



**Media Release:**

**EMBARGOED UNTIL 11AM, WEDNESDAY 1 AUGUST 2018**

## **Caravan Industry Association Victoria launches Jobs, Career & Training Strategy**

**The Hon. Ben Carroll, Minister for Industry and Employment to launch the Caravan Industry Association Victoria's (CIA VIC) Jobs, Career & Training Strategy. This strategy has been developed directly from feedback provided by the Association's members at the 2017 CIA VIC Members Industry Summit. Members at the Summit expressed concerns about attracting, retaining and training staff and the direct impact this was having on their businesses and the likely long-term impacts on industry growth for the State. The Association also conducted a short survey in 2017 which identified that our members were likely to create 200 plus jobs over the next two years.**

The Council of the Association considered these issues and endorsed the development of a strategy to assist its members and the industry. NEM Australia were engaged to develop a methodology that engaged with government departments / agencies, key educational and employment agencies to deliver a relevant and practical strategy for the industry. As part of the process they were to work with the Association and key strategic stakeholders to identify the issues and to develop a practical action plan to drive careers in the caravan industry which Victoria has confirmed its domination of Australia's \$4.5 billion caravan industry in 2017 – accounting for almost half of the industry's total economic contribution and almost two-thirds of its manufacturing jobs. NEM Australia last worked for the Association in the development of the Victorian Caravan and Camping Industry Blueprint in 2012, which has been vital for the Association's and the industry's growth within Victoria.

CIA VIC Chief Executive Officer, Rob Lucas, said "Manufacturing is the bedrock of Victoria's strength, accounting for 74 per cent of jobs in the component sector and in building motorhomes and traditional caravans.

"Even when we allow for Queensland's strong position in manufacturing camper trailers, we still account for 64 per cent of all manufacturing jobs – a massive total of 4,123 jobs.

"To put that in perspective, that's more than the total manufacturing jobs at Toyota, Holden and Ford combined before they ceased manufacturing.

"Anyone who thinks manufacturing is dead in Australia should take heart from the caravan industry nationally, and especially the Victorian landscape. It is with this in mind that the

Association thought it pertinent to develop a Jobs, Careers & Training strategy that will further strengthen the Victorian Caravan and Camping Industry to attract, and retain a motivated, innovative and rewarded workforce.”

“It is with great excitement that we have the privilege of the Hon. Ben Carroll, Minister for Industry and Employment launching this independent strategy developed by NEM Australia. His commitment to launching this strategy demonstrates that he values the contribution made by the Caravan Industry to the Victorian economy.”

To download a copy of the Caravan Industry Association Victoria Jobs, Career & Training Strategy, visit <https://gomakesomememories.com.au/Newsroom> (available 11am, Wednesday 1 August 2018)

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### **Launch / Photo Opportunity / Interviews**

Date: Wednesday, 1 August 2018  
Time: 9:00am  
Venue: Avan Super Centre, 1872 Sydney Road, Campbellfield

#### **Media Spokesperson:**

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