

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
 Innovation, Industry, Science and Research Portfolio
 Additional Estimates Hearing
 26 February 2009

AGENCY/DEPARTMENT: INNOVATION, INDUSTRY, SCIENCE AND RESEARCH

TOPIC: Government Advertising

REFERENCE: Written Question – Senator Abetz

QUESTION No.: AI-25

What communications programs have the Department/Agency undertaken, or are planning to undertake?

For each program, what is the total spend? Please detail including media advertisements (where placed and costs)

What was the total spend on advertising by the Department/Agency in CY 2008 and for so far for FY 2008/09?

ANSWER

Department of Innovation, Industry, Science and Research

Past or Current Program – Calendar Year 2008

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
Australian Building Codes Board	Print Advertising (Newspapers/Magazines)	Local Government Focus, Custom Publishing, Unimail P/L and SEEK Ltd	\$1,908.50	\$1,908.50
IP Passport - IP Australia	Print advertising	Newcastle Herald, Cairns Post Sunshine Coast Daily, Launceston Examiner, Bendigo Advertiser, Albury Mail Canberra Chronicle, Alice Springs News, Bunbury Mail, Albany Advertiser Mount Gambier Watch, Gawler Bunyip, Adelaide Advertiser	\$6,973.55	

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
	Print advertising	Aust Innovation Magazine	\$8,000.00	
	Google ad words	Google	\$1,014.61	\$15,988.16
Smart Start - IP Australia	Google ad words	Google	\$2,512.42	\$2,512.42
Plant Breeder's Rights - IP Australia	Print advertising	Agricultural Publishers, Wine Industry publication	\$1,960.00	\$1,960.00
Designs Centenary - IP Australia	Print advertising	The Age	\$2,048.22	\$2,048.22
Exporters program - IP Australia	Print advertising	Australian Export Magazine	\$6,900.00	\$6,900.00
SME program - IP Australia	Print advertising	Switzer Publishing - Smart Grow Magazine and Miss Entrepreneur	\$8,550.00	\$8,550.00
Australia-India Strategic Research Fund (AISRF)	Electronic advertising - AISRF Round Three	R&D Info - eNewsletter	\$300.00	\$300.00
International Science Linkages (ISL) program	Electronic advertising - French-Australian S&T Program - Round 6	R&D Info & Research Jobs	\$1,000.00	
	Electronic advertising - Australia-China Special Fund for S&T Cooperation - Round 8	R&D Info - eNewsletter	\$330.00	
	Electronic advertising - Competitive Grants -	R&D Info - eNewsletter	\$270.00	

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
	Round 13			
	Print Advertising (Newspapers) - Competitive Grants - Round 13	Australian Financial Review & The Australian	\$11,312.82	\$12,912.82
Square Kilometre Array Taskforce	Print Advertising (Newspaper/Magazines)	Geraldton Mid West Times	\$1,418.00	
		Attorney Generals Department – advertising in the Government Gazette	\$1,580.00	\$2,998.00
Prime Minister's Prizes for Science	Print Advertising (Newspapers/Magazines)	Sydney Morning Herald, The Australian, The Age, Cosmos Magazine, Chemistry in Australian, Australasian Science, Campus Review, Australian Science Teachers Association Journal (National), Science Teachers Association of NSW and Victoria Newsletters, New Scientist	\$25,616.00	
	Online advertising	New Scientist, R&D info - eNewsletter and Research Jobs - eNewsletter	\$6,050.00	\$31,666.00
National Science Week	Print Advertising (Newspapers/Magazines)	Australian Science Teachers Association Journal (July 2008)	\$5,455.00	\$5,455.00
Textile Clothing & Footwear Review	Call for public submissions and notification of public consultations - print advertising	Australian Financial Review, The Australian, Daily Telegraph, Sydney Morning Herald, Melbourne Herald Sun, The Age, Adelaide Advertiser, Brisbane Courier Mail, West Australian, 21 Century News, Chinese Commercial News, Pacific Times, Viet News,	\$41,494.90	\$41,494.90

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
		Northcote Leader, Albury Twin Cities Post, Melbourne Times		
Automotive Review	Call for public submissions - print advertising	Australian Financial Review, The Australian, The Age, Sydney Morning Herald, Adelaide Advertiser, Brisbane Courier Mail, West Australian, Hobart Mercury	\$8,534.70	\$8,534.70
Cooperative Research Centres (CRC) Program Selection Round	Print Advertising (Newspapers/Magazines) for 11th Selection Round opening announcement	Australian Financial Review, The Australian, Adelaide Advertiser, Brisbane Courier Mail, Daily Telegraph, Sydney Morning Herald, The Age, Melbourne Herald Sun, West Australian, Hobart Mercury, NT News, Canberra Times and Campus Review	\$27,365.00	\$27,365.00
National Innovation Review	Print Advertising (Newspapers)	Brisbane Courier Mail, NT News, West Australian, Adelaide Advertiser, The Age, Hobart Mercury, Canberra Times, Sydney Morning Herald	\$7,564.58	\$7,564.58
Questacon (Communication programs related to the promotion of exhibits)	General Questacon advertising (print)	Copeland Publishing, Australian Science Festival, DMAG Magazine, Edge Custom Media, Signature Publishing, Hardie Grant Magazines, Australian Capital Tourism publications & supplements, Federal Capital Press, National Capital Educational Tourism, Health Inspector's	\$58,149.78	

