

## Key Points in BIWDS missed so far

Committee for Ballarat believes that critically important points arising from the Ballarat Industry Workforce Development Strategy have been missed in the commentary so far.

Doug Lloyd, CEO for Committee said %Ballarat's manufacturing sector, the focus of BIWDS, is still by far the most productive of all of our business sectors, generating value added returns in excess of \$850m pa to the Ballarat economy. This is several times more than the next nearest sector by earnings.+

%As a top performer in the big seven sectors of our diversified economy, manufacturing also performs in the top 3 in terms of numbers of people employed. It makes major direct contributions to wellbeing and social structures - and State revenues. It also makes big contributions in multiplier effects for jobs and services in Ballarat and the region.+

Over 60% of the sector is performing well or holding its own, has good prospects for sustainability and growth, and needs support in continuing to make these contributions. Additional support will help recover some of the almost 1000 jobs lost to the sector in Ballarat during the past 2 years, largely due the global financial crisis.

The 20-30% of the sector that requires urgent restructuring and additional assistance is important too. Urgent help should be on a basis of judgment on the return on investment.

The \$165k announced by the State government is a welcome initial contribution yet will have negligible impact on the overall directions and recovery of this sector.

Doug Lloyd also said %Committee for Ballarat reinforces the City's call for a multi-million dollar manufacturing industry innovation fund to reinvigorate this key sector. We are aware of regional manufacturers who have been looking to innovate for jobs growth and have been limited by immediate circumstances in making the additional commitments. This fund would provide support to overcome hurdles and provide a good return for taxpayers and communities.+

My Lloyd also said %Urgent provision must be made for expansion of existing manufacturing business and attracting new sustainable ones. This has been overlooked in the commentary to date. We must have the State government, and aspiring candidates for Government, provide the funds necessary for the Ballarat West Employment Zone. This includes funding for the Link Road and release of land for the BWEZ so jobs growth and renewed, sustainable business growth can be catalyze.+

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24<sup>th</sup> September, 2010