

**Question on Notice
No. 1700
Asked on 12 November 2008**

MR FENLON asked the Minister for Tourism, Regional Development and Industry (MS BOYLE) —

QUESTION:

With reference to the 'Create it, Make it, Live it' Queensland Government initiative designed to showcase and develop the manufacturing industry—Will she inform the House of the benefits of this initiative and its relationship to the growth of the manufacturing industry in Queensland?

ANSWER:

I thank the Member for Greenslopes for the question.

Manufacturing plays a fundamental part in Queensland's prosperity, contributing almost \$18 billion to the economy and providing jobs across our regions. The industry will underpin sustainable growth well into the future and that is why the Bligh Government is promoting manufacturing as a positive and rewarding career choice to our State's 'best and brightest'.

Research by the Queensland Government in partnership with the Manufacturing Leaders Group in 2003, identified a need to enhance the profile of manufacturing in order to attract new entrants to the industry.

As a response to that need, the 'Create it, Make it, Live it' Careers in Manufacturing initiative was developed. Launched in 2005, the initiative is a key plank of our Manufacturing Strategy, with some \$1.715 million allocated to the program. The Department of Tourism, Regional Development and Industry leads the program in collaboration with the Department of Education, Training & the Arts and with active support from industry stakeholders.

Manufacturing in Queensland offers diverse, high-skill, knowledge-intensive jobs. The 'Create it, Make it, Live it' initiative reinforces to Queenslanders that this is an industry that offers rewarding employment, long-term career pathways and opportunities to work with advanced technologies. These are in line with the Bligh Government's plan to build a strong and smart Queensland, enshrined in our blueprint for the future, 'Toward Q2'.

The 'Create it' brand and associated campaign materials have been developed in consultation with key stakeholders. The consultation was headed by the Manufacturing Leaders Group, comprising of industry, union and government partners. The Bligh Government works with these partners to showcase the attractions of careers in dynamic manufacturing-focused industries such as aerospace, biotechnology, boatbuilding, engineering, electronics and fibre composites.

The 'Create it' initiative has been extended since its 2005 launch with targeted multi-media campaigns run in 2006, 2007 and 2008 focused on specific careers expos in Queensland's regions.

I am pleased to report that in 2008 alone, 69,000 attendees have visited the state-wide expos with 'Create it' branding.

As part of our efforts, a branded Holden Sandman equipped with audio visual displays has visited schools and expos throughout the regions. There is also an interactive website which provides a gateway to detailed information about the industry and examples of young people successfully creating, making and living a career in manufacturing.

The campaign was a great success, resulting in increased interest in careers in manufacturing. Independent research conducted in 2007 and 2008 to measure the campaign's effectiveness confirmed that the 'Create it' messages had hit their mark. The research revealed that the campaign generated high levels of recall and greatly improved awareness of manufacturing career options.

The findings of the aforementioned research are confirmed in practice, with more young people opting for manufacturing as their career of choice. I am pleased to tell you that new apprentice and trainee commencements in manufacturing have increased by 23 per cent since the launch of the Manufacturing Strategy, from 13,200 to 17,415 in June 2008.

The 'Create It' campaign is designed to complement a wide range of skills formation activities across Government. It contributes a high profile brand, career information and promotional material to support industry/school partnerships and a strong suite of school-focused programs.

These include the Workplace Excellence Program, managed jointly by my Department and the Department of Education, Training and the Arts, which has funded establishment of 20 Design and Technology Hubs in secondary schools in partnership with Re-Engineering Australia. These give young Queenslanders access to the latest digital manufacturing technology to develop their design and production skills.

The program has provided a further 33 schools across Queensland with \$1.2M in total to undertake manufacturing-related skills development aligned to the school curriculum and industry partners' needs. These projects have attracted an extra \$2M of in-kind donations and contributions from industry.

'Create it Make it Live it' is also supporting the Manufacturing and Engineering Gateway Schools Project, also jointly funded by my Department and the Department of Education, Training and the Arts. Once again, the aim is long-term industry/school partnerships and professional development opportunities for teachers, to nurture skilled and committed students, and encourage them to pursue careers in areas of emerging industry need.

Queensland's unique 'Create it Make it Live it' campaign is a key platform for young people looking to embark on smart, rewarding industry careers. By generating interest of our school children and providing them with an opportunity to learn about the advantages of pursuing a career in this dynamic field, the "Create it, Make it, Live it" campaign is providing a direct link between our manufacturing industry and its future employment base.

The Bligh Government is proud to drive this unique initiative which will help us to ensure that the manufacturing industry in tomorrow's Queensland stays strong.