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
		Big Kid Puzzle Book, Your Times, Capital Educational Tours Services, The Berra		
	3 in fun joint ticket promotion (print)	AOT Travel, Australian Capital Tourism Holiday Planner & Product Guide, 2008 Book out Australia, NRMA SYC&S, RACV Advertising, RAA Savings Brochure, AAA Tourism	\$7,040.28	
	General Questacon advertising & paid announcements (radio)	MIX106.3, FM104.7 and Macquarie Regional Radioworks	\$67,486.25	
	General Questacon advertising (television)	WIN (Susie Show)	\$6,000.00	
	General Questacon advertising (television)	ACT Tourism (Coxy's Big Break)	\$2,000.00	\$140,676.31
business.gov.au	Print Advertising	MyBusiness magazine Feb, March, April, May, June, Oct 2008 editions; Sydney Morning Herald & The Age business banners & leaderboards (April 2008) and News/Business leaderboards (April/May 2008); Various magazines between May, June, July 2008 - National Accountant, Business Acumen Qld, Geelong Business News, Gold Coast Business News, Dynamic Business Magazine, Qld Business Review, Tasmanian Business Reporter, WA Business News, Local Government Manager, Local Government Focus, Public Sector Informant; Flying Solo Magazine (June 2008)	\$103,142.00	
	Electronic/Online Advertising	Yahoo 7, Nine MSN, News Digital (May, June, July	\$43,920.00	\$147,062.00

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
		2008)		
South Australia Innovation & Investment Fund (SAIIF)	Print Advertising - Round 1 Advertising	Australian Financial Review & Adelaide Advertiser	\$20,520.90	\$20,520.90
Geelong Innovation & Investment Fund (GIIF)	Print Advertising - Round 2 Advertising	Geelong Advertiser & Australian Financial Review	\$14,300.00	
		Adcell Print Group - advertisement in the 'Geelong Business News' August 2008	\$800.00	\$15,100.00
Enterprise Connect	Print Advertising - Creative Industries	The Age, Sydney Morning Herald, Adelaide Advertiser, Brisbane Courier Mail, West Australian, NT News, Hobart Mercury, Canberra Times, The Australian	\$13,902.42	
	Print Advertising - Clean Innovation Centre	The Age, Sydney Morning Herald, Adelaide Advertiser, Brisbane Courier Mail, West Australian, NT News, Hobart Mercury, Canberra Times, The Australian	\$13,902.42	
	Print Advertising - Enterprise Connect	West Australian	\$3,000.00	\$30,804.84
Invest Australia	Print Advertising	Power Engineering	\$14,131.00	
Invest Australia	Print Advertising	Journal Of Life Sciences	\$10,834.79	
Invest Australia	Other forms of paid advertising	Google	\$32,164.01	
Invest	Print Advertising	Adex Keizai	\$21,881.61	

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
Australia				
Invest Australia	Print Advertising	21st Business Herald	\$65,771.20	
Invest Australia	Print Advertising	Business Voice	\$15,842.56	
Invest Australia	Print Advertising	Financial News UK	\$51,450.39	
Invest Australia	Other forms of paid advertising	Adex Keizai - Website Ads	\$38,054.97	
Invest Australia	Print Advertising	US Business Week (G'Day USA)	\$59,881.00	
Invest Australia	Print Advertising	India Australia Mining	\$2,788.25	
Invest Australia	Print Advertising	European Biopharmac Review	\$2,256.32	
Invest Australia	Print Advertising	Marcoa Publishing - Profile of Excellence for SF Chamber of Commerce	\$7,593.82	
Invest Australia	Print Advertising	HMA Blaze	\$12,620.03	\$335,269.95
General Promotion of AusIndustry programs	Print Advertising	Daily Liberal (Dubbo), Northern Daily Leader, Armidale Express, My Business, Farm Weekly, North Qld Register, Qld Country Life, Stock & Land, Stock Journal, The Land, Countryman, Tasmanian Country, The Rural (Wagga Advertiser), The Weekly Times, AIDN (Aust Industry, Defence Network), Australia's Mining Monthly, Dynamic Business/Dynamic Export, Engineers Australia, What's new in Process Technology, Australian Anthill, Australia's Manufacturing Monthly, Curve Magazine, Ecos, Qld MacAir InFlight Magazine, Grapegrower and Winemaker, Qld Business	\$250,725.97	

