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**MAKE AUSTRALIA MAKE AGAIN:
JEFFERSON HARCOURT WELCOMES
THE AUSTRALIAN GOVERNMENT
MANUFACTURING INITIATIVE**

The Prime Minister announced today the “Modern Manufacturing Strategy”, part of his government’s JobMaker plan, selecting six priority areas for support in a \$1.5 billion plan. Included for new investment is Medtech, Defence and Cleantech, the areas of focus for Grey Innovation’s business.

Executive Chairman, Jefferson Harcourt commends the government for this once in a generation initiative to help lead COVID-19 recovery. The plan also earmarks \$107 million for building “supply chain resilience” with the pandemic exposing vulnerabilities and the risk of not having enough capability to quickly produce emergency products such as PPE, nor to boost the national stockpiles of life-saving ventilators such as those built by Grey Innovation’s NOTUS consortium for the Department of Health.

Speaking to the Australian Financial Review, Jefferson Harcourt said he expected that Grey Innovation would participate heavily in the programs that are rolled out after the roadmaps are delivered next April.

“\$1.5 billion is a good start, but we’ll be using any money we get to leverage up the private investment to really multiply that up.” He also wants superannuation funds to participate due to the compatible long-term investment horizon.

According to Harcourt, governments have an important role to play in a sustained local manufacturing future; not just by backing research and development (R&D) but by using their purchasing power as the first customer and providing a guaranteed buyer for our Australian-made products.

“Manufacturing is where you realise the investment of your R&D”, he told ABC News.“

The NOTUS Emergency Invasive Ventilator Program a Grey Innovation-led initiative supported by the Australian Government, the Victorian Government and AMGC retained or created some 350 jobs over the duration.

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