



Australian Government

**Department of Industry
Innovation, Science, Research
and Tertiary Education**

Industry House, 10 Binara Street
CANBERRA CITY ACT 2601

GPO Box 9839
Canberra ACT 2601 Australia

Phone: +61 2 6213 6669

Email: Vanessa.graham@innovation.gov.au

Web: www.innovation.gov.au

ABN: 74 599 608 295

Mr Tim Bryant
Secretary
Senate Economics Committee
PO Box 6100
Parliament House
Canberra ACT 2600

Dear Mr Bryant

The Department provided a response to a written Question on Notice (QON) B1-46 from Senator Barnett on expenditure on past and future planned communication programs.

Specifically the QON asked: What communications programs has the Department /Agency undertaken since additional estimates and what communications are planned to be undertaken? For each program, what is the total spend? A breakdown of how much was spent/is planned to be spent on each program/initiative should be provided.

At the February 2012 additional estimates hearing, information contained in the department's June 2011 response was used in a reply to a question put by Senator Ryan to Ms Chris Butler, Division Head, AusIndustry.

In providing this reply, it became apparent that the information provided in BI-46 was an out of date version of a response had been inadvertently sent back in 2011. This occurred due to a problem with version control.

Please find attached a corrected response to this QON and I apologise for any inconvenience.

Yours sincerely

Vanessa Graham
Head of Division
Corporate

29 March 2012

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
Innovation, Industry, Science and Research Portfolio
Budget Estimates Hearing 2010-11
31 May 2011

AGENCY/DEPARTMENT: DEPARTMENT OF INNOVATION, INDUSTRY, SCIENCE AND RESEARCH

TOPIC: COMMUNICATION PROGRAMS

REFERENCE: Written Question – Senator Barnett

QUESTION No.: BI-46

What communications programs has the Department/Agency undertaken since additional estimates and what communications programs are planned to be undertaken?

For each program, what is the total spend?

A breakdown of how much was spent/is planned to be spent on each program/initiative should be provided.

ANSWER

Table 1.0 below outlines communications programs the Department/Agency has undertaken since additional estimates. Table 2.0 outlines planned communications programs to be undertaken.

All expenditure is GST Exclusive

1.0 Programs 30 June 2010 to 31 May 2011

Name of Program	Activity	Cost to date	Cost per activity
Resolution of Small Business Disputes	Print Advertising (Newspapers/Magazines)	\$6,292	\$6,292
Australian Business Number and Business Names Registration Project	Print Advertising (Newspapers/Magazines)	\$6,469	\$6,469
Enterprise Connect	Print Advertising (Newspapers/Magazines)	\$116,484	\$179,672
	Online Advertising (Sensis/Google)	\$63,188	
business.gov.au	General advertising for business.gov.au	\$115,596	\$ 115,596
AusIndustry generic/departmental	Printed Material	\$30,803	\$ 210,423
	Print Advertising (Newspapers/Magazines)	\$179,620	
Manufacturing	Print Advertising (Newspapers/Magazines)	\$31,136	\$31,136
Green Building Fund	Print Advertising (Newspapers/Magazines)	\$17,411	\$17,411
Small Business Support Line	Print Advertising (Newspapers/Magazines)	\$82,558	\$84,033
	Design	\$1,475	
Small Business Online	Vodcast production	\$14,293	\$23,067
	Print Advertising (Newspapers/Magazines)	\$ 8,774	
Automotive Transformation Scheme	Print Advertising (Newspapers/Magazines)	\$64,474	\$64,474
Re-tooling for Climate Change	Print Advertising (Newspapers/Magazines)	\$4,551	\$4,551
Commercialisation Australia	Printed materials	\$19,517	\$19,517
National Enabling Technology Strategy	Print Advertising (Newspapers/Magazines)	\$65,361	\$201,672
	Print materials	\$35,996	
	Other - Online	\$58,522	
	Other - Event	\$41,793	
NMI	Printer materials	\$ 18,298	\$ 67,125
	Print Advertising (Newspapers/Magazines)	\$ 48,827	
Questacon	Advertising	\$246,375	\$310,971
	Mail out	\$ 4,682	
	Printing	\$ 59,913	
Total			\$1,342,409

1.0 Future Programs (Budgeted) 1 July 2011 to 30 June 2012

Name of Program	Activity	Total Budgeted	Budget per activity
Industry and Small Business Division	Editing, proofreading	\$ 12,000	\$243,280
	Market testing	\$ 44,000	
	Printing	\$ 187,280	
Enterprise Connect	Print Advertising (Newspapers/Magazines)	\$24,600	\$74,600
	Other forms of paid Advertising (Sensis)	\$50,000	
business.gov.au	Grow your business campaign	\$11,550	\$87,610
	General advertising for business.gov.au	\$76,060	
R&D Tax Incentive	Advertising for information sessions	\$150,000	\$ 225,000
	Email promotion	\$10,000	
	Publications	\$15,000	
	Pre-registration advertising	\$50,000	
Textile, Clothing & Footwear Strategic Capability Program	Advertising - round opening and information sessions	\$35,000	\$ 35,000
Green Building Fund	Project Outcomes (Case studies)	\$30,000	\$ 30,000
Small Business Support Line	Publications	\$9,000	\$ 9,000
AusIndustry generic/departmental	Advertising - program round opening and information sessions	\$80,000	\$ 170,000
	Publications	\$60,000	
	AusFocus - online newsletter and online invitations	\$30,000	
Cooperative Research Centres Program	CRC Program Directory 2011-12 (print only)	\$1,400	\$26,500
	Print Advertising (flyers, brochures, banners etc)	\$15,100	
	Annual newsletter (print only)	\$2,000	
	Advertising CRC selection round	\$8,000	
Commercialisation Australia	CA Banners	\$5,000	\$39,000
	Printed Materials (brochures and booklets)	\$27,500	
	Promotional materials	\$1,500	
	Misc marketing	\$5,000	
National Enabling Technology Strategy	Various activities, estimated value	\$200,000	\$200,000
Questacon	Advertising	\$ 45,722	\$174,906.
	Printing	\$ 12,124	
	Promotions	\$117,060	
Total			\$1,314,896