

REFACTURED™

MANUFACTURING REVISED AND RECAST

QUARTERLY ONLINE SHOW ON MANUFACTURING
ACHIEVEMENT IN AUSTRALIA

Produced By Know My Business a division of Know My Group Pty Ltd
Executive Producer Hardeep Girm

Refacture is not a word in the English dictionary, but represents the transformational nature of manufacturing in present times with prototyping, improved processes, automation technology and reaching the customer.

REFACTURED is a show that reports on organisations that are changing manufacturing in ways never before possible.



BACKGROUND

Manufacturing and industry sectors in Australia has many commentators with opinions that claim it's in decline. With overseas competition and cheaper labour, Australian innovation, operational processes and competitiveness get constantly challenged.

The reality is there are a significant number of stories that rebut the myths with hard facts of success not just in Australia, but into overseas markets. There are many of these stories within research, design, manufacturing and industrial businesses across NSW, and high concentration in W. Sydney.

Show Structure

- 4-5 minute intro and headline news
- 4-5 Minute segments produced into 20 minute show on industrial design, manufacturing, innovation and automation technology
- Australia focus only, with overseas content when presence exists.

Episodes 1 & 2 NSW focused

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Distribution

Full episode distributed online through social media and partner sites, followed by segment releases through targeted delivery

Initial release schedule quarterly

Contributors

- Australian companies involved in the research, design or manufacture of tangible products
- Associations and industry bodies
- Industry leaders and figureheads
 - Government agencies
- Professional service businesses providing support to the manufacturing sector

Audience

- Members of the general public
- Australian companies in manufacturing and industrial sectors
- Local, state and federal Government agencies
- Potential clients and new markets for the product or company manufacturing the product
- Business support industries - Accountants, Legal, Consultants and Business Lenders

Pricing

- Episodes 1&2 - Funded entirely by Know My Business
 - Production (circa \$6-8k)
 - Optional PR, incl launch events (circa \$8-12k)

Contact us to discuss further