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
		Review, Voyeur, WA Business News, Australian Financial Review Xport & Trade Finance Special, Australian Life Scientist, BRW, Country Business Engineers Australia - Civil edition, Food Magazine, Qantas - the Australian Way, Voice & Data What's New in Laboratory Technology, Australian Private Equity Review, Australian Chamber of Commerce and Industry, Annual Report 2008, Insight Magazine, Australian Design Awards Yearbook, Launceston Examiner, Charter, In the Black, Taxation in Australia, Asset Magazine, Illawarra Mercury, Isis Town and Country Childers, Bundaberg News Mail, Adelaide Advertiser, Gold Coast Business News, Qld Business Acumen, Bendigo Advertiser 'Enterprise' special, Brisbane Business News, R&D Info online newsletter -8 editorials, Brisbane Business News, October Business Month Calendar, National Manufacturing Week Exhibition Guide 2008, SA in Business, Australian Venture Capital Guide		
	8 x editions of e-Bulletin		\$6,480.00	
	Electronic mail-out (NSW State managers' notes)		\$804.36	

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
	Electronic email invitations (Showcasing Innovation, South Australia; regional QLD office launch; Road to Your Business Success, ACT event)		\$3,201.56	
	Mail-out - local member kits (all program promotion)		\$1,500.00	\$262,711.89
Promotion of TRADEX program	Print Advertising	Xdox training manual, The Australian Export Awards Feature, AIG Exporters Guide 2008	\$11,399.02	
	Hard copy mail-out		\$1,207.29	\$12,606.31
Promotion of Climate Ready program	Print Advertising	Canberra Times, Daily Telegraph, Sydney Morning Herald, Herald Sun, The Age, Brisbane Courier Mail, West Australian, Hobart Mercury, NT News, Co2 Online Newsletter, BRW, Eco Generation, WME - Environment Business Magazine, Renew Magazine, Sustainability Matters, Habitat, Ecos, Australian Manufacturing Technology, Engineering Excellence Awards SA	\$55,190.74	
	Mail-out - local member kits		\$1,500.00	\$56,690.74
Promotion of Early Stage Venture Capital Limited Partnership program	Print Advertising	Adelaide Advertiser, Brisbane Courier Mail, Australian Financial Review, Sydney Morning Herald, The Age, The Australian	\$52,322.51	
	Electronic email invitations for customer		\$1,043.40	\$53,365.91

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
	seminars/information sessions			
Promotion of R&D TAX Concession program	Print Advertising	National Accountant, Taxation in Australia, Charter, In the Black, Dynamic Business, Company Director, Mining Monthly, National Accountant, Regional Business, Australian Financial Review Qld MacAir inFlight Magazine, Adelaide Advertiser, Brisbane Courier Mail, West Australian, Air North, Qantas - the Australian Way, Brindabella Airlines	\$112,100.20	\$112,100.20
Promotion of Venture Capital Limited Partnership program	Print Advertising	Private Equity Media website - rotating banner	\$5,214.00	\$5,214.00
Promotion of Green Building Fund program	Print Advertising	The Australian, Sydney Morning Herald, The Age, Brisbane Courier Mail, Canberra Times, Hobart Mercury, NT News, Adelaide Advertiser, West Australian	\$26,382.47	
	Mail-out - local member kits		\$1,500.00	
	Electronic email invitations for customer seminars/information sessions		\$100.00	\$27,982.47
Promotion of North East Tasmanian Innovation	Print Advertising	Launceston Examiner, North Eastern Advertiser	\$1,027.98	\$1,027.98

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
Fund				
Promotion of Retooling for Climate Change program	Print Advertising	Daily Telegraph, Sydney Morning Herald, Herald Sun, The Age, Courier Mail, Adelaide Advertiser, The West Australian, Hobart Mercury, NT News, Australian Financial Review, The Weekend Australian, Canberra Times	\$42,410.67	
	Mail-out - local member kits		\$1,500.00	
	Electronic email invitations for customer seminars/information sessions		\$2,301.08	\$46,211.75
Promotion of Commercialising Emerging Technologies program	Print Advertising	The Herald (Newcastle)	\$1,117.17	\$1,117.17
Promotion of Textiles Clothing and Footwear Small Business program	Print Advertising	Rag Trader flyer, Aust Textiles & Fashion Apparel & Textiles portal online, Aust Textiles & Fashion, Rag Trader, The Australian	\$14,935.85	
	Electronic email invitations for customer seminars/information sessions (Round 3,4)		\$1,163.20	
	Mail-out: local member kits (round 4)		\$1,500.00	\$17,599.05

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
AusIndustry - Small Business Advisory Service program	Print Advertising	The Australian, Australian Financial Review, Sydney Morning Herald, Canberra Times, The Age, Brisbane Courier Mail, Adelaide Advertiser, West Australian, Hobart Mercury, NT News, Illawarra Mercury, Geelong Advertiser, Cairns Post, Gold Coast Bulletin, Toowoomba Chronicle, Barrier Daily Truth, Coffs Coast Advocate, Dubbo Daily Liberal, Tweed Daily News, Wagga Daily Advertiser, Bendigo Advertiser, Hamilton Spectator, Sunraysia Daily, Bundaberg News Mail, Gladstone Observer, Gympie Times, Mackay Daily Mercury, Sunshine Coast Daily, Fraser Coast Chronicle, Rockhampton Morning Bulletin, Warwick Daily News, Express, Goulburn Post, Griffith Area News, South Coast Register, Riverina Herald, Portland Observer, Swan Hill Guardian, Wangaratta Chronicle, Whyalla News, Namoi Valley Independent, Inverell Times, Moree Champion, Narrabri North West Courier, Ararat Advertiser/Stawell Times, Euroa Gazette, Mountain Views Mail, Sale Gippsland Times, Traralgon Journal, Northern Miner, Bayside Bulletin, Dalby Herald, South Burnett Times,	\$86,207.42	\$86,207.42

