



MEDIA RELEASE

SENATOR KIM CARR

Minister for Innovation, Industry, Science and Research

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ENTERPRISE CONNECT KICKS OFF IN SOUTH AUSTRALIA

South Australian businesses will have even better access to services to help them boost productivity and increase international competitiveness following the opening of the Enterprise Connect Mawson Lakes Manufacturing Centre.

Opening the centre today, Senator Kim Carr, Minister for Innovation, Industry, Science and Research, said the \$20 million Mawson Lakes Manufacturing Centre was the fulfilment of a promise to the people of South Australia.

"The Mawson Lakes Manufacturing Centre was promised as one of six centres across the country to create a Manufacturing Network that is truly national," Senator Carr said.

"In South Australia up to 150 firms will receive direct assistance, and the program will directly help 1,000 firms Australia-wide and around 2,000 indirectly annually.

"The Mawson Lakes Manufacturing Centre is an integral part of the Enterprise Connect initiative, a \$251 million program connecting businesses to new ideas and technologies.

"The centre is further evidence of the Australian Government's commitment to manufacturing in the state.

"In partnership with the South Australian Government the \$40 million South Australian Innovation and Investment Fund has been established to create sustainable, full-time jobs, strengthen the capacity of South Australia's manufacturing and industry sector, and introduce new innovations or technology.

"The Mawson Lakes centre continues the Australian Government's commitment to SA and would link companies to resources in the regions and nationally, forming networks to build a permanent and readily accessible national knowledge bank.

"Government has a responsibility to help businesses grow and prosper, and that's exactly what Enterprise Connect is about.

"This centre will support companies by providing prototyping and testing facilities so the path between concept and application is shortened.

"It also will help companies cut through red tape to get to other Government programs and act as a gateway to Australia's integration infrastructure in universities, public research organisations and the rest of the private sector.

"The Manufacturing Centre's core services will be to provide Business Reviews, conducted by expert, independent Business Advisers, to eligible companies. Business Advisers will work with firms to develop a thorough view of strengths and weaknesses, strategic business issues, potential areas for business improvement and potential areas for growth - to name just a few.

"Through Enterprise Connect, the centre may reimburse half the cost, up to a maximum of \$20,000 (excluding GST), of engaging a consultant to deliver a Tailored Advisory Service to eligible firms," he said.

For more information on Enterprise Connect visit www.enterpriseconnect.gov.au or interested businesses should call 131 791.

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