

## Chairman's Comment



Timothy Piper

*ICN Victoria has continued to deliver an exceptional level of service to Victorian industry and many exciting opportunities lie ahead for businesses both locally and internationally.*

Over the past 12 months, our Victorian advisors completed 2,500 industry visits and assisted companies win over \$204M in contracts. It is pleasing to see the ICN team expand its regional and international programs, while maintaining support for Victorian industry through import replacement and local sourcing activities. We particularly thank the Victorian Government for its continued support of both our regional and international activities which have proven to be of value to local companies.

It is exciting to see new business partnerships being forged in regional Victoria as a result of the opening of ICN's fifth regional office in Wodonga, capturing regional capability and involvement in the Government's industry cluster programs.

ICN advisors have worked actively throughout targeted international markets and have furthered Victorian business' interests into China, India, UK and the Middle East. Victorian industry is now well placed to capitalise on major international opportunities in infrastructure, sporting events, services, automotive, oil & gas, construction and environmental services.

I congratulate Executive Director Peter Yates and his team on the outstanding level of success achieved during 2007/2008. This success would not have been possible without the financial support we receive from the Victorian State Government and I would like to thank Minister Theophanous and his Department for their ongoing support.

## Connecting Enterprise with Opportunity

*The modern world is a tough environment for Small and Medium Enterprises (SMEs) and many do not have the time or money to review processes or strategy, let alone consider expansion. Products or services have to be faster, smaller and cheaper to offer increasing value to the customer and what's fastest or strongest today is lagging behind when the sun comes up tomorrow.*

This is where Enterprise Connect can assist your firm. Enterprise Connect is a new \$250M Federal Government initiative designed to boost productivity, build internal capacity and encourage innovation within SMEs. Senator Kim Carr launched the program on 21 May 2008, describing it as a 'central plank for the Government's *Innovation Future for Australian Industry* policy'.

The Enterprise Connect network will include five Manufacturing Centres across Australia, including one in Melbourne, as well as five Innovation Centres that aim to maximise the potential of key industries.

Eligible SMEs can apply for a free Enterprise Connect Business Review



that involves skilled advisors assessing business strategy, strengths, weaknesses and room for growth within the firm, while assisting them access market-leading business technology. Additional support can then be attained through a Tailored Advisory Service – TAS.

Senator Carr anticipates Enterprise Connect will lead to a knowledge bank that provides SMEs across all States with information on the latest research & technology. As a partner organisation, ICN is excited to be assisting Enterprise Connect in creating this unified and national network.

For more information, contact Mal Clark on 0428 328 228 or [mclark@icnvc.org.au](mailto:mclark@icnvc.org.au)

## International Activities

*The first half of 2008 has seen ICN Business Advisors working actively throughout China, Asia, Europe and the US to promote Victorian industry capability and our advisors are excited by the abundance of export opportunities for local businesses.*

In April, ICN Business Adviser Chris Reilly attended the 2008 Society of Automobile Engineers World Congress in Detroit USA as part of Team Australia Automotive – TAA.

*"It was a great opportunity to show that Australian innovation, design and manufacturing capability is among the best in the world" said Chris.*

He commented that Australian companies have already noticed increased interest as a result of TAA's presence at the congress.

In China, ICN International Program Manager Michael Taylor and Business Advisor James Ewenson promoted Victoria's globally competitive market to company representatives while participating in the Environment and Sustainability Development Mission and the Oil and Gas Mission, respectively. James anticipates over \$5M in enquiries from China over the next financial year and with a number of Chinese companies already tabling enquiries he predicts larger opportunities on the horizon.



*The new Pontiac G8 GT was kindly loaned to TAA by General Motors*

Michael Taylor targeted specific markets in India before attending SportAccord Week in Athens. He identified significant potential opportunities for Victorian businesses in the fast-growing Indian and Chinese economies. Michael believes that;

*"Opportunities abound for Victorian companies with an export focus".*

For further information please contact:

Chris Reilly – Automotive industry – on 0439 616 759 or [creilly@icnvc.org.au](mailto:creilly@icnvc.org.au)

James Ewenson – Oil and Gas in China – on 0417 101 740 or [james.ewenson@icnvc.org.au](mailto:james.ewenson@icnvc.org.au)

Michael Taylor – Sports and Events – on 0438 829 565 or [mtaylor@icnvc.org.au](mailto:mtaylor@icnvc.org.au)

Companies interested in international opportunities are urged to register their capability at [icnvc.org.au](http://icnvc.org.au).

