

**Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Innovation and Science Portfolio  
2016 - 2017 Additional Estimates  
2 March 2017

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**DEPARTMENT:** DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

**TOPIC:** NISA Campaign

**REFERENCE:** Question on Notice (Hansard, 2 March 2017, page 93-94)

**QUESTION No.:** AI-31

Senator KIM CARR: How much was the NISA campaign, all up?

Ms Beauchamp: The budget for the campaign which was announced was \$28 million.

Senator KIM CARR: And the amount of money spent on NISA itself, how much was that?

Ms Beauchamp: Sorry, Senator?

Senator KIM CARR: How much is being spent on NISA altogether?

Ms Beauchamp: On the campaign?

Senator KIM CARR: No. You have told me \$28 million.

Mr Lawson: NISA was \$1.1 billion over the forward estimates. I think to call it an advertising campaign understates it. It was a deliberate part of NISA that there should be a change in the culture of Australia and innovation.

Senator KIM CARR: In the run-up to the election there should be a change in the culture.

Mr Lawson: It has been long said that Australian industry, Australian society, needs to change the culture of innovation, that we do very well on science but not so well on translating. This campaign was more than advertising the particular programs—it was about changing culture, which my colleagues can tell you more about.

Senator KIM CARR: Given the election result, was there any evaluation of the change of culture—the effectiveness that occurred for this \$28 million?

Ms Dove: Yes, there has been an evaluation of the campaign.

Senator KIM CARR: Do you have a copy of the report?

Ms Dove: I will have to take it on notice.

**ANSWER**

An independent evaluation report for the NISA advertising campaign has been completed and received by the department.

The report is currently under consideration by Government to help inform policy development and future initiatives in the context of Government priorities and the next phase of the National Innovation and Science Agenda.