

**Senate Standing Committee on Economics**  
**ANSWERS TO QUESTIONS ON NOTICE**  
 Innovation, Industry, Science and Research Portfolio  
 Supplementary Budget Estimates Hearing 2008-09  
 22-23 October 2008

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

**TOPIC:** Government Advertising

**REFERENCE:** Written Question – Senator Abetz

**QUESTION No.:** SI-13

What communications programs has the Department/Agency undertaken, or are planning to undertake? For each program, what is the total spend?

**ANSWER**

This is an interim answer, providing a response for the Department of Innovation, Industry, Science and Research and the Australian Research Council. Responses in relation to the remaining portfolio agencies will be provided by 16 January 2009.

The communication activities detailed below are routine program-related activities.

Table 1: Communication programs that have been undertaken by the Department since the 2007 election on 24 November 2007 and related total spend.

Table 2: Communication programs that are planned by the Department until end of June 2009 and related budget.

**All expenditure is GST exclusive.**

**TABLE 1**

Name of Communication Program	Total cost per program
Questacon (Communication programs related to the promotion of exhibits)	\$98,931.82
business.gov.au	\$147,465.18
TCF Review	\$41,494.30
Automotive Review	\$8,534.70
National Innovation Review	\$7,564.58
Australia-India Strategic Research Fund (AISRF)	\$300.00
International Science Linkages (ISL)	\$12,912.82
Prime Ministers Prizes for Science 2008 (SARAS)	\$29,461.47
IP Australia - SME project	\$27,597.03
IP Australia - Ad Hoc	\$13,155.00
Industrial Biotechnology Workshops	\$5,343.64
Enterprise Connect	\$68,374.95
Geelong Investment & Innovation Fund (GIIF)	\$15,100.00

Name of Communication Program	Total cost per program
South Australia Investment & Innovation Fund (SAIIF)	\$20,520.91
Invest Australia * International advertising – GST Free	\$463,438.81
AusIndustry (AI)	\$38,380.82
AI & Business.gov.au	\$28,795.00
AI & Tradex	\$12,606.31
AI, Commercial Ready (CR) & R&D Tax	\$1,225.00
AI, CR	\$1,638.00
AI, COMET	\$1,117.17
AI & COMET & CR	\$139,387.24
AI, COMET, CR & R&D	\$31,180.00
AI, COMET, CR & R&D, Early Stage Venture Capital Limited Partnership (ESVCLP)	\$4,455.00
AI, COMET, ESVCLP, Innovation Investment Fund (IIF), Pooled Development Fund (PDF), PRE SEED, Renewable Energy Equity Fund (REEF), Venture Capital Limited Partnership (VCLP)	\$1,840.00
AI, ESVCLP	\$53,365.91
AI, VCLP	\$5,214.00
AI, IIF	\$12,207.36
AI, R&D Tax	\$85,670.20
AI, Textiles, Clothing & Footwear Small Business (TCF SB)	\$14,459.88
AI, Climate Ready	\$57,440.74
AI, Green Building Fund	\$27,982.47
AI, North East Tasmanian Innovation Investment Fund (NETIIF)	\$873.00
AI, Re-tooling for Climate Change	\$44,118.25
AI, R&D Tax Con Nat.	\$1,062.64
AI, R&D Tax Con SA	\$1,168.90
AI, IIF Tranche 2	\$1,041.20
AI, Showcasing Innovation SA	\$1,207.93
AI, TCF Round 3	\$1,063.20
AI, EPBS	\$100.00
AI, LPG Vehicle Scheme	\$16,856.07
<b>Total Expenditure on communication programs</b>	<b>\$1,544,651.49</b>

**TABLE 2**

Name of Communication Program	Total cost per program
Questacon	\$20,928.18
business.gov.au	\$18,810.00
IP Australia - All advertising	\$115,241.00
AusIndustry Branding	\$130,119.79
<b>Budget for planned communication programs</b>	<b>\$285,098.97</b>

## Australian Research Council

Table 1: Communication programs that have been undertaken by the Australian Research Council between 1 November 2007 and 19 November 2008, and related total spend.

Table 2: Communication programs that are planned by the Australian Research Council until end of June 2009 and related budget.

**All expenditure is GST exclusive.**

**TABLE 1**

<b>Name of Communication Program</b>	<b>Total cost per program</b>
ARC College of Experts – call for nominations	\$12,017.68
Future Fellowships Scheme – call for submissions	\$4,891.89
Discovery Newsletter	\$14,227.00
<b>Total Expenditure on communication programs</b>	<b>\$31,136.57</b>

**TABLE 2**

<b>Name of Communication Program</b>	<b>Total cost per program</b>
Discovery Newsletter – further 3 editions	\$18,420.00
Australian Laureate Fellowships – call for submissions	\$3,323.70
<b>Budget for planned communication programs</b>	<b>\$21,743.70</b>