

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation and Science Portfolio
2016-17 Supplementary Budget Estimates
20 October 2016

DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

TOPIC: National Innovation and Science Agenda Campaign

REFERENCE: Written Question – Senator Carr

QUESTION No.: SI- 58

1. Please provide a breakdown of all the services (including AusTender references and a summary of the work conducted) provided by Whybin\TBWA Group as part of the National Innovation and Science Agenda (NISA) campaign. Please include an itemised account of how many hours Whybin\TBWA Group spent on each element of the campaign.
2. Was there an expectation that Whybin\TBWA Group would do work on the website www.innovation.gov.au as part of the original contract, or was this work added to the contract later? If so when and by who?
3. How much of Whybin\TBWA Group's contract is for work on the www.innovation.gov.au website? What is the value of this element of the contract and how many hours of work did Whybin\TBWA Group staff spend on the www.innovation.gov.au website?
4. What other services does Whybin\TBWA Group provide to the Department?
5. How many APS staff are assigned to the National Innovation and Science Agenda (NISA) campaign in the Department and what is their classification?
6. Why was the contract value for CN3322349 increased from \$16.9m to \$19.5m in April 2016?
7. Why was contract CN3312065 amended in April 2016 and then again in July 2016?
8. Did the Department ever ask Whybin\TBWA Group to change the content of the website www.innovation.gov.au? If so, please provide a list outlining when the request was made, why the request was made, and who initiated the request.
9. Was the Minister's office involved in the clearance of content for www.innovation.gov.au?
10. On page 128 of Budget Paper 2 it states that the Government will achieve savings of \$20.2 million through efficiencies from the communications campaign for the National Innovation and Science Agenda, the Entrepreneurs Program and the Cooperative Research Centres program. Please provide a breakdown detailing how much underspend has been drawn from each of these program areas.
11. In relation to websites managed by the Department:
 - o How many websites does the Department manage?
 - o Who manages each website?
 - o Please list any external contactors that are engaged for the management and or the production of content for a Departmental website, including the contact number and value

each contract.

12. How long has the Department owned the URL www.innovation.gov.au and what else has it been used for?

ANSWER

1. Please see Attachment A for a breakdown of the services provided by Whybin/TBWA Group as part of the National Innovation and Science Agenda (NISA) advertising campaign.
2. The original contract included scope for Whybin/TBWA Group to undertake work on the innovation.gov.au website.

The role of Whybin/TBWA Group in relation to the website expanded on 29 February 2016 when the department requested that they undertake additional work to redevelop innovation.gov.au.

3. The total spend for the Whybin/TBWA Group contract was \$2,812,753 (including GST). The value of Whybin/TBWA's work on the website was \$78,216 (including GST). This amounts to 2.78 per cent of the total Whybin/TBWA Group contract spend.
4. Whybin/TBWA Group currently does not provide any services to the Department of Industry, Innovation and Science.
5. None. The campaign ceased on 8 May 2016.
6. The contract value for CN3322349 was increased in April 2016 to increase the media buy.
7. CN3312065 was amended (increased) in April 2016 to accommodate the cost of additional creative services work that was required to deliver the National Innovation and Science Agenda advertising campaign. The contract was amended (decreased) in July 2016 to reflect the actual final value of the contract. The decrease occurred due to the campaign concluding early.
8. The department asked Whybin/TBWA Group to make a small number of changes to content on www.innovation.gov.au while they were working on the back end of the website on a series of updates to the website. The changes included:
 - fixing spelling errors
 - adding captions to videos
 - adding new advertising products, which were cleared through the whole-of-government process
 - renaming section headings (such as, 'stakeholder sessions' to 'information sessions').
9. Yes

10.

Industry Programs - Reductions	2015-16 \$'000	2016-17 \$'000
For Australian Astronomical Observatory Extension		
Inspiring All Australians in STEM–NISA Communications Campaign	-3,400	-2,500
Entrepreneurs Programme–Business Management Skills	-2,000	
Entrepreneurs Programme–Single Business Service Delivery Agency	-4,700	
	-10,100	-2,500
For Country of Origin Labelling		
Cooperative Research Centres	-6,000	
Entrepreneurs Programme–Business Management Skills	-1,600	
	-7,600	
Total	-17,700	-2,500

11. The department manages 26 websites. The table below lists contractors engaged to support the department in managing content production and publishing.

External contractor	AusTender reference	Contract value (GST inclusive)
OPC IT	CN3336490 Variation: CN3336490-A2	\$99,000*
OPC IT	CN3376549	\$43,828
Stenning & Associates Pty Ltd	CN3284373 Variation: CN3284373-A1	\$608,726.45**

*It is estimated that 20 per cent of the contract is for managing content production and publishing, the remainder is for web development.

