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Inside this Issue:

- Director's Message 1
- Business Capability Support Program 2
- Automotive Supply Chain Transition Program 3
- Hazelwood Supply Chain Transition Program 3
- ASEA Networking Forum 3

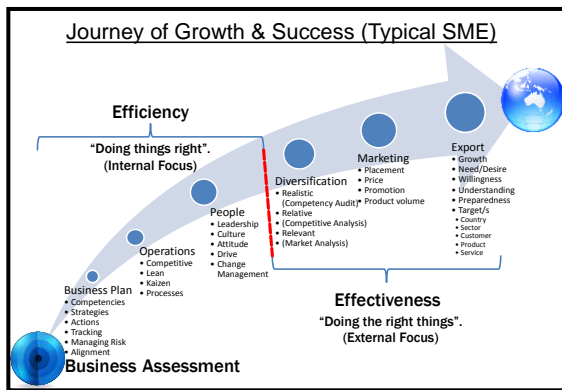
### Director's Message



It is now more than 9 years since ASEA first commenced as a "project" back in 2007, and like many of the SME Companies we work with, our journey of growth and success has taken us down a number of different paths.

provider for the Victorian Government "Hazelwood Supply Chain Transition Program" (HSCTP), to help suppliers in the Hazelwood Power Station supply chain to transition into other industry sectors.

These additional programs complement our continuing activities in the automotive sector, implementing projects in the "Automotive Supply Chain Transition Program" (ASCTP) and delivery of the Business Capability Support Program (BCSP) Extension.



As detailed in the previous Newsletter, results achieved by Australian Owned Companies completing projects in the BCSP have been nothing short of incredible. On average those companies offset a 16% fall in sales due to a decrease in vehicle production, while simultaneously increasing their overall sales by a further 16% over a 2 year period, with new clients located across 55 different countries, and in 34 different sectors. That was a 32% increase in new sales, with a corresponding 6% increase in new employees.

An excellent example of this is the Ceramet diversification into Solar Farms, where we were fortunate enough to hold our last Networking Forum. This was an outstanding experience, and as part of the Forum, the 10 ASEA client companies that participated were treated to a personal tour of this unique facility, located at Bridgewater, Victoria.

As our clients can attest to, one of the most difficult of those paths is the transition into different sectors, and having a diversified customer base in order to minimize business risk. As we saw first-hand in the automotive sector, and now as we are seeing in other sectors, it is critical for business continuity and sustainability to have diverse product and customer portfolios, so occurrences such as we have experienced with automotive vehicle manufacturing leaving Australia, do not have a devastating impact on your business.

Over the past few years, the team at ASEA has had to do what we've been advising our automotive supply chain clients to do, and that is to diversify. Through the recent Victorian Government "Manufacturing Productivity Network" Program (MPN), ASEA has worked with Companies in the Food, Construction and Transport sectors, with excellent results. (See pages 30 - 36 of the 2015-2016 Excellerate Australia Progress Report for 3 case studies, reference: [Excellerate Australia Progress Report 2015-2016](#))

Further to this, ASEA is preparing to work with the Rail sector to improve their supply chain performance, and are now an approved service



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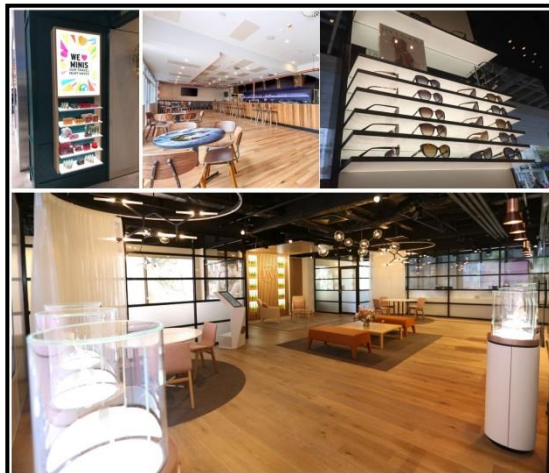


Federation of Automotive Products Manufacturers

[asea.net.au](http://asea.net.au)

Our sincere thanks go to Michael Doolan and the team at Ceramet, for offering ASEA this great opportunity. (Reference: [Ceramet Solar Power](#))

Another of ASEA's clients is Venture, who we have helped to diversify into a number of new and exciting products and sectors. One of these is Pivalux®, which is an innovative lighting product referred to as a 'Structural Light Panel'. The Pivalux® Structural Light Panel enables a wealth of new lighting applications by enabling various interior structural elements such as shelves, wall panels, and other surfaces to transform into illuminated surfaces. This unique feature set defines an entirely new product category that is set to take the retail industry by storm. (Source: [Pivalux Manufacturing Australia](#))



*Clockwise from top left: Body Shop Chadstone, Valley Inn Geelong, Sunglass Hut Bourke St, Diamond Exchange Melbourne.*

As the supplier of a new and innovative product, Pivalux® Manufacturing Australia has had the opportunity to work directly with clients on their projects to maximize the efficacy of the product. The Pivalux Structural Light Panel has recently been featured in some exciting commercial fit-outs such as Sunglass Hut on Bourke St in Melbourne, The Body Shop in Chadstone, the Diamond Exchange in Melbourne, and Valley Inn Hotel in Geelong among many others.

