

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
Innovation, Industry, Science and Research Portfolio
Supplementary Budget Estimates 2011-2012
19 October 2011

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

TOPIC: MARKET RESEARCH FOR ENTERPRISE CONNECT AND OTHER PROJECTS

REFERENCE: Written Question – Senator Ryan

QUESTION No.: SI-37

1. The report outlines that \$177,125 was spent on two companies ACIL Tasman and Webmastermind for market research for Enterprise Connect and other projects. Please provide a breakdown of this \$177,125 was spent – how much was specifically spent on Enterprise Connect?
2. The total Advertising Agency Costs for Enterprise Connect is \$380,527. What was the outcome from this expenditure?
3. A further \$1,159,097.84 is shown to have been spent on Media Advertising Organisations on advertising placement for a number of projects, including, as listed, Enterprise Connect. How much of this \$1.1 million was spent on Enterprise Connect advertising?
4. Can you please provide a breakdown of all contract graphic design and advertising costs?
5. Please explain how you have measured the success of this expenditure.
6. Can you please update the above figures based for the 2010-11 financial year?

ANSWER

1. In 2009-10 Enterprise Connect paid \$14,300 to Webmastermind and \$32,891 to ACIL Tasman.
2. Promotional and communication tools including templates, fact sheets, case studies and signage to promote the range of services provided by the Enterprise Connect network.
3. \$92,559.
4. Refer page 145 of the department's 2009-10 Annual Report.
5. Demand from eligible firms to access Enterprise Connect has increased. As of September 2011, over 8,500 clients have accessed Enterprise Connect services.
6. In the 2010-11 financial year Enterprise Connect paid a total of \$213,291 to media advertising organisations: \$49,666 to Adcorp Australia, \$73,183 to Sensis, \$19,322 to Media Brands Australia, and \$71,120 to Universal McCann. No funds were expended on market research, graphic design or advertising services.