

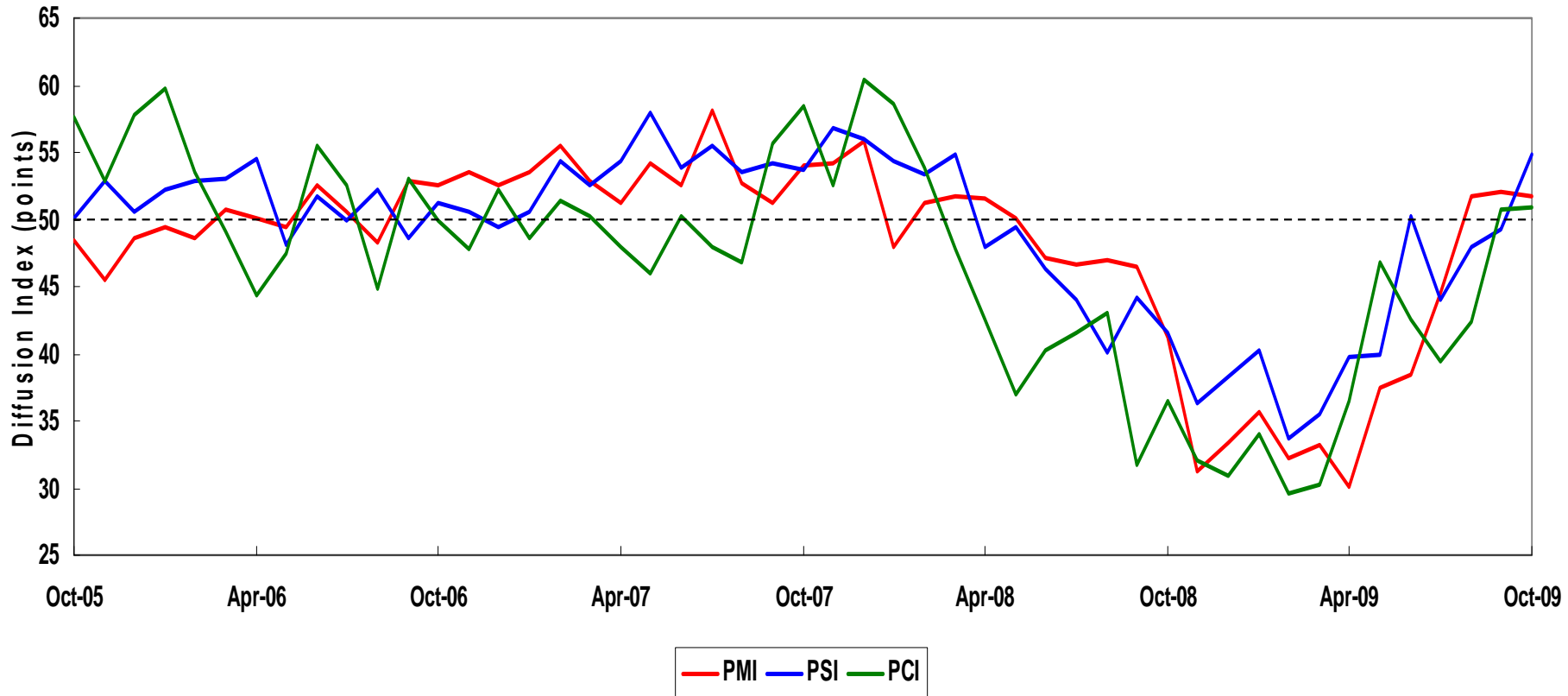


# **Australian Steel Convention 2009**

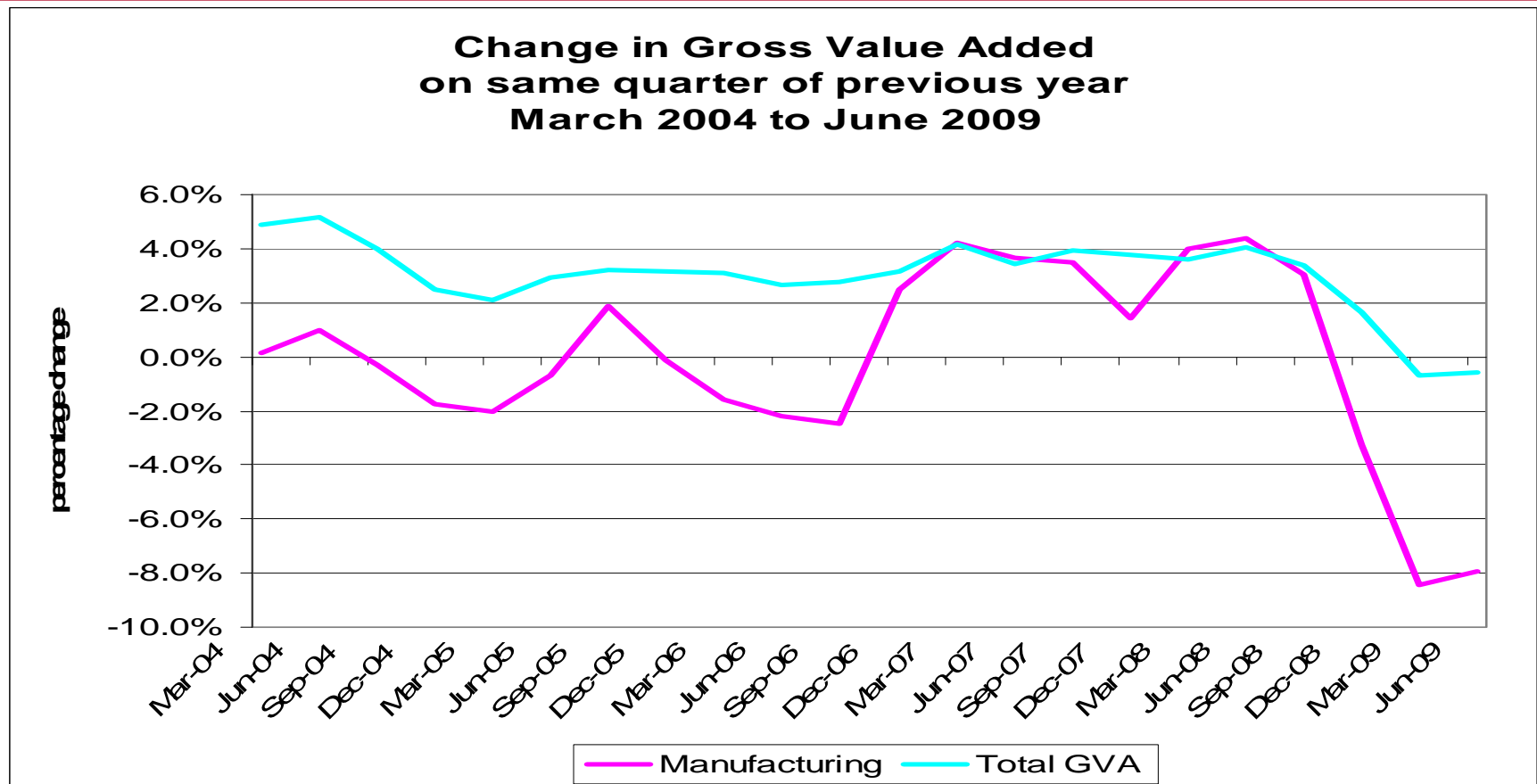
## **Mobilising the Industry**

**Heather Ridout