

**Question on Notice**  
**No. 191**  
**Asked on 1 March 2006**

MR HOOLIHAN asked the Minister for Small Business, Information Technology Policy and Multicultural Affairs (MR CUMMINS) —

QUESTION:

What is the Building Productivity Conference and how will it assist local ICT firms?

ANSWER:

First let me thank the Member for Keppel for this question and acknowledge his interest in the Queensland ICT industry.

The Building Productivity Conference ("Qld ICT – The Competitive Edge" conference) is an initiative of the Information Industries Bureau within my portfolio, which has responsibility for assisting the continued development of Queensland's vibrant ICT industry: an industry which currently employs over 62,000 Queenslanders, has annual sales of approximately \$21 billion and exports \$880 million worth of products and services.

It will be a one day event held on 31 July 2006 at the Brisbane Convention and Exhibition Centre. The conference will showcase the application of ICT to increase productivity and profitability for non-ICT sectors including the State's traditional industries such as agriculture, mining, tourism and hospitality and manufacturing.

The conference will include case studies highlighting the successful implementation of ICT solutions in a cross section of firms from non-ICT industry sectors throughout the State.

A mini trade show will also be held as part of the conference, allowing Queensland's ICT firms to showcase their products and services to a broad range of Queensland businesses.

A complementary business matching facility will be available and expert advice from industry and Government will be on hand. Delegates will be able to network with business executives across industries.

The conference will assist Queensland's local ICT firms to gain new clients/markets by providing a forum to display their innovative products to 'traditional' (non-ICT) industries from across Queensland.

A key objective of the conference is to demonstrate to non-ICT industries the potential gains in efficiency and profitability that ICT can make to their bottom line.