

# **MEDIA RELEASE**

**NEWS FROM THE UNIVERSITY OF TASMANIA**

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ATTENTION: Chiefs of Staff, News Directors

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## Innovation and value-adding the key to Tasmania's manufacturing future

Tasmanian manufacturers will be encouraged to innovate and value-add at a conference at UTAS Cradle Coast Campus on July 2 and 3.

International advanced manufacturing expert Professor Göran Roos will be the keynote speaker at *Manufacturing Tasmania*, a two-day event targeting small to medium manufacturers across the state.

Professor Roos worked with the South Australian Government and manufacturing companies as 'Thinker in Residence' in 2011 to develop commercial opportunities.

Professor Roos will be joined by North-West manufacturer and executive chairman of the Elphinstone-William Adams Group, Dale Elphinstone, and the managing director of the Advanced Manufacturing Cooperative Research Centre, Bruce Grey. Tasmanian designers, processors and manufacturers will also present business case studies at the event, which is supported by the Australian Government and Enterprise Connect.

The Pro-Vice Chancellor for Regional Development and Director of the Cradle Coast Campus, Professor Janelle Allison, said the need for manufacturing industries to transition to high-value, advanced technology was paramount in the current global economy.

"Manufacturing represents nine per cent of employment in Tasmania and almost 45 per cent of jobs in the North West, but the steady decline in semi-skilled jobs has highlighted the need to invest in research, innovation and high-level expertise," Professor Allison said.

"Both industry and educators need to know more about the kinds of skills needed by high end manufacturing and being able to meet these needs."

The event will focus attention on the global imperative for local manufacturers to diversify to access new markets, to invest in developing their workforces and to turn their considerable know-how into innovative new products.

The conference will be opened by Tasmania's Minister for Economic Development, David O'Byrne.

People can register and download the *Manufacturing Tasmania* program from the UTAS Cradle Coast Campus website: [www.cradle-coast.utas.edu.au](http://www.cradle-coast.utas.edu.au) or telephone 6430 4949 for information.

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