TRANSPORT
TECHNOLOGIES
Sector Strategy

Victoria’s Future Industries.
**Definition:** Transport, Defence and Construction Technologies is one of six priority sectors. Individual strategy documents have been developed to reflect the distinctiveness of each industry within this group.

For the purposes of this strategy, transport technologies include:

- Manufacture of trains and rolling stock, buses, trucks, speciality vehicles, passenger motor vehicles, recreational vehicles and trailers
- Manufacturer of vehicle and aircraft components
- Design and engineering services, traffic management and intelligent transport systems.

Extensive consultation has underpinned development of this sector strategy. Almost 63 businesses, industry, union and research organisations contributed their views and ideas.

- 40 people participated in six stakeholder forums, one of which was held in regional and rural areas
- 35 organisations participated in direct discussions with the Department
- 14 written submissions were received from a variety of businesses and organisations.

This sector strategy responds to the major themes arising from consultation with these organisations.

In addition, we would like to acknowledge the contribution of members of the Future Industries Ministerial Advisory Council, who provided valuable advice and generously shared their knowledge and experience with Departmental staff charged with developing sector strategies:

- Mr David Bartlett, Chair, former Premier of Tasmania
- Mr Nixon Apple, Alternate Director, Australian Super
- Mr Jeff Connolly, Chairman and Chief Executive Officer of Siemens Group, Australia-Pacific Region
- Ms Gabrielle Coyne, former Chief Executive Officer, Penguin Random House Australia
- Professor Linda Kristjanson, Vice-Chancellor, Swinburne University of Technology
- Dr Leonie Walsh, Victorian Government Lead Scientist.
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We talk so much about our economic ‘transition’, but this transition won’t occur on its own. We have to take action ourselves. We need a real plan. And we need to invest.

That’s what our $200 million Future Industries Fund is all about.

The priorities of today will define our economic future, and we believe the Victorian Government needs to set those priorities.

With those priorities in mind, we can work with businesses to grow our traditional industries and invest in the sectors that will shape the next century.

Our Government has identified the priority sectors with potential for remarkable growth – the sectors in which Victoria is uniquely poised to lead the world:

- Medical technology and pharmaceuticals
- New energy technologies
- Transport, defence and construction technologies
- Food and fibre
- International education
- Professional services.

Collectively, these sectors have the potential to drive up to $70 billion in additional economic output by the year 2025, and create over 400,000 new jobs for Victorians.

The $200 million Future Industries Fund is turbocharging these priority sectors through job-creating grants to specialist firms and companies.

The $500 million Regional Jobs and Infrastructure Fund and the $508 million Premier’s Jobs and Investment Fund also lay the foundation for growth across our entire economy.

We have a few advantages under our belt: high-quality infrastructure, skilled workers, world-class liveability, well-connected cities, productive land and resources, all in close proximity to Asia.

We also need a strong and modern transport technologies sector. A sector that can harness these advantages in order to create jobs, while at the same time ensuring Victorian passengers have access to a quality transport system. And as we move to build a new world-class rail, bus and tram system, the transport technologies sector, already supporting thousands of jobs and helping to move millions of people, will become even more vital.

Our priorities for assisting this sector, outlined in this strategy, are the next step. It’s all about securing the high-growth industries of the future, and the jobs that come with them.

The Hon. Daniel Andrews MP
Premier of Victoria
MINISTERS’ FOREWORD

Victoria has a vibrant and diverse transport technologies sector. Victorian businesses make and maintain trams, trains, buses, trucks, trailers, cars and recreational vehicles – either as manufacturers or as suppliers of components. They also provide engineering and design services and develop the new technologies and intelligent transport systems that are transforming the sector.

Our transport-related industries have played a major part in Victoria’s economic success over the course of the last century, bringing jobs and prosperity to many communities. They are now faced with the challenge of adapting to a changing global economic environment, rapid innovation and the transition of the local automotive industry. They will also need to respond to our need to use resources more efficiently and extract greater value from our existing transport infrastructure.

The sector is well-placed to meet these challenges. It is more robust, innovative and adaptable than is popularly believed.

The Victorian Government will work tirelessly to capture every possible growth opportunity in the transport technologies sector. We will work with industry, unions and communities to create the high-quality jobs that Victorians deserve.

