

The Industry Innovation Program

The Industry Innovation Program (IIP) is an initiative of Deakin University and the Geelong Manufacturing Council (GMC) and is supported by the Victorian State Government. The IIP is designed to grow Geelong's manufacturing competitiveness through engagement with Deakin University. The program supports businesses to innovate and to promote technology development in the manufacturing sector. **Contact Michael Williams for more details, ph. 0439 882 366** There's lots for your company to gain – visit the new dedicated [IIP webpage](#) for more information.

Deakin News

Many of you know Prof Lee Astheimer and will be sorry to hear that Prof Astheimer is retiring from her full time role as Deputy Vice Chancellor – Research (DVC-R) at Deakin University. Prof Peter Hodgson will take up this important position as interim DVC-R. Peter has extensive industry experience along with his academic achievements.

Company Profile

The notable local company Boundary Bend Ltd has been busy on many fronts recently. The company is highly vertically integrated which means it owns the business from the growth of new trees to olive groves, through harvesting, processing and bottling. The majority of Australian olive oil is made by Boundary Bend and they are now establishing business in California. Their best known brand



Cobram Estate, has been judged at the New York International Olive Oil Competition as the world's best olive oil for the past three years. A great success story, Boundary Bend also take their research very seriously with their own analysis laboratory and engagement with Deakin University. More at [Boundary Bend](#)

Government News

On 17 March 2016 the Victorian Government launched the Future Industries Sector Strategies, together with the Sector Growth Program.

The Future Industries Fund is open for applications. It is focused on industry sectors that have the potential to drive significant jobs growth and attract investment into the future. You can apply for funding under one of the following programs:



- \$5 million Future Industries Manufacturing Program;
- \$20 million New Energy Jobs Fund and
- \$20 million Sector Growth Program.

More details and application forms are available through the [Future Industries Home page](#).

The Victorian State government has also announced the **Local Industry Fund for Transition (LIFT)** which aims to support regions affected by the closure of automotive manufacturing. LIFT is designed to create sustainable jobs and contribute to the economic development of Geelong. This will be achieved by supporting capital investment by businesses in Geelong or looking to locate to the Geelong region. More details and applications at the [LIFT website](#).

If your business has an investment opportunity, please contact the local office of Regional Development Victoria (RDV) on 5215 6000 to discuss how the Investment and Trade Specialists can facilitate the opportunity. Both RDV and the GMC are happy to work with you to submit a strong application for any of the funding programs listed above.

Prominent news at the end of 2015 was the



announcement of the federal government's National Innovation and Science Agenda or "Ideas Boom". This agenda is a framework for building innovation and new businesses in Australia and touches on many aspects of the process of taking an idea to an innovation and expanding markets for it. More firm facts on the program will emerge in the federal Budget in May with many parts of the program set to commence on 1 July 2016.

A good place to start exploring the detail that is relevant for industry is on the [Agenda page](#)

IIP Event – Virtual Reality at Deakin's CADET

Virtual Reality (VR) is moving from being just a novelty to serious business uses. The hardware is now better and cheaper than ever – new models about to hit retail stores and content providers are moving into the business space. The event on March 10 allowed attendees to **experience the amazing applications of VR**. Companies currently using VR extensively include Samsung and the major automotive design companies. This is an enabling technology that will allow early adopters to take a competitive advantage through more efficient and exciting sales presentations, engineering, maintenance, safety training and product visualization. Pictured: Linda Kelly inside the VR



CAVE at Deakin's CADET building – a full size immersive space. Brian Harty tries out the Oculus Rift head set.

Presenters at the Virtual Reality session were Dr Steve Trpkovski, CEO of EON Reality Australia (a partnership with Deakin University) and Dr Ben Horan, the designer of the VR CAVE at Deakin. Steve's presentation emphasised the powerful commercial argument for VR that and this was supported by Ben's practical demonstration of industrial applications.

Industry 4.0 – What is it? How will it create growth?

Industry 4.0 has been around for a number of years. I remember hearing about it in 2013 and thought at the time that it was quite futuristic. Now in 2016 it is making more sense due to the enabling digital technologies becoming cheaper and better known. A good primer of what Industry 4.0 is and what it can do for us is in this 2015 [presentation](#) from Prof Dr-Ing Reiner Anderl from Darmstadt University. Please take a look and think about how the principles and technology can apply to your manufacturing business. Industry 4.0 is essentially flexible - you take what you need now and build it from there. Make a start! More info at [Industry 4.0](#)

**Michael Williams – IIP Manager
Geelong Manufacturing Council**

82 Brougham Street

P.O. Box 638

GEELONG 3220 Mobile: 0439 882 366

E: michael.williams@geelongmanufacturingcouncil.com.au

