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MEDIA RELEASE

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NEW AUTO INDUSTRY ADVOCATE
TO FOCUS ON BOOSTING AUSTRALIAN-MADE CARS IN FLEETS

The Gillard Government's new Automotive Supplier Advocate will work to boost the number of Australian-made cars in local fleets and help small and medium-sized enterprises in the auto sector grow, diversify and compete in new markets.

The appointment of William Angove, a former President of the Ford Motor Company in Indonesia, as the first Automotive Supplier Advocate was announced today.

The Government has appointed an industry expert who knows the Asian market, understands the supply chain and appreciates the quality and environmental performance of our locally made vehicles.

At a time when sales of locally-made cars are under pressure, Mr Angove will develop an action plan to increase the purchase of Australian-made vehicles by fleets.

This will involve close consultation with local vehicle producers, fleet managers, and State and local government agencies.

In 2011-12, over 72 per cent of all passenger vehicles purchased by the Commonwealth, Victorian and South Australian governments were made in Australia.

By contrast, in the same year it was only 44 per cent for New South Wales, 41 per cent for Queensland, 30 per cent for Western Australia, 37 per cent for Tasmania, 36 per cent for the Northern Territory, 34 per cent for the Australian Capital Territory and 25 per cent for the local government sector as a whole.

The Automotive Supplier Advocate will also work with small and medium-sized component makers to build their capabilities to compete and in new business in other markets.

The creation of the Advocate's position was foreshadowed earlier this year when the Government announced details of the \$35 million Automotive New Markets Initiative (ANMI).

A joint initiative between the Australian, Victorian and South Australian governments, ANMI will help the automotive supply chain capture new opportunities in global automotive markets as well as in emerging high growth non-automotive industries.

Under the ANMI, Mr Angove will work closely with the Automotive Envoys, John Conomos AO and the Hon Steve Bracks AC, to identify potential international markets and customers.

Mr Angove will bring commercial experience and strategic leadership to the role of helping supply chain firms broaden their capabilities and identify new customers in automotive and non-automotive industries.

He has extensive experience in the domestic and international automotive industries, including in the growing auto industry in Asia.

Mr Angove began his career with Ford Australia before moving to Ford Motor Company Asia Pacific in senior management positions.

This led to a 10-year tenure as President of Ford Motor Company Indonesia (FMI), during which time Mr Angove established FMI as a strong player in the Indonesian market.

The Gillard Government is committed to securing the future of the automotive manufacturing industry in Australia because it is a strategically important sector, generating significant employment, investment, research and development, innovation and exports.

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