

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
2006-07 Additional Budget Estimates Hearing
15 & 16 February 2007

AGENCY/DEPARTMENT: INDUSTRY, TOURISM AND RESOURCES

TOPIC: *Efforts to Identify Viable Commercial Opportunities in South Australia*

REFERENCE: Hansard 16/2/07, Page E23

QUESTION No. AI-28
(Hansard 16/2/07, Page E23)

Senator CARR asked:—Invest Australia was also going to fund efforts to identify viable commercial opportunities in South Australia more broadly. What particular projects were identified through that process?

Mr Jones—Again, we have worked with the South Australian government on that particular aspect of the scheme. That took the form of producing promotional literature which featured the benefits of investing into and conducting business South Australia. We did some advertising on, again, the benefits of South Australia and put increased efforts into our overseas marketing and targeting activities to highlight the benefits of going into South Australia. Again I would have to take on notice what particular results came from that, but to some extent it was increasing the general promotional efforts that South Australia already does in terms of highlighting the state as a business destination.

Senator CARR—How much money was put into that?

Mr Jones—Again, of \$40 million, it would have been a small proportion of the fund. I will take on notice exactly how much it was.

ANSWER

Invest Australia worked with the South Australia Government on a number of initiatives. In total Invest Australia spent \$915,674 on marketing projects, including:

- Advertising South Australia as an investment destination in international publications
- "South Australia: A brilliant blend", a marketing publication on South Australia's investment opportunities
- Southern suburbs of Adelaide investment attraction strategy
- Visiting journalist program
- Automotive industry delegation from Malaysia to South Australia
- Assistance for South Australian delegates to the Nano Science & Technology Institute 2005 conference
- Sponsorship of the Society of Automotive Engineers World Congress 2005