

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
Innovation, Industry, Science and Research Portfolio
Additional Estimates Hearing 2009-10
10 February 2010

AGENCY/DEPARTMENT: INNOVATION, INDUSTRY, SCIENCE AND RESEARCH

TOPIC: Creative Industries Innovation Centre (CIIC)

REFERENCE: Written Question – Senator Eggleston

QUESTION No.: AI- 46

What is the total amount spent by the Government on the Creative Industries Innovation Centre (CIIC) to date?

How many businesses have received CIIC services?

Please provide details as to who has received services, when and how much the cost of each of those services was?

How much financial assistance has CIIC provided to SMEs in creative industries?

What improvement in productivity and competitiveness have these businesses achieved?

ANSWER

As at 31 January 2010 \$2,749,888 (GST exclusive) has been spent in relation to the Creative Industries Innovation Centre.

630.

Enterprise Connect services (except grants) are provided at no cost to companies.

Twelve Tailored Advisory Service (TAS) grants have been awarded through the Centre for projects that have been completed or are underway to the following grantees.

Company	TAS grant (\$ ex GST)
Standard Technical Merchandise Pty Ltd (2 grants)*	12,750
Smart Sands Pty Ltd	7,000
Vox Marketing	9,250
Eskimo Pty Ltd	7,500
Smart Melbourne Pty Ltd	10,500
National Folk Festival Ltd	15,000
Cultural Infusion Ltd	20,000
Pan Orama Group (Int) Pty Ltd	20,000

Smart Sydney Pty Ltd	4,875
The Coloured House Pty Ltd	8,750
Grover Allman Pty Ltd	2,900

* *Firms can access a Tailored Advisory Grant of up to \$20,000, on a matching basis, which can be broken up into a number of smaller projects.*

Case studies of individual firms show Enterprise Connect services improve the productivity and competitiveness of client firms. Firms are assisted to develop and improve strategic business activities, production/operational procedures, internal systems and human resources systems which lead to increases in sales, access to new markets and increased manufacturing capacity. A full evaluation of the program is scheduled for 2010-11 which will assess the impact of Enterprise Connect services on a firm's ability to innovate, improve productivity and increase competitiveness.