We have already committed $2 billion to build new, locally made trains and trams as part of the Trains, Trams, Jobs 2015-2025 – Victorian Rolling Stock Strategy. To oversee implementation of the strategy, we are establishing a dedicated Rolling Stock Development Division within the Department of Economic Development, Jobs, Transport and Resources.

Our major investment in public transport infrastructure will transform the state and presents a real opportunity for innovative local businesses to provide state of the art equipment and services.

But, together we can do more. We can capitalise on Victoria’s workforce skills and industrial capabilities to become a leading producer of transport-related products and services. By investing in the creation and adoption of new transport technologies and practices, we can lift Victoria’s energy and economic productivity.

We would like to thank all the individuals and organisations that contributed their time and ideas towards the development of this strategy and look forward to working closely with industry in its delivery.

The Hon. Lily D’Ambrosio MP
Minister for Industry

The Hon. Luke Donnellan MP
Minister for Roads and Road Safety

The Hon. Jacinta Allan MP
Minister for Public Transport, Minister for Employment
A LEADING PRODUCER OF TRANSPORT-RELATED PRODUCTS AND SERVICES

It is our vision that by 2025 Victoria will be a leading producer in the Asia-Pacific of high value transport-related products and services. Victoria will be home to a large and highly-skilled transport workforce, strong niche transport industries and dynamic industry research networks. Local companies will adopt leading technologies, be globally connected and employ innovative business models. The growth of the industry will be supported by government actions to drive demand for new technologies and innovation.

Achieving this vision will require concerted effort on behalf of government and industry. This strategy outlines the first steps towards achieving this vision.

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A GROWING AND TRANSFORMING SECTOR

The movement of people and goods around the world is set to increase dramatically over the next decade, presenting a major growth opportunity for Victoria’s transport technologies sector.

In Australia, investment in transport infrastructure is forecast to grow at an average annual rate of 4.9 per cent in the next 10 years, according to PricewaterhouseCoopers and Oxford Economics.

In Victoria, annual patronage on trains and trams is expected to grow by around 47 per cent in the next 10 years, having risen by 42 per cent in the last decade despite population growth of 19 per cent over the same period.

There are also considerable opportunities in the Asia-Pacific region – the largest transport infrastructure market in the world.

Victoria has a strong industrial foundation. Transport equipment is Victoria’s second largest manufacturing industry, after food manufacturing. It employs around 29,000 people and contributes approximately $3.5 billion annually to Victoria’s economy. The industry encompasses the manufacture of trains and rolling stock, buses, trucks, speciality vehicles, aircraft components, passenger motor vehicles and components, recreational vehicles and trailers.

Victoria has a long and rich history of automotive manufacturing however, we know that large-scale passenger vehicle manufacturing in Victoria will cease by 2017. Our $46 million Towards Future Industries: Victoria’s Automotive Transition Plan is supporting automotive workers, businesses and impacted communities to transition into new markets.

The transport technologies sector also spans design and engineering services, traffic management and intelligent transport systems, and the development and application of advanced materials and new energy technologies.

As demand for transport increases so too will pressure to make transportation more efficient and sustainable. Increasing government and public recognition of the need for action to reduce climate change is likely to increase demand for lower emissions transport technologies and practices.

By bringing together and building upon our strengths, embracing emerging technologies and looking outward to the global market, Victoria is well placed to capitalise on the growing demand for transport-related products and services.
Emerging transport technologies

New technology is changing the way we travel – to and from work, around our cities and beyond. Advanced manufacturing technologies, new energy technologies, intelligent transport systems and driverless vehicles are transforming transportation.

The imperative to improve energy efficiency and reduce emissions without compromising performance is driving the increased use of advanced materials and alternative fuels. At the same time, advanced manufacturing technologies are fundamentally altering the way products are made. Victoria is seeking to adopt electrification technology in larger vehicles such as buses, following a successful four-year trial of electric vehicles and electrification technology.

Victoria has an advanced materials research and development capability and is already beginning to capture some of the growing demand for these materials. Carbon Revolution in Geelong, for example, has successfully commercialised the manufacture of carbon fibre and is supplying its one-piece carbon fibre wheel to global customers.

