

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2010-11 Additional Estimates Hearings**

**Outcome Number: 5**

**Question No: 106**

**Topic:** Australian Disability Enterprises (ADEs) - Marketing Effectiveness

**Hansard Page:** Written

**Senator Fifield:**

Does FaHCSIA ultimately make decisions about how ADEs are marketed, including branding and positioning?

Please detail the different initiatives FaHCSIA supports to market and attract business for ADEs, and how much each of those has cost?

**Answer:**

Like any business, Australian Disability Enterprises (ADEs) have a responsibility to market themselves. FaHCSIA has supported ADEs to develop skills in the area in the past with the development of a Do-It-Yourself marketing kit and face-to-face marketing workshops across Australia delivered in 2008-09. Also in 2009, after consultation with the sector, FaHCSIA contracted Shannon's Way to undertake development of a marketing strategy, following the development of a new name and brand. The public relations recommendations that were within FaHCSIA's budget were implemented by Horizon Communications Group in 2010. Recommended website redevelopment and branding strategies for the ADE website were implemented by E-Services. Overall, strategy implementation was done over an 18-month period to June 2010.

**Marketing and Communication Activities – As at 9 March 2011**

<b>Element</b>	<b>Activities</b>	<b>Actual Expenditure (including GST)</b>
ADE pens and ADE brochures (production and printing) <b>Underway</b>	<ul style="list-style-type: none"> <li>• ADE brochures and pens</li> </ul>	\$1305  \$566
Public Relations Strategy with Horizon Communications Group <b>Finalised 30 June 2010</b>	<ul style="list-style-type: none"> <li>• A media relations strategy</li> <li>• Production of customer testimonials (customers talking about positive commercial relationships with ADEs)</li> </ul>	\$151,210
Development of marketing strategy and ADE branding	<ul style="list-style-type: none"> <li>• FaHCSIA contracted Shannon's Way to undertake development of a marketing strategy and branding</li> </ul>	Strategy - \$25,242 Branding - \$18,500
Redevelopment of the ADE website <b>Finalised Sept 2010</b>	<ul style="list-style-type: none"> <li>• E-Services was contracted to update the look and functionality of the website</li> </ul>	\$75,130
User testing of the ADE website <b>Finalised 30 June 2010</b>	<ul style="list-style-type: none"> <li>• Access Testing was contracted to test and evaluate the new ADE website</li> </ul>	\$14,668

Purchasing with Purpose Expo <b>Finalised 1 June 2010</b>	<ul style="list-style-type: none"> <li>• The Department supported NDS to organise and carry out a trade fair Expo in Canberra on 1 June</li> </ul>	\$9,900
Marketing Products <b>Finalised 30 June 2010</b>	<ul style="list-style-type: none"> <li>• Australian Government Buyer's Kits</li> <li>• State and Territory Government Buyer's Kits</li> <li>• ADE Stickers</li> <li>• Additional ADE Pens</li> </ul>	\$67,640
NDS Procurement Manager <b>Project completed November 2010</b>	<ul style="list-style-type: none"> <li>• NDS were been funded to recruit a procurement manager to better connect ADEs with government buyers.</li> </ul>	\$110,000
Procurement Activities	<ul style="list-style-type: none"> <li>• Procurement round-table</li> <li>• FaHCSIA – decision to include procurement from ADEs in the department's purchasing chain</li> <li>• Promotion of changes to the Commonwealth Procurement Guidelines and flexible procurement arrangements in states and territories</li> </ul>	NA