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
		Noosa News, Roma Western Star, Yorke Peninsula Country Times, Border Watch, Murray Valley Standard, Port Lincoln Times, Murray Pioneer, Express Extra, Batemans Bay Post/Moruya Southern Star, Eastern Riverina Chronicle, Camden Haven Courier, Port Macquarie Express, Yass Tribune, East Gippsland News, Ayr Advocate, Beaudesert Times, Jimboomba Times, Bowen Independent, Central Qld News, Goondiwindi Argus, Hervey Bay Observer, Nambour Weekly, Torres News, East Riverina Chronicle (Holbrook), Northern Argus, Loxton News, Mount Barker Courier, The Transcontinental, Flinders News - Augusta, Margaret River Mail, Northern Guardian, Esperance Express, North West Telegraph, Merredin Wheatbelt Mercury, Pilbara News, Franklin Huon Valley News, King Island Courier, Derwent Valley Gazette, North Eastern Advertiser, Circular Head Chronicle, Western Herald, Bowral Highlands Post, Cooma Monaro Express, Weekly Advertiser, Charleville Western Times, Border Chronicle, West Coast Sentinel, Coober Pedy		

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
		Times, South Eastern Times, Naracoorte Herald, Victor Harbor Times, Great Southern Weekender, Broome Advertiser, Midwest Times, Kimberley Echo, The Coastal Times, Shepparton News, Macedon Rangers Guardian, Caloundra City News, Gold Coast Mail, Longreach Leader, The Golden Mail		
Enhanced Project By-law Scheme program promotion	Electronic email invitations for customer seminars/information sessions		\$100.00	\$100.00
Innovation Investment Fund program promotion	Electronic email invitations for customer seminars/information sessions (Tranche 2)		\$1,041.20	\$1,041.20
LPG Vehicle Scheme program promotion	2 x hard copy mail-outs		\$19,029.31	\$19,029.31
R&D Tax Concession program promotion	Electronic email invitations for national series of workshops, and workshops held in the ACT and SA		\$2,221.64	\$2,221.64
			TOTAL CY 2008	\$1,572,819. 34

Past or Current Program – Financial Year 2008-2009

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
Australian Building Codes Board Activities	Print advertising - promotion of Australian Building Codes Board seminars, advertising Cadetships and general Australian Building Codes Board advertising	Local Government Focus, Custom Publishing, Unimail P/L, SEEK Ltd, and Australian Government Directory	\$2,708.50	\$2,708.50
Designs Centenary - IP Australia	Print advertising	The Age	\$2,048.22	\$2,048.22
Exporters program - IP Australia	Print advertising	Australian Export Magazine	\$6,900.00	\$6,900.00
SME program - IP Australia	Print advertising	Switzer Publishing - Smart Grow Magazine and Miss Entrepreneur	\$8,550.00	\$8,550.00
20% PAYG - Small Business Promotion	20% PAYG Instalment Reduction (including scripts, production and placement)	Commercial Radio Stations throughout Australia	\$143,500.00	\$143,500.00
Australia-India Strategic Research Fund (AISRF)	Electronic advertising - AISRF Round Three	R&D Info - eNewsletter	\$330.00	\$330.00
International Science Linkages (ISL) program	Electronic advertising - French-Australian S&T Program - Round 6	R&D Info - eNewsletter & Research Jobs	\$1,000.00	\$1,000.00
Prime Minister's Prizes for Science	Print Advertising (Newspapers/Magazines)	Academy of Technological Sciences and Engineering 'Focus' magazine	\$590.00	
		Campus Review	\$5,760.00	
		Australian Science Teachers Association Journal (national)	\$850.00	
		New Scientist	\$6,100.00	
	Online advertising	R&D Info - eNewsletter and Research Jobs - eNewsletter	\$5,100.00	
		Science Teachers Association	\$75.00	

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
		of Tasmania newsletter (online)		
		Australian Life Scientist (online)	\$2,100.00	\$20,575.00
National Science Week	Print Advertising (Newspapers/Magazines)	Australian Science Teachers Association Journal (July 2008)	\$5,455.00	\$5,455.00
Textiles Clothing & Footwear Review	Print Advertising (Newspapers) - Call for public submissions and notification of public consultations	21 Century News, Chinese Commercial News, Pacific Times, Viet News, Northcote Leader, Albury Twin Cities Post, Melbourne Times,	\$1,542.34	\$1,542.34
Cooperative Research Centres (CRC) Program Selection Round	Print Advertising (Newspapers/Magazines) for 11th Selection Round opening announcement	Australian Financial Review, The Australian, Adelaide Advertiser, Brisbane Courier Mail, Daily Telegraph, Sydney Morning Herald, Melbourne Age, Melbourne Herald Sun, West Australian, Hobart Mercury, NT News, Canberra Times and Campus Review	\$27,365.00	\$27,365.00
Questacon (Communication programs related to the promotion of exhibits)	Television Advertising	Susie Show (WIN TV), ACT Tourism (Coxy's Big Break) and WIN HD	\$13,000.00	
	Radio Advertising	FM104.7 and MIX106.3	\$10,505.00	
	Print Advertising	Australian Science Festival, DMAG Magazine, Copeland Publishing, Hardie Grant Magazines, Federal Capital Press of Australia, Capital Educational Tours Services, National Capital Educational Tourism Project, Signature Publishing, Edge Custom Media and The Berra	\$40,831.14	
	Questacon - 3 in fun joint ticket promotion (print advertising)	RACV, Book out Australia, AAA Tourism and ACT Holiday Planner	\$4,054.39	\$68,390.53