Chief Executive Ai Group  
20 November 2009**

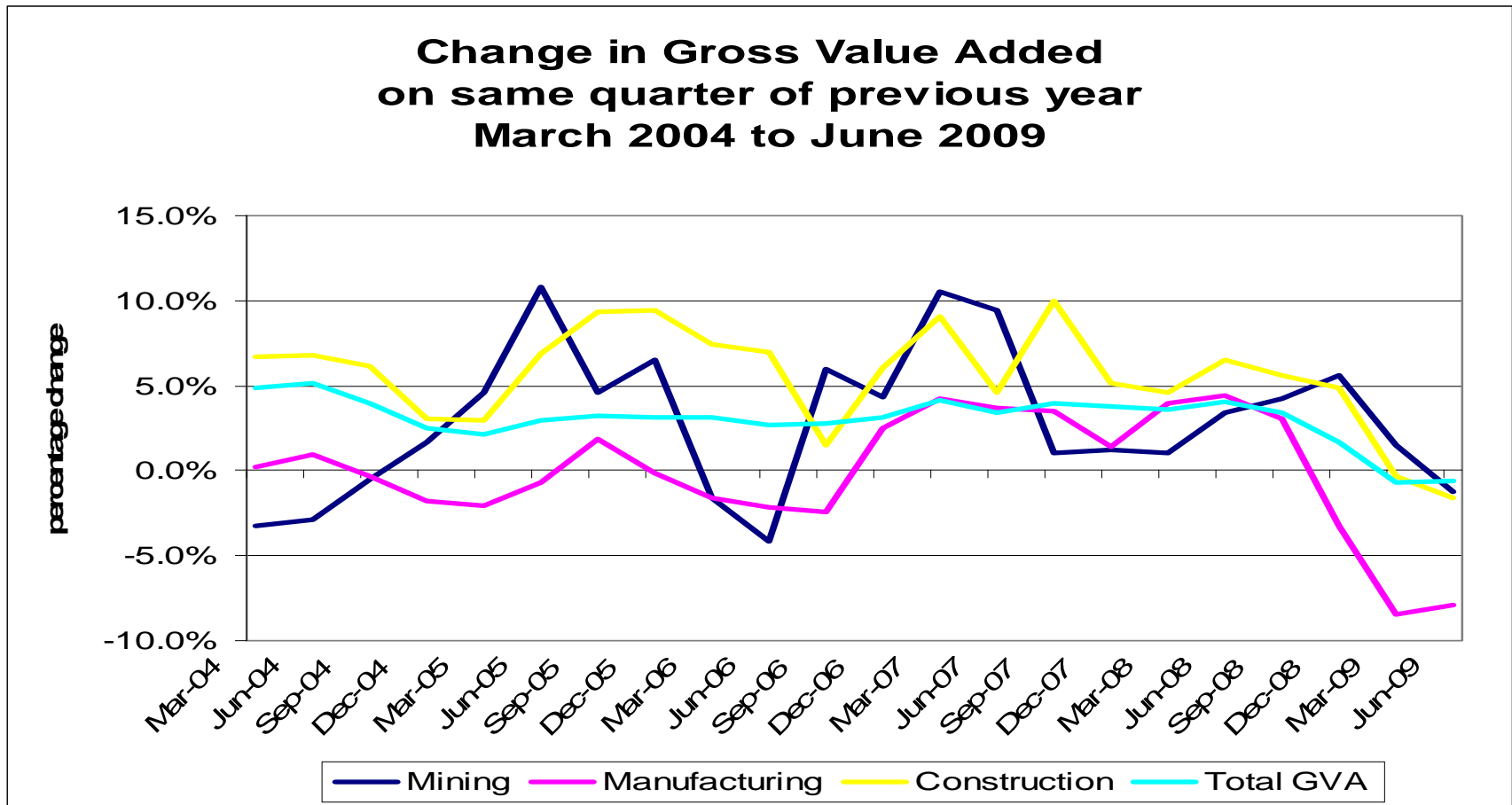
# Mapping the GFC



# Manufacturing hit hardest by GFC



# Manufacturing hit hardest by