

TREASURER TOM KOUTSANTONIS

Thursday, 7 July 2016

New measures to help South Australians support local jobs and businesses

The 2016-17 State Budget includes \$2 million for a new 12 month campaign to boost revenue for local businesses and help them grow and create jobs.

Choose South Australia will clearly distinguish South Australian products and services and help promote them to consumers.

Brand South Australia will work closely with retailers on the awareness campaign, to ensure members of the public have the information they need to put local jobs and businesses first.

The Government will further support local companies by investing \$350,000 per year for four years to expand the role of the Industry Participation Advocate (IPA).

The appointment of two additional category specialists will build stronger relationships between Government and the private sector, and expand the program's reach into advanced technologies, building and construction ensuring local content and local jobs are the focus of our infrastructure build.

Background

South Australian consumers spend \$19 billion per year on products and retail goods.

The *Choose South Australia* program is an awareness campaign which will inform South Australian consumers of the products that support jobs in our state.

We saw the effect that South Australia's patriotic nature had on Spring Gully when the iconic company faced difficulty – this program seeks to replicate that success and let consumers know how they can support South Australian jobs when spending their money.

The campaign will feature advertising and supermarket and shop branding showing consumers which products support South Australian jobs.

2016-17
STATE
BUDGET

The Industry Participation Advocate (IPA) was set up in February 2013, to help SA companies benefit from the nearly \$4 billion in Government spending on goods and services each year and maximise their chances when tendering for Government infrastructure projects.

Data compiled by the IPA shows that in 2014-15, more than 90 per cent of goods and services contracts were awarded to local suppliers, compared to 51 per cent in 2012-13.

Quotes attributable to Treasurer Tom Koutsantonis

South Australians want to support local jobs and local companies. History shows us that when we stick together, we can achieve amazing things. The resurgence of Spring Gully is a prime example of this.

We want to see greater investment and support for local products, and we believe these Budget measures will achieve that.

Most people know about Coopers, they know about Haigh's Chocolates and they know about Bickfords but there are hundreds of other companies out there that South Australians may not know are based in our state.

We are making consumers aware of where their hard earned dollars are being spent and helping local companies to achieve a competitive edge when it comes to securing work.

The Industry Participation Advocate has been doing good work ensuring local suppliers and contractors secure work on Government procurement.

This extra funding will allow the Advocate to further increase the local jobs and local content utilised in our infrastructure projects and in our Government procurement.

Combined with other significant Budget investments, such as our \$109 million Job Creation Grant Scheme to encourage businesses to hire extra staff, and extending the small business payroll tax rebate, we are creating opportunities for businesses to grow.

Media Contact: David Russell 0434 307 012

web: www.statebudget.sa.gov.au
twitter: @sa_press_sec