Intelligent transport systems can raise system performance, reduce travel times, improve safety and enhance the customer experience. The Victorian Government is trialling high capacity signalling on the Melbourne metropolitan rail network and the use of intelligent systems to manage roads and improve transport and logistics routes. Autonomous, or driverless, vehicles will also need to be considered as part of future intelligent transport systems.
The Andrews Labor Government is delivering on its election commitments with a clear focus on growing jobs and sharing opportunities across our society.

We have established three new Funds totalling over $1.2 billion to support job creation and economic development, with a particular focus on our priority sectors such as transport technologies:

- $200 million Future Industries Fund
- $508 million Premier’s Jobs and Investment Fund
- $500 million Regional Jobs and Infrastructure Fund.

In 2015, we established the $5 million Future Industries Manufacturing Program and the $20 million Future Industries Sector Growth Program has just been launched. These programs are focused on encouraging the uptake of new technologies and assisting businesses to partner with each other, and with research organisations and the community, to invest in job-creating projects. We have also established LaunchVic, a $60 million initiative to foster the creation of start-up enterprises.

Our Trains, Trams, Jobs 2015-2025 – Victorian Rolling Stock Strategy sets out our 10-year plan for 100 new metropolitan trains, 100 new trams, and a massive expansion of our regional train fleet. The multi-billion investment will provide greater certainty to rolling stock manufacturers and suppliers, which employ up to 10,000 people in Victoria.

Beyond this initial investment, Trains, Trams, Jobs 2015-2025 identifies a pipeline of train and tram delivery to meet the needs of the public transport network for decades to come. This will enable companies to invest in facilities, in new technology and in workers, sustaining high-skill manufacturing in Victoria.

We have also commenced the Murray Basin Rail Project that will standardise and upgrade the entire Murray Basin rail network.

To support our economy as it continues to transition, our $46.5 million Towards Future Industries: Victoria’s Automotive Transition Plan is helping businesses, workers and communities affected by the closure of automotive manufacturing operations to meet the challenges ahead and capture emerging opportunities. The plan includes the $33 million Local Industry Fund for Transition (LIFT) and the $5 million Automotive Supply Chain Transition Program.

We have also put in place changes to help local businesses get their fair share of work from government projects. For government procurement projects with a total value of $50 million or more, we now set minimum local content levels – meaning more work for local businesses and more local jobs.

The Major Project Skills Guarantee, which commenced on 1 January 2016, requires that apprentices make up 10 per cent of the workforce on major state projects. We are continuing to look for other opportunities to strengthen our local content policies and use government procurement to support the local economy.

We are proud of these achievements but know that through working in partnership with industry, educational institutions, unions and the broader community, we can achieve more.
“Victoria has a once-in-a-generation opportunity to embrace new approaches to deliver transport solutions that are safer, more efficient, and more effective.”

University of Melbourne
Government procurement and purchasing decisions play a critical role in shaping the transport sector. Last year, we published our 10-year plan, *Trains, Trams, Jobs 2015-2025 – Victorian Rolling Stock Strategy*, which commits more than $2 billion for the purchase of new trains and trams, maintenance and workforce training. The plan includes a minimum 50 per cent local content requirement for all rolling stock orders, as well as measures to improve workforce performance. The Victorian Government is also investing $100 million to improve and expand the bus network.

All Victorian Government procurement activities are underpinned by the Victorian Industry Participation Policy (VIPP). Following reforms delivered by the Andrews Labor Government, local content requirements are now set for projects valued over $50 million and commitments to local industry development and supply chain engagement are considered in the tender process. Projects valued over $20 million are required to use local apprentices, trainees or engineering cadets for at least 10 per cent of the total estimated labour hours under the Major Projects Skills Guarantee. We are also examining measures to increase the purchase of locally manufactured vehicles by government agencies. Collectively, these reforms will ensure that Victorian Government spending on transport means more business for local suppliers and more local jobs.

In rolling stock alone, a 2013 study by Deloitte Access Economics found that state governments could collectively save nearly $6 billion on the projected expenditure of $30 billion on rail rolling stock over the next 30 years through efficient planning and the introduction of uniform standards.

Victoria is already taking a lead in championing national reform, advocating for the harmonisation of rail industry standards for rolling stock and a national rolling stock procurement and maintenance plan. Victoria is a major location for rail manufacturing in Australia and Victorian businesses stand to benefit significantly from the creation of a national rolling stock market. Victoria has also led development of national electric vehicle standards.

