

'Regional Industry Link' Helps North East Victorian Firms Win Business

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The Industry Capability Network (ICN) has used its Regional Industry Link (RIL) program to assist **Mulwala** Saltbush lamb producer Lambtastic identify a local company to transport its product – saving Lambtastic time and money while ensuring the work remains within the region.

Lambtastic business owners the Donovan Family contacted ICN seeking assistance locating a cold transport logistics company to distribute their product across Victoria and interstate. ICN nominated **Wangaratta**-based Link Cold Storage and Transport, a local business registered on its RIL database with the required capability.

ICN is a Government-funded organisation that supports local industry by matching businesses with relevant opportunities and assisting purchasers locate competitive local suppliers. Its capability database is used in cases such as this to identify and support the use of local suppliers wherever possible.

RIL is a Victorian Government initiative that is managed by ICN and is available free to industry. Victorian businesses of all sizes across all industry sectors can benefit from ICN's services by registering at www.regionalindustrylink.com.au.

Lambtastic's Ryan Donovan encourages other businesses to take advantage of ICN's resources to assist them identify local suppliers of goods and services:

"We are focused on growing and developing our business and when we needed to find a new cold transport company we just didn't have time to hunt around and quite honestly we didn't know where to start looking," he said. "ICN was able to match us with Link Cold Storage and Transport in Wangaratta who are not only based here in the region, but are also more cost effective and offer a broader service area than our original transport company."

Simon Fraser from Link Cold Storage and Transport said the company's listing with ICN's Regional Industry Link program proved invaluable and he encourages other local businesses to take advantage of ICN's free services.

ICN Hume Regional Manager Tammy Atkins explains that ICN uses its database of 50,000 businesses to encourage the use of local suppliers, support import replacement and assist Australian companies access export opportunities:

"When companies are using imported products, we work to match them with alternative Australian manufacturers and when a local business can't find the good or service they're after, we use our

comprehensive business capability database to assist them.” she said. “I urge all businesses to register at www.regionalindustrylink.com.au so that we are aware of your capability.”

Businesses across Victoria can use ICN’s Regional Industry Link program to register their interest against major projects including the Northern Victorian Irrigation Renewal Project, the Victorian desalination plant and the Government’s Building the Education Revolution school upgrades. The program provides registered businesses with automatic notification of relevant opportunities.

Local businesses are encouraged to register their capability at www.regionalindustrylink.com.au

Any companies using imported products and wanting to know if an Australian-made alternative is available or if they’re having trouble finding products or services, can contact Tammy Atkins on on 0488 325 495 or via email tatkins@icnvic.org.au

Photo shows ICN Hume Regional Manager Tammy Atkins and Simon Fraser, Link Cold Storage.

Further details on ICN are available at www.icnvic.org.au

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