturing industry.

“There has never been a greater need for businesses across all sectors to develop innovative business models, embrace digital technologies, and, with strong leadership, find new ways to create commercial value,” he said. “Our mission is to catalyse the transformation of Australia’s manufacturing industry through collaborative investment, research impact and innovation to deliver commercial outcomes.”

“Through our industrial transformation program we will inform, support and assist small to medium sized manufacturing businesses to make the investment decisions needed to access new markets through new models and global supply chains.”

To date, three IMCRC industry participants have successfully executed formal project agreements for university-aligned projects, having met the required criteria for outcome-based research. Several more are close to finalising similar agreements.

Adelaide-based Jumbo Vision International Pty Ltd (JVI) is partnering with the University of South Australia on a five-year, \$6 million research project (inclusive of an IMCRC cash grant of \$1,050,000) to develop realistic and affordable visualisation design interfaces and services between industry, SMEs and end clients to provide a competitive edge for Australian manufacturers.

Melbourne-based start-up SPEE3D is partnering with the University of Technology Sydney on a three-year, \$1.1 million research project (inclusive of an IMCRC grant of \$350,000) that advances and fully automates SPEE3D’s current 3D metal printer, making it faster, cheaper and viable for large-scale manufacturing.

Urban Arts Project Australia (UAP) is partnering with QUT and RMIT University on a five-year, \$8 million research project (inclusive of an IMCRC grant of \$1.5 million) to use innovative robotic vision systems and software user-interfaces to reduce the integration time between design and custom manufacturing.

As a leading voice for the transformation of Australia's manufacturing industry and best practice, the IMCRC is working in close collaboration with aligned industry bodies and innovation-focused organisations, including the Advanced Manufacturing Growth Centre, Ai Group, prefabAUS, CSIRO and with Germany's Fraunhofer Institutes.

For more information on the IMCRC visit [www.imcrc.org](http://www.imcrc.org)

**Quotes attributable to JVI Founder and CEO, Gerhard Kimenkowski:**

"The tools and services developed under this project will enhance collaboration and allow SMEs to showcase, validate and optimise virtual design solutions, prior to commencing the actual manufacturing process."

"Thanks to the support of the IMCRC, our project will deliver specialised competitive advantages for Australian manufacturing, as well as provide opportunities for graduates to have a future in manufacturing in Australia."

**Quotes attributable to SPEE3D Managing Director, Byron Kennedy:**

"The manufacturing industry is changing, and Australia needs to capitalise on its natural advantages if we are going to compete globally."

"Through our partnership with the IMCRC and UTS, we hope to enhance 3D printing technologies that will enable Australian manufacturers to reduce costs, which could in turn open up new supply chain and export opportunities."

**Quotes attributable to UAP Founder and Managing Director, Matthew Tobin:**

"This project with the IMCRC will enable SMEs to engage with the technology of innovative Robotic Vision Systems for competitive advantage on design-led high value manufacturing processes."

"Collaboration is essential to the success of this project, and UAP will work closely with QUT, Laing O'Rourke and RMIT to pioneer innovative technologies that will help accelerate the diversification of Australian manufacturing into new opportunities and value chains."

**Quotes attributable to Maurice Ben-Mayor, President of innovative global medtech business and IMCRC essential participant Stryker South Pacific:**

"We believe that this venture between industry, government and researchers will transform the future of Australian manufacturing and meet the challenges of local industry."

"Stryker is proud to be an essential participant of the IMCRC, and to invest in product innovation and research. By tapping into the powerful movement of Australia's Cooperative Research Centres, we are confident that we will find ground-breaking new ways to enhance patient outcomes and make healthcare even better."

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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. 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.

**[www.imcrc.org](http://www.imcrc.org)**

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