The introduction of national regulations regarding environmental and safety standards can also boost industry performance through encouraging fleet modernisation and accelerating demand for new technologies.

"Government should encourage the use of lightweight materials such as aluminium and composites in the construction of trams, trains, truck trailers and rail rolling stock."

VACC

"Government contracts involving the purchase or use of trucks could include consideration of best practice environment and safety standards."

Truck Industry Council
“Procurement that sets strong local content provisions drives job growth, innovation and production.”

Victorian Trades Hall Council
What we plan to do

1. **Accelerate industry growth through government procurement**
   We will ensure local content requirements will continue to be applied to the procurement of transport-related products and services. This includes a minimum of 50 per cent local content for all rolling stock orders. To further improve industry performance, we will examine ways to design government contracts to accelerate the uptake of new technologies and adopt leading environmental and safety standards. The $1.3 billion High Capacity Metro Trains Project, for example, requires tenderers to deliver safe and reliable trains, to provide innovative solutions using proven technology, and to invest in local manufacturing facilities to support the long-term sustainability of the industry.

2. **Advocate for a national market through the harmonisation of standards across Australian jurisdictions**
   We will continue to advocate for the creation of a national market for transport-related products and services, and a ‘smoothed’ long-term order pipeline across Australian jurisdictions, through the Council of Australian Governments Transport and Infrastructure Committee. With the creation of a coordinated national market, Victoria is well positioned to become Australia’s principal supplier of transport-related products and services.

3. **Establish the Rolling Stock Development Division within government to support development of Victoria’s rolling stock industry**
   We will create a division within the Department of Economic Development, Jobs, Transport and Resources dedicated to the development of Victoria’s rolling stock industry. The division will be responsible for creating the conditions for the sustainable development of jobs for Victorian rolling stock manufacturing, including identifying export opportunities and potential synergies with the bus manufacturing sector. It will also focus on harmonising rolling stock standards and specifications across Australian jurisdictions, and the development of a coordinated long-term national rolling stock order pipeline.

“There is currently no industry or government body that has a strategic growth mandate for rail manufacturing.”

VACC

“Government should consider local content standards when making procurement decisions for all aspects of public transport, including bus services, ensuring it is a compulsory requirement for bidders to state how and to what extent their bid contemplates local reinvestment.”

Bus Association Victoria (BusVic)
Significant job creation opportunities exist in advanced manufacturing, data analytics, systems integration and systems automation. By adding to the existing capabilities of local suppliers, government can drive demand, purchase higher quality goods and services at lower cost and better position Victoria’s local industry to win global contracts.

Victoria has world-class research industry partnerships focussed on developing and commercialising advanced manufacturing technologies. Among the collaborative infrastructure located in Victoria are the automotive, rail industry and innovative manufacturing collaborative research centres, national Advanced Manufacturing Industry Growth Centre, Geelong Technology Precinct at Deakin University, CSIRO’s Australian Manufacturing and Materials Precinct in Clayton, RMIT’s Advanced Manufacturing Precinct and Swinburne University’s Centre of Advanced Manufacturing and Design Centre.

Victoria is also a leading centre for design and engineering. Ford will retain its design and engineering facility in Victoria beyond the closure of its local manufacturing operations, while Holden will retain its design studio. They join a number of global companies that have chosen to establish their research and development and design facilities here, including BAE Systems (UK), Siemens (Germany), Robert Bosch (Germany), IBM (USA), Microsoft (USA), and Thales Group (France). In addition, IVECO and PACCAR design and manufacture trucks locally. Victoria is also home to a vibrant information and communications technology industry and has considerable research capabilities in data analytics, asset instrumentation and the automation of asset monitoring systems.

We have the building blocks in place to create a world-leading advanced manufacturing economy that produces premium products for the global markets, particularly the rapidly growing Asian markets of China, India and Indonesia. Given our strong manufacturing base, our highly capable and productive workforce, and the benefits of geography, we are well placed to capture these opportunities.

“Australian engineers are recognised for their world-class design capabilities, their systems approach, their ability to work flexibly across functions and their ability to do more with less.”

