



update



Chairman's festive greetings

Peter Hill- EMICoL Chairman

Dear EMICoL members and Potential Members,

At this time of year we are all, as usual, looking forward to the changing activities in our businesses, including holidays with our families and loved ones, and the celebration of our Christian traditions.

Although we are seeing some worrying financial related problems occurring, your Directors also see this as a time for us all to re-evaluate the many advantages of being a member of EMICoL.

We have delivered some very worthwhile activities and programmes during the year, and with LEAPS now being a reality, and other exciting member benefits to be introduced early in the New Year, we see a big future for our co-operative.

So, on behalf of the Board I wish you all a Merry Christmas, and a Healthy and Happy New Year.



EMICoL – The future lies in your hands

Mick McCarthy- Regional Development Executive Manager, EMRC

The establishment of EMICoL as an industry led, member focused organisation for the engineering and manufacturing sector in Perth's Eastern Region is a major achievement and an arrangement that provides employment and economic benefits for members into the future.

From its early days as an industry cluster, it was clear that there were many areas where the small to medium sized member companies could work together to secure a greater share of the business coming into the area, refer work amongst members, gain better deals on collective purchasing and service provision and form groups to tackle larger projects/ tenders.

I am proud to have played a key role in the formation of this innovative group of companies that are seeking better deals

for its members. I trust that the existing and new EMICoL members will get behind the cooperative and actively participate in taking EMICoL to the next level and ensuring that it continues as a much needed and viable member based organisation. The future of EMICoL is now squarely in the hands of its members.

The EMRC has played a key role in the establishment of EMICoL and will continue to provide administrative support.

I will continue to monitor the progress of EMICoL as I move to a new career role in the private sector at the engineering and environmental consulting firm Parsons Brinckerhoff in early December 2008, and wish the Board of Directors and EMICoL members all the best for the future.



Christmas Cheer

Kevin Davis- EMICoL Director

Firstly let me wish all EMICoL members a joyous festive season and a safe Christmas and New Year. It has been a busy time for the

EMICoL team in getting our LEAPS program up and running for next year. Leaps is a structured work experience program that we are trying to implement which we hope will result in a steady supply of keen young people into engineering trades.

To help us get things going we contracted Antonella Segre and Chris Reed to do a lot of the footwork and keep you all informed. We have received a lot of interest from the high Schools in the region and look forward to seeing some young people take advantage of the program in the New Year.

In the coming year we will be relying on your support to provide these budding trades people with valuable experiences in your work places. The LEAPS program has the potential to be a best practice model that other trades will want to be part of and as such we need to make every effort to make it a success.

If anyone needs to know more about the LEAPS program please give me a call. Again enjoy the upcoming break and Merry Christmas.

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Enterprise Connect
John Morris- EMICoL Director

My first priority in this message is to wish Sponsors, Members, staff at the EMRC and our Project officers a big thank you for their support a very Merry Christmas and a successful New Year. Since establishing our Cooperative the Board has worked on a number of key initiatives in line with business objective in order to benefit members and grow membership. Your continued support in 2009 will be greatly appreciated and assist in the growth of EMICoL. One of the key areas that I have worked is as follows and early in the New Year members and those wishing to join EMICoL, will be invited to a breakfast meeting to meet with the professionals from Enterprise Connect to find out more about current and future opportunities.

Enterprise Connect - Local manufacturers now have access to free business advice from a highly skilled local expert through the Federal Government's Enterprise Connect Manufacturing Network. Five experienced Business Advisers are located in Western Australia and will work closely with manufacturers to conduct a comprehensive business review. The Government will also provide financial assistance on a matching dollar-for-dollar arrangement - up to \$20,000 - to engage specialist consultants to provide advice and support to implement changes that

improve productivity and business performance. Over 1000 businesses are or have been assisted by Enterprise Connect nationally; this includes 8 EMICoL members who have each participated in a comprehensive review. A simple application process has been established to allow access to the program through our EMICoL group application. For further information please e-mail johnm@projectindustries.com.au.