## ICN Vic offering ground support for aviation and irrigation

*Two projects under the State Government's Regional Innovation Clusters Program are providing new opportunities for Victorian industry.*

Aviation Aerospace Victoria (AAV) industry cluster was launched by The Hon. Jacinta Allan MP, Victorian Minister for Regional Development, at Edge Aviation in West Gippsland in March and is expected to open new channels within the Victorian aviation industry. "Networking and discussion between like-minded companies will result in more opportunities and growth in the local industry," said ICN Victoria's Executive Director, Peter Yates. For more information contact AAV Cluster Manager Vince Sakavicius on 0407 334 226 or vsakavicius@aviationvictoria.com.au

The newly formed Water Technology Cluster is complementary to the modernisation of the Goulburn Murray Irrigation System and Tammy Atkins, ICN's



Minister Jacinta Allan (4th from right) with Board Members at the launch of AAV

Hume Regional Manager, believes it will provide tremendous opportunities for water technology service providers in the Goulburn Murray region.

"The cluster will encourage collaboration between irrigation users, technology providers, researchers and policymakers to develop a range of water technology products and services aimed at maximising opportunities in domestic and export markets for the local irrigation sector", says Tammy.

For more information, contact Tammy on 0488 325 495 or tatkins@icnvic.org.au



## Pilot flies high and RIL enters second phase

*Regional Development Victoria's Regional Industry Link has now been expanded across twenty five regional municipalities following the success of the pilot program in the Grampians Region.*

An exciting aspect of RIL is its interactive website, which automatically matches

buyers and project managers with appropriate service providers or bidders once the respective parties have registered their opportunity or capability on the "online" database. Best of all, this service is free.

Regional companies are encouraged to register their capabilities on the site and Melbourne companies who are looking for regional capability can register their enquiries at regionalindustrylink.com.au or contact Jim Barraza, Regional Program Manager, on 0400 085 143 or jbarraza@icn.org.au.

## Haines Hunter launches new Victorian operations

*Haines Hunter Managing Director John Haber and Director Edwin Cole hosted 100 guests to launch their impressive new plant in Derrimut on 20 June and offered a sneak peek at the new 760 Patriot, which was launched at the Melbourne Boat Show in July.*

The company was faced with the prospect of having to move operations offshore until Louis Ziras, ICN's Buy Local Campaign Advisor, assisted them in expanding their Victorian base, allowing an increase in production from 400 to 1000 boats each year.

Haines Hunter was ICN's 2007 Industry Award Winner in the SME category for maximizing their support for Victorian industry. Their boats are of an exceptional standard and demonstrate the world class capability of Victorian industry.



L to R: Louis Ziras; John Haber; Managing Director, Edwin Noel Cole; Director, Michael Hedt; DIIRD, George Glezakos; Haines Hunter Solicitor, Telmo Languiller; Derrimut MP, Luke Donnellan; Narre Warren North MP.

"There are always ways for companies to improve manufacturing", says Louis. "Any Victorian companies considering a move offshore should call me!"

You can contact Louis on 0411 496 077 or lziras@icnvic.org.au.

## Looking Forward >>

### Reconstruction Projects

The Australian Industry and Defence Network is seeking expressions of interest from businesses who wish to take part in reconstruction projects following natural disasters.

Contact Dave Pallant on (03) 9864 6730 or at dpallant@icnvic.org.au

### Celebrating Small Business

The third annual Energise Enterprise festival will be held in August. The initiative aims to provide inspiration, ideas and information for those starting or running a small business in regional or metropolitan Victoria.

The program comprises workshops, expos and networking events that cover topics including business start-up, exporting, franchising and obtaining grants.

Last year, 149 companies participated in over 300 events held across Victoria, with over 2600 business owners attending.

Visit [www.business.vic.gov.au/energise](http://www.business.vic.gov.au/energise) for details or to register for a full program of events.

### FREE commercialization guide

For a limited period of time, a free one-year license to the Australian Institute for Commercialisation (AIC) Gateway Enterprise product, sponsored by the State Government, is available to recipients of the ICNNews. The package provides your business with guides, templates and online advice for a broad range of commercialisation issues.

Contact Graeme.Bullock@ausicom.com and ask for the special ICN offer.

### Staff update



**Jim Barraza** is the new Regional Program Manager responsible for ICN's five regional offices. As part of his portfolio, he will be facilitating the development of Regional Industry Link.



**Lexi Wragg** is ICN Vic's new receptionist and is the first face you see at the Melbourne office. She will be providing support and services for our clients and staff.

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