

**Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry Portfolio  
Supplementary Budget Estimates Hearing 2014-15  
23 October 2014

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**AGENCY/DEPARTMENT:** DEPARTMENT OF INDUSTRY

**TOPIC:** Merchandise or promotional material

**REFERENCE:** Written Questions – Senator Ludwig

**QUESTION No.:** SI-181

Since 7 September 2013:

1. Has the department purchased any merchandise or promotional material?
2. List by item, and purpose for each item, including if the material is for a specific policy or program or for a generic purpose (note that purpose)
3. List the cost for each item
4. List the quantity of each item
5. Who suggested these material be created?
6. Who approved its creation?
7. Provide copies of authorisation
8. When was the Minister informed of the material being created?
9. Who created the material?
10. How was that person selected?
11. How many individuals or groups were considered in selecting who to create the material?

**ANSWER**

Details on merchandise and promotional materials for the period 7 September 2013 to 31 October 2014 is provided below. These materials would be approved by SES Band 1 or higher and were created for promotional and operational requirements. Approvals are given through the Department's financial management system and cannot be provided. The Minister was not informed of these merchandise and promotional materials.

<b>Item</b>	<b>Purpose of item</b>	<b>Policy or programme – provide detail</b>	<b>Quantity</b>	<b>Provider</b>	<b>Selected</b>	<b>Other providers considered</b>	<b>Cost \$ (GST exclusive)</b>
Branded pens	Required for promotional and network activity	Generic	7,000	Intandem	Limited tender	2	10,570
Branded mechanical pencils	Required for promotional and network activity	Generic	5,000	Intandem	Limited tender	2	2,770
Branded notepads	Required for promotional and network activity	Generic	5,000	Union Offset Printers	Pre-qualified tender	N/A	4,580
Branded banners	Required for promotional and network activity	Generic	53	Union Offset Printers	Pre-qualified tender	N/A	12,450
Branded name badges	Required for promotional and network activity	Generic	543	Crusader Industries	Limited Tender	1	4,414
Branded presentation folders	Required for promotional and network activity	Generic	10,000	Union Offset Printers	Pre-qualified tender	N/A	5,140
Video case studies	To provide industry sector guidance to customers	R&D tax Incentive	4	EyeCandy	Limited tender	3	72,780
Video case studies	To provide industry sector guidance to customers	R&D tax Incentive	2	Pusher	Limited tender	N/A	18,000
Video case study	Required for promotional and network activity	Enterprise Connect	2	Hype TV Pty Ltd	Limited tender	6	8,180
Video case study	Required for promotional and network activity	Enterprise Connect	1	Heydon Films	Limited Ttender	2	8,220
Video case study	Required for promotional and network activity	Enterprise Connect	1	Thinkbone Pty Ltd	Direct Source	N/A	4,482
Branded banners	Required for promotional and network activity	Enterprise Connect	2	Union Offset Printers	Pre-qualified tender	N/A	1,030
Pull-up banner	Provide signage for new Tasmanian Major Projects Approval Agency offices in Launceston, Tasmania	Tasmanian Major Projects Approval Agency	2	CanPrint	Pre-qualified tender	N/A	1,080
Questacon Excited Particle Science Time Flyers	Promotion of Questacon programmes	Questacon	10,000	Canprint	Pre-qualified tender	1	670

Questacon Technology Learning Centre Partnership Booklets	To promote Questacon's programmes to potential sponsors	Questacon	50	Canprint	Pre-qualified tender	1	520
Questacon Annual Review	Promotion of Questacon programmes	Questacon	1,200	Canprint	Pre-qualified tender	1	7,120
Questacon Gallery Guides	Promotion of Questacon programmes	Questacon	60,000	Canprint	Pre-qualified tender	1	5,720
Questacon Excited Particle Dr Scar Promotional Postcards	Promotion of Questacon programmes	Questacon	5,000	Canprint	Pre-qualified tender	1	1,220
Questacon Free Tickets	Promotion of Questacon programmes	Questacon	10,000	Canprint	Pre-qualified tender	1	430
Questacon Generic pull up banners	Promotion of Questacon programmes	Questacon	2	Exhibition Centre	Best value	2	654
Questacon teacher programmes flyer	Promotion of Questacon programmes	Questacon	12,000	Canprint	Pre-qualified tender	1	990
Questacon Feedback Forms	To gain and respond to Questacon visitor feedback	Questacon	500	Canprint	Pre-qualified tender	1	350
Questacon Enlighten Festival A Frame Sign	Promotion of Questacon programmes	Questacon	4	Wild Digital	Best value	1	236
Questacon Mythbusters promotion entry forms	Promotion of Questacon programmes	Questacon	1,000	Canprint	Pre-qualified tender	1	240
Questacon Mythbusters promotion entry forms	Promotion of Questacon programmes	Questacon	6,000	Canprint	Pre-qualified tender	1	630
Questacon Gallery Guides	Promotion of Questacon programmes	Questacon	100,000	Canprint	Pre-qualified tender	1	8,760
Questacon Generic Brochures	Promotion of Questacon programmes	Questacon	90,000	Canprint	Pre-qualified tender	1	3,410

