

Responses to Questions taken on Notice

Inquiry into the appointment of Mr John Barilaro as Senior Trade and Investment Commissioner to the Americas

Hearing Date – 2 December 2022

Question (p.3/4)

KYLIE BELL: Yes, sure. At the moment the team are well exceeding their targets. They have assisted 175 businesses since they opened earlier this year. They have now got \$2 million already in export contracts, with quite a few very close to fruition. On the investment side, a number of those projects are quite high profile and therefore commercial in confidence. Last week we announced DNEG, the world's largest visual effects company from the UK, will be setting up an animation studio in Sydney. That project, for example, will create 450 new jobs. We have a number of new projects that we will be announcing over the next few months, but we can't announce them until the company has agreed that it's possible, because of the commercial-in-confidence nature of those projects. But, absolutely, the project pipeline is looking very strong and I'm very confident the team will achieve their goals.

The Hon. DANIEL MOOKHEY: Thank you, Ms Bell. Perhaps on notice if there is any further detail you wish to provide about the KPIs – and the performance plans as well – for both, particularly, the London position and the New York position, that would be useful.

KYLIE BELL: Yes, of course

Answer

Promoting and leveraging NSW's competitive advantage across the world is important to NSW's future growth.

Exports support one in five jobs in NSW, and one in four jobs in regional NSW. Exports contributed \$96 billion, or 16 per cent of GSP, to the NSW economy in 2020. Businesses who export are also more resilient, innovative and pay higher wages.

Foreign investment supplements domestic savings: without foreign investment, production, employment and income would all be lower.

Securing trade and investment is highly competitive. NSW aims to be competitive with domestic and international competitors such as Victoria, Queensland and Singapore, who have stepped up their efforts to capture more global opportunities.

Each international region within DEIT has performance measures based on market-sector prioritisation to maximise the opportunities available. The UK, Europe and Israel; Americas and North Asia regions are predominately investment source markets for NSW. While ASEAN, India and the Middle East, and Greater China are mainly export markets for NSW.

KPIs for the AG/STICs for the FY2022-23 include achieving results specifically related to investment attraction and export outcomes:

Investment KPIs

- Number of new investment opportunities identified by the office that align with NSW's priority industries and places
- Investment deals supported with foreign businesses, including capital invested and jobs created or retained as a direct result of Investment NSW's assistance.

Export KPIs

- Number of NSW businesses assisted to export in a specific market.

- Dollar value and number of export sales achieved by NSW business as a direct result of our assistance.

For example, more detail around the recent announcement of the UK's DNEG, one of the world's leading visual effects companies, setting up a new studio in Sydney is at:

<https://www.investment.nsw.gov.au/resources/media-releases/jobs-boom-as-sydney-secures-hollywood-giant/>

Question (p.6)

The Hon. JOHN GRAHAM: If it hasn't been conveyed to you in a formal manner, as the managing director of trade and investment, how can you be certain that that's how these roles are to be appointed?

KYLIE BELL: I can only be certain on the basis that we literally have – through the review of the Graeme Head review, I believe there were findings in that process, through the Premier's media statement, that these roles were public service roles and will be public service roles. I would have to check some of the correspondence and so on, but it is my belief that these are public sector roles and that we will be running transparent recruitment processes for them.

Answer

Following the release of the report from the Graeme Head inquiry, the NSW Government confirmed that all "trade commissioner roles will be appointed through the GSE Act, consistent with the GSE processes outlined in the Head Review. They will not be statutory appointments." DEIT is not aware of any reason why these roles should not be proceeding on this basis.

<https://www.nsw.gov.au/media-releases/graeme-head-inquiry>