

DEPARTMENT OF INNOVATION, INDUSTRY AND REGIONAL DEVELOPMENT

Machinery of Government changes

The government recently announced the creation of a new Department of Transport which takes over responsibility for most of the functions of the former Department of Infrastructure. However, certain functions, in particular relating to Major Projects Victoria, have been transferred to the Department of Innovation, Industry and Regional Development. The new administrative arrangements came into effect on 30 April 2008 through *Administrative Arrangements Order No. 199 of 2008*. For financial reporting purposes, these transfers do not take effect until after the end of the current financial year 2007-08.

There is no net impact of these changes on the aggregate budget, however the full impact of these changes on the 2008-09 departmental estimates has yet to be quantified. Therefore, this machinery of government change has not been reflected in the 2008-09 Budget Papers. Any consequent adjustments will be made at a later date.

Departmental mission statement

The Department of Innovation, Industry and Regional Development is the Victorian Government's lead agency for economic and regional development. The Department develops and implements a diverse range of programs, initiatives and projects designed to attract and facilitate investment, encourage exports and industries, foster skills, stimulate innovation, and promote Victoria nationally and internationally.

Significant challenges facing the department in the medium term

A number of economic challenges and opportunities will interact with Victoria's locational strengths to influence the future sustainability and rate of growth of the Victorian economy. These influences are part of a complex mix of domestic and international market issues, intensifying competition, and rapid economic, demographic, social and technological change. The priority and mix of these influences is subject to ongoing change, varying from sector to sector and business to business.

Major policy decisions and directions

The Department works closely with business, other government agencies and the community to deliver key elements of the *Growing Victoria Together* vision and to achieve the Government's major economic development goals of increased investment, exports and high quality jobs. The Department has lead responsibility for the implementation of major policy statements including the Skills Statement *Maintaining the Advantage: Skilled Victorians*, the *10 Year Tourism and Events Industry Strategy*, the Provincial Statement *Moving Forward*, the Small Business Statement *Time to Thrive* and the Innovation Statement *Victorians. Bright Ideas. Brilliant Future.* and contributes to the implementation of many other significant policy statements.

Ministerial portfolios

The Department supports the Ministerial portfolios of Industry and Trade, Information and Communication Technology, Industrial Relations, Regional and Rural Development, Skills and Workforce Participation, Tourism and Major Events, Small Business and Innovation.

Changes to the output structure

The Department has made changes to its output structure in 2008-09, as shown in the table below.

2008-09 Outputs	Reason	2007-08 Outputs
Workforce Participation	Machinery of Government	Part function transferred from Department of Planning and Community Development
Innovation	Machinery of Government/ Consolidation	Part function transferred from Department of Planning and Community Development Creative Industries
Sector Development	Consolidation	Advanced Manufacturing Service Industries Creative Industries
Science and Technology	Consolidation	Science Technology and Innovation ICT Policy and Programs
Regional Economic Development, Investment and Promotion	Consolidation	Regional Economic Development and Investment Regional Promotion and Development
Small Business	Title Change	Small Business Support
Investment Attraction and Facilitation	Title Change	Investment Facilitation and Attraction
Exports	Title Change	Export Promotion
Industrial Relations	Title Change	Innovative and High Performing Workplaces

A number of outputs have moved to new output groups. These changes are designed to ensure better alignment with the Department's overall objectives and Government outcomes, and to reflect machinery of government changes. Title changes and descriptions have been amended to reflect the consolidated outputs and output groups.

Discontinued performance measures are detailed in Appendix C of this budget paper.

The following table summarises the total output cost. It has been prepared on the basis of the Department's 2008-09 output structure and therefore allocations may differ from the Department's previously published budget.

Table 3.4: Output Summary

	(\$ million)			
	2007-08 Budget ^(a)	2007-08 Revised ^(a)	2008-09 Budget	Variation ^(b) %
Industries and Innovation	222.8	294.9	226.2	1.5
Investment and Trade ^(c)	36.5	38.9	79.4	117.5
Regional Development ^(d)	150.2	137.4	90.0	-40.1
Skills and Workforce	1 755.9	1 659.2	1 690.1	-3.7
Marketing Victoria ^(e)	70.3	69.9	79.4	12.9
Total ^(f)	2 235.7	2 200.3	2 165.1	-3.2

Source: Department of Innovation, Industry and Regional Development

Notes:

- (a) Both the 2007-08 Budget and 2007-08 Revised columns reflect the 2008-09 output structure, adjusted on a comparative basis for machinery of government changes and other output structure changes. As such, they incorporate changes made to the Department's output structure in 2008-09, restated for comparative purposes, and will differ from Budget Paper No. 4, Chapter 3, Departmental Financial Statements.
- (b) Variation between 2007-08 Budget and 2008-09 Budget.
- (c) The variance in Investment and Trade reflects an increase in the capability of the government to position Victoria as a world class investment location.
- (d) The major reasons for the variance in Regional Development is due to annual variations for the Regional Infrastructure Development Fund in 2008-09 consistent with its budget funding profile, and cessation of funding for drought initiatives.
- (e) The variance in Marketing Victoria relates to rephrasing of funding for the South Wharf Sheds and additional funds provided for the Australian Tourism Exchange.
- (f) Total output expense may not equate to the total expense reported in Budget Paper No. 4, Chapter 3, Departmental Financial Statements due to additional expenses in Budget Paper No. 4 that are not included in departmental output costs.

The following section provides details of the outputs to be provided to Government, including performance measures and costs for each output. Total expenditure for departments can be found in Budget Paper No. 4, Chapter 3, *Departmental Financial Statements*.

Industries and Innovation

Industries and Innovation outputs drive sustainable and enduring economic growth in industries across Victoria through programs and initiatives that support research, innovation and commercialisation and a thriving small business sector.

These outputs make a significant contribution to the following key government outcomes:

- more quality jobs and thriving, innovative industries across Victoria;
- growing and linking all of Victoria;
- high quality education and training for lifelong learning; and
- a fairer society that reduces disadvantage and respects diversity.

Major Outputs/Deliverables <i>Performance Measures</i>	Unit of Measure	2008-09 Target	2007-08 Expected Outcome	2007-08 Target	2006-07 Actual
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Sector Development

Facilitates the growth and sustainability of Victorian industries through specialised sector engagement.

<i>Quantity</i>					
Companies assisted in the financial services sector	number	40	40	40	46
New investments facilitated in financial/shared services	number	5	5	5	5
Companies participating in Innovation Insights Visits program	number	200	200	200	248
Additional employment from production supported by Film Victoria ^(a)	number of FTEs	2 340	5 400	2 340	2 814
Value of film, television and new media production supported by Film Victoria production ^(a)	\$ million	78	180	78	93.8
<i>Cost</i>					
Total output cost	\$ million	33.1	35.1	38.4	30.2

Small Business

Provides business information, advisory and referral services that contribute to the growth and development of small and medium sized enterprises across Victoria.

<i>Quantity</i>					
Agencies participating in World Class Service initiative ^(b)	number	140	80	80	60
Business interactions (call, web, in person) ^(c)	number	180 000	140 000	140 000	nm
Businesses participating in the My Business My People Program ^(d)	number	300	200	200	165
Registration for online services ^(c)	number	50 000	30 000	30 000	13 312

Major Outputs/Deliverables <i>Performance Measures</i>	Unit of Measure	2008-09 Target	2007-08 Expected Outcome	2007-08 Target	2006-07 Actual
<i>Quality</i>					
Client satisfaction of small business information, referral or mentoring service	per cent	90	90	90	90
Victorian Small Business Commissioner – proportion of business disputes successfully mediated by Commissioner ^(e)	per cent	60	78	60	84
Victorian Small Business Commissioner – client satisfaction with mediation service	per cent	80	80	80	nm
<i>Cost</i>					
Total output cost	\$ million	24.1	28.6	24.9	22.0

Innovation

Facilitates and supports innovation through access to information and building capacity to make effective use of new practices and technologies.

<i>Quantity</i>					
Develop information resource products, standards and guidelines in response to identified Government requirements ^(f)	per cent	90	90	90	90
Information Victoria public contact per contact officer per day ^{(f)(g)}	number	41	38	38	39
Victoria Online – increase in usage ^{(f)(h)}	per cent	20	36	10	nm
Design Sector Initiative: Case studies completed	number	12	12	12	3
Design Sector Initiative: Lectures, seminars and workshops held ⁽ⁱ⁾	number	25	20	20	na
Design Sector Initiative: People participating in lectures, seminars and workshops ⁽ⁱ⁾	number	2 400	1 300	1 000	na
<i>Quality</i>					
Assessment of quarterly monitoring reports for grant agreements undertaken ^(j)	per cent	100	nm	nm	nm
<i>Timeliness</i>					
Payments made according to contracts, provided grant recipients meet contract terms ^(j)	per cent	100	nm	nm	nm
Timely provision of public information ^(j)	per cent	95	95	95	95
<i>Cost</i>					
Total output cost	\$ million	39.1	84.0	26.8	17.8

