



FRAMECAD™

AUSTRALIA

Rapid housing for local communities

FACTORY IN THE MIDDLE OF NOWHERE HAS WOW FACTOR.

Fitzroy Frames General Manager Eric D’Amico has become accustomed to hearing comments of astonishment about his FRAMECAD Mobile Factory.

“People see the machine, see what we produce and say ‘wow, you’re doing that in the middle of nowhere, and you’ve got indigenous guys working with you! That’s a first for up here.”

Based at Fitzroy Crossing in Western Australia’s Kimberly region, which is regarded as one of the world’s last great wilderness areas, the Fitzroy Frames factory was established in January 2011 and has grown extremely quickly.



INDIGENOUS HOUSING PROJECT

Fitzroy Frames was initially established to assist with a state government programme to build housing for the indigenous Australians in the Kimberly region.

This is an area covering more than 420,000 square kilometers.

“Basically, we’re manufacturing and assembling the framing for two to five bedroom homes,” says Eric.

“The current contract is for 260 homes and the way things are going, we will be producing the frames at a rate of around 50 houses a year.”

The original contract was to supply light gauge steel wall frames and trusses, but Eric noted that they are currently doing a lot more.

“Now that we’re up and running, we’re picking up a lot of other work because they’ve seen how well our team and the machine performs.

“How we perform now will have a great deal of influence on future contracts and I think we are already looking very well placed.”

MOBILE FACTORY IDEAL

Eric believes the FRAMECAD Mobile Factory was the perfect solution for getting a factory up and running quickly in such an isolated area.

“Being out in the middle of nowhere, the FRAMECAD Mobile Factory suited us just fine because it came with everything we needed and there was no guesswork.

“We just wanted be able to turn the key and make frames and that’s exactly what happened.”

According to Eric, setting up the machine was easy and relatively hassle free.

“We had a lot of on-the-ground help from FRAMECAD people, and once the machine was operational and I’d made a few frames, any question marks about the machine’s performance were quickly dispelled.

“I’m really happy with the machine, absolutely, 100 per cent.”

While some may consider that being such a long way from a major business centre might create difficulties when problems arise, Eric says that this is not the case.

“There have been some small teething problems, but every time I pick up the phone to FRAMECAD, they are always ready to help out and have always got the answers for any problems we might have.”



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HUGE COST SAVINGS

Before Fitzroy Frames set up their factory, steel frames had to be trucked in from Perth more than 2500 km away.

“Now we don’t have to rely on sub contractors; there are no delays, we don’t have to put up with excuses. It means we have much greater control.

“Instead of dealing with someone way down in Perth who they never see, they can talk to us face to face. They can see what they’re getting and don’t have to worry about something being trucked up from Perth and it being all wrong.”

TRAINING INDIGENOUS LABOUR

As well as providing framing for indigenous homes in the region, Fitzroy Frames is also actively involved in providing indigenous people with skill training and employment opportunities.

Explains Eric: “We make a point of using indigenous labour wherever we can and it’s working out well. We’ve taken on quite a few, teaching them, encouraging them.

“The assembling, screwing, stacking and loading of the end product onto the truck, ready to go, can all be done easily by low skilled or even unskilled labour.”

EXPANSION PLANS

Eric believes his “factory in the middle of nowhere” has a huge future in the region, and is already planning to expand.

“We’re up to speed with the machine and we’re actually looking for more work now because the machine runs so well and is so fast. My plan is to get another machine quite soon.

“It makes us much more attractive to the builders out here because we’re close and we offer a better service than what they’ve had.

“Plus we’re more flexible for bigger projects no matter where they are because we can just pack up the Mobile Factory and shift it anywhere that its required.”



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