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
business.gov.au	Print Advertising	MyBusiness magazine Oct 2008 edition	\$4,500.00	\$4,500.00
South Australia Innovation & Investment Fund (SAIIF)	Print Advertising - Round 1 Advertising	Australian Financial Review & Adelaide Advertiser	\$20,520.90	\$20,520.90
Geelong Innovation & Investment Fund (GIIF)	Print Advertising - Round 2 Advertising	Geelong Advertiser & Australian Financial Review	\$14,300.00	
		Adcell Print Group - advertisement in the 'Geelong Business News' August 2008	\$800.00	\$15,100.00
Enterprise Connect	Print Advertising - Creative Industries Centre	The Age, Sydney Morning Herald, Adelaide Advertiser, Brisbane Courier Mail, West Australian, NT News, Hobart Mercury, Canberra Times, The Australian	\$13,902.42	
	Print Advertising - Clean Innovation Centre	The Age, Sydney Morning Herald, Adelaide Advertiser, Brisbane Courier Mail, West Australian, NT News, Hobart Mercury, Canberra Times, The Australian	\$13,902.42	
	Print Advertising - Enterprise Connect Program	Tasmania Chamber of Commerce - advertising in the Examiner Newspaper	\$3,272.73	
	Print Advertising - Enterprise Connect Program	West Australian	\$3,000.00	\$34,077.57
General Promotion of AusIndustry programs	Print Advertising	Australian Private Equity Review, Aust Chamber of Commerce and Industry Annual Report 2008, Insight Magazine, Australian Design Awards Yearbook, Launceston Examiner, Charter, In the Black, Taxation in Australia, Asset Magazine, Illawarra Mercury, Isis Town and Country Childers, Bundaberg	\$62,964.14	

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
		News Mail, Adelaide Advertiser, Gold Coast Business News, Qld Business Acumen, Bendigo Advertiser 'Enterprise' special, Brisbane Business News, R&D Info online newsletter -8 editorials, Brisbane Business News, October Business Month Calendar, National Manufacturing Week Exhibition Guide 2008, SA in Business, Australian Venture Capital Guide		
	6 x editions of e-Bulletin		\$4,700.00	
	Mail-out - local member kits (all program promotion)		\$1,500.00	\$69,164.14
Promotion of TRADEX program	Print Advertising	AIG Exporters Guide 2008	\$6,081.82	
	Hard copy mail-out		\$1,207.29	\$7,289.11
Promotion of Climate Ready Program	Print Advertising	Canberra Times, Daily Telegraph, Sydney Morning Herald, Herald Sun, The Age, Brisbane Courier Mail, West Australian, Hobart Mercury, NT News, Co2 Online Newsletter, BRW, Eco Generation, WME - Environment Business Magazine, Renew Magazine, Sustainability Matters, Habitat, Ecos, Australian Manufacturing Technology, Engineering Excellence Awards SA	\$55,190.74	
	Mail-out - local member kits		\$1,500.00	\$56,690.74
Promotion of R&D TAX Concession program	Print Advertising	National Accountant, Taxation in Australia, Charter, In the Black, Dynamic Business, Qld MacAir inFlight Magazine, Air	\$46,931.50	\$46,931.50

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
		North, Qantas - the Australian Way, Brindabella Airlines, Australian Equity and Venture Capital Guide 2009		
Promotion of Venture Capital Limited Partnership program	Print Advertising	Private Equity Media website - rotating banner	\$5,214.00	\$5,214.00
Promotion of Green Building Fund	Print Advertising	The Australian, Sydney Morning Herald, The Age, Brisbane Courier Mail, Canberra Times, Hobart Mercury, NT News, Adelaide Advertiser, West Australian	\$26,382.47	
	Mail-out - local member kits		\$1,500.00	
	Electronic email invitations for customer seminars/information sessions		\$100.00	\$27,982.47
Promotion of North East Tasmanian Innovation Fund	Print Advertising	Launceston Examiner, North Eastern Advertiser	\$1,027.98	\$1,027.98
Promotion of Retooling for Climate Change program	Print Advertising	Daily Telegraph, Sydney Morning Herald, Herald Sun, The Age, Courier Mail, Adelaide Advertiser, West Australian, Hobart Mercury, NT News, Australian Financial Review, The Weekend Australian, Canberra Times	\$42,410.67	
	Mail-out - local member kits		\$1,500.00	
	Electronic email invitations for customer seminars/information sessions		\$2,301.08	\$46,211.75