Major Outputs/Deliverables Performance Measures	Unit of Measure	2008-09 Target	2007-08 Expected Outcome	2007-08 Target	2006-07 Actual
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Science and Technology

Facilitates growth and sustainability of Victoria's science and technology sector through the development and advanced use of new, emerging and transformative technologies.

Quantity

Biotechnology projects and programs underway ^(k)	number	11	nm	nm	nm
Operational Infrastructure Support grants under management ^(l)	number	13	nm	nm	nm
Information and Communication Technology (ICT) projects and programs underway ^{(m)(n)}	number	27	25	21	27

Quality

Assessment of quarterly monitoring reports for grant agreements undertaken ⁽ⁱ⁾	per cent	100	nm	nm	nm
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Timeliness

Payments made according to contracts, provided grant recipients meet contract terms ^(j)	per cent	100	nm	nm	nm
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Cost

Total output cost	\$ million	124.7	140.2	127.9	131.5
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Strategic Policy

Provides research, analysis and advice on issues of strategic importance to Victoria's economic development as well as Ministerial and government services.

Quantity

Number of major research and evaluation projects completed ^(o)	number	12	8	8	9
ICT policy reviews underway ^(m)	number	3	3	3	3
Development of whole-of-government information and service access strategic directions relating to improvements in service performance and greater public participation ^{(f)(p)}	number	1	1	1	nm

Quality

Service provision rating	per cent	80	80	80	91
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Cost

Total output cost	\$ million	5.1	7.0	4.9	6.2
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Source: Department of Innovation, Industry and Regional Development

Notes:

- (a) 2007-08 Expected Outcome reflects large scale projects commenced in the second and third quarters of 2007-08.*
- (b) Increase in 2008-09 Target is consistent with business case and reflects project phasing and maturity.*
- (c) Increase in 2008-09 Target in line with business case and reflects increased usage following greater functionality.*
- (d) Increase in 2008-09 Target reflects project phasing and increased activity.*
- (e) 2007-08 Target exceeded due to the nature of the disputes and the quality of the mediators involved.*
- (f) Performance measure transferred from the Department of Planning and Community Development as part of machinery of government changes effective November 2007.*
- (g) The 2008-09 Target reflects the introduction of a new service delivery model.*
- (h) The 2008-09 Target and 2007-08 Expected Outcome reflects the introduction of citizen-centric content onto the portal.*
- (i) Machinery of government changes and changes in governance arrangements resulted in late contract finalisation with the service provider. The resultant contract stipulates increased targets for 2007-08 and 2008-09.*
- (j) New performance measure established to be consistent with improved grant management practice.*
- (k) New performance measure is a consolidation of previous measures 'Biotechnology partnerships facilitated' and 'Victorian participation in international biotechnology forums led by Government'.*
- (l) New performance measure established recognising major medical research grants under management.*
- (m) Performance measure transferred from the 2007-08 output 'ICT Policy and Programs'.*
- (n) Increase in 2008-09 Target reflects consolidation of the 'ICT research projects underway' measure into this measure plus additional projects to be undertaken in relation to ICT and broadband.*
- (o) The 2008-09 Target has been increased to reflect additional evaluation activity to be undertaken.*
- (p) This performance measure replaces the 2007-08 performance measure 'Development of strategic directions (whole-of-government) relating to improvements in service performance and greater public participation'. The 2008-09 performance measure is the same as the 2007-08 measure except for the addition of 'information and service access' and measures the exact same activity as per the performance measure in 2007-08.*

Investment and Trade

Investment and Trade outputs position Victoria as a world class investment location and optimise trade opportunities through investment attraction and facilitation services and export development initiatives and assistance.

These outputs make a significant contribution to the following key government outcomes:

- more quality jobs and thriving, innovative industries across Victoria; and
- growing and linking all of Victoria.

Major Outputs/Deliverables <i>Performance Measures</i>	Unit of Measure	2008-09 Target	2007-08 Expected Outcome	2007-08 Target	2006-07 Actual
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Investment Attraction and Facilitation

Provides investment and facilitation services to attract new international investment and encourage additional investment by companies already operating in Victoria.