Questacon Q Club membership forms	Promotion of Questacon programmes	Questacon	8000	Canprint	Pre-qualified tender	1	950
Shell Questacon Science Circus tour detail ticket overprints	Promotion of Questacon programmes	Questacon	20,000	Canprint	Pre-qualified tender	1	450
Shell Questacon Science Circus tour detail ticket overprints	Promotion of Questacon programmes	Questacon	17,000	Canprint	Pre-qualified tender	1	650
Shell Questacon Science Circus Truck tailgate	Promotion of Questacon programmes	Questacon	1	Canprint	Pre-qualified tender	1	1,240
Shell Questacon Science Circus Ticket Shells	Promotion of Questacon programmes	Questacon	70,000	Canprint	Pre-qualified tender	1	2,800
Shell Questacon Science Circus tour detail ticket overprints	Promotion of Questacon programmes	Questacon	20,000	Canprint	Pre-qualified tender	1	450
Shell Questacon Science Circus tour detail ticket overprints	Promotion of Questacon programmes	Questacon	5,000	Canprint	Pre-qualified tender	1	290
Questacon Technology Learning Centre Sponsorship Folders	To promote Questacon's programmes to potential sponsors	Questacon	50	Canprint	Pre-qualified tender	1	1,120
Questacon A5 sponsorship brochures	To promote Questacon's programmes to potential sponsors	Questacon	500	Canprint	Pre-qualified tender	1	900
Questacon A4 sponsorship brochures	To promote Questacon's programmes to potential sponsors	Questacon	250	Canprint	Pre-qualified tender	1	570

Questacon Excited Particle flyers for the Euro Science at Questacon event	Promotion of Questacon programmes	Questacon	2,000	Canprint	Pre-qualified tender	1	340
Questacon Team Building Workshop promotional flyers	Promotion of Questacon programmes	Questacon	100	Canprint	Pre-qualified tender	1	80
Shell Questacon Science Circus promotional posters	Promotion of Questacon programmes	Questacon	5,000	Canprint	Pre-qualified tender	1	1,570
Shell Questacon Science Circus tour detail ticket overprints	Promotion of Questacon programmes	Questacon	20,000	Canprint	Pre-qualified tender	1	640
Embroidered Questacon logos for Excited Particles Costumes	Promotion of Questacon programmes	Questacon	20	Adpro Promotional Products	Specialist supplier	1	287
Questacon Technology Learning Centre/Department of Industry corporate banner	Promotion of Questacon programmes	Questacon	1	Bytes 'n Colours	Best value	1	950
Shell Questacon Science Circus tour detail ticket overprints	Promotion of Questacon programmes	Questacon	17,000	Canprint	Pre-qualified tender	1	590
The Ian Potter Foundation Technology Learning Centre pull up banners – 800mm wide	Promotion of Questacon programmes	Questacon	8	Canprint	Pre-qualified tender	1	1,840

The Ian Potter Foundation Technology Learning Centre pull up banners – 1500mm wide	Promotion of Questacon programmes	Questacon	1	Canprint	Pre-qualified tender	1	638
Questacon 25 <sup>th</sup> anniversary staff badges	Promotion of Questacon programmes	Questacon	100	Badge a minute	Specialist supplier	1	150
Questacon 25 <sup>th</sup> anniversary booklets	To promote Questacon's programmes to sponsors and partners.	Questacon	100	Add Colour Digital	Best value and time sensitive printing	1	652
National Science Week T-shirts (short sleeves)	Promotion of National Science Week by event presenters and organisers	National Science Week	2,000	GreenFrog Promotions	Value for money, timely production	1	18,744
National Science Week T-shirts (short sleeves)	Promotion of National Science Week by event presenters and organisers	National Science Week	345	GreenFrog Promotions	Value for money, timely production	1	3,345
National Science Week T-shirts (long sleeves)	Promotion of National Science Week by event presenters and organisers	National Science Week	200	GreenFrog Promotions	Value for money, timely production	1	3,295
National Science Week Caps	Promotion of National Science Week by event presenters and organisers	National Science Week	1,000	LogoPro	Value for money, timely production	1	5,577
National Science Week Flyer	Promotion of National Science Week	National Science Week	15,000	Canprint	Departmental printing contractor	1	583
National Science Week Morning Tea Coasters	Promotion of National Science Week	National Science Week	16,000	Canprint	Departmental printing contractor	1	3,025
National Science Week Promotional Mini-Cards	Promotion of National Science Week	National Science Week	30,000	GreenFrog Promotions	Value for money, capacity to produce non-standard card size	1	864
USB keys	Education and information tool	Unique Student Identifier (USI) scheme	3,750	National Promotions Australia P/L	Limited-tender	3	17,062

Screen Wipes	Education and information tool	Unique Student Identifier (USI) scheme	10,000	National Promotions Australia P/L	Limited-tender	3	4,286
Banners	Scheme identification at conferences and expos	Unique Student Identifier (USI) scheme	2	Union Offset Printing	Pre-qualified tender	0	580
Confectionery	Education and information tool	My Skills project	1,000	PaddyWack Promotional Products	Limited-tender	2	3,442
Cups	Facilitation of stakeholder engagement	My Skills project	500	KeepCup Pty Ltd	Limited-tender	1	6,003
Project name Badges	Project identification at conferences and expos	My Skills project	20	Name, tags and badges	Limited-tender	1	120
Screen Wipes	Education and information tool	My Skills project	1,000	National Promotions	Limited-tender	1	886
Shirts	Project identification at conferences and expos	My Skills project	17	AdPro promotional products	Limited-tender	2	770
Banners	Project identification at conferences and expos	My Skills project	2	Wild Digital	Limited-tender	3	558