

## Question on Notice

No. 101

Asked on Thursday 14 February 2008

MR CHOI ASKED THE MINISTER FOR TRANSPORT, TRADE, EMPLOYMENT AND INDUSTRIAL RELATIONS (MR MICKEL)—

QUESTION:

With reference to assistance for Queensland businesses to develop export potential—  
Will he advise what assistance in terms of training programs is available?

ANSWER:

I am advised the Queensland Government provides a range of export skills development programs to assist Queensland businesses to develop their export potential.

Assistance is provided to both new and potential exporters as well as to experienced exporters.

For new and potential exporters, Trade Queensland offers *Getting Export Smart*, an export skills development program, delivered through the regional offices of the Department of Tourism, Regional Development and Industry. The topics covered include preparing for export, export marketing, logistics and finance as well as e-business for export.

I am advised that in 2007, over 300 business representatives attended more than 70 *Getting Export Smart* workshops across the State. 94% of participants rated the workshops as very good or excellent and 97% said they felt better equipped to deal with exporting after the workshops.

Building on that success and anticipated greater demand, Trade Queensland has almost 100 *Getting Export Smart* workshops planned across the State this year. At 14 locations State-wide, businesses from Cairns to Toowoomba and the Gold Coast will have the opportunity to participate in the program.

In addition to assistance for new exporters, this Government recognises the importance of sustained exporting and has introduced skills development programs for more experienced exporters.

Last year, eight *Export Master Classes* were held on the topic of “Intellectual Property Protection and International Contract Negotiation”. These workshops were delivered by a senior partner of Clayton Utz and were fully subscribed. In 2008, an additional series of Master Classes is also planned on the topic of *Brand Management in International Markets*.

Trade Queensland also works closely with the Department of Tourism, Regional Development and Industry in delivering *Mentoring for Export*, a program where a panel of experts, from both government and industry, provide high level mentoring advice to individual exporters on their export plans and specific export issues.