<i>Quantity</i>					
Investment projects under development	number	250	250	250	335
ICT Investment projects under development ^(a)	number	25	25	25	25
Jobs derived from investments facilitated ^(b)	number	5 000	5 000	5 000	8 002
New investments facilitated ^(b)	\$ million	1 600	1 600	1 600	3 541.5
<i>Cost</i>					
Total output cost	\$ million	67.8	28.2	24.1	77.4

Exports

Promotes and facilitates export opportunities for Victorian businesses particularly small and medium sized enterprises.

<i>Quantity</i>					
Companies provided with export assistance ^(c)	number	3 250	3 150	3 150	4 266
ICT companies provided with export promotion ^(a)	number	200	200	200	nm
Exports facilitated and imports replaced ^(d)	\$ million	739	739	689	1 520.4
Number of firms participating in individual export specific programs ^(c)	number	800	700	700	1283
Trade fairs and missions supported ^(e)	number	29	37	29	36
ICT Trade Fairs and Missions supported ^(a)	number	6	6	6	nm

Major Outputs/Deliverables <i>Performance Measures</i>	Unit of Measure	2008-09 Target	2007-08 Expected Outcome	2007-08 Target	2006-07 Actual
<i>Quality</i>					
Client satisfaction with export assistance offered	per cent	80	80	80	90.36
<i>Cost</i>					
Total output cost	\$ million	11.6	10.6	12.4	8.1

Source: Department of Innovation, Industry and Regional Development

Notes:

- (a) Performance measure transferred from the 2007-08 output ICT Policy and Programs.*
- (b) To account for the long lead times associated with some projects, and the volatility in the investment attraction and facilitation market, the target has been maintained.*
- (c) The 2008-09 Target has been adjusted to reflect both Opening Doors to Export program usage and the additional budget to support the Victorian Export Network, due for launch in mid 2008.*
- (d) The 2007-08 Expected Outcome and 2008-09 Target now encompass a broader range of export programs that are being undertaken and reflect improved data collection methods. This is comprised of export programs (\$150 million); investment related exports (\$500 million); and import replacement (\$89 million).*
- (e) The 2007-08 Expected Outcome reflects additional Trade Fairs and Missions supported. Not all Trade Fairs and Missions required full budget in 2007-08 enabling additional activity.*

Regional Development

Regional Development outputs support the sustained economic and industry development of provincial Victoria. Regional Development Victoria (RDV) takes a leading role in the delivery of these outputs.

These outputs make a significant contribution to the following key government outcomes:

- more quality jobs and thriving, innovative industries across Victoria;
- growing and linking all of Victoria; and
- building friendly, confident and safe communities.

Major Outputs/Deliverables <i>Performance Measures</i>	Unit of Measure	2008-09 Target	2007-08 Expected Outcome	2007-08 Target	2006-07 Actual
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Regional Infrastructure Development

Supports infrastructure development in regional Victoria.

Quantity

Regional Infrastructure Development Fund (RIDF) projects funded (excluding Small Towns Development Fund) ^(a)	number	15	36	15	39
Small Towns Development Fund (STDF) projects funded ^(b)	number	60	60	50	97

Quality

RIDF Committee recommendations accepted by Ministers	per cent	90	90	90	100
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Timeliness

Advice to RIDF applicants – after receipt of applications ^(c)	days	90	85	90	64
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Cost

Total output cost	\$ million	41.4 ^(d)	88.4	92.2	77.5
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Regional Economic Development, Investment and Promotion

Facilitates economic growth and revitalisation of regional cities and towns.

Quantity

Companies in regional Victoria provided with assistance for growth opportunities	number	160	160	160	248
Jobs created in regional Victoria ^(e)	number	1 000	1 200	1 000	2 395
New exports facilitated in regional Victoria ^(f)	\$ million	150	520	100	273.7
New investment facilitated in regional Victoria	\$ million	750	750	750	1 518.1
Projects to support growth in Victorian Food Industry ^(g)	number	25	nm	nm	nm