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
Promotion of Textiles, Clothing and Footwear Small Business Program	Print Advertising	The Australian, Apparelb2bcentral, Textileb2bcentral, Ragtrader, Aust Textiles Fashion Mag	\$11,016.98	
	Electronic email invitations for customer seminars/information sessions (Round 4)		\$100.00	
	Mail-out: local member kits (round 4)		\$1,500.00	\$12,616.98
Promotion of Small Business Advisory Service program	Print Advertising	The Australian, Australian Financial Review, Sydney Morning Herald, Canberra Times, The Age, Brisbane Courier Mail, Adelaide Advertiser, West Australian, Hobart Mercury, NT News, Illawarra Mercury, Geelong Advertiser, Cairns Post, Gold Coast Bulletin, Toowoomba Chronicle, Barrier Daily Truth, Coffs Coast Advocate, Dubbo Daily Liberal, Tweed Daily News, Wagga Daily Advertiser, Bendigo Advertiser, Hamilton Spectator, Sunraysia Daily, News Mail Bundaberg, Gladstone Observer, Gympie Times, Mackay Daily Mercury, Sunshine Coast Daily, Fraser Coast Chronicle, Rockhampton Morning Bulletin, Warwick Daily News, Express, Goulburn Post, Griffith Area News, South Coast Register, Riverina Herald, Portland Observer, Swan Hill Guardian, Wangaratta Chronicle, Whyalla News, Namoi Valley Independent, Inverell Times, Moree Champion, Narrabri	\$86,207.42	\$86,207.42

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
		<p>North West Courier, Ararat Advertiser/Stawell Times, Euroa Gazette, Mountain Views Mail, Sale Gippsland Times, Traralgon Journal, Northern Miner, Bayside Bulletin, Dalby Herald, South Burnett Times, Noosa News, Roma Western Star, Yorke Peninsula Country Times, Border Watch, Murray Valley Standard, Port Lincoln Times, Murray Pioneer, Express Extra, Batemans Bay Post/Moruya Southern Star, Eastern Riverina Chronicle, Camden Haven Courier, Port Macquarie Express, Yass Tribune, East Gippsland News, Ayr Advocate, Beaudesert Times, Jimboomba Times, Bowen Independent, Central Qld News, Goondiwindi Argus, Hervey Bay Observer, Nambour Weekly, Torres News, East Riverina Chronicle (Holbrook), Northern Argus, Loxton News, Mount Barker Courier, The Transcontinental, Flinders News - Augusta, Margaret River Mail, Northern Guardian, Esperance Express, North West Telegraph, Merredin Wheatbelt Mercury, Pilbara News, Franklin Huon Valley News, King Island Courier, Derwent Valley Gazette, North Eastern Advertiser, Circular Head Chronicle, Western Herald, Bowral Highlands Post, Cooma Monaro Express, Weekly Advertiser, Charleville Western Times, Border Chronicle, West Coast Sentinel, Coober Pedy Times,</p>		

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
		South Eastern Times, Naracoorte Herald, Victor Harbor Times, Great Southern Weekender, Broome Advertiser, Midwest Times, Kimberley Echo, The Coastal Times, Shepparton News, Macedon Rangers Guardian, Caloundra City News, Gold Coast Mail, Longreach Leader, The Golden Mail		
Promotion of Green Car Fund	Print Advertising	Australian Financial Review, The Australian, Sydney Morning Herald, Canberra Times, The Age, Brisbane Courier Mail, Adelaide Advertiser, West Australian Hobart Mercury, NT News	\$86,669.88	
	Electronic email invitations for customer seminars/information sessions		\$100.00	\$86,769.88
Enhanced Project By-law Scheme program promotion	Electronic email invitations for customer seminars/information sessions		\$100.00	\$100.00

Name of Program	Activity	Media Placement	Media Placement Cost - GST Excl	Total cost per program - GST Excl
Ethanol Distribution Program promotion	Hard copy mail-out		\$1,430.17	\$1,430.17
LPG Vehicle Scheme program promotion	3 x hard copy mail-outs		\$106,533.53	\$106,533.53
			TOTAL	
			FY 08/09	\$916,732.73

FUTURE PROGRAMS (Planned)

Name of Program	Activity			Total Budgeted
Smart Start - IP Australia	Print advertising		\$7,239.00	\$7,239.00
World IP Day - IP Australia	Online advertising		\$27,779.00	\$27,779.00
Small Business Promotion	Tax Investment Incentive		\$250,000.00	\$250,000.00
Cooperative Research Centres (CRC) Program Selection Round	12th Selection Round opening advertising in June 2009		\$27,500.00	\$27,500.00
Questacon	Television Advertising (WIN HD)	WIN HD	\$20,000.00	
Questacon	Radio Advertising (MIX106.3 and FM104.7) NB This is through to Dec 2009	FM104.7 and MIX106.3	\$52,525.00	
Questacon	Print Advertising	Virgin Blue Voyeur and DMAG Magazine	\$8,069.75	\$80,594.75

business.gov.au	Online Advertising	mybusiness.com.au Feb-Jun 2009, dynamicbusiness.com Apr-Jun 2009, money.ninemsn.com.au Apr-May 2009, news.com.au Apr-May 2009, SMH.com.au Apr-May 2009, age.com.au Apr-May 2009, yahoo7.com.au Apr-May 2009.	\$77,925.00	\$77,925.00
business.gov.au	Print Advertising	Canberra Times Apr-Jul 2009, Dynamic Business magazine Apr-May 2009, My Business magazine Feb-Jun 2009, Grow your business magazine May 2009, Tasmanian Business Reporter May 2009, WA Business News April 2009, Qantas The Australian Way May 2009, Virgin Blue Voyeur May 2009.	\$57,706.84	\$57,706.84

