

Question on Notice
No. 660
Asked on 9 May 2006

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

QUESTION:

How is the Building Productivity Program giving help to local companies and will he advise how ICT companies are being assisted?

ANSWER:

I thank the Member for his question and congratulate him on his continued support for the ICT industry in his electorate.

The objective of the Building Productivity Program is to promote the uptake of Queensland information and communication technologies (ICT) solutions in traditional industry sectors such as agribusiness, hospitality, manufacturing and mining. By implementing new technology, industry can improve efficiency, streamline current processes, reduce waste and boost profits and exports.

To facilitate this uptake, the Building Productivity Program provides assistance to Queensland's small to medium sized ICT firms to exhibit their products and services at non-ICT industry conferences and exhibitions.

Officers from the Information Industries Bureau have assisted Queensland ICT companies to exhibit at SimTECT 2006 and the Heli-Pacific Conference. Other identified conference and exhibition opportunities will continue to be targeted throughout the remainder of 2006.

By maintaining a presence at non-ICT sector industry events, Queensland ICT firms have the potential to create new local and national markets for their products and services.

The Queensland Government is also holding a state-wide conference, *Growing your Business: The IT Factor*, at the Brisbane Convention Centre on Monday, 31 July 2006. This conference will provide another avenue to promote the benefits of ICT solutions to non-ICT sectors and is a key element of Queensland's Small Business Week activities. It is expected to attract approximately 200 representatives from a vast cross-section of industry sectors.