GFC



# Manufacturing Investment Plans *2009-10 and 2010-11*

**2009-10    2010-11    Change**

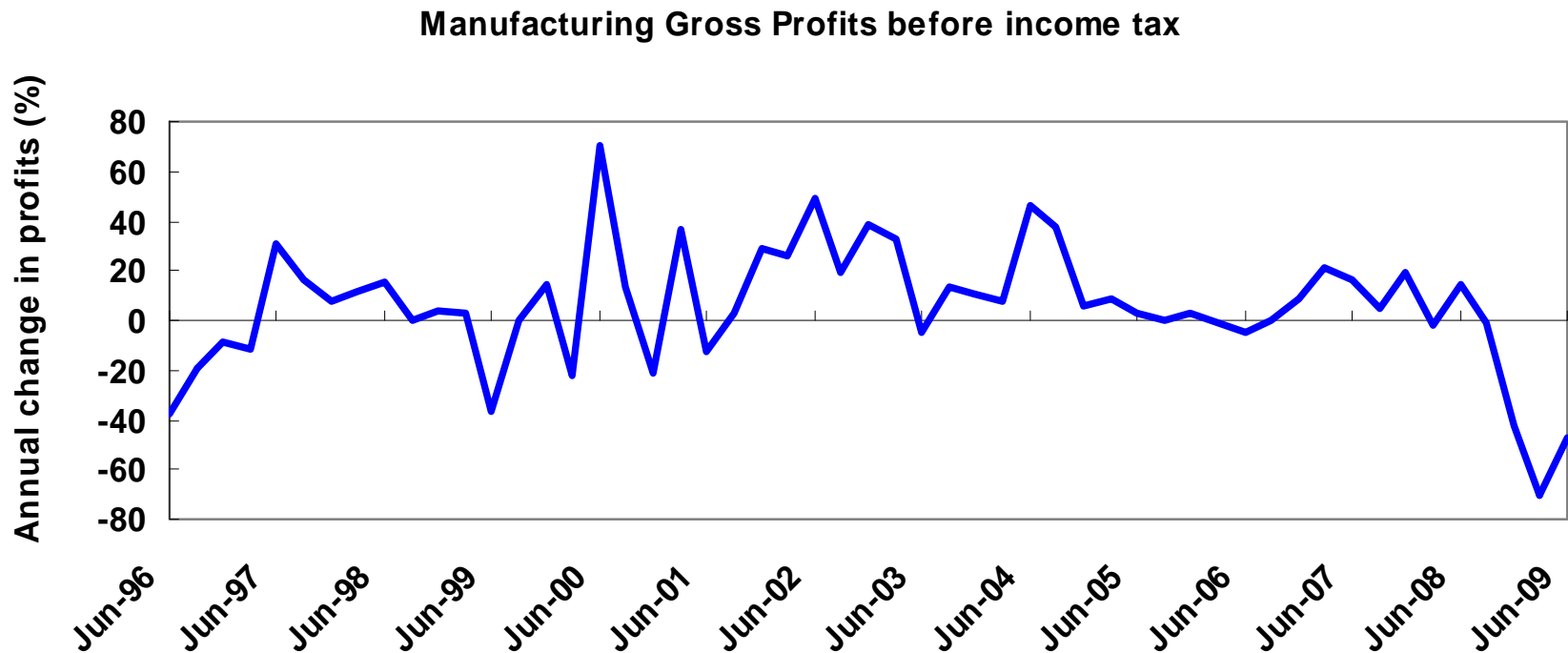
*percentage of businesses*

<b>Expecting to increase</b>	<b>42.6</b>	<b>28.4</b>	<b>-14.2</b>
<b>Expecting to decrease</b>	<b>38.3</b>	<b>40.2</b>	<b>1.9</b>
<b>No Change</b>	<b>19.1</b>	<b>31.4</b>	<b>12.3</b>