Swinburne University
What we plan to do

4. **Build new skills for new technologies through investing in Victoria’s TAFE system**
   
The quality of training available through Victoria's TAFE system is critical to the performance of the state's transport-related industries. We are:
   
   • Restoring and strengthening TAFE institutes across Victoria through the $320 million TAFE Rescue Fund
   • Creating a $34 million Regional Skills and Training package to support the growth of future industries in regional areas
   • Appointing a Victorian Skills Commissioner to ensure the training system is responsive to current and future industry needs
   • Updating, adapting and redeploying the expertise of automotive workers into growing areas of the economy. The $8.4 million South East Automotive Transition (SEAT) program funds TAFE Institutes and Group Training Organisations to help workers in Melbourne’s South-East, where the majority of the automotive supply chain is located, prepare for and secure new employment
   • Supporting the transfer of skills from the automotive industry to other industries through a one-off payment of $7,000, or $5,250 for a part-time position, to businesses employing retrenched automotive workers and providing payments of up to $4,000 where they provide accredited training to the new employee.

5. **Encourage collaboration to share knowledge and drive change**
   
   We will work with industry and research organisations across the broader transport technologies sector to encourage businesses to share knowledge, support the adaptation of new technologies and facilitate collaborative research projects that generate sector-wide growth.

   The presence of sophisticated transport companies in Victoria, combined with significant research and development expertise in advanced manufacturing techniques and technologies, presents an opportunity to transfer cutting-edge technologies and business practices to other transport-related industries. It also provides an opportunity to deploy these capabilities more broadly to improve the performance of the transport system through the more efficient utilisation of existing assets and resources. This includes the development of new traffic control systems, ticketing systems, and better customer information.

6. **Improve supply chain performance to increase industry competitiveness**
   
   We will work with industry to design and implement effective supply chain development initiatives. Significant production expertise resides in Victoria. There is an opportunity to adapt and apply supply chain development approaches by the automotive and aerospace industries to the broader transport sector, leveraging the expertise developed by organisations such as the Automotive Co-operative Research Centre through their Automotive Supplier Excellence Australia program.

   The Victorian Government is also supporting:
   
   • Automotive suppliers seeking to transition into new markets through the $5 million Automotive Supply Chain Transition Program
   • Manufacturers from all industries to boost their production capacity through the $5 million Future Industries Manufacturing Program
   • Businesses located, or seeking to locate, in Melbourne’s South-East, North, and West, as well as the Geelong region, invest in job-creating projects through the $33 million Local Industry Fund for Transition

“"The attraction and retention of workers into the transport equipment sector can be assisted greatly through government subsidies to employers who take on automotive manufacturing workers.""
Exploit niche opportunities in the global marketplace

Given the scale of opportunities globally, local manufacturers and service providers can maximise their profitability and grow their businesses if they are innovative and outward facing. Participating in the global market can raise productivity through increases in scale and competitiveness through exposure to leading technologies and business practices. This means more jobs created here at home.

Achieving global success is possible through utilising local capabilities in design and engineering and pursuing market niches. A number of local firms are thriving in a highly competitive global market. In aerospace, Marand Precision Engineering supplies vertical tails for the US-based Joint Strike Fighter project while Electromold supplies specialised surface coating and processing of commercial and defence components for the F/A-18 Super Hornet and the Joint Strike Fighter. Other aerospace manufacturers supply the global market through Boeing, which has its largest footprint outside the USA in Port Melbourne.

Similar success stories can be found in the automotive market. Futuris Automotive Group has a global network of engineering and manufacturing facilities. Nissan Casting Australia Plant is a leading supplier of parts for the Nissan Leaf electric car and multiple other models sold internationally. The national automotive aftermarket industry is growing at around 3 per cent a year and already exports products to the value of $800 million a year. Victorian-based, ARB Corporation is one of Australia’s largest automotive aftermarket producers and now exports to more than 100 countries.

These examples demonstrate that our manufacturing businesses are some of the best in the world. The transport technologies sector is no exception and we will work to do all we can to help those businesses exploit every opportunity open to them.
What we plan to do

7. Facilitate access to global markets to build relationships in growing markets

We will develop a trade strategy to grow exports of transport-related products and services. Opportunities exist in the automotive aftermarket and aerospace markets in the United States, and in the aerospace and aviation markets in China and South-East Asia. Capabilities to promote include training, maintenance and repair, airport infrastructure, air traffic management, road traffic management, safety, and engineering, building upon Australia’s reputation for excellence and safety in aviation.