Enterprise Connect includes five manufacturing centres located in Perth, Sydney, Melbourne, Adelaide and Burnie. There are also five dedicated innovation centres; one for mining technology in Mackay, one for remote enterprise in Alice Springs, one for innovative regions in Geelong, one for creative industries and one for clean energy. In a related move, the initiative establishes a series of industry innovation councils to promote dialogue and develop long term strategies for boosting innovation and productivity.

Enterprise Connect can also support the placement of researchers from universities or public research agencies into businesses where it is identified that such a placement would help to develop and implement a new idea with commercial potential. Funding through Researchers in Business can provide for up to 50 per cent of salary costs, to a maximum of \$50,000 for such a placement. Placements can be for a period of up to 12 months. Up to fifty projects will be supported per year.



2008 Organisational Winners
Prime Minister's Small Business of the Year
Winner: Verriers Engineering Services (WA)

Verriers Engineering Services is a family owned and operated business that has been supporting the transport, mining, agricultural and food industries for the past 62 years.

With a strong belief that training should be an integral part of any business, Verriers Engineering Services has invested heavily in its staff. Its 13 employees include

fitters, welders, trade assistants, general hands, office and administration staff and two Australian Apprentices.

Verriers is tackling industry skill shortages through its commitment to employing unskilled staff and providing training through TAFE WA, in-house or through private registered training providers.

Congratulations to Verriers Engineering Services for this outstanding award and achievement.

EMICoL Member Benefits

Craig and Cathy Verrier- Verriers Engineering

Becoming a member of EMICoL has been a great business decision for us. We can see it go from strength to strength as the membership grows.

Membership

Being a member has given our business great networking opportunities.

- We have met many "like" minded people and enjoyed the fellowship and opportunities that goes with it.
- Rather than viewing each other as competitors, we have realised that we can work collectively and collaboratively to enhance our own business capabilities.
- Regular forums give us opportunity to voice concerns for our industry and find positive solutions.
- It is also a great avenue for gaining information and knowledge to implement in our businesses.

Economic Cycles

- All businesses have fluctuations in demand for goods and services, apart from the economic cycles that we all experience.
- We have found that during these ebbs and flows we have been able to support other members by taking on some of their overflow work. The benefits are obvious. They keep their customers happy and completion times on target and we keep our workshop busy.
- We have used the services of other members, giving us the competitive edge in being able to satisfy our own customers' requirements.
- We have also provided services to other members in areas of our own expertise.
- This level of support will see us all survive the current economic downturn by keeping work within the group as a whole.

Resource and Labour Sharing

- We can all service our customers better, by drawing on a pool of capabilities and sharing of resources, not to mention good bargaining power for supplies.
- Recently due to a downturn, we needed to put off two employees that we had recently recruited through an agency. They were good tradesmen and we had tried hard to keep them on. However rather than lose them to the wider community, we were able to place them in jobs with two other EMICoL members. All concerned have been happy with the outcome.
- This has the benefit of retaining good tradesmen in a EMICoL "pool" of employees.
- We see that this could benefit the group in relation to apprentices as well.
- We all experience tradesmen wanting to "spread

their wings" after training and typically the X and Y generation want to move on "just for the experience" after 2-4 years.

- Imagine having a central "pool" of tried and true employees and the value to a business of not to having to waste time advertising, interviewing and trailing new employees.
- We all gain by having a strong experienced work force to draw on. Rather than see each other as competitors for the work force, we are all benefiting from a well trained and happy one, who could move within the group. We will never be able to stop employees moving, but at least we can make it work for us as a united group.

Training

- Swan TAFE is an EMICoL member and the benefits of that association are obvious.
- As a collective group, we have credibility and therefore an impact on training.
- We all want training to be flexible and responsive to our needs.
- We and another EMICoL member have been able to give direct input into Training Initiatives by being on an Industry Working Group (IWG) for Transforming Trade Training. This group also has representation on the Steering Committee by an EMICoL member.
- We have also been able to access future trainees and apprentices through links with the TAFE and organisations such as Swan Alliance and SEITA (Swan Education and Industry Training Association) who form local Community and Industry links for vocational training. Through this relationship we have promoted our industry and sourced future trainees and employees.
- We have also had an impact on high schools and helped them to identify what we as employers are looking for in the future work force.
- EMICoL members can share apprentices and trainees and draw on the larger members training resources.
- EMICoL is currently developing a program called LEAPS Learning Engineering Awareness and Pre-employment in conjunction with Swan Alliance to generate interest in our industry. This is a very exciting initiative.