Name of Program	Activity			Total Budgeted
Promotion of R&D Tax Concession program	Print Advertising	Rural papers, newsletters and magazines	\$61,126.13	\$61,126.13
Promotion of Green Building Fund program	Print Advertising	Trade Magazines	\$3,987.13	\$3,987.13
General promotion of all AusIndustry programs	Electronic email invitations for customer seminars/information sessions (Showcasing Innovation, QLD)		\$1,000.00	\$1,000.00
Prime Minister's Prizes for Science	Print Advertising (Newspapers/Magazines)	Australian Life Scientist, Chemistry in Australia & Australasian Science	\$6,929.00	
	Online advertising	New Scientist, Science Teachers Association of NSW and Victoria Newsletters	\$2,483.00	\$9,412.00

			TOTAL	\$604,269.85
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Australian Institute of Marine Science

All expenditure is GST exclusive

Communications programs that have been undertaken by the Australian Institute of Marine Science between 1 January 2008 and 31 December 2008 and related total spend.

Name of Communications Program/Advertisement	Where Advertisement Placed	Total cost per program	Total cost for advertising
AIMS Public Tour Program	This Month in Townsville	\$744	\$744
AIMS Newsletter	N/A	\$4,720	
Total Expenditure on communication programs		\$5,464	
Total Expenditure on Advertising			\$744

Communications programs/advertising that has been undertaken by the Australian Institute of Marine Science between 1 July 2008 and 26 February 2009 and related total spend.

Name of Communications Program/Advertisement	Where Advertisement Placed	Total cost per program	Total cost for advertising
AIMS Public Tour Program	This Month in Townsville	\$372	\$372
AIMS Newsletter	N/A	\$3,540	
Total Expenditure on communication programs		\$3,912	
Total Expenditure on Advertising			\$372.00

Communications programs the Australian Institute of Marine Science are planning to undertake

AIMS Public Tour Program
AIMS Newsletter

Australian Nuclear Science and Technology Organisation

All expenditure is GST exclusive

Communications programs that have been undertaken by the Australian Nuclear Science and Technology Organisation between 1 January 2008 and 31 December 2008 and related total spend.

Name of Communications Program/Advertisement	Where Advertisement Placed	Total cost per program	Total cost for advertising
Community Discussion - December 2008	St George and Sutherland Leader, Bankstown Torch, Illawarra Mercury and Liverpool Leader	\$13,381	\$2,294
Community Discussion - July 2008	St George and Sutherland Leader	\$11,478	\$421
Schools education and tours program promotion	NSW Teachers Association newsletter (June and November), Tasmanian Teachers Association newsletter and Teachers in the loop website	\$11,783	\$6,760
Science tour advertising and promotion	2009 Discover Greater Sydney, 2009 UBD book, Police Executive Diary, Sutherland Shire Discovery Guide, This Week in Sydney magazine, Blacktown Advocate July and Sept), Manly Daily (July and Sept), St George and Sutherland Leader (July and Sept) and Wollongong Advertiser	\$9,773	\$8,252
Velocity eMagazine - creation and distribution (Mar, June, Sept and Dec)		\$15,260	\$0
Total Expenditure on communication programs		\$61,675	
Total Expenditure on Advertising			\$17,727

Communications programs/advertising that has been undertaken by the Australian Nuclear Science and Technology Organisation between 1 July 2008 and 26 February 2009 and related total spend.

Name of Communications Program/Advertisement	Where Advertisement Placed	Total cost per program	Total cost for advertising
Community Discussion - December 2008	St George and Sutherland Leader, Bankstown Torch, Illawarra Mercury and Liverpool Leader	\$13,381	\$2,294
Community Discussion - July 2008	St George and Sutherland Leader	\$11,478	\$421
Schools education and tours program promotion	Cursion website listing and NSW Teachers	\$4,918	\$2,695

	Association newsletter		
Science tour advertising	2009 Discover Greater Sydney, 2009 UBD book, Police Executive Diary, Sutherland Shire Discovery Guide, This Week in Sydney magazine, Bankstown Torch, Blacktown Advocate (July and September), Hills Shire Times, Illawarra Mercury, Inner Western Courier, Liverpool Leader, Manly Daily (July and September), North Shore Times, St George and Sutherland Leader (July, September and January) and Wollongong Advertiser	\$10,677	\$10,002
Velocity eMagazine - creation and distribution (Sept and Dec)		\$7,630	\$0
Total Expenditure on communication programs		\$48,084	
Total Expenditure on Advertising			\$15,412

Communications programs that are planned by the Australian Nuclear Science and Technology Organisation from 26 February 2009 until end of June 2009 and related budget.

