

# Manufacturing Workshop

Are you a manufacturing business and want to grow your business in 2016?



## The new breed of technology: leadership, systems and strategy in manufacturing

The NSW Business Chamber has a long history in manufacturing; starting out as the Chamber of Manufacturers almost 200 years ago. As a result we are passionate about ensuring that manufacturing has a strong future in Australia; we want you to succeed.

Manufacturing is moving into a new era with technology making processes easier and more streamlined. Technology is impacting the way we need to think and how we approach customers. It can make sales easier, through successful strategy, processes and digital marketing.

In this 4 hour seminar, you'll learn how to future-proof your business in the manufacturing industry and the lead on strategy, operations, technology advancements and reaching customers.

### 5 key reasons members should attend this event

1. Don't make the same mistakes as your competitors, know what they aren't doing and then, start!
2. If you want fat profits – the LEAN management and operations are for you
3. Future proof your business; understand the cutting edge in manufacturing technology today
4. Learn the quick-fire ways you can be the industry leader through working the digital space
5. Network and forge new business partnerships over a light lunch post event

### Event details

#### Bankstown

**16 February 2016**

7.30am – 12.30pm

Bankstown City Library and Knowledge Centre  
80 Rickard Rd Bankstown

#### Mascot

**18 February 2016**

7.30am – 12.30pm

Quest Mascot  
108-112 Robey St Mascot

#### Parramatta

**25 February 2016**

7.30am – 12.30pm

NSW Business Chamber - Parramatta  
Level 12, 100 George St  
Parramatta **Cost**  
\$39

Morning tea and light lunch provided

#### How to register:

Call 13 26 96 or

<https://events.nswbc.com.au/Manufacturing>

# The Experts

## **John Cooke**

*Manufacturing Manager, NSW Business Chamber*

The Chamber introduced the Manufacturing division in September 2014, appointing John Cooke as the division head. A former metallurgist with over 30 years of industry experience, John oversees change management programs with some of Australia's largest companies. The division is sourcing ideas from a broad network of members, special interest groups, business leaders and researchers. Discussions include strategies for change management, productive frameworks for industry-research relationships, energy-efficient practices, and effective government policy.

## **Darek Swiderski**

*Entrepreneurs' Programme Business Adviser, North Sydney*

Darek's experience covers all facets of business management having worked for a number of Australian and overseas small to medium sized businesses. He brings a unique blend of engineering and business experience to this role. His strengths are business and financial planning, supply chain management, operations management in a manufacturing environment and strong international trade experience.

## **Alex Paine**

*Entrepreneurs' Programme Business Adviser, North Sydney*

Alex has experience in both Mining and Metallurgy with qualifications in Marketing, Management, Card Technology, Finance, Building and Construction. A career that spans Advanced Manufacturing, Heavy Engineering, Financial Services, Telematics and Digital Platforms, Alex is a founder of several companies (some ASX listed) and has held Executive and Board level positions in both Public and Private Companies.

## **Phillip Parisi**

*Digital Producer*

Phillip Parisi works to improve online user experience through psychological triggers, design principles and traffic sources in order to generate profitable leads and increase Google rankings for ASX200 listed companies, large and small online retailers and small businesses.