

STRATEGIC PLAN

25-30

Shaping the Future of
Advanced Manufacturing
in Australia

Policy Leadership & Industry Advocacy
National Growth & Member Diversification
Digital Infrastructure & Member Services
Facilitating Growth & Sector Influence
Ensuring a Leading National Show for the Sector

Together, we are building
a stronger future for
Australian manufacturing.

AUSTRALIAN
MANUFACTURING
TECHNOLOGY
INSTITUTE LIMITED

AMTIL

Our Direction

Purpose

Advancing the Australian manufacturing technology sector for both users and suppliers.

AMTIL represents Australia's precision manufacturing and technology ecosystem, bringing together the businesses, technologies and people helping shape the future of Australian manufacturing.

Our role is to provide the resources, services and platforms our industry needs, while representing the sector collectively in ways individual businesses cannot.

Mission

Delivering high-value engagement, strategic advocacy, and practical services that amplify our industry's impact and relevance.

We are focused on creating meaningful connections, representing the issues that matter to industry and delivering practical value that helps our members succeed.

2030 Vision

The authoritative voice for Australia's precision manufacturing and technology sector.

By 2030, we want AMTIL to be recognised nationally as the premier peak body for manufacturing technology, and a trusted and influential voice for industry, government and media.

We envision a larger, more diverse and highly engaged membership, with members benefiting from stronger policy insights, industry data, digital services, collaboration opportunities and greater access to national conversations shaping the future of manufacturing.

A Message from the CEO

Building a stronger future, together

Australian manufacturing is changing, and AMTIL must continue to evolve with it.

Our 2025–2030 Strategic Plan sets out a clear direction for the next chapter of our organisation. It builds on the strong foundations AMTIL has established over more than 25 years while expanding our focus beyond the services and activities for which we are traditionally known.

At the centre of this strategy is our commitment to you, our members. We want AMTIL to deliver greater value, stronger representation and more opportunities for businesses to connect, collaborate and influence the future of our industry.

Over the next five years, we will strengthen our policy and advocacy capability, grow our national presence, invest in better digital services and industry intelligence, facilitate greater collaboration across the manufacturing ecosystem and continue to build Australian Manufacturing Week as the industry's leading national event.

Importantly, this is not a strategy AMTIL will deliver alone. Our members and partners will play a critical role in shaping our priorities, identifying the issues that matter most and helping us build a stronger voice for Australian manufacturing technology.

Together, we can ensure Australian manufacturing remains innovative, competitive and capable now and into the future.

Lorraine Maxwell
Chief Executive Officer, AMTIL



Inside AMTIL, we will build sustainability into all we do

An overarching priority for the organisation is to ensure long-term sustainability and resilience. This requires a continued focus on future-proofing the organisation, developing our people, and ensuring continuity through effective succession planning, knowledge transfer and generational renewal.

Ensure best-practice governance and internal processes

Monitor and respond to the evolving regulatory and technological environment, consistently horizon-scan for emerging issues, and review and introduce policies and procedures as required.

Commit to best practice OH&S

AMTIL reaffirms its commitment to workplace health and safety for its Team, members, contractors and visitors to its annual exhibition.

Build resilience and sustainability across the Team and Board

Knowledgeable and capable human resources are critical to delivering the activities required to achieve the strategic imperatives outlined. This means having sufficient staff with the right skills, training and experience; routinely transferring organisational knowledge and intellectual property; and investing in professional development to build organisational depth and capability over time.

Manage organisational financial resources to ensure best use

Ensure the best use of members' funds through robust approval and reporting processes, while maximising opportunities to secure and diversify funding streams.

Our Five Strategic Pillars

PILLAR

1

Policy Leadership & Industry Advocacy

Position itself as the authoritative voice for Australian manufacturing.

Position AMTIL as the **authoritative voice** on manufacturing technology policy, able to shape public debate, influence government decisions, and advocate for member needs across all levels of government. AMTIL will work to be a source of knowledge and resources for the purposes of industry development and advocacy.

Key Initiatives

Know our sector better than anyone else through high-quality research, data and industry reports.

Develop clear, data-backed policy platforms. Identify key, high-impact issues for advocacy and campaigning, and develop a thorough understanding of each issue.

Engage members in policy development. Members will be actively involved through workshops and consultations, ensuring advocacy efforts reflect their needs, priorities and experiences.

Build national influence and collaboration. Strengthen AMTIL's trusted voice in national industry conversations, differentiate ourselves from regional competitors, and pursue collaborative opportunities where interests align.

Advocate to government MPs, Ministers and relevant departments on critical issues affecting the manufacturing sector. Participate in government submissions, roundtables and policy consultations.

Establish and resource a dedicated policy arm within AMTIL, supported by the appropriate expertise to lead policy development, advocacy and implementation.