Major Outputs/Deliverables <i>Performance Measures</i>	Unit of Measure	2008-09 Target	2007-08 Expected Outcome	2007-08 Target	2006-07 Actual
Delivery of Leadership Programs in Provincial Victoria	number per region	1	1	1	nm
Enquiries to provincial Councils about living, working and/or investing in their region	number	500	500	500	1 186
Projects to support Councils plan for growth and change ^(h)	number	25	32	25	nm
Provincial Economic Partnerships – projects supported ⁽ⁱ⁾	number	25	35	15	32
Provincial events held with RDV support	number	55	55	55	nm
<i>Quality</i>					
Regional councils satisfied with RDVs delivery of promotion and development programs	per cent	75	75	75	nm
<i>Timeliness</i>					
Regional councils satisfied with timeliness of RDVs response to queries and funding applications	per cent	75	75	75	nm
<i>Cost</i>					
Total output cost	\$ million	48.7	49.0	58.0	40.1

Source: Department of Innovation, Industry and Regional Development

Notes:

- (a) This performance measure corrects the 2007-08 performance measure 'RIDF projects funded (excluding Gas Towns Development Fund)'. The 2008-09 performance measure is the same as the 2007-08 measure except for the replacement of 'Gas Towns' with 'Small Towns' and measures the exact same activity as per the performance measure in 2007-08. The 2007-08 Expected Outcome reflects increased activity associated with new RIDF initiatives, such as the Local Roads to Markets Program, that support a higher volume of smaller projects.
- (b) Increase in 2008-09 Target to reflect additional funding available in 2008-09.
- (c) The time taken to provide advice to RIDF applicants is influenced by the number and complexity of applications being considered. It is expected that the actual result for 2007-08 will closely match the target, even though the number of applications was greater than expected.
- (d) This is due to a variation in the Regional Infrastructure Development Fund consistent with its budget profile.
- (e) Jobs target in 2007-08 is expected to be met although actual result may vary depending on the Department's success in facilitating further investments.
- (f) The 2007-08 Expected Outcome reflects a number of larger export projects. Increased target for 2008-09 reflects greater emphasis by RDV on export facilitation.
- (g) New performance measure in 2008-09 with a focus on the food industry.
- (h) The 2007-08 Expected Outcome reflects the status of the Planning for Growth initiative, with a number of projects that had previously been under development reaching a stage where they are able to attract funding.
- (i) The 2007-08 Expected Outcome reflects greater interest in and focus on the Provincial Economic Partnerships initiative. The 2008-09 Target has been increased to reflect this change.

Skills and Workforce

Skills and Workforce outputs respond to the labour and skills needs of industry through the planning and purchasing of vocational education and training services and the provision of targeted employment initiatives and facilitate cooperative, flexible and productive workplaces.

These outputs make a significant contribution to the following key government outcomes:

- more quality jobs and thriving, innovative industries across Victoria;
- growing and linking all of Victoria;
- high quality education and training for lifelong learning; and
- a fairer society that reduces disadvantage and respects diversity.

Major Outputs/Deliverables <i>Performance Measures</i>	Unit of Measure	2008-09 Target	2007-08 Expected Outcome	2007-08 Target	2006-07 Actual
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Skills

Provides planning and purchasing of vocational education and training services from TAFE institutions and private registered training organisations, and builds the capability and competitiveness of the vocational education and training system in Victoria, to ensure and enhance the quality of services.

Quantity

Annual Government funded module enrolments ^(a)	number (million)	2.3	2.48	2.25	2.44
Audit of contract compliance by registered training organisations and other State Training Systems organisations ^(b)	number	175	175	175	350
Government funded student contact hours of training and further education provided ^(c)	number (million)	78.5	82.6	74.23	70.55
Government funded student contact hours of training and further education provided to 15-24 year olds	number (million)	44	45.43	44	45.06
Number of apprentices/ trainees completion who qualify for the completion bonus ^(d)	number	15 000	13 600	13 360	13 070
Number of apprenticeship/ traineeship commencements by new employees ^(e)	number	56 000	56 700	52 600	56 785
Number of individuals assisted through <i>Skill Up</i>	number	1 000	1 000	1 000	1 200

Quality

Participation rate of 15 to 19 year olds in training and further education in Victoria: all Victoria	per cent	27.3	26.9	27.8	26.8
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Major Outputs/Deliverables <i>Performance Measures</i>	Unit of Measure	2008-09 Target	2007-08 Expected Outcome	2007-08 Target	2006-07 Actual
Percentage of TAFE graduates who rate quality of training as four or more out of five	per cent	87	88.9	85	86.9
Persons aged 15-64 participating in TAFE programs as proportion of population	per cent	12.7	12.5	12.7	12.4
Successful training completions as measured by module load pass rate	per cent	77.5	76.8	77.5	77.4
TAFE graduates in employment six months following graduation	per cent	81	81.6	80	81
<i>Cost</i>					
Total output cost	\$ million	1 659.9	1 617.7	1 717.0	688.7

Industrial Relations

Advocates for and delivers programs aimed at establishing fair, cooperative and dynamic work environments in Victoria, in private and public organisations.

