

## PRESS RELEASE

### **Swinburne and INCIT Partner to Equip Australian Manufacturers for the AI Future**

**Singapore & Australia – 1 August 2025** – Swinburne University of Technology has become the first Australian institution to help businesses prepare for artificial intelligence (AI) through a new partnership with the International Centre for Industrial Transformation (INCIT).

Swinburne University of Technology is a world-class university in Melbourne, known for its strong focus on technology, innovation, and industry collaboration. The university combines cutting-edge research with practical industry engagement to equip students and businesses for the challenges of the future.

At the heart of this mission is **Swinburne's Factory of the Future** – a state-of-the-art Industry 4.0 facility and digital manufacturing technology centre established in 2015. The Factory of the Future co-creates innovative solutions with industry, serving as a gateway for research, innovation, education, and training. Through partnerships and hands-on learning, it helps small and medium-sized enterprises adopt advanced digital technologies and drive transformation.

Through its new partnership with the International Centre for Industrial Transformation (INCIT), the Factory of the Future will deliver the **Artificial Intelligence Maturity Readiness Index (AIMRI)** – a global assessment tool that enables businesses to benchmark their AI maturity and charter the path to becoming a future-ready AI manufacturer.

Under this partnership, Swinburne will also serve as an approved training and certification provider for INCIT's **Smart Industry Readiness Index (SIRI)**. SIRI, widely adopted across more than 30 countries, helps manufacturers assess their digital maturity and readiness for Industry 4.0.

**Vikram Sachdeva**, Director of Manufacturing Excellence and Transformation at Swinburne Factory of the Future, said the partnership will give Australian manufacturers an edge in an era of rapid technological change.

"This international partnership is poised to complement our nation-first digital transformation programme, delivering even greater value to the Australian SME manufacturing sector," Mr Sachdeva said.

**Dr. Jesmond Hong**, Chief Operating Officer at INCIT, emphasised the importance of this collaboration in preparing local manufacturers for the future.

“Australia’s manufacturing sector is entering a critical phase where adopting AI and digital technologies will determine future competitiveness. Partnering with Swinburne allows us to bring globally recognised assessment tools like AIMRI and SIRI to local businesses, empowering them to benchmark, transform, and lead on the world stage,” Dr. Hong said.

The initiative underscores Swinburne’s and INCIT’s commitment to equipping Australian businesses with the tools and insights needed to thrive in the evolving industrial landscape, where AI and digitalisation are reshaping competitiveness on a global scale.

---

### **About Swinburne University of Technology**

Swinburne University of Technology opened its doors over 110 years ago with a clear mission: to offer education to a section of society otherwise denied further education. Today, the university continues this commitment by providing and transforming education through strong industry engagement, social inclusion, a passion for innovation, and a determination to create positive change.

Swinburne has built an international reputation for quality research that connects science and technology with business and the community. Its standing in prestigious world academic rankings reflects its commitment to high-quality teaching, research and graduate outcomes. Regardless of who its students are or how they aspire to shape their future, Swinburne is dedicated to helping them achieve their goals in a connected world.

### **About the International Centre for Industrial Transformation (INCIT)**

The International Centre for Industrial Transformation (INCIT) is a non-profit, independent organisation dedicated to accelerating the digital and sustainable transformation of the global manufacturing industry. Through globally recognised assessment frameworks and data-driven prioritisation tools, INCIT empowers manufacturers, governments, and technology providers to benchmark readiness, identify improvement areas, and drive operational excellence and industrial innovation.

---

**For media inquiries, please contact:**

Charmaine Chong

Marketing Manager

International Centre for Industrial Transformation Ltd.

[charmaine.chong@incit.org](mailto:charmaine.chong@incit.org)

[www.incit.org](http://www.incit.org)