# Manufacturing Gross Profits 1996 to 2009

*change on same quarter in previous year*



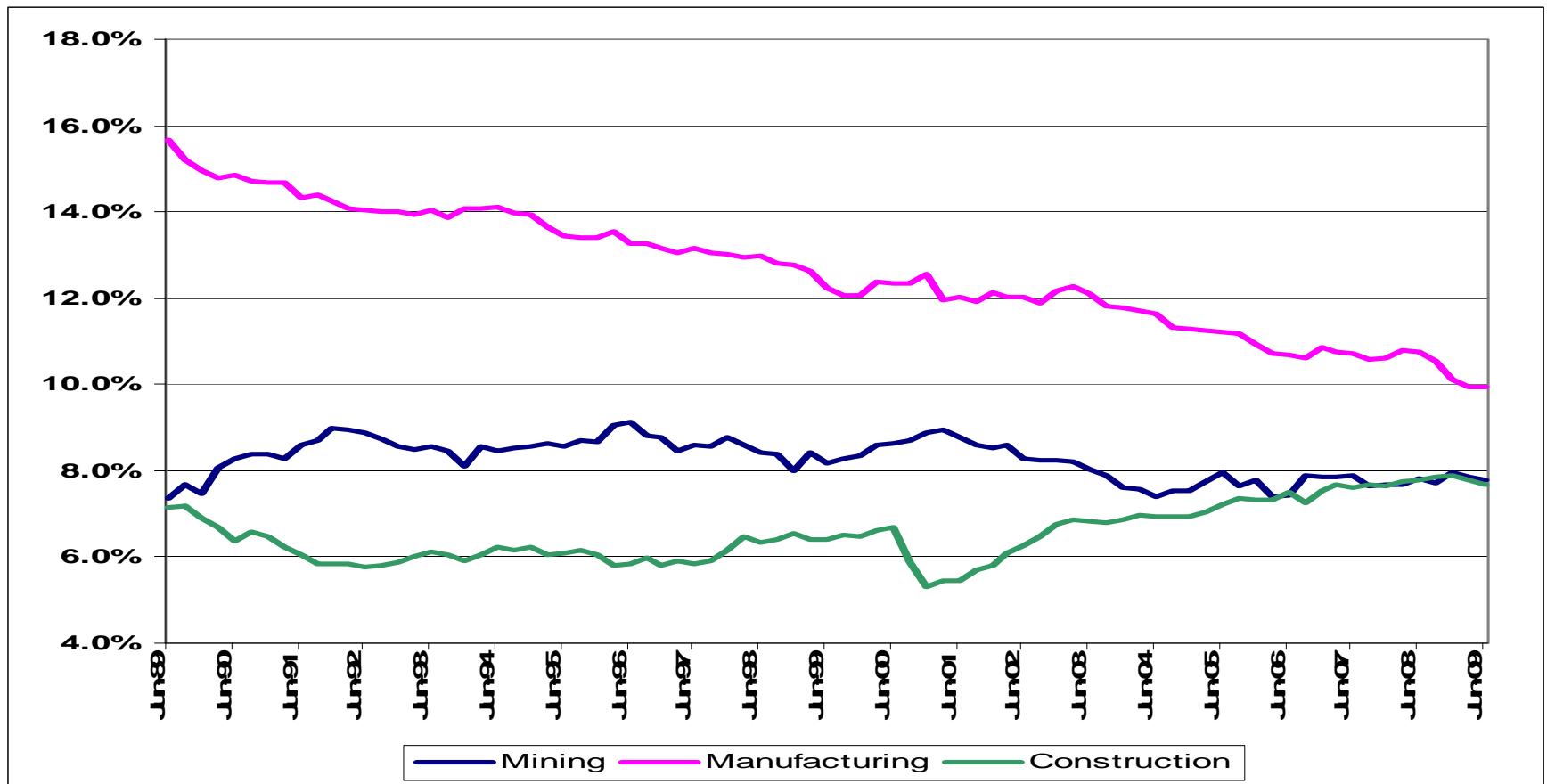
# Key challenges ahead

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- Two-speed economy
- Competition from emerging economies
- Climate change
- Demography



# Sector Shares in Gross Value Added 1989-2009



# Manufacturing and Resource Exports

*2001-2 to 2008-9*

*percentage change 2001-02 to 2008-09*

	<b>Change in <i>value of</i> exports</b>	<b>Change in <i>volumes of</i> exports</b>	<b>Implicit price change</b>
<b>Resources</b>	<b>182.9</b>	<b>22.3</b>	<b>131.2</b>
<b>Manufactures</b>	<b>14.9</b>	<b>21.8</b>	<b>-5.7</b>





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