Name of Communications Program/Advertisement	Where Advertisement Placed	Total cost per program	Total cost for advertising
Open Day		\$50,000	\$10,000
Schools education and tours program promotion	Australian Teacher Magazine (March-June), School Getaways website listing and Sydney Morning Herald Education page	\$3,487	\$3,487
Science tour advertising	Sutherland Shire Discovery Guide, Bankstown Torch, Hornsby Advocate, Illawarra Mercury, Parramatta Advertiser, Penrith Press and St George and Sutherland Leader (two April)	\$4,621	\$4,621
Velocity eMagazine - creation and		\$7,630	

distribution (Mar and June)		
Budget for planned communication programs	\$65,738	
Budget for planned advertising		\$18,108

Australian Research Council

All expenditure is GST exclusive

Communications programs that have been undertaken by the Australian Research Council for calendar year 2008 and financial year 2009 to 26 February 2009 and related total spend.

Name of Communications Program/Advertisement	Where Advertisement Placed	Total cost per program	Total cost for advertising
ARC College of Experts – call for nominations	The Australian, The Australian Financial Review, The Campus Review	\$12,017.68	\$12,017.68
Future Fellowships Scheme – call for submissions	The Weekend Australian, The Australian	\$4,447.17	\$4,447.17
Australian Laureate Fellowships – call for submissions	The Weekend Australian	\$3,323.70	\$3,323.70
<i>Discovery Newsletter</i>	N/A	\$24,808.02	N/A
Total Expenditure on communication programs		\$44,596.57	
Total Expenditure on Advertising			\$19,788.55

The Australian Research Council has no planned communications programs.

Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS)

Activity	Media Placement	Cost
Family History Unit Information Kits on Family History Unit (2008) [This grant funding is from OATSIH/Department of Health and Ageing]	Production/distribution of information to individuals, families, communities and members/families of Stolen generations on services available	\$8,005.00
Family History Unit Bookmarks promoting online exhibits and Library services (2008)	Production of Bookmarks	\$1,234.00
Corporate Communications Institute News 1/2008 (Nov) Production of AIATSIS magazine	Production of AIATSIS magazine to members and key stakeholders	\$3,058.00
Corporate Communications Institute News 1/2009 (March 2009)	Production of AIATSIS magazine	\$3,300.00

Corporate Communications Institute News 2/2009 (July 2009)	Production of AIATSIS magazine	\$3,300.00
Corporate Communications NAIDOC on the Peninsula 2008 (July 2008) Print and Radio Advertising	Canberra Times/Chronical, Federal Capital Press, Canberra FM Radio 104.7 and 106.3	\$4,080.00
Corporate Communications Promotional (DL fliers) [Funded by ACT Health and FaHCSIA]	Production of fliers/posters	\$675.00
Corporate Communications NAIDOC on the Peninsula 2009 (July 2009) [Pending successful grant from ACT Health and FaHCSIA]	Advertising and Promotions	\$8,000.00
Corporate Communications Advertising of Jupuralla Wickman exhibit (September 2008)	Canberra Times/Federal Capital Press	\$1,024.00
Corporate Communications DL fliers promoting 'Sorry' exhibit commemorating the one year anniversary of the Apology to Stolen Generations (Mar- June 2009)	Production of fliers	\$200.00
Aboriginal Studies Press (ASP) 2008 – promotion and advertising of ASP books. Various flyers for book launches, press advertising	Various printers and newspapers	\$19,403.00
Aboriginal Studies Press (ASP) 2009 – promotion and advertising of ASP books. Various flyers for book launches, press advertising	Various printers and newspapers	\$1,640.00
Research 2008 Research Grants Print Advertising	Koori Mail / National Indigenous Times	\$635.00
Research 2008 Indigenous Researchers Fund Print Advertising	Koori Mail / National Indigenous Times	\$431.00
Research Community History Grants 2009 Print Advertising	Koori Mail / National Indigenous Times	\$900.00

Research Launch of AUSTLANG database (2009) DL flyers	Bluestar Printing, Trendsetting Printers	\$521.00
Research 2009 AIATSIS Seminar Series (Feb) Print Advertisement, Print Advertising	Canberra Times/Federal Capital Press	\$501.00
Research 2008 NTRU Conference (June) Promotion of conference	Film Australia Ltd	\$560.00
Research 2009 NTRU Conference Promotion/advertising of conference	[planned spending as conference is in June]	\$800.00
Total Expenditure		\$58,267.00

Commonwealth Scientific and Industrial Research Organisation

CSIRO routinely promotes both its own science and opportunities for the Australian public and other stakeholders to become involved in CSIRO activities and programs. This involves an estimated 25,000 publications, reports, newsletters, factsheets, workshops, conferences, lectures, field and open days, school visits and other events each year. These education, outreach and knowledge transfer activities are embedded in virtually all of CSIRO's research programs and itemising and costing each of these items would be an unreasonable diversion of resources.