



Department of Agriculture, Fisheries and Forestry

SUBMISSION NO. 8

Senator Birmingham asked officers appearing as witnesses at the Joint Standing Committee on Treaties public hearing held on 16 March 2009 the following questions which were taken on notice:

Going back to the funding package, how much has been expended so far of that \$500,000?

Perhaps the department could provide us with the details of what support there is for those producers to market their new product names?

The Department of Agriculture, Fisheries and Forestry provides the following answers to the honourable senator's question:

Of the \$500 000 in grant funds for this project, \$450 000 has been paid based on completion of project milestones, which included the development and testing of alternative names. A further \$50 000 will be paid on completion of the project, in particular, the development of a communication and implementation plan for use by industry to re-launch the alternative names.

We understand the project steering group has applied for a grant under the 'Promoting Australian Produce', a three year \$5 million program that aims to assist Australian food industries develop their capacity to promote and market Australian produce more effectively to both domestic and export markets. This program is administered by the Department of Agriculture, Fisheries and Forestry. Ongoing support for marketing Australian wines is the responsibility of the Australian Wine and Brandy Corporation.