



management, people who work with you each and every day that understand the challenges and that want the family to operate as a team.”

“And can I also say congratulations to your union representative. We obviously want co-operative workplace relations right around the country.

“We don’t want the kind of divisions we saw under Workchoices, and this really is a business that can tell a powerful story about how co-operation makes a difference.”

Following her speech Ms Gillard then presented a number of certificates to workers who had gone above and beyond the expectations of the TWC management in their education undertakings. She then took

the opportunity to undertake a tour of the company’s state-of-the-art manufacturing site.

Greg Campbell told employees that he appreciated the support that had helped TWC grow over the last 12 years.

“Manufacturing in Australia is now becoming a very tough industry. We have had to face a lot of challenges from overseas – the Australian Dollar, low labour rates, air freight availability, mounting local overheads, you name it – we have got lots of challenges,” he said.

“But we made a commitment here that we would supply a locally made product, as we don’t want to lose our local industry knowledge and skills, and you guys are a major part of that.”

“TWC has a strong commitment to our staff and the concept of ‘Australian made’. With the support of the Australian Government, the Corporate Excellence Group, and the dedication of the TWC team, we have been able to thrive, and now hold a strong position as a market leader.”

Campbell then publicly thanked Mark Watson and his management team for their commitment to continuous improvement.

“It is this understanding of [the importance of] investing in our staff that will assist us in meeting future challenges.

“I recognise that the staff at TWC are the most important assets of the business, and I am grateful to every one of you,” he said. **WFA**

# twc INVESTS IN ITS PEOPLE

TOTAL WINDOW CONCEPTS (TWC) HAS EMPHATICALLY BACKED ITS DECISION TO RETAIN LOCAL MANUFACTURING WITH AN AMBITIOUS TRAINING PROGRAM UNDERTAKEN BY A LARGE PERCENTAGE OF ITS 160-STRONG WORKFORCE.

WORKERS AT THE company’s Hoppers Crossing factory were given the opportunity to complete their Certificate III or IV certification in competitive manufacturing. For many of the workers at TWC, it was the first opportunity they’d had to undertake any sort of formal qualifications.

It was a bold decision by the company, which had at one stage considered moving production offshore. But undertaking the training initiative, partly funded by the Federal Government, was particularly gutsy given the uncertain economic climate over the past 12 months.

To mark the completion of study, TWC held a graduation ceremony, with a special appearance from the Deputy Prime Minister and local member for Lalor, Julia Gillard, who took the chance to praise both TWC and the company’s employees for their commitment to the training.

“I have come along today to congratulate you on the work that you have obviously put in to make this business such a success, and I know that that is about hard work each and every day,” Gillard said.

“I know there was a time when this business thought that to have a future it needed to go offshore, and we have seen too many Australian businesses do that. “I am full of congratulations that rather



“ I KNOW THE FOCUS HERE ON TRAINING IS REALLY STRONG ”

Julia Gillard Deputy PM



than having gone down that track this business has found a way to stay in this country through training, and it is great that it will be around to make a profitable future here.”

Gillard highlighted the economic difficulties suffered globally and locally over the last 12 months before switching the focus back to the hard work put in by the TWC staff.

“If you look at the fact that in less than 12 years your company has gone from 20 people to 160 people, that really is a cause for celebration.

“So I wanted to come and join you today and say very well done. I know the focus here on training is a really strong focus.

“And that is what we are trying to do right around Australia. To make sure that manufacturing around Australia is viable, we have to make sure that Australians have that training and quality edge.”

Gillard also singled out general manager, Mark Watson, and owner, Greg Campbell, for special praise.

“All I can say to Mark and Greg is that none of this comes about by accident. In order for a business to have the kind of success that you’ve had, that requires good leadership, good



JULIA GILLARD GETS A TOUR OF THE TWC FACTORY