

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation and Science Portfolio
2015-16 Additional Budget Estimates
11 February 2016

DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

TOPIC: 'Ideas Boom' campaign

REFERENCE: Written Question – Senator Bilyk

QUESTION No.: AI-33

1. Can an itemised list of promotional materials produced in relation to the “Ideas Boom” campaign please be provided, for example, without limitation, brochures, mousepads, pens, corflutes etc, showing costs on a per unit and total basis?
2. How much did it cost to create the ideas campaign online content hosted at www.innovation.gov.au and any related websites?
3. Was that web content designed and constructed in house or was an external agency engaged to perform this work? If it was in house, how many APS staff were responsible for this work and at what APS level are they employed? If it was an external agency, which agency? Can the CN number for the contract notice(s) published on Austender please be provided?
4. How much has it cost to maintain that web content since its inception? What is the total anticipated expenditure?
5. How much has been spent promoting the website via Google, Bing or other internet search engines? What is the total anticipated expenditure?
6. How much did it cost to establish any Facebook and Twitter pages for “Ideas Boom” campaign? Was that work performed in house or by an external agency? If they are managed by APS staff, how many staff are responsible for this task and at what APS level are they employed? If it was an external agency, which agency? Can the CN number for the contract notice published on Austender please be provided?
7. Which area of the Department supports work on the “Ideas Boom” campaign? How many staff are employed within this area of the Department? At what APS level are they employed?
8. What is the total cost to the Commonwealth of air travel by APS staff in relation to the “Ideas Boom” campaign to date?
9. What is the total cost to the Commonwealth for ground transport for travel by APS staff in relation to the “Ideas Boom” campaign to date?
10. What is the total cost to the Commonwealth for accommodation for travel by APS staff in relation to the “Ideas Boom” campaign to date?
11. What is the total cost to the Commonwealth of meals and other incidentals for travel by APS staff in relation to the “Ideas Boom” campaign to date?
12. What is the total cost of any Travelling Allowance claims for travel by APS staff in relation to the “Ideas Boom” to date?
13. Were any food, beverages or other hospitality provided in relation to the launch of the “Ideas Boom” campaign? If so, can an itemised list please be provided showing costs on a per unit and total basis?
14. Has the Minister’s Department commissioned any market, social or audience research or testing in relation to an advertising or information campaign about the “Ideas Boom” campaign? If so, who was commissioned to perform this work and how much did it cost? Can the CN number for the relevant contract notice(s) published on Austender please be provided?
15. Has the Minister’s Department entered into a contract with a public relations or advertising agency to work on a campaign in relation to the “Ideas Boom” campaign; or for the production

and placement of advertising in print, radio, digital, cinema, television or out-of-home media or for the production and dissemination of other campaign materials?

16. If so, which agency or agencies and have been engaged to perform this work? Can an itemised list of the costs please be provided? Can the CN number for the relevant contract notice(s) published on Austender please be provided?
17. If no, has the Department entered into contractual negotiations, opened a tender, issued a request for proposals or any similar processes in anticipation of an advertising or information campaign about the “Ideas Boom” campaign?
18. What is the total amount provisioned for an advertising or information campaign in relation to the “Ideas Boom” campaign?
19. Who manages any Facebook and Twitter accounts for the “Ideas Boom” campaign? If they are managed by Departmental staff, how many staff are responsible for this task and at what APS level are they employed? If they are managed by an external agency, which agency, and how much does this cost? Can the CN number for the relevant contract notice(s) published on Austender please be provided?

ANSWER

1. Total for booklets (2 000 @ \$1.53), postcards (2 000 @ \$0.27), handout (2 000 @ \$0.33) was \$4 260; and for banners (2 @ \$3 908 and 3 @ \$36.36) was \$7 925.
 - a. Cost to create the online content hosted at www.innovation.gov.au was \$1 762 for filming and video production, with some internal resources also used.
2. Web content was largely designed and constructed in house led by an EL1 with an APS6 and 5 providing support.
3. The cost to maintain the web content has been absorbed as part of normal website hosting and caching costs including departmental ASL. There is no anticipated expenditure beyond normal website hosting.
4. Promotion of the website through search engines is a component of the media buy.
5. There has been no cost to establish Facebook and Twitter pages. Internal departmental ASL set these up.
6. The Communications Branch is responsible for the NISA communications. This has been led by an EL2 and supported by EL and APS ASL as required.
- 8-12 Air travel (\$2 100), ground transport (\$1 043), accommodation (\$820), meals and incidentals (\$173) and allowances (\$60) were incurred in relation to the campaign activity.
13. Catering was provided at both the NISA Stakeholder and NISA Media lockups. This was funded by the department and not a component of the NISA campaign budget.
14. Market research services have been engaged by the department for the NISA campaign. Development market research services from AMR Interactive Pty Ltd (AusTender CN3312189) costing \$261 420 at 31 January 2016; and Evaluation market research services ORIMA Research (AusTender CN3312065) costing \$165 000 as at 31 January 2016.
15. An advertising agency has been engaged to promote the NISA. A Public Relations agency has not been engaged.

- 16.** WHYBIN\TBWA (AusTender CN3312065) costing \$664,166 at 31 January 2016; Mitchell and Partners Australia (AusTender CN3322369 & AusTender CN3322349) with nil cost at 31 January 2016.
- 17.** Refer to question 16.
- 18.** \$28 million.
- 19.** Facebook and Twitter accounts are managed using existing departmental ASL (1 x EL1 & 1 x APS5) as a component of their responsibilities. External agencies are not used for these services.