

## Minister's Comment



When I was appointed Minister for Industry and Trade on 29 December last year, I knew it would be an exciting but challenging portfolio. The current global economic

crisis is having a significant impact on Victorian industry, especially our manufacturing sector. However I believe there are also new opportunities ahead which I am determined to secure for Victorian business.

Over the past year the Brumby Government has committed nearly \$1 billion through the Innovation, Skills and Industry and Manufacturing Statements to boost productivity, make our training system more responsive to industry needs and drive exports and manufacturing innovation.

And we are accelerating Victoria's biggest ever program of capital works, which includes \$38 billion in new transport infrastructure investment which, with the aid of a new streamlined VIPP process, will offer even more opportunities for local companies to win new business.

Beyond the current economic climate, Victoria also has to deal with the impact of Black Saturday, the terrible bushfires of 7 February which took over 200 lives. Many businesses across the State were also severely affected along with economic infrastructure.

To help businesses directly damaged or destroyed by the bushfires, the Victorian and Commonwealth Governments are providing \$51 million in the first stage of a joint package that offers subsidised low-interest loans, business assistance grants and business re-start mentors.

Up to \$25,000 is available to businesses damaged or destroyed by the bushfires, with an initial payment of \$5000 up front to help business owners with immediate needs. A stream of low cost finance will help businesses into the medium term with up to \$200,000 at 3.2 per cent interest.

Beyond this we will rebuild and improve the economic infrastructure damaged or destroyed by the fires that underpins business growth across Victoria. I look forward to working with the ICN community on rebuilding the affected regions and on securing a strong sustainable future for Victorian industry.

The Hon. Martin Pakula MP  
Minister for Industry and Trade

## ICN to Host Five Networking Sessions at the 2009 Australian Grand Prix

ICN, as part of its commitment to facilitating business relationships and supporting local industry development, will host five exclusive industry-specific networking events at the 2009 Formula 1™ ING Australian Grand Prix. The Australian Grand Prix Corporation, which is supporting the events as part of its off-track program of activities, is providing its unique track-side venue, 'Torque Bar', as the venue. The sessions are aimed at senior management and will take place from Thursday 26th March – Saturday 28th March.

The events will cover five of ICN's key focus areas: Sports and Events, Building

and Construction, Infrastructure (road and rail), Sustainability and Automotive. Each industry-themed session will feature a senior government or public sector representative providing comment on the industry, as well as high-profile industry representatives relevant to each sector.



## WIN A \$5,000 BUSINESS MARKETING PACKAGE!

Register with Business Victoria to stay up to date with business news, regulation and government assistance. Sign up before 30 April 2009 to win a marketing consultancy package from AP Marketing Works, worth \$5,000. Join at [www.business.vic.gov.au/signup](http://www.business.vic.gov.au/signup) or call 13 22 15.

## Bushfire Recovery Program

In support of the Victorian Government's bushfire recovery and reconstruction process, ICN has offered its services to assist the affected regions across Victoria. ICN's Regional Industry Link (RIL) is being used to collect registrations from local businesses, contractors and service providers to participate and all those who are interested should register their capability. ICN Victoria Executive Director Peter Yates says:

"By collecting data on business capability across the State we aim to encourage the contracting of regional businesses, in the bushfire affected communities and the surrounding districts. I encourage businesses to register at [www.regionalindustrylink.com.au](http://www.regionalindustrylink.com.au) or by calling ICN on (03) 9866 6155."

Information collected through RIL will be disseminated to organisations actively involved in procuring products and services for the recovery and reconstruction process.

ICN Regional Managers, located around the State, will be providing 'on the ground' support and collecting registrations from those in affected areas.

To register your business visit [www.regionalindustrylink.com.au](http://www.regionalindustrylink.com.au) or contact ICN on (03) 9866 6155.

For more information contact ICN Regional Program Manager Jim Barraza on 0400 085 143 or email [jbarraza@icnvc.org.au](mailto:jbarraza@icnvc.org.au)



## Buying Locally More Important Than Ever

The global financial market makes it more important than ever for Australian businesses to support each other, support Australian jobs and support the economy in which their business is operating by buying locally.

ICN's Buy Local Campaign encourages businesses to review their supply chains to ensure they are sourcing locally whenever possible. As well as the benefits of import replacement, the Campaign is highlighting the reduced risk offered by local sourcing.

The Campaign is also focusing on the opportunity the current economic 'down time' provides for reviewing your business and focusing on areas of improvement.

For more information on ICN's Buy Local Campaign, or for assistance reviewing your supply chain, please contact Louis Ziras on 0411 496 077 or email [lziras@icnvc.org.au](mailto:lziras@icnvc.org.au)



## Opportunities for Local Industry with Australia's \$83M Pavilion at the Shanghai World Expo

ICN is currently taking registrations from businesses interested in work with Australia's pavilion at the Shanghai World Expo 2010. The \$83M project is the largest investment Australia has ever made in a world expo. There are opportunities for Australian businesses to supply a range of goods and services in areas including the construction and operations of the pavilion.

