

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

AGENCY/DEPARTMENT: INNOVATION, INDUSTRY, SCIENCE AND RESEARCH

TOPIC: National Trade Measurement System

REFERENCE: Written Question – Senator Eggleston

QUESTION No.: BI-120

Is NMI currently running (or has it run) an advertising campaign about its services and/or the move to the National Trade Measurement system? If so, what is the nature of the advertising, into which markets is it being run, and how much is it costing?

Is work on the delivery and promotion of the new National Trade Measurement system still within its original budget? If not, how much extra money is it now expected to cost?

ANSWER

From May 2010 until August 2010 NMI is running an awareness strategy relating to the introduction of the new National Trade Measurement system, to ensure that the general public is informed about the new arrangements for trade measurement issues. The awareness strategy includes radio advertising. The total expenditure on radio coverage (including radio advertising and coverage through the ‘Jono and Dano Show’) is approximately \$39,000 (GST exclusive) This market was chosen as it offers ready access to the target demographic of the domestic household’s primary grocery buyer. This remains on budget.

Delivery and promotion of the new National Trade Measurement system remains on schedule and on budget.