



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

QON No. 17

STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM
JEREMY HANSON MLA (CHAIR), DEEPAK-RAJ GUPTA MLA, MICHAEL PETTERSSON MLA

Inquiry into referred 2018–19 Annual and Financial Reports
ANSWER TO QUESTION ON NOTICE

Asked by James Milligan MLA -

Ref: CMTEDD Annual Report, Output 3.1, Innovation, Trade and Investment

In relation to: ACT Government presence in Singapore

1. The Annual Report indicates that there will be “an embedded Business Development Manager position co-located in the Australian Austrade office in Singapore and the Innovation Industry and Investment team will deliver Austrade’s TradeStart Program From 2019 to 2022.” What is the scope and duties for this role?
 - a. What was the recruitment process and total cost of recruitment?
 - b. What is the (i) salary, (ii) associated benefits, and (iii) budget for this role and work, including matters such as office space rental and hospitality expenses for entertaining?
 - c. What are the KPIs for this role?
 - i. What tangible results are expected to be delivered?
2. How many overseas positions or postings is the ACT Government currently paying for?
 - a. Where are these positions located?
 - b. What was the recruitment process and total cost of recruitment?
 - c. What are the job titles, role and description?
 - d. What are the KPIs attached to each respective position?
 - e. What are the (i) salary, (ii) associated benefits, and (iii) budget for each respective position

Yvette Berry MLA: The answer to the Member’s question is as follows:–

1. Question one seeks information about two separate positions.

Embedded Singapore Business Development Manager (BDM)

The BDM is employed by AusTrade and is a key business development role to assist in attracting Foreign Direct Investment (FDI) into the ACT as well as supporting the ACT’s trade and export initiatives and programs. The BDM will work closely with potential investors in Singapore to secure FDI into Canberra. The BDM will also work with Canberra companies to assist them with market entry and growth into Singapore and ASEAN.

- a. The BDM in Singapore is an Austrade employee. The recruitment process and any associated costs of recruitment were managed by Austrade.
- b. A breakdown of salary and on costs for the BDM role with Austrade includes:
 - \$125,000 – Standard remuneration
 - \$65,000 – Travel, PR, hospitality and entertaining



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- \$47,378 – Office, IT and corporate support from Austrade
 - \$33,000 – Austrade Marketing Support
- c. KPIs are being finalised in consultation with Austrade and will likely include things such as the number of investment opportunities referred, export companies assisted and in-market promotions and initiatives.
- i. The BDM will enhance our market knowledge and customer access which increases opportunities for companies, exporters and education institutions and increases our access to potential investors beyond what can be achieved working remotely.

TradeStart Advisor, Innovation, Industry and Investment

The ACT Government has entered into a partnership with Austrade for the next four years to deliver **TradeStart** and is employing a **TradeStart Advisor**. Austrade's TradeStart network is delivered across Australia in partnership with state, local governments, industry associations and business chambers. It provides access to Austrade's export assistance for exporters in outer metropolitan and regional Australia.

- a. The TradeStart advisor role was advertised via the ACT Government jobs portal, through Austrade's network and via Seek.com.au. A small fee was incurred to advertise. All recruitment activity was undertaken within existing Ill resources.
- b. The budget and on costs for the TradeStart Advisor
- \$125,000 – standard remuneration
 - \$20,000 – travel; training and event delivery for ACT exporting businesses
 - Austrade contributes \$100,000 PA to support the role as per the contract with Austrade.
- c. Austrade develops an annual business plan for TradeStart Advisors that is agreed by partner organisations. TradeStart Advisors report quarterly the number of business interactions, registrations on the Austrade Relationship Management System (RMS), the number of referrals of businesses into the Austrade international network and the number of companies engaging in in-market development initiatives. The 2020 business plan is under development and will be finalised at the December 2019 TradeStart conference beginning 4 December 2019.
- i. **Trade Start Advisor** will grow exporting opportunities for ACT exporting businesses. To leverage off Austrade's international resources (overseas Austrade offices) and provide trading and education ACT exporting businesses.
2. The ACT Government is currently paying for two international positions:
- a. The locations of the two positions are:
- Innovation, Industry and Investment's position, a **Business Development Manager**, based in Austrade's Singapore office.
 - VisitCanberra's position, a **Business Development Manager, Singapore, Malaysia and India**, based in Tourism Australia's Singapore office.



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- b. The recruitment process and total cost of recruitment were:

The Business Development Manager in Singapore— Please see response to question 1.a.

The Business Development Manager, Singapore, Malaysia and India role was advertised in Singapore and filled by a Singapore resident. The process for the recruitment of the in-market resource was developed in partnership with Tourism Australia under a shared resources model consistent with Tourism Australia's approach with other state partners. The recruitment and selection of the position was jointly managed by Tourism Australia and VisitCanberra.

Under the shared resources model, Tourism Australia employs one full time staff member who is located in Tourism Australia's Singapore office. The recruitment and selection of the position was jointly managed by Tourism Australia and VisitCanberra. The Secondment Agreement with Tourism Australia outlines the responsibilities each party including the recruitment, contracting, overall and day to day management of employee, travel policy, IT requirements, leave management, work health & safety, and KPIs in-line with annual operating plans.

- c. The job titles, role and position description:

Job title: **Business Development Manager ACT – Austrade**

Role and Position description: Please refer to response to Question 1.

Job title: **Business Development Manager, Singapore, Malaysia and India**

- The Business Development Manager (BDM) is responsible for establishing and maintaining key travel industry partnerships and supporting with non-travel industry relationships to drive VisitCanberra's activities in Singapore, Malaysia and India.
- The position is a key contact point for all trade and partners in-market, with timely and accurate delivery of updated market trends and insights. A key component of the role is creating and supporting opportunities to develop the range of ACT and Canberra region travel experiences promoted through our partnerships in markets.
- Working closely with Singapore, Malaysia and India in-market Tourism Australia teams, and VisitCanberra team members based in Canberra, the BDM is accountable for management of quality partnerships for consumer and trade marketing programs that lead to conversion opportunities for travel to ACT and Canberra.

- d. The KPIs for each position are:

Business Development Manager in Austrade – Please see response to question 1.c



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Business Development Manager, Singapore, Malaysia and India:

- Implement a trade engagement plan;
 - Sharing market insights to assist with decision making;
 - Develop, maintain and manage relationships with trade;
 - There are KPIs in the trade strategy, which include but are not limited to:
 - Train 100 agents in Singapore and Malaysia
(Trained to date: Singapore 100 agents, Malaysia 302 agents)
 - Review of Canberra products available with trade (ongoing)
 - Establish partnership campaigns with 2 agents (2 complete)
- e. The (i) salary, (ii) associated benefits, and (iii) budget for each respective position are:

Business Development Manager in Austrade – Please see response to question 1.b.

Business Development Manager, Singapore, Malaysia and India (SGD):

Item	Cost 2018-19	Cost 2019-20	Cost 2020-21
Salary	\$80,000	\$80,000	\$80,000
On costs (pension fund, Insurance etc.)	\$15,120	\$15,120	\$15,120
Accommodation Fee	\$35,508	\$35,508	\$35,508
Admin Fee	\$13,062	\$13,062	\$13,062
Total	\$143,690	\$143,690	\$143,690

Approved for circulation to the Standing Committee on Economic Development and Tourism

Signature:

Date: 25/11/19

By the Acting Minister for Trade, Industry and Investment, Yvette Berry MLA