

**Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry and Science Portfolio  
2015-16 Budget Estimates  
3 and June 2015

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**AGENCY/DEPARTMENT:** DEPARTMENT OF INDUSTRY AND SCIENCE

**TOPIC:** Growth Fund

**REFERENCE:** Written Question – Senator Carr

**QUESTION No.:** BI-83

In relation to the Growth Fund and the Regional Infrastructure Program:

1. Is the Department of Industry and Science responsible for implementing and monitoring this program? If not, which Department is responsible and why?
2. When will successful projects for the Regional Infrastructure Program be announced?
3. In relation to the Growth Fund, when will successful projects for the Next Generation Manufacturing Investment Programme be announced?
4. In relation to the Growth Fund, please provide an updated outline the Department's promotional and educational activities in relation to this fund to date, including the total budget for promotion, advertising and educational activities, the relevant AusTender reference numbers and methods (i.e. print advertising, seminars, websites billboards, television, radio etc.).

**ANSWER**

1. The Department of Industry and Science is responsible for implementing and monitoring the Automotive Diversification Programme, the Next Generation Manufacturing Investment Programme and the Regional Infrastructure Programme. Following machinery of government changes, the Department of Education and Training is responsible for implementing and monitoring the Skills and Training Initiative. The Department of Employment is responsible for implementing and monitoring the Automotive Industry Structural Adjustment Programme.
2. As arrangements for the administration of the Regional Infrastructure Programme are still being finalised, it is not possible to confirm details.
3. In relation to the Next Generation Manufacturing Investment Fund, successful projects are expected to be announced early in the 2015-16 financial year.
4. The total expenditure for 2014-15 for all of the department's promotional, advertising and educational activities for the Growth Fund is \$377,357 (including GST). Details are in the following table:

<b>Activity</b>	<b>Dates</b>	<b>Expenditure \$ (including GST)</b>
Advertising and promotion activity for Round 1 of the Automotive Diversification Programme <ul style="list-style-type: none"><li>• Four advertisements in GoAuto</li><li>• Two email campaigns</li></ul>	August 2014 to September 2014	5,560
Promotion and education activity for Round 1 of Next Generation Manufacturing Investment Programme <ul style="list-style-type: none"><li>• Six email campaigns (promoting the 29 information sessions)</li></ul>	October to November 2014	1,798

<p>Promotion and advertising activity for the Growth Fund awareness initiative.</p> <ul style="list-style-type: none"> <li>• Advertising started on 22 February and ran for two months. It includes billboards, radio, press and online advertising.</li> <li>• Advertising ran in the key regions affected by the automotive manufacturing industry closures. These regions include: Altona, Broadmeadows, Geelong and Melbourne in Victoria; and Adelaide, Elizabeth and Salisbury in South Australia.</li> <li>• Development of advertising materials cost: \$29,364 AusTender reference: CN2887422.</li> <li>• Media buy cost \$335,382 AusTender reference: CN2964482.</li> </ul>	<p>November to March 2015</p>	<p>364,746</p>
<p>Advertising and promotion activity for Round 2 of Automotive Diversification Programme</p> <ul style="list-style-type: none"> <li>• Four advertisements in GoAuto</li> <li>• One email campaign</li> </ul>	<p>March 2015 to April 2015</p>	<p>5,253</p>
<p>TOTAL</p>		<p>377,357</p>