**EVENT STRUCTURE**

- Invitees answer preliminary survey questions to inform the panel and/or workshop
- Invitees attend a facilitated panel discussion and open forum with sector colleagues
- University attendees identify existing or develop new research solutions for the issues discussed at the Lab
- Where relevant, shorter and smaller sessions are held with targeted invitees to discuss relevant research and other opportunities
- All attendees receive a follow-up paper outlining the discussions and outcomes of the Lab

**ABOUT UWS**

The University of Western Sydney has six major campuses across the Western Sydney area. Its footprint touches on 14 local government areas—from which it draws 29,000 of its 42,000 domestic students.

The University celebrated its 25th anniversary in 2014. Founded to satisfy the educational aspirations of the region, UWS couples sector-leading teaching with innovative and responsive research.

**RSVP**

The Ideas Lab: Advanced Manufacturing will be held on **Tuesday 24 March at 9 am. It will finish at 11 am.**

OPTIONAL: Western Sydney Future Advanced Manufacturing (WSFAM) Practical Workshop from 11:30 am - 1 pm

The Lab will be held at the Bankstown Library and Knowledge Centre, 80 Rickard Road, Bankstown NSW.

Morning tea and post event refreshments will be provided.

To RSVP for the Ideas Lab: Advanced Manufacturing please submit your details here:  

Alternatively, contact Jennifer Dunstan: j.dunstan@uws.edu.au.
What is an Ideas Lab?

With the right questions we can find the right answers.

The Ideas Lab is about the University listening to people who know the right questions—people who face these questions every day. We gather people from industry, business, government and non-government organisations in a facilitated workshop. During the workshop these common interest communities discuss the challenges they face alongside UWS academics to frame future research.

Why an Ideas Lab?

UWS is committed to research that changes our region, the nation and the world. We do research with impact: industry-led, interdisciplinary and solution-focused. We have the talent, facilities and resources; but we need the real-world understanding of sector leaders.

The Ideas Lab supports the University’s culture of engaged research—which means that we think collaboration outside the University is essential for good research. We want genuine and sustainable partnerships that grow from substantial research.

And a conversation led by you is a good place to start.

Outcomes

The Ideas Lab will generate outcomes for your business, your sector and the University.

The immediate outcome of the Ideas Lab will be a discussion of the issues surrounding a challenge facing your sector with your peers. It is a chance to exchange information with an informed audience within a supportive, ideas-driven context.

The next step will be the University identifying where it can assist you in facing those challenges with either new or existing research. This will involve a catch-up session with selected attendees in two weeks to a month following the initial Ideas Lab. In this session there will be a more intimate and focused discussion concerning potential research projects.

The University is looking to identify research opportunities. This doesn’t mean that, within a couple of weeks, all the problems of your sector will be solved. We do deep, original research, and that can take time. But deep, original research is the source of competitive advantage. When research is problem-led and outcomes focused, it has greater impact.

The end result will be new research into challenges facing your sector.


Greater Western Sydney is Australia’s largest manufacturing region with 8,500 manufacturing companies representing almost half the Sydney Metropolitan Region’s total number of manufacturing businesses. The industry employs 14% of the total number of people working in Western Sydney with a significant number of small businesses engaged in the industry.

While currently a key source of employment, the industry has been in decline, with estimates that the numbers of jobs will contract by 8% between 2011-2015 and then by another 10% between 2015-2021.

The lab, coupled with the optional Western Sydney Future Advanced Manufacturing (WSFAM) workshop, aims to:

• Outline new management practices and their current impact
• Acknowledge the gap in management and marketing skills in the industry and the strategies that can be used to overcome it
• Discuss the drivers of international best practice and how these may be applied.
• Learn how to transform business focus from engineered products to “value adding solutions”.
• Identify the potential return on investment of implementing these advanced manufacturing best practices.