Despite being perceived as a high-end and bespoke solution, Pivalux® has received excellent feedback as both an innovative game changer, and

direct replacement for similar products. The client responsible for outfitting the Body Shop used Pivalux® in lieu of traditional lightboxes, remarking on the ease of use, and high quality of the product.

This saved the client significant cost in both labour and time, both of which are in short supply in the retail fit-out industry. Other fit-outs as pictured above utilise the innovative structural capability to create illuminated display shelving typically unachievable with existing technology. The flexibility in lighting control and integration serves to heighten ambience, align to brands, themes and events, or to

If you would like more information about the successes of the ASEA Program please contact us directly, or go to our website located at [asea.net.au](#).

### Business Capability Support Program (BCSP)

At the end of June 2016 the ASEA team exceeded all the key milestones of the Commonwealth Government funded Business Capability Support Program (BCSP). Since the commencement of BCSP in December 2012, ASEA has worked with 41 different companies and completed 124 projects. The Program has assisted organisations with their businesses transition in preparation for the cessation of vehicle manufacturing in Australia in late 2017.

Thanks to an extension of this program, ASEA is still continuing to assist companies in the OEM automotive supply chain. Since July 2016 ASEA has worked with 12 companies (2 South Australian and 10 Victorian) who have already completed 15 projects, with another 12 projects that are currently underway. These exciting projects include business diversification, new product market investigation, innovative new business approaches, new market studies, strategic business plan refresh, management fundamentals development, lean enterprise, and business systems improvements.

Discussions are underway with a number of other clients regarding potential projects for Q1 2017, as the ASEA assistance continues to help companies who are making excellent progress with reshaping their businesses.

### Automotive Supply Chain Transition Program (ASCTP)

The Automotive Supply Chain Transition Program (ASCTP) funded by Victorian State Government, provides assistance to companies that are in the automotive supply chain. They provide funding to engage an approved service provider to formulate a Business Transition Plan, and then services to support key actions from the plan.

The ASEA team has already completed engagements and discussions are currently underway with other eligible companies to provide assistance for their transition beyond automotive OEM. Some of the actions highlighted in the Transition Plan formulation, e.g. lean enterprise efficiency improvements, may not be covered by the Transition Services funding, however these projects can be undertaken with other ASEA funding.

### Hazelwood Supply Chain Transition Program (HSCTP)

With the imminent closure of the Hazelwood power station in 2017, the Victorian Government recently announced an assistance program that is based on the Automotive Supply Chain Transition Program. Funding is now available for companies that are part of the Hazelwood supply chain, which ASEA can provide.

ASEA, as an approved service provider, attended the Hazelwood Supply Chain Business Forum held in Morwell on Monday 5<sup>th</sup> December. The ASEA team are currently meeting with a range of companies in the Latrobe valley discussing engagement to formulate their Transition Plan.

### ASEA Networking Forum

#### Ceramet Solar - 9<sup>th</sup> November 2016

On Wednesday 9<sup>th</sup> November Ceramet hosted 13 people from 10 organisation at their Solar farm located at Bridgewater near Bendigo. This site, along with another at Mildura, are part of Ceramet's transition from being a strictly an automotive component manufacturer to be a diverse centre for both auto and the emerging renewable energy industry.

After an extensive tour of the site, a forum was facilitated where the participants shared their respective experiences with new business ventures, and of how they were collaborating for

mutual benefit. Significant progress has been made by these companies which includes increased export of auto & non-parts, new products in new markets and in some cases an organisational restructure to support their new business paradigm.

These networking forums have over time facilitated collaboration between participating companies with new business ventures.





### Adelaide - 21<sup>st</sup> November 2016

A very successful networking forum was held in Adelaide on Monday 21<sup>st</sup> November where 7 people from 6 companies attended. Each company shared their respective challenges & successes with developing their non-auto business. Companies in this group have expanded their business into industry sectors that include renewable energy, buses, caravans, mining, medical, construction, auto aftermarket & accessories.

Common business challenges included embracing new technologies, business restructure, people transition, cultivating a new business mindset and reconfiguration of the production facilities. The sharing of experiences provided companies with ideas and approaches that can be applicable to their own business situation.

#### **ASEA Director**

##### **Mr Linsey Siede**

Mobile: 0400 375 874

Email: [linsey.siede@asea.net.au](mailto:linsey.siede@asea.net.au)

#### **ASEA Deputy Director**

##### **Mr Peter Taylor**

Mobile: 0433 706 212

Email: [peter.taylor@asea.net.au](mailto:peter.taylor@asea.net.au)

#### **ASEA Client Manager - SA**

##### **Mr Peter Cesco**

Mobile: 0422 006 111

Email: [cescop@optusnet.com.au](mailto:cescop@optusnet.com.au)