

**Senate Standing Committee on Economics**  
**ANSWERS TO QUESTIONS ON NOTICE**  
 Innovation, Industry, Science and Research Portfolio  
 Additional Estimates Hearing 2009-10  
 10 February 2010

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

**TOPIC:** Advertising and Marketing

**REFERENCE:** Written Question – Senator Eggleston.

**QUESTION No.:** AI-6

How much has the Department spent on advertising and marketing since 26 November 2007?

Could the Department provide a complete list of past and current advertising and marketing related contracts including total value for each contract.

Please indicate the rationale for each service provided and its intended use.

**ANSWER**

The total expenditure on *advertising and marketing* by the department for 2007-08 was \$3, 873, 346.09 (GST Inclusive). This information can be found in ‘Appendix 4: Advertising and market research’ on page 108 in the Department of Innovation, Industry, Science and Research Annual Report 2007-08.

The total expenditure on ‘advertising and marketing’ by the department for 2008-09 was \$3,432,186.93 (GST Inclusive). This information can be found in the Department of Innovation, Industry Science and Research Annual Report 2008-09.

The below table outlines total expenditure on advertising and marketing for the period 1 July 2009 – 31 January 2010.

Name of Recipient	Service	Amount GST Inclusive
<i>Advertising agencies</i>		
Bearcage Productions	Video Production & VNR and Industry Innovation Council Profiles	\$115,824.45
		<b>\$115,824.45</b>
<i>Market research organisations</i>		
NWC Opinion Research	Qualitative Market Research	\$60,659.97
Colmar Brunton Social Research Pty Ltd	Provision of market testing of information resources for Independent Contractors	\$50,402.87
Databuild Limited^	Business.gov.au stakeholder and Target Market Study 2009	\$108,416.00
Richardson O'Rourke Consulting	Market research and design and development of EC rebrand	\$141,693.66
		<b>\$361,172.50</b>

Name of Recipient	Service	Amount GST Inclusive
<i>Direct mail organisations</i>		
Blue Star	Various AusIndustry program mailouts	<b>\$119,040.00</b>
<i>Media advertising organisations</i>		
HMA Blaze	CRC Rnd 12 Information session advertising in various newspapers and print and online advertising in science journals	\$46,959.73
Adcorp Australia	Advertising for SES, general and graduate recruitment for the Department	\$333,011.65
Adcorp Australia	General departmental advertising across all programs	\$217,737.16
Universal McCann	General department advertising of promotional programs	\$344,681.91
		<b>\$942,390.44</b>

^ GST Free Service

Procurement contracts entered into by the Department of Innovation, Industry, Science and Research (the Department), where the value is \$10,000 or more, are reported on AusTender within six weeks of the contract being executed.

The Department adheres to the *FMA Act 1997*, the *Commonwealth Procurement Guidelines*, the *Guidelines on Campaign Advertising by Australian Government Departments and Agencies (June 2008)*, and the *Guidelines on Recruitment Advertising (July 2009)*.

The department conducts advertising campaigns which aim to inform the community and specific target audiences about their rights, entitlements and obligations, and which may encourage consideration of issues.