What this means for members

More opportunities to contribute to AMTIL's policy positions.

Greater engagement through member workshops and roundtables.

Stronger representation with governments, MPs, Ministers and departments.

Research and industry data that help inform advocacy and decision-making.



PILLAR

2

National Growth & Member Diversification

A stronger, more connected national network.

Constituted as a membership organisation 26 years ago, a thriving and engaged membership speaks to AMTIL's relevance, environmental scanning and strategic reaction to opportunity, and is fundamental to its work. AMTIL will work to grow its membership base **nationally and across diverse sectors**, with a focus on recruiting and representing the full manufacturing technology ecosystem.

Key Initiatives

Double the size of the membership by 2030 and establish a strong national footprint.

Articulate and expand the value proposition of membership beyond AMW and AMT, identifying new opportunities to attract members and drive ongoing engagement.

Increase member engagement and touchpoints within each member company through an extensive nominee program and a loyalty program that recognises and rewards long-standing members.

Strengthen communication to inform and educate members, while positioning AMTIL as a respected thought leader and representative for the Australian manufacturing sector.

What this means for members

More opportunities to connect with industry, across Australia.

A stronger national network of suppliers, users and industry supporters.

More member events and engagement opportunities.

Improved communication and greater awareness of the benefits available through membership.

Increased opportunities for more people within member companies to engage with AMTIL.



Our Five Strategic Pillars (continued)

PILLAR 3

Digital Infrastructure & Member Services

More practical tools and resources at your fingertips.

Build scalable, digital-first platforms that deliver high-value **practical support, knowledge sharing, and community engagement** for members.

Key Initiatives

Scale up and enhance ManufactureLink as a comprehensive member portal, industry directory and collaboration hub.

Integrate best-practice networks and digital learning content while expanding member services through the **development of a dedicated jobs board**.

What this means for members

An improved ManufactureLink platform.

Better business listings and opportunities to connect.

Expanded digital resources and industry information.

Development of practical services such as jobs, events and collaboration opportunities.

Easier access to member services and knowledge.

PILLAR 4

Facilitating Growth & Sector Influence

Creating more opportunities for industry to grow and collaborate.

Elevate AMTIL's **visibility, brand, and credibility** as a go-to resource for media, government, and industry—advancing the reputation of both AMTIL and the sector it represents.

Key Initiatives

Build on the work of the 2025 National Manufacturing Technology Skills Summit by leading and **establishing a cross-organisation working group** to address the shortage of CNC operators.

Establish partnerships and build alliances with key organisations to progress priority sectors, initiatives and identified industry issues.

Establish special interest advisory groups to respond to emerging industry opportunities, activities and areas of specific need.

Increase the informational value of AMTIL's resources, including publications and events, to provide greater insight, knowledge and practical value to members.

Develop and strengthen the member events offering, ensuring a balanced program that provides opportunities for members across the country.

What this means for members

More networking and industry events across Australia.

Greater collaboration with complementary industry organisations.

Access to emerging areas of industry activity and special-interest groups.

More informative resources, publications and events.

Greater opportunities to collaborate across the manufacturing ecosystem.

PILLAR

5

Ensuring a Leading National Show for the Sector

Continuing to invest in Australia's premier manufacturing event.

Build on the momentum of Australian manufacturing Week to see it continue to be the premium sector show that is influential, growing over time, with a national footprint.

Key Initiatives

Establish AMW as a truly national event by **rotating the show across different locations around Australia.**

Position AMW as a 'festival' for the manufacturing sector by co-locating other key industry events and activities alongside the show.

Strengthen the safety profile of AMW through improved safety practices, processes and effective communication across the event.

Increase the capacity of AMW each year, enabling greater participation from exhibitors, visitors and industry stakeholders.

What this means for members

Continued investment in Australian Manufacturing Week.

A strong national platform to showcase technology, capability and innovation.

Greater opportunities to connect with customers, suppliers and industry.

Continued growth in the influence and reach of the event.

A focus on making AMW a truly national event for the sector.



Our Commitment to Members

AMTIL is committed to delivering practical outcomes that help members succeed in an increasingly competitive manufacturing environment.

As we deliver on our 2025–2030 Strategic Plan, members can expect:

- Stronger representation with government
- Greater opportunities to influence policy
- More networking and industry events across Australia
- Expanded digital resources and business tools
- Improved industry intelligence and market insights
- Increased collaboration across the manufacturing ecosystem
- Continued investment in Australian Manufacturing Week
- A stronger national voice for manufacturing technology

Together, we are building a stronger future for Australian manufacturing.

AMTIL

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WEEK

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ADDITIVE
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Powered by AMTIL

MLINK
MANUFACTURELINK INDUSTRY DIRECTORY