



Further information

For more information on the C21 Challenge please contact the Office of Small Business.

Program Coordinator
C21 Challenge
Phone: (03) 9651 9877

Office of Small Business

The Office of Small Business facilitates the creation and sustainability of innovative small businesses, through policy formulation and advice, as well as program implementation. It provides ongoing business support and develops effective strategies to address the needs of small businesses.



C21 CHALLENGE

DRIVING THE
AUTOMOTIVE INDUSTRY
FORWARD





C21 Challenge - a \$1 million investment by the Victorian Government to assist the future sustainability of Tier 2 and Tier 3 car component suppliers.

Having worked in the automotive industry for many years, as both a motor mechanic and proprietor, I have seen first-hand the effect of globalisation in the industry. The impact has affected all participants in the supply chain with a major flow-on effect to Tier 2 and Tier 3 suppliers.

The automotive industry is Victoria's largest manufacturing sector. Victoria is the home of Australia's automotive industry, with key assemblers, component manufacturers, design houses, toolmakers and other automotive businesses. Many companies operating in the industry are Tier 2 and Tier 3 car component suppliers.

The Victorian Government is responsive to their needs, and those of the wider industry. We have, therefore, partnered with Toyota to deliver real assistance and measurable outcomes to the component suppliers.

As the Minister for Small Business I am committed to an automotive industry that is able to grow, utilising best practice methods and support to ensure the sustainability of the many firms and thousands of jobs that are linked to it.

We anticipate that you will find much of value in the program.

Joe Helper.



C21 – DESIGNED TO HELP

The C21 Challenge is a business support program which aims to improve the global competitiveness and sustainability for the 21st Century of Tier 2 and Tier 3 suppliers, by offering them the opportunity to think strategically about the future and improving their processes.

Six point plan

The Victorian Government has created a six point plan to deliver this initiative over a six month period.

It involves:

- a strategic review of the participants
- a production planning program
- workforce planning
- mentoring
- negotiation skills
- automotive industry forums and networking events

Participants will have access to a dedicated consultant who will address their specific needs. It will take 75 hours to complete and take place at the participant's business, meaning minimal disruption to operations.

1. What is the problem?

The strategic diagnostic review provides a snapshot of your business and prioritises areas that require attention or change.

This involves:

- using specialists to assess your situation to see what changes would improve your business
- reviewing business practices relating to: management, marketing, manufacturing operations, quality management, innovation, human resources and finance
- conducting an analysis and providing recommendations to implement change where necessary
- developing a strategic action plan to help you improve

2. How do we improve?

A review of your systems will focus on improving processes. This involves:

- ensuring that you meet production and quality demands
- providing support to assist with your production

3. How do we get the best out of our team?

Workforce planning addresses skills shortages and focuses on retaining and training staff.

This involves:

- a detailed review of skills development and training needs
- creating an action plan that covers future workforce needs
- providing additional funding for growing SMEs and identifying skills shortages

4. How do we tap into the best minds?

Mentoring provides businesses support and advice from an experienced specialist.

This involves:

- access to mentoring provided by the Small Business Mentoring Service (SBMS)
- a series of four sessions with experienced mentors specifically matched to your needs
- additional sessions available for a minimal fee

5. How do we get the best deal?

Negotiation skills training will help to ensure successful outcomes with your suppliers.

This involves:

- up-skilling your ability to obtain a satisfactory outcome from negotiation efforts

6. How do we continue improving?

Automotive industry forums and networking events help the sharing of ideas.

This involves:

- a series of six forums to which industry leaders and specialists will be invited
- topics that will improve your knowledge and understanding of the sector
- opportunities for individual and business-to-business networking