**Over three years

12. The department has owned the URL www.innovation.gov.au since 2006.

The URL has been used as follows:

- 2001 'Backing Australia's Ability' website owned by the Commonwealth Department of Education Science and Training
- 2004 National Innovation website owned by the Department of Industry, Tourism and Resources
- 2008 Department of Innovation, Industry, Science and Resources website
- 2011 Department of Innovation, Industry, Science and Research website

- 2012 Department of Industry, Innovation, Science, Research and Tertiary Education website
- 2013 Department of Industry, Innovation, Climate Change, Science, Research and Tertiary Education website via a redirect from www.industry.gov.au
- 2014 Department of Industry website via a redirect from www.industry.gov.au
- 2015 Department of Industry and Science website via a redirect from www.industry.gov.au
- [2015 innovation.gov.au](http://2015.innovation.gov.au) NISA website.

Attachment A—Breakdown of Whybin/TBWA Group’s work on the NISA campaign

List of Services	Summary of Services	Whybin/TBWA Production Time in Hours
Phase one digital-only advertising		337
Digital web banners (x4 + resizing)	Developed digital banners that were placed on various websites featuring innovation messaging, with a click through to the innovation website.	
Content for social media posts (Facebook and Twitter)	Developed content for social media posts that featured innovation messaging for promotion through the National Innovation and Science Agenda Twitter and Facebook accounts.	
Launch television commercial (TVC)		617
‘Welcome to the Ideas Boom’ TVC	Produced as a 60-second TVC, which was also cut to a 30-second version	
Launch TVC supporting materials		176
Radio advertisements (1x15-second, 1x30-second)	Developed a 30-second radio ad and a 15-second digital radio ad that supported the TVC messaging	
Press Artwork (1 creative & 97 resizes)	Developed a press ad that supported the TVC messaging.	
Large Format Out-of-Home (1 creative x 18 resizes)	Developed a large-format creative artwork that featured on out-of-home advertising.	
Small Format Out-Of-Home (1 creative x animated + static)	Developed a small-format creative artwork that featured on out-of-home advertising.	
Digital Banners (x4)	Placed on various websites with innovation messaging, with a click through to the innovation website	
Content for social media posts (Facebook and Twitter)	Developed content for social media posts that featured innovation messaging for promotion through the National Innovation and Science Agenda Twitter and Facebook accounts.	
STEM/Youth television commercial		291
‘STEM/Youth’ TVC	Produced a 30-second STEM/Youth TVC	

List of Services	Summary of Services	Whybin/TBWA Production Time in Hours
STEM/Youth TVC supporting materials		579
Radio (1 x 15-second ad, 1 x 30-second ad)	Developed a radio ad that supported the TVC messaging.	
Press ad (inc. Talent Usage)	Developed a press ad that supported the TVC messaging.	
Large Format Out-Of-Home (1 creative x 6 resizes)	Developed a large-format creative STEM artwork that featured on out-of-home advertising.	
Small Format Out-Of-Home (4 creative x animation & static)	Developed small-format STEM creative artworks that featured on out-of-home advertising.	
Digital Banners (4 creative x 5 sizes)	Developed digital banners that were placed on various websites with STEM messaging, with a click through to the innovation website.	
'Follow the Boom' activity	Developed an illustrated activity for use on Instagram	
'Boom Series' videos (2 x 15-second animations)	Developed short animated videos featuring Australian scientists/inventors John O'Sullivan & Tanya Monro	
Cinemagraphs (x2)	Still images taken from the launch TVC (featuring young people) were created into cinemagraphs for Facebook advertising.	
Content for social media posts (Facebook, Twitter, and Instagram)	Developed content for social media posts that featured STEM messaging for promotion through the National Innovation and Science Agenda Twitter and Facebook accounts.	
BUSINESS TVC		281
Makers Empire TVC	Produced a 30-second TVC	
Business TVC supporting materials		209
Reaching the Boom videos (x2)	Produced short animated videos featuring real-life businesses ('Banana Flour' and 'REDARC')	
1 x 2-minute video	Short video that expanded on the Makers Empire story	
Press (1 creative x 30 resizes)	Developed a press ad that supported the TVC messaging.	
Radio (1 x 30-second advertisement)	Developed a radio ad that supported the TVC messaging.	

List of Services	Summary of Services	Whybin/TBWA Production Time in Hours
Digital Banners	Developed digital banners that were placed on various websites with business messaging, with a click through to the innovation website.	
Content for social media posts (Facebook, Twitter and LinkedIn)	Developed content for social media posts that featured business messaging for promotion through the National Innovation and Science Agenda Twitter and Facebook accounts.	
WEBSITE		235
Website	Development of imagery, icons, and logo. Changes to the website layout, design, functionality, and navigation.	