Quantity

Respond to general workplace enquiries ^(f)	number	15 000	15 000	8 000	15 915
Workplace Rights Advocate: Information sessions provided	number	30	30	30	74

Quality

Client satisfaction with activities designed to facilitate high performing and innovative workplaces and with investment facilitation services	per cent	90	90	90	90
Client satisfaction with the activities arising from the Working Families agenda	per cent	80	80	80	nm
Victoria represented in major industrial relations cases and inquiries in accordance with Government policy	per cent	100	100	100	100

Cost

Total output cost	\$ million	11.7	12.5	12.3	11.9
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Major Outputs/Deliverables Performance Measures	Unit of Measure	2008-09 Target	2007-08 Expected Outcome	2007-08 Target	2006-07 Actual
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Workforce Participation

Provides programs that respond to the labour and skills needs of industry which link disadvantaged job seekers with jobs and utilise skilled migration to meet Victoria's skills requirements.

<i>Quantity</i>					
Government Youth Employment Scheme – apprenticeships and traineeship commenced ^(g)	number	450-550	450-550	450-550	687
Number of people assisted by Returning to Earning Program ^(h)	number	2 500-3 500	2 000-3 000	1 600	2 475
Global Skills for Victoria – average number of unique visitors per month to the Live in Victoria website ^{(g)(i)}	number	60 000-70 000	65 000	60 000-70 000	60 700
New Workforce Partnerships – jobseekers who achieve sustainable employment outcomes (minimum of 16 weeks) ⁽ⁱ⁾	number	350-450	nm	nm	nm
<i>Quality</i>					
Global Skills for Victoria – client satisfaction with services provided ^{(g)(k)}	per cent	85	85	85	91
Client satisfaction with targeted employment initiatives ^(l)	per cent	80	nm	nm	nm
<i>Timeliness</i>					
Global Skills for Victoria – average processing time for state sponsorship applications ^{(g)(m)}	working days	25-30	25	40	nm
<i>Cost</i>					
Total output cost	\$ million	18.5	29.0	26.6	nm

Source: Department of Innovation, Industry and Regional Development

Notes:

- Overall training activity in 2007-08 increased above expectations, reversing a slight downward trend.
- The 2007-08 Target has been corrected to reflect the transfer of 50 per cent of previous audit functions to the VRQA.
- Target includes all Government funded training and further education delivered by TAFE, ACE and private providers. Due to machinery of government changes after the last election, responsibility for Adult and Community Further Education (ACFE) has transferred to Department of Planning and Community Development. Student Contact Hours delivered by the ACE sector will also be reported by this department. Some ACE delivery (ACFE funded ACE students were reported by Department of Planning and Community Development), which was previously excluded has now been included in this measure. This has resulted in the increase in the 2007-08 Expected Outcome and 2008-09 Target.
- Increased target due to increased level of funding for 2008-09.

Notes (continued):

