

RESEARCH DIRECTIONS

Manufacturing practices in Blacktown City – keeping pace with rapid technology advances

Dr Wayne Fallon and a research team* have received funding from Blacktown City Council to analyse manufacturing businesses in the Blacktown local government area. The aim of the research is to analyse practices of local manufacturing businesses, their supply chain networks, and their digital technology use. Mr Nathan Burbridge from Blacktown City Council will support this research.

'Blacktown City is the centre of Western Sydney. It is one of the fastest growing regions in Australia, but the nationwide decline in the manufacturing industry could threaten its economic potential', Dr Fallon explains. 'As Australia continues to move manufacturing jobs overseas due to high labour costs here, areas like Blacktown that historically rely on these industries are impacted by global change. Lack of investment in this sector may also be contributing to Australian manufacturing technology falling behind global standards. Australia needs to test new business and distribution models for manufacturing – with an increased focus on technology – to keep up.' This study will address these issues by mapping existing business structures and technology use: providing a framework for the Blacktown City Council to use and facilitate change.

The team will conduct the research in four stages. Stage 1 begins the project by conducting literature-based analyses of various business classifications in the local Blacktown area, collecting information on aspects like the potential impact of computer technologies on the business. In Stage 2, semi-structured interviews of business owners and managers will outline demographic and supply chain information, while Stages 3 and 4 will map out areas that need more support for their manufacturing industries to thrive.



This research will produce strategies to guide a sophisticated suite of initiatives for advancement in local manufacturing efforts. This will in turn create jobs, increase brand recognition through greater use of computer technologies, and open up new channels for the sale of Australian manufactured goods.

Project Title: Composition and viability of the manufacturing sector in Blacktown

Funding has been set at: \$25,000

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Supported by:

