

2022-23

**Annual
REPORT**



SEMMA

SOUTH EAST MELBOURNE
MANUFACTURERS ALLIANCE

CONTENTS



Manufacturing
has evolved

**So have
our careers**

MANHARI METALS PRESENTS

SEMMA 2023
ANNUAL GENERAL MEETING

03

PRESIDENT'S
REPORT

05

CEO'S
REPORT

07

TREASURER'S
REPORT

08

FINANCIALS

10

MARKETING
UPDATE

11

LOOKING
FORWARD

PRESIDENT'S REPORT

Local manufacturing in Australia serves as more than an economic foundation; it represents the core vitality that fuels the country's growth, creativity, and wealth. From the arrival of the First Fleet in 1788, Australians have been compelled to utilize available resources, with pioneers like William Frazer, the colony's inaugural Blacksmith, playing a vital role in shaping the nation into a manufacturing powerhouse. This dedication to craftsmanship, an unyielding commitment to excellence, and a sense of communal spirit define the Australian ethos, giving rise to products that stand for quality, honesty, and environmental responsibility. Local manufacturing is not just about producing material goods; it encompasses the creation of futures, the nurturing of opportunities, and the construction of a legacy that is deeply entwined with Australia's fundamental identity.

The importance of local manufacturing is augmented when it comes to major projects, particularly those funded by the government. The investment in local manufacturers is a commitment to the Australian workforce, drawing people from all walks of life into a shared mission, a collective dream. It means jobs, education, and skills development; it's a powerful ripple effect that transcends mere production lines, reaching deep into the community, touching lives, creating livelihoods, and weaving a social fabric that unites the nation.

One might be tempted to look elsewhere, drawn by the allure of lower costs and seemingly attractive offers from overseas suppliers, such as those in China. But to yield to this temptation would be to ignore the value that comes with Australian quality standards, the rigorous adherence to principles that ensure the integrity, safety, and excellence of products. Investing in inferior products that don't meet these standards can lead to a cascade of issues, ultimately costing more in the long run. Australian manufacturing stands for quality and dependability, values that are deeply ingrained in the national identity.



PETER ANGELICO

Manufacturing companies are trapped in a relentless struggle with the challenges of skills shortages and skyrocketing energy prices. The skills shortage isn't just a mild inconvenience; it's a critical barrier to Australia's growth that's being neglected, treated with a casual indifference that borders on negligence! Where's the foresight? Where's the strategy? Schools, universities, and policy makers are patting themselves on the back with renewable energy solutions that might work for your suburban house but are utterly laughable for industry. Think you can run a manufacturing powerhouse on batteries and rubber bands? That's a fantasy, divorced from the hardcore reality of what makes industry tick.

Baseload power is not just vital; it's the lifeline for keeping the lights on and our fellow citizens employed. Don't even entertain the thought of outsourcing these core issues offshore to places that dismiss quality, environmental, and industrial relations standards as mere trifles. That path is not merely mistaken; it's an affront to our values, and under no circumstances can it be tolerated. It's time to wake up to the harsh realities and take decisive action before these problems spiral out of control!

In the rich tapestry of Australian manufacturing, SEMMA has emerged as an essential cog. This alliance is not just a network but a living embodiment of collaboration, innovation, and shared vision. SEMMA fosters connections, nurtures skills, and propels growth within the manufacturing sector. Our work aligns seamlessly with the broader mission to uplift the manufacturing landscape in Australia, weaving together various strands of expertise, ambition, and community spirit. SEMMA's role in championing local manufacturing is a testament to the power of unity, strategic planning, and the unwavering commitment to excellence.

"In the rich tapestry of Australian manufacturing, SEMMA has emerged as an essential cog."

In conclusion, the local manufacturing story of Australia is a narrative filled with inspiration, aspiration, and determination. It's a story that reflects the nation's character, its relentless pursuit of excellence, and its unwavering commitment to community and quality. Supporting local manufacturing is not just a business decision; it's an investment in the Australian dream, a belief in the power of human potential, and a commitment to a future where prosperity is shared by all. It's a road paved with integrity, driven by vision, and illuminated by the collective brilliance of the Australian people. It's a journey we must all embark on, hand in hand, heart in heart.



PETER ANGELICO
PRESIDENT

CEO'S REPORT



It's been an incredible year of change and growth at SEMMA. Our alliance has gone from strength to strength increasing our membership to an all-time high of 225 by EOFY 2022. We advocated strongly to government providing submissions on immigration and presenting to the Senate on this topic. Our event and networking opportunities have resonated strongly with our membership base. Our partnership with Office of Defence Industry Support (ODIS) has proven to be an intrinsic element of success for members seeking to understand their capabilities in this sector. Activities like "Meet the Buyer" have shown to be a must attend for those members seeking to supply to Defence. Our collaborative networking and events will continue to evolve as we listen to member feedback and keep abreast of the ever-changing landscape that is manufacturing.

Skills and Jobs is an area that SEMMA will continue to work closely with our partners including Chisholm, Federation University, Monash University and Swinburne. We are linked in with Greater South East Melbourne (GSEM) and a range of important groups – including SELLEN and HEADSTART (connecting us to secondary schools) are part of that core advisory group, along with Councils including Frankston, Dandenong, Monash, Casey and Knox.

SEMMA presented no less than five Introduction to Welding Short Courses in response to member needs. While successful – with graduates securing full-time work and some even going on to take up apprenticeships, it was not sustainable.

We have strong links into training providers and recruitment companies which we will defer to in the future – maximising our networks is key to ensuring our growth and that of our members. We need to ensure we bring forth a pipeline of new people with the skills that our industry requires as well as continuing to upskill our existing people.

“ WE WILL CONTINUE TO BUILD OUR PRESENCE WITH ALL MEDIA AND ADVOCATE TO GOVERNMENT ON BEHALF OF MEMBERS ACROSS A RANGE OF ISSUES AS THEY EVOLVE. ”

HONI WALKER

We attended and supported our members at the Victorian Manufacturing Hall of Fame Awards and congratulate all who were nominated and those that were successful in securing an award. These awards showcase innovation, excellence and teamwork – manufacturing is known for these attributes.

In January we farewelled Vonda Fenwick – our former CEO has done a stellar job advancing SEMMA in the areas of government advocacy, training development and guiding SEMMA through the epidemic.

In February, we launched a new membership campaign and repackaged our industry's perception – once thought of as dirty, dumb and dangerous, we have repositioned manufacturing as Smart, Secure and Sustainable. Aimed squarely at attracting students and anyone interested in changing careers – we need to demonstrate that modern manufacturing has evolved, offering flexible, attractive long-term opportunities and careers. In April we attended the Avalon Airshow and met with VIC Government representatives, Defence and Rail advocates. It was a good exercise in raising SEMMA's profile amongst this cohort.

In May we exhibited at Australian Manufacturing Week where we met a range of potential new members, presented, and participated in the speaker program and continued to raise our profile.

June saw us celebrate our 20th Anniversary with a Gala Dinner honouring our Founding Members. Minister Ben Carroll made a reassuring speech in front of 200 people and presented the awards to our founders.

We've also been approached by local and national media (ABC) for comments on a range of issues effecting members. We will continue to build our presence with all media and advocate to government on behalf of members across a range of issues as they evolve.

The next twelve months are crucial for SEMMA. We will be driving a new membership plan – we hope you see us in Manufacturers Monthly and on LinkedIn – our members tell their stories best, so we thank them for participating in this vital campaign. Do you know someone that would benefit from SEMMA membership? Bring them along to our next event or provide an e-introduction and let's keep growing this incredible region.

"OUR COLLABORATIVE NETWORKING AND EVENTS WILL CONTINUE TO EVOLVE AS WE LISTEN TO MEMBER FEEDBACK AND KEEP ABREAST OF THE EVER-CHANGING LANDSCAPE THAT IS MANUFACTURING."

I would also like to take this opportunity to acknowledge the efforts of the 2022-23 SEMMA Board: Peter Angelico (President), Ian Cubitt (Vice President), Markus Oswald (Treasurer), Sandra George OAM (Secretary), General Committee members Matthew Arblaster, Sam Bell, Michael Finn, Scott Fitzgibbon, Michael Harrod, Todd Hartley, Paul Kearsley (Patron Representative), Kathy Racunica (Co-Opted Committee Member), Markus Spindler and Craig Taylor.

For now, I thank the extraordinary work of those who have come before me and look to those on our Board and in leadership roles to continue to guide SEMMA through this exciting time. I thank Beverly Witherby and Justine McLaughlin for their tireless work, and I hope you continue to support SEMMA – for the next twenty years.



HONI WALKER
CEO



SEMMA FINANCIAL REPORT 22-23

BY MARKUS OSWALD | TREASURER

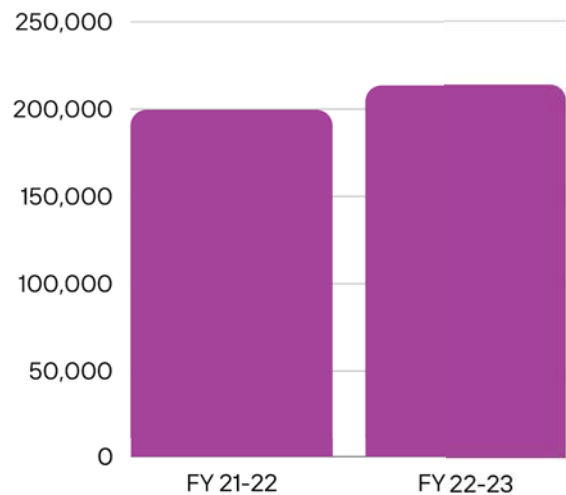
I take great pleasure in presenting the Treasurer's Report for SEMMA's fiscal year 2022-23.

Our heartfelt appreciation goes out to our dedicated general and associate members, whose ongoing support and enthusiasm have been instrumental. A special expression of gratitude is reserved for our Patron Member, the City of Greater Dandenong, whose unwavering support has been a cornerstone. Our sincere thanks also extend to our Council members for their continued commitment.

Membership fee revenue witnessed a positive increase, rising from \$199,423 to \$213,350. However, the overall Revenue and Other Income experienced a decline from \$442,030 to \$376,298. This dip in revenue is attributed to the reduced scale of the welding course and the corresponding reduction in grant income. This also led to a proportional decrease in expenses linked to the welding course.

Total expenses showed a notable decline, decreasing from \$466,213 to \$419,255. The principal driver behind this decrease was the reduction in expenses tied to the welding course. However, this was offset to some extent by an increase in wage-related expenditures. The increase in wage-related costs stemmed from an increased workforce and time during a portion of the year. Additionally, the CEO transition contributed to the rise in wage-related expenses from \$234,585 to \$291,809.

Membership Fee Revenue





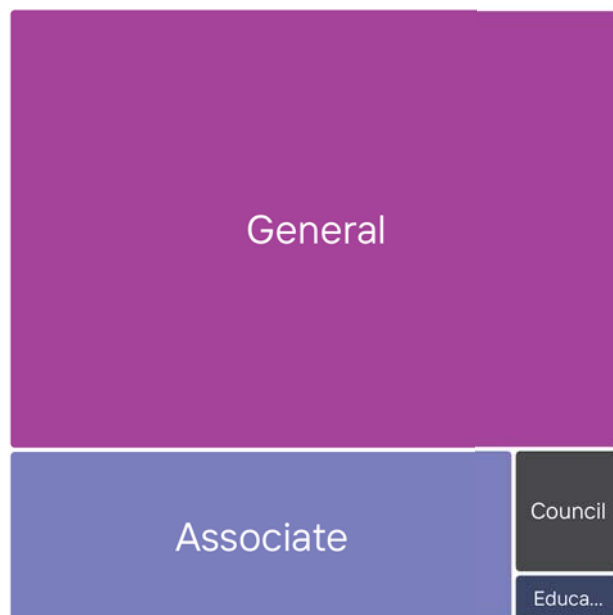
The successful execution of various events brings us immense satisfaction. It is worth noting that the expenses related to functions and the gala dinner outpaced the corresponding sponsorship and gala dinner income. The financial year concluded with a net loss of \$42,957, while our cash reserves stood at \$250,260 at year-end. Our unwavering commitment to raising awareness about SEMMA and driving manufacturing growth in South East Melbourne remains resolute. We continue our efforts to increase our membership and sponsorship to ensure SEMMA's long-term financial resilience and sustainability.

A special commendation is due to Justine McLaughlin, CEO Honi Walker and her predecessor Vonda Fenwick for their meticulous preparation of the monthly financials and the comprehensive details for this Treasurer's Report. Additionally, we extend our sincere gratitude to our longstanding partners, MJC Partners, for their invaluable contribution in preparing the Financial Reports.

MARKUS OSWALD
TREASURER

SEMMA Membership Composition 22-23 FY

CATEGORY	NO.
General (Manufacturing)	162
Associate	52
Council	8
Education	3





225

SEMMA members, our highest number ever since our founding of less than 30 companies in 2003

16K

Our membership represents over 16,000 employees across their organisations

17

Events held by SEMMA in 2022-23 across various locations for the benefit of our members and community

786

Attendees welcomed through the door across our events for 2022-23, including our current and potential members

MARKETING UPDATE

Connecting through collaboration and engagement

Over the past year, SEMMA has proven its commitment to fostering growth and knowledge-sharing within the South East Melbourne manufacturing community. Hosting a remarkable 17 events, we've welcomed over 780 attendees, uniting manufacturers, government bodies, prime contractors, universities, and more. These collaborative endeavors have empowered SEMMA to deliver comprehensive benefits across a diverse range of topics.

With an unwavering focus on member engagement, SEMMA has introduced tailored information updates and consistently surveyed members to ensure that our efforts align with their evolving needs. By maintaining open lines of communication, we've established a dynamic feedback loop, enabling us to provide valuable resources and insights.

Our dedication extends beyond our community as SEMMA continues to engage policy makers and key stakeholders. By fostering these connections, we amplify our members' voices in critical industry discussions, shaping policies that drive growth and innovation.

01

Events

SEMMA hosted our 20th Anniversary Gala Dinner, bolstering industry connections and reinforcing SEMMA's standing as an influential manufacturing alliance.

02

Campaigns & Media

We launched a dynamic new campaign for modern manufacturing, "Smart, Secure, and Sustainable". SEMMA ventured into print ads, editorial content and member testimonial videos on LinkedIn to amplify SEMMA's visibility and promote local capability.

03

Ticketing

SEMMA has worked with a developer to streamline future event registrations, integrating a paid ticket feature on our events calendar for non-members. This will generate additional revenue and reduce reliance on third-party platforms.

LOOKING FORWARD

SEMMA's past year has been marked by successful events, media exposure and collaborative partnerships. With these achievements in mind, our focus for the coming year remains on dynamic engagement, digital expansion and fostering meaningful partnerships to elevate SEMMA's role in South East Melbourne's manufacturing landscape.



Diversified Engagement

Explore new event formats that engage both existing members and non-members, fostering collaborations and strengthening SEMMA's community.

Digital Amplification

Elevate our online presence through consistent and engaging content, leveraging platforms beyond LinkedIn to connect with a wider audience.



Strategic Partnerships

Further cultivate relationships with industry partners like ODIS, maximizing opportunities for SEMMA members to showcase their capabilities and explore collaborations.

In the coming year, SEMMA's vision revolves around expanding membership and elevating our role as a dynamic advocate for manufacturing in South East Melbourne. By fostering partnerships, leveraging digital platforms, and actively participating in policy discussions, we are dedicated to driving transformative change, fostering innovation and championing the growth of manufacturing within the region.

ACKNOWLEDGEMENTS

SEMMA would like to thank our sponsors for supporting our AGM



MANHARI

RECYCLING

let's go Green to make our globe clean!



**PIER.
MARKETING**



Thank you to our members who enable our efforts to support local manufacturing

CONTACT

SEMMA

124-130 Bangholme Rd
Dandenong South
VIC 3175

+61) 0481 417 415

www.semman.com.au
info@semman.com.au



semman-au



@semman-au