



# CENTRAL COAST MANUFACTURING CONNECT CASE STUDY

## Background

For many years the Central Coast region struggled to represent and foster the manufacturing sector. Membership organisations like the NSW Business Chamber, Australian Industry Group and Hunternet were working to establish a presence for manufacturing in the region. However, a more coordinated approach between the different groups was necessary.

At the Innovation Festival in May 2010, it was proposed Central Coast Manufacturing Connect (CCMC) be formed to act as an umbrella group for the different organisations in the region. Over 80 people supported this concept.

The purpose and function of the CCMC is to represent the different manufacturing groups in the region, connect industry with the community and build trust. The role of the CCMC is to act as a lobby group to create investment opportunities in the region and add to the social fabric.

Key initiatives for the CCMC include supporting and assisting the different groups, developing projects to support manufacturing, managing a common events calendar, gaining recognition for manufacturing on the Central Coast and importantly driving innovative manufacturing practices.

Members of CCMC include Australian Industry Group, Hunternet, NSW Business Chamber, Central Coast Environment Network, Central Coast Safety Group, Central Coast Manufacturing Association, Engineers Australia and the Central Coast Networking Group.

## Outcomes

Following support of the CCMC concept, a small committee was formed including representatives from Regional Development Australia Central Coast (RDACC) and Enterprise Connect. RDACC guided the committee and Enterprise Connect helped facilitate meetings and acted as the interim secretariat for the formation process.

Each of the member organisations signed a memorandum of understanding pledging to work to achieve better results for manufacturing in the region. Sponsors were sought and a project plan was developed and submitted to Industry and Investment NSW for matching funding.

Several events were organised, leading to the development of a database of over 200 manufacturers. The Discover Lean event was held in November 2010 at Weir Minerals Somersby plant and over 60 manufacturers attended. Six companies who attended have since received a Enterprise Connect Business Review and formed a small cluster group to undertake lean training together.

In May 2011, Central Coast Manufacturing Connect was launched at a function as part of the Central Coast Innovation Festival. Frank Sammut, chairperson of CCMC, announced successful funding from Industry and Investment NSW. This funding will allow the appointment of a coordinator to progress the project, coordinate a calendar of events and to look for cluster opportunities where manufacturers can collaborate to drive innovation.

“The strength of CCMC so far has come from collaboration at the industry level. Going forward we need to engage with the manufacturers to support them in growing their respective businesses. From collaboration comes innovation and this is the key to growth and success.”  
Frank Summut, Chairperson, CCMC.

Enterprise Connect’s Innovative Regions Centre is a key stakeholder in assisting the formation of this network and will look to utilise the network in the future.

## Further information

Visit [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au)  
or call **131 791**