

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: Communications programs

REFERENCE: Written Question – Senator Eggleston

QUESTION No.: AI-63

What communications programs' has the Department undertaken since 26 November 2007, or are planning to undertake?

For each program, what is the total spend?

ANSWER

The communication activities detailed below are routine program related activities.

All expenditure is GST Exclusive

Past or Current Programs 1 July 2009 to 31 January 2010

Name of Communication Program	Total cost per program
Green Car Innovation Fund	\$14,684.07
Venture Capital Limited Partnerships	\$8,085.99
Small Business Online	\$38,765.72
Small Business Support Line	\$79,991.86
Textile Clothing and Footwear - Small Business Program	\$8,885.89
North West and Northern Tasmania Innovation and Investment Fund	\$10,132.31
AusIndustry eBulletin	\$9,752.15
LPG Vehicle Scheme Promotion	\$104,907.88
Cooperative Research Centres Program	\$35,700.66
National Science Week	\$17,215.00
Prime Ministers Prizes	\$59,940.00
General promotion of Questacon exhibitions and visiting the Centre in Canberra	\$86,673.15
Australia - India Strategic Research Fund (AISRF) - Round 4	\$6,180.00
Advertising of Enterprise Connect programs in various media outlets	\$167,694.54
National Strategy for Energy Efficiency	\$13,000.00
National Enabling Technologies Strategy's Public Awareness and Community Engagement Program - approximate expenditure	\$350,000.00
Automotive Supply Chain Development Program	\$7,797.61
Australian Space Science Program	\$15,316.74
Business.gov.au	\$88,518.54

Future Programs (Budgeted) – 1 February 2010 to 30 June 2010

Name of Communication Program	Estimated Budget
Cooperative Research Centre Programs - 13th Selection Round Information Session print advertising	\$7,434.09
National Science Week Promotional Bookmarks, Posters, Banners, T-shirts, Postcards (including delivery)	\$100,000.00
Prime Minister Prizes promotional products and advertisements	\$20,000.00
General promotion of Questacon exhibitions and visiting the Centre in Canberra including television & radio	\$35,000.00
Starting your business and Growing your business checklist publications	\$68,181.00
Enterprise Connect Ad placement - Round 2 Workshops	\$58,039.19
Enterprise Connect Ad placement in various print media	\$18,618.30
AusIndustry - eBulletin	\$5,700.00
National Trade Measurement Awareness Campaign	\$89,900.00
National Trade Measurement Standard Communication	\$136,000.00
NMI's World Metrology Day awards	\$5,500.00
National Enabling Technologies Strategy's Public Awareness and Community Engagement Program	\$1,100,000.00
Business.gov.au	\$200,000.00
Vanguard Client Services	\$9,700.00

Past Communication Program – 1 July 2008 to 30 June 2009

Name of Communication Program 2008-2009	Total cost per program
Provision of the production and placement of advertising material for radio campaign to promote and explain the 20% PAYG instalment reduction for small businesses	\$143,500.00
Prime Minister Science Prize	\$36,945.24
Square Kilometre Array Taskforce	\$2,888.52
Promotion of Questacon Programs including print media, television and radio advertising	\$230,167.54
Advertising of Industrial Biotechnology Workshops	\$5,877.30
Nanotechnology Strategy Awareness	\$8,809.02
Cooperative Research Centre Program - Round 11 Advertising	\$24,877.35
Advertising for Clean Innovation Centre - call for expressions of interest	\$13,902.42
Advertising for Creative Innovation Centre - call for expressions of interest	\$13,902.42
Print Advertising South Australia Innovation and Investment Fund (SAIIF) Program Round 1	\$20,521.14
Print Advertising South Australia Innovation and Investment Fund (SAIIF) Program Round 2	\$27,182.05
Print Advertising Geelong Investment and Innovation Fund (GIIF) Program Round 2	\$15,100.15
Advertising for business.gov.au	\$199,651.85
Advertising of Green Car Fund	\$202,533.74
Textiles Clothing & Footwear Review	\$1,542.34
AusIndustry General Advertising Costs	\$107,048.26
AusIndustry and Climate Ready advertising	\$96,296.19
AusIndustry and business.gov.au advertising	\$740.00
North East Tasmania Innovation and Investment Fund	\$1,069.68
General AusIndustry and Green Building Advertising	\$37,777.07
General AusIndustry & Small Business Advisory Service advertising	\$196,553.32
General AusIndustry, TCF, Small Business Program	\$20,178.33
AusIndustry and R&D Tax Advertising	\$91,700.08

Name of Communication Program 2008-2009 (continued)	Total cost per program
General AusIndustry, Climate Ready, Re-tooling for Climate Change, Green Building, Green Car	\$2,387.50
General AusIndustry State Advertising / Retooling for Climate Change	\$12,949.40
Promotion of - Australian Building Codes Board (ABCB) Seminars 2009	\$1,000.00
Building Code of Australia (BCA) advertising	\$1,000.00
Demonstration pack for VANguard services	\$29,213.00
LPG Vehicle Scheme program promotion	\$104,123.71
Tradex legislation changes mailout	\$1,207.29
Ethanol mailout	\$2,285.00
Promotion of Enterprise Connect	\$75,481.95
Plant the seed for a green business brochure	\$22,700.00

Past Communication Program – 1 July 2007- 30 June 2008

Name of Communication Program 2007-2008	Total cost per program
Small Scale Mammalian Cell Grant	\$12,024.00
Public Consultation for Intermediary Access Program	\$14,781.06
Review of National Innovation System	\$6,124.58
International Conference on Nanoscience and Nanotechnology (ICONN) 2008	\$5,932.80
Bioprocess International	\$5,362.00
Evaluation of Pharmaceutical Partnership Program	\$4,356.30
Evaluation of Comet Program	\$4,539.78
Internet Advertising - <i>Growing your Business Checklist</i>	\$11,000.00
Online advertising - smartcompany	\$18,181.82
Collective Bargaining Education advertising	\$166,509.50
Advertising - Board members of the Joint Accreditation System of Australia and New Zealand (JAS-ANZ)	\$2,998.80
Grant Applications for pilot round - Global Opportunities Program	\$15,192.14
Public Consultation and advertising for TextilesClothing & Footwear review	\$51,543.46
Various advertising for business.gov.au	\$206,630.58
Advertising for Australian Industry Productivity Centre (AIPC) Managers	\$36,521.93
Advertising for Partnership agreements for provision of Business Diagnostic Services	\$23,521.93
Advertising for Tailored Advisory Services	\$19,451.64
Promotion of Invest Australia internationally	\$948,209.38
Advertising Geelong Investment and Innovation Fund (GIIF)	\$38,567.00
AusIndustry R&D Tax Online Advertising	\$4,600.00
AusIndustry Branding Ads	\$73,142.00
General Advertising of AusIndustry Programs	\$497,970.23
Promotion of Questacon Programs	\$51,733.00