Lobbying

- As a recognised and respected organisation EMICoL has a strong collective voice for lobbying, whether it is at Local, State or Federal level for the benefit of its members.

EMICoL is a great organisation and is responsive to its membership, as they set the agenda through open forums. It is young and still developing but we encourage other businesses to join and enjoy the benefits of being in a cooperative for our own business growth.





New Partnerships with The Apprentice and Traineeship Company

Bruce Arlow - Apprentice & Traineeship Company

New Partnerships have been formed between EMICoL and The Apprentice and Traineeship Company.

The Apprentice and Traineeship Company is the largest not for profit Group Training Company in WA providing services state wide in the Metals Engineering sector of Industry. The Company founded 25 years ago handles all recruitment and administration requirements for the apprentice/trainee including the Off Job training liaison with TAFE.

Acknowledging the high rate attrition and completion rate of its Traineeships and Apprenticeships the Company developed an innovative concept to address this issue and increase its retention and completion rate.

The concept, innovative in its content and delivery, based itself on exposing the apprentices to a range of business on a rotational basis throughout their Pre and Apprenticeship cycle. This has allowed the Apprentices to fully appreciate the opportunities in the sector and to make informed decisions as to their post apprenticeship employment opportunities



LEAPS UPDATE: EMICoL, Verriers and Goodwill Engineering

Stephen McAlpine- Project Officer, Swan Alliance

Linking young people with industry can often be problematic, however as a Local Community Partnership faced with this task Swan Alliance has nothing but praise for EMICoL and its members Goodwill Engineering and Verriers Engineering.

At the recent Swan Alliance Awards Recognition ceremony the cooperative and the two companies were acknowledged for the innovative manner in which they have engaged with us in 2008, with EMICoL receiving a Certificate of Commendation.

Verriers Engineering and Goodwill Engineering were also recognised on the night – each receiving one of only five Industry Excellence Awards presented on the night.

Swan Alliance Executive Officer, John McIlhone says the EMICoL LEAPS program is shaping up to be a creative and successful bridge between industry and young people.

The Program:

1. Pre Apprentice Scholarship Programme

20 week course in which 6 – 8 weeks on the job trialing in a rotational process across a number of business to enhance the students understanding and opportunities of the industry sector.

2. Apprentice Employment

3.5 - 4.0 year indenture term.

The retention strategy developed by the company ensures that during the indenture term the following actions are undertaken:-

- A group of ATC apprentices fill a classes run within the TAFE college allowing for additional training to be included in the programme.
- Apprentices rotated through a range of participating Host employers on a 6 or 12 month term to ensure they are exposed to:-
 1. As wide a range & scope of work as possible
 2. A variety of management styles
 3. Large companies V/s small employers

This concept has been successfully run on a number of occasions in the Plumbing; Maritime; Engineering; Building; & some traineeship areas such as Glazing & Automotive.

As a direct result of the needs of our members, EMICoL Director, Kevin Davies, is in discussions with Operations Manager Bruce Arlow as how this concept can be rolled out across the EMICoL group in 2009.

For further information please contact Kevin Davis 0439522128/ (08) 3974 1142 or Bruce Arlow on 0408 933 234/ (08) 9204 4566.

“We look forward to working with EMICoL in 2009”, said Mr McIlhone, “They are taking a pioneering approach by tailoring a program that will give students a good understanding of the Manufacturing Engineering industry.”

Verriers and Goodwill have also been a boon to Swan Alliance’s efforts this year.

Craig and Cathy Verrier accepted their award for the company’s “commitment to engage with young people evident this year through their exceptional industry tours.”

Eric Jarvis accepted on behalf of Goodwill Engineering for their “commitment to industry tours for Kalamunda Senior High School Education Support Centre, and their promise of work experience and structured workplace learning in 2009.

Craig Verrier was then invited to address the 200 attendees on behalf of all industry. He encouraged those students who were receiving awards to take advantage of every career opportunity that came their way.

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