The Shanghai World Expo, to be held from 1 May to 31 October 2010, will be the largest in history. The Federal Government intends to take full advantage of this platform to showcase Australian capability and ICN has identified a broad range of opportunities for Australian industry involvement.

ICN Victoria Executive Director Peter Yates encourages local businesses to register with ICN and take advantage of this valuable opportunity:

"As well as the identified opportunities with the Australian pavilion, we anticipate this involvement will provide companies with access to further opportunities, for example with the organising committee and other nations involved in the Expo as well as in the broader Chinese market. I encourage all those who are interested to visit ICN's website – [www.icnvc.org.au](http://www.icnvc.org.au) – and register their capability".

For more information please contact Michael Fairbairn on (03) 9864 6744 or email [mfairbairn@icnvc.org.au](mailto:mfairbairn@icnvc.org.au)



## Revitalising Local Industry in Dandenong

The Victorian Government's \$290M 'Revitalising Central Dandenong' (RCD) initiative is the State's largest urban renewal project since the Melbourne Docklands.

VicUrban, in partnership with the City of Greater Dandenong, will deliver the RCD initiative. The investment will deliver four major infrastructure projects; including the revitalisation of Lonsdale Street and the construction of the George Street Bridge which will commence in May. ICN has partnered with VicUrban to work with developers, contractors and local business to identify opportunities for business matching.

Michael King, VicUrban's Development Director for Revitalising Central Dandenong explained that the initiative aims to both revitalise the city and stimulate the local economy:

"Working together with local industry and community is critical to the success of Dandenong's future. Capitalising and connecting existing resources and business with future development will help kick start opportunities for employment and growth in the region."

To register for the project please visit [www.regionalindustrylink.com.au](http://www.regionalindustrylink.com.au)

For more information contact ICN's Lynn Johnson at [ljohnson@icnvc.org.au](mailto:ljohnson@icnvc.org.au) or 0409 177 470



## Grow Your Business Through Design

Recent research commissioned by Design Victoria has shown that businesses that use design are more likely to show profit growth and at a higher rate.

The study, 'Five Years On – Victoria's Design Sector 2003 – 2008', compared businesses that use design against those that don't over a period of three years. The research showed the average growth of profits among design users was 85% over three years and only 46% among non design users.

Design Victoria is a Victorian Government initiative delivered in partnership with RMIT

University. It aims to strengthen Victoria's design sector and encourage the design-led growth of Victorian industry. Design Victoria and ICN share common objectives and are working together to drive the growth of Victorian business and assist local SMEs to break into new markets. For information on Design Victoria's range of seminars, workshops and practical 'How To Kits', please visit [www.designvic.com](http://www.designvic.com).



## RIL Links Mildura Business to \$4.5M Contract

ICN's Regional Industry Link (RIL) is an industry development program designed to link buyers with regional suppliers and encourage local sourcing. It has found widespread recognition and support from shire councils, local industry and buyers. Project managers recognise RIL as a valuable tool to engage business throughout Victoria and both Government and private operators have adopted the program.

One of the fifteen projects currently collecting supplier registrations through RIL is Iluka Resources' Murray Basin Stage 2 Mineral Sands Project, in north west Victoria. Iluka and project manager Clough Limited have worked closely with ICN to identify capable local suppliers. Seeking a local earth-moving company for a \$4.5M contract, Clough approached ICN Loddon Mallee Regional Manager, Noel Morton. Noel supplied details of several capable local contractors registered with RIL, of which Garraway Group was awarded the contract.

Russell Garraway, Garraway Group, credits RIL with assisting the company access the project opportunities:

"(RIL) has assisted us in gaining substantial work ... I look forward to dealing with the ICN on future projects".

David Whitehead, Clough Project Manager, also commented on the assistance RIL provided:

"RIL has proven to be a valuable aid ... RIL provides an excellent launch pad for evaluation of the capabilities of local industries."

ICN's Noel Morton says RIL will continue to be used to maximise local participation in the project:

"There is a wide scope of opportunities for participation and RIL will continue to be utilised in a way that is valuable to both local industry and buyers. I encourage all those who are interested to register at the Regional Industry Link website."

For more information or to register your business visit [www.regionalindustrylink.com.au](http://www.regionalindustrylink.com.au)



To register your company's capability visit: [www.icnvc.org.au](http://www.icnvc.org.au) ICN Victoria is a State Government funded not-for-profit organisation.

Melbourne  
(03) 9866 6155  
[info@icnvc.org.au](mailto:info@icnvc.org.au)

Barwon South West  
John Fullerton  
0407 182 952  
[jfullerton@icnvc.org.au](mailto:jfullerton@icnvc.org.au)

Gippsland  
Bob Stevenson  
0403 195 512  
[bstevenson@icnvc.org.au](mailto:bstevenson@icnvc.org.au)

Grampians  
Andrew Bradley  
0447 446 091  
[abradley@icnvc.org.au](mailto:abradley@icnvc.org.au)

Hume  
Tammy Atkins  
0488 325 495  
[tatkins@icnvc.org.au](mailto:tatkins@icnvc.org.au)

Loddon Mallee  
Noel Morton  
0409 182 952  
[nmorton@icnvc.org.au](mailto:nmorton@icnvc.org.au)