Victorian businesses will be able to rely on support to tackle new markets across Asia, Europe and the Americas through the global Victorian Government Business Office network, which offers assistance with market intelligence, establishing new relationships, marketing, setting up local operations, cultural training, and other specific business requirements.

8. Promote local capabilities to global buyers to increase exports

We will use Victorian major events such as the Avalon International Air Show, the Formula 1 Australian Grand Prix, the Melbourne Cup, Test Cricket, and the Australian Open Tennis Championships to introduce global buyers and decision makers to local transport manufacturing and services firms.

We will also attract major industry events to Victoria such as the International Intelligent Transport Systems World Congress, which Melbourne will host in 2016. In addition, we will work with the Commonwealth Government to promote Victorian capabilities at major international trade shows such as the Singapore Air Show, the Specialty Equipment Market Association Show in the United States for automotive aftermarket products, and Innotrans, the International Trade Fair for Transport Technology, in Berlin.

9. Attract foreign direct investment into the sector to introduce the technologies and capabilities to Victoria

The Victorian Government will develop a strategy to attract global investment into Victoria’s transport sector. We will target investment opportunities that introduce new technologies and capabilities into the local market, capitalise on the skills held by the local manufacturing industry, and develop innovative solutions to better utilise our existing transport network.

The proposal by Brightsun New Energy to conduct an electric bus trial in Victoria is an example of the projects we will be pursuing. We will also be seeking to attract organisations with new capabilities that complement our existing strengths in advanced manufacturing. Capabilities we will be targeting include:

- Systems engineering
- Systems integration
- Asset management
- Condition monitoring
- Asset optimisation (software and hardware)
- Customer information.

“With growing export opportunities into Asia-Pacific and a highly skilled workforce with manufacturing expertise, Victoria is well-placed to strategically develop its rail transport technology expertise and become a centre of excellence for rail manufacturing.”

Rail Manufacturing CRC
Securing the future

The Victorian Government will deliver this strategy in partnership with industry and other key stakeholders. In delivering this strategy, we aim to achieve lasting positive change for our transport sector and for Victoria.

Successful implementation of this strategy will see measurable progress in the following areas:

- More international participants at key industry events
- More capital investment in the sector
- Growth in the sector’s contribution to Victoria’s Gross Value of Production
- Growth in exports, including a higher proportion of value added exports
- More businesses with an annual turnover exceeding $25 million
- More skilled jobs created in the sector.
## Victorian Government Programs

There are a range of programs which will support and complement delivery of the Transport Technologies sector strategy.

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<td><strong>Future Industries Fund</strong></td>
<td>The $200 million Future Industries Fund will support implementation of the Government's high-growth sector strategies, including a significant grants program.</td>
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<tr>
<td><strong>Regional Jobs and Investment Fund</strong></td>
<td>The $500 million Regional Jobs and Investment Fund is providing funding for targeted regional infrastructure, jobs and community projects.</td>
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<tr>
<td><strong>Premier's Jobs and Investment Fund</strong></td>
<td>The $508 million Premier's Jobs and Investment Fund will support strategic investments that underpin high-quality, sustainable jobs throughout Victoria. This also includes the $60 million LaunchVic Initiative to encourage the formation and success of innovative new businesses.</td>
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<tr>
<td><strong>Victorian Industry Participation Policy</strong></td>
<td>Each year, the Victorian public sector spends more than $10 billion on procurement activities from goods and services to construction. The Victorian Industry Participation Policy requires government agencies to consider competitive local suppliers when awarding government contracts. For government procurement projects valued at $50 million or more, minimum local content requirements are set that must be satisfied. The Government has committed to using at least 50 per cent local goods and services on Victoria's new fleet of 37 high-capacity metropolitan trains, which supports local businesses and grows local jobs.</td>
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| **Towards Future Industries: Victoria’s Automotive Transition Plan** | This plan includes:  
  - $33 million Local Industry Fund for Transition to boost economic development in areas most impacted by the transition of the automotive industry  
  - $8.4 million South-East Automotive Transition skills program to strengthen training and job search support in Melbourne’s South-East  
  - $5 million Automotive Supply Chain Transition Program to support automotive suppliers transition into new markets. |

## Contacts

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