

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: INSPIRING AUSTRALIA PROGRAM

REFERENCE: Written Question – Senator Colbeck

QUESTION No.: SI-45

1. How much money was spent and how many ASL were allocated to the development of the logo and branding for *Inspiring Australia*?
2. How much money has been spent on advertising and marketing material in total for *Inspiring Australia* so far, and how much is committed to it over this and future years?
3. What was the total cost of the Government's expenditure on the *Inspiring Australia* national conference in March?
4. Has any funding been allocated and/or provided to any media organisations through *Inspiring Australia* so far – and, if so, which media organisations and how much funding?
5. Has any funding been allocated and/or provided to any community-based organisations through *Inspiring Australia* so far – and, if so, which community-based organisations and how much funding?

ANSWER

1. Nil money was spent and 0.033 ASL was utilised.
2. The total expenditure for *Inspiring Australia* advertising and marketing material so far is \$10,280.33 (GST excl). No funding is committed to it over this and future years.
3. The total cost of the Government's expenditure on the *Inspiring Australia* national conference in March 2011 was \$50,000 (GST excl).
4. Yes, to Science in Public (\$29,920 GST excl).
5. No.