

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Tourism and Resources Portfolio
Supplementary Budget Estimates 2005-2006, 2 November 2005

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, TOURISM AND RESOURCES
OUTCOME/OUTPUT: Outcome 2, Output 2.1
TOPIC: NATIONAL INNOVATION AWARENESS PROGRAM
SME INFORMATION PACKAGES
REFERENCE: HANSARD 02/11/05, PAGE E23

QUESTION No.SBI-4
(Hansard 02/11/05, p.E23)

Senator Campbell asked about:

Regarding the SME information packages that will be distributed under the National Innovation Awareness Program, how long is it from the distribution of the packages until the evaluation of the effectiveness of the information packages?

ANSWER

The SME packs were distributed by the Australian Industry Group (AiG) to companies on its mailing list on 15-16 November 2005, and have been available from the AusIndustry hotline since early October 2005. The evaluation commenced on 9 November 2005 and has been completed.

QUESTION No.SBI-5
(Hansard 02/11/05, p.E23)

Senator Campbell asked about:

Can you provide a breakdown, by industry, of those receiving the information packages?

ANSWER

The SME pack was designed to be relevant to small businesses across all industry sectors. Ten thousand packs have been printed.

AiG partnered the National Innovation Council in the production of the SME pack in light of its broad SME membership and the partnership included access to the AiG mailing list. Eight thousand SME packs were distributed to companies on the AiG mailing list.

Another 2,000 SME packs were distributed to other relevant stakeholders including AusIndustry State Offices, the Australian Chamber of Commerce and Industry, and some were distributed through the AusIndustry hotline.

Requests for copies through the AusIndustry hotline have been generated from articles in the following industry magazines:

- Manufacturers' Monthly – July issue
- Dynamic Small Business – August issue
- Plumbing Industry Magazine – July issue
- Innovation Exchange newsletter – June 27 edition
- Hospitality – July issue
- Hospitality website – July
- My Business – October issue
- Supplier Magazine – July issue
- Aftermarket Magazine – September issue