

Press Release, 3 June 2010

New b2b Business to Ballarat Campaign

Commerce Ballarat is excited about the new look b2b campaign and believe that by focussing on two aspects of this issue i.e. business to business in June and shopping locally at Christmas we will have a far more targeted approach. According to the City of Ballarat's Gap Analysis Report in 2009, the total expenditure by industry sectors in the City of Ballarat on goods and services as inputs into production is estimated at \$6.222 Billion. Of this, only \$3.005 Billion represents regional (local) expenditure, whereas \$1.916 Billion and \$1.302 represents expenditure on goods and services from the rest of Australia and overseas respectively.

Combined, the local manufacturing, construction, retail trade, property & business services and wholesale trade industry sectors import goods and services worth \$1.458 Billion, or 76 per cent, of the total \$1.916 Billion spent on importing goods and services from the rest of Australia. Of this, the manufacturing sector represents \$991.6 Million, the construction sector \$148.9 Million and the retail trade \$143.3 Million. As an example it is estimated that the manufacturing sector imports \$31.4 Million of goods and services from 'legal, accounting, marketing & business management services' in the rest of Australia.

Does a potential opportunity exist for a proportion of this expenditure to be replaced by local firms? Any replacement of regional imports represents increased value-adding and job creation in the local economy. Another example is the retail industry which imports \$13.3 Million of goods and services from 'printing & services to printing' in the rest of Australia.

Commerce Ballarat congratulates The City of Ballarat who have adopted a Ballarat Industry Participation Program (BIPP) designed to maximise the impact of major Council expenditure in the Ballarat and surrounding community. The first review of the BIPP program identified that since the inception of the program, 84% of Council contracts were awarded to Ballarat businesses and this trend is expected to continue. Commerce Ballarat Executive Officer Jodie Gillett and Chair Simon Coghlan encourage all local businesses to begin an internal audit on their business spend. Are you doing business with Ballarat?

More information contact Jodie Gillett 0447 301966