- (e) *The number of new entrant apprenticeship and traineeship commencements achieved reflects employer recruitment decisions and employment options pursued by individuals. Government support through incentives and training support may help to influence training decisions, but a range of other matters including economic conditions, enterprise performance and the supply of labour also influence training decisions. Commencements in 2007-08 are expected to be at a similar level to those in 2006-07.*
- (f) *The 2007-08 Expected Outcome and 2008-09 Target reflects the increase in calls for long service leave inquiries following amendments to the Long Service Leave Act in 2006. A review of the Child Employment Act 2003 is underway and may result in changes that will attract an increased number of inquiries.*
- (g) *Performance measure transferred from the Department of Planning and Community Development as part of machinery of government changes effective August 2007.*
- (h) *Performance measure transferred from the Skills output. The 2007-08 Expected Outcome and 2008-09 Target reflect the level of current and anticipated program activity.*
- (i) *This performance measure replaces the 2007-08 performance measure 'Skilled Migration Program – average number of unique visitors to the website per month'. The 2008-09 performance measure is the same as the 2007-08 measure except for a name change to reflect the new Global Skills for Victoria strategy and measures the exact same activity as per the performance measure in 2007-08.*
- (j) *New measure replacing 'Workforce Participation Partnerships – job seekers who achieve sustainable employment (minimum of 16 weeks)'. New Workforce Partnerships is a new program replacing the Workforce Participation Partnerships program.*
- (k) *This performance measure replaces the 2007-08 performance measure 'Skilled Migration Program – client satisfaction with services provided'. The 2008-09 performance measure has a broader scope and includes additional services provided under the new Global Skills for Victoria strategy.*
- (l) *This new performance measure is a consolidation of existing performance measures capturing client satisfaction across a broad range of programs – Experience Counts Program, Disability Trainee Scheme, Youth Employment Scheme, Moving Forward Skills and Jobs for Disadvantaged Workers.*
- (m) *This performance measure replaces the 2007-08 performance measure 'Skilled Migration Program – average processing time for state sponsorship applications'. The 2008-09 performance measure is the same as the 2007-08 measure except for a name change to reflect the new Global Skills for Victoria strategy and measures the exact same activity as per the performance measure in 2007-08. The 2007-08 Expected Outcome and 2008-09 Target reflect the average processing time for this initiative which was announced in the 2007-08 Budget.*

Marketing Victoria

Marketing Victoria outputs promote Victoria both nationally and internationally as a great place to live, work, invest, visit and learn by positioning Victoria as a distinct, competitive and fair business environment, exporter and tourist destination.

These outputs make a significant contribution to the following key government outcomes:

- more quality jobs and thriving, innovative industries across Victoria; and
- growing and linking all of Victoria.

Major Outputs/Deliverables <i>Performance Measures</i>	Unit of Measure	2008-09 Target	2007-08 Expected Outcome	2007-08 Target	2006-07 Actual
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Tourism

Facilitates employment and longer term economic benefits of tourism to Victoria by developing and marketing the state as a competitive tourist destination for both domestic and international tourists.

<i>Quantity</i>					
Investment projects facilitated	\$ million	250-300	250	250-300	208
Number of visitors (International) ^(a)	number (million)	1.5-1.8	1.5	1.3-1.6	1.5
Visitor Expenditure (Domestic) ^(a)	\$ billion	12.0-13.0	11.8	10.0-11.0	7.9
Visitor Expenditure (International) ^(a)	\$ billion	3.2-3.6	3.1	2.5-2.8	2.9
Visitor expenditure in regional Victoria (Domestic) ^{(a)(b)}	\$ billion	5.8-6.3	5.7	5.0-5.4	3.6
Visitor expenditure in regional Victoria (International) ^(a)	\$ million	230- 280	250	200-250	214
Visitvictoria.com annual visits to site ^(c)	number (‘000)	5 400	5 200	5 200	5 269
<i>Quality</i>					
Target market awareness of advertising in Victoria: Interstate	per cent	16-21	16.5	16-21	17.2
Target market awareness of advertising in Victoria: Victoria	per cent	14-19	15.3	14-19	15.7
Value of media coverage generated: Domestic ^(d)	\$ million	20-25	20-25	40-50	35.95
Value of media coverage generated: International ^(e)	\$ million	80-120	110-120	120-140	100.92
<i>Cost</i>					
Total Output Cost	\$ million	79.4	69.9	70.3	62.7

Source: Department of Innovation, Industry and Regional Development

Notes:

- (a) Due to continued investment in major events and tourism marketing, visitors and expenditure are anticipated to grow.*
- (b) From 2007-08 this measure was broadened to include overnight and daytrip spend.*
- (c) This performance measure replaces the 2007-08 performance measure 'Visitvictoria.com annual visitors to site'. The 2008-09 performance measure is the same as the 2007-08 measure except for the replacement of the word 'visitors' with 'visits' and measures the same activity as the performance measure in 2007-08.*
- (d) The 2008-09 Target has been reduced and it is unlikely that the 2007-08 Target will be achieved. This is a result of the consumer shift towards international travel which is reflected in an increased focus on international destinations rather than domestic destinations in the national media landscape.*
- (e) The 2008-09 Target has been reduced due to Tourism Australia scaling back its Visiting Journalist Program, which significantly reduces the leveraging opportunities for Victoria.*