

Productivity boost for Geelong manufacturers

I have 500 companies, 14,000 employees, and account for 50% of Geelong's GDP. Who am I?

Geelong's manufacturing industry.

Geelong's manufacturing sector is a key player in Victoria's economy and vital to the region's wellbeing. Each day, local industry produces 20km of carpet, 450 motor vehicles and components, 550 tonnes of aluminium, 16,500 tonnes of petroleum and a diverse range of timber, engineered products, food and consumer goods.

To help Geelong manufacturer's face the challenges of competing in a global industry - and simultaneously reduce their environmental footprint - the Geelong Manufacturing Council is helping companies better understand the powerful impact that smart resource use can have on the bottom line.

Productivity through Resource Efficiency is a networking program designed to help local manufacturers connect with likeminded businesses and access expert advice to improve their environmental performance, with flow on benefits to business productivity and competitiveness.

The network will host site visits and forums to facilitate the exchange of ideas and demonstrate how other businesses are strengthening their environmental and financial performance. Participants will also have the opportunity to learn how to measure resource use in their own business and identify actions to improve their efficiency.

A joint initiative with Sustainability Victoria, the network aims to prove that industry doesn't need to make a choice between economic growth and averting climate change.

The program was launched last month by Ian Trezise MP at Godfrey Hirst's Geelong plant. An award-winning sustainability leader, Godfrey Hirst has reduced water use in their carpet dyeing operations by 32 percent and is certified Waste Wise saving over 100 tonnes of waste per annum through improved materials efficiency.

To learn more about the network, contact David Peart, Geelong Manufacturing Council, on 0417 368 351.

<http://www.sustainability.vic.gov.au>