

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
 Innovation, Industry, Science and Research Portfolio
 Budget Estimates Hearing 2010-11
 31 May 2011

AGENCY/DEPARTMENT: INNOVATION, INDUSTRY, SCIENCE AND RESEARCH

TOPIC: Government Advertising

REFERENCE: Written Question – Senator Barnett

QUESTION No.: BI-46

What communications programs has the Department/Agency undertaken since additional estimates and what communications programs are planned to be undertaken?

For each program, what is the total spend?

A breakdown of how much was spent/is planned to be spent on each program/initiative should be provided.

ANSWER

Table 1.0 below outlines communications programs the Department/Agency has undertaken since additional estimates. Table 2.0 outlines planned communications programs to be undertaken.

All expenditure is GST Exclusive

1.0 Communication Programs undertaken - 1 February 2011 to 31 May 2011

Name of Communication Program	Activity	Cost per activity	Total cost per program
Branding Seminar Series SME Program	One page print advertisement promoting seminar series (Dynamic Business Magazine)	\$5,490.00	
	Web advertising and direct mail campaign to magazine subscribers (Dynamic Business)	\$1,500.00	
			\$6,990.00
Australian Research Council: Super Science and Future Fellowships Program	Advertising	\$16,647.05	
	Design and Print	\$2,424.40	
			\$19,071.45
Enterprise Connect	Print Advertising (Newspapers/Magazines)	\$78,405.99	
	Other forms of paid advertising	\$2,513.00	
			\$80,918.99

1.0 Communication Programs undertaken - 1 February 2011 to 31 May 2011 (continued)

Name of Communication Program	Activity	Cost per activity	Total cost per program
Australian Business Number and Business Names Registration Project - press advertisements for public consultation on the business names legislation	Newspaper Advertising	\$12,055.04	\$12,055.04
Independent Contractors Handbook	Printed Publication	\$15,433.00	\$15,433.00
Starting your Business and Growing your Business Checklist	Printed Publication	\$46,574.00	\$46,574.00
Small Business Advisory Committee - Expressions of Interest	Newspaper Advertising	\$21,316.08	\$21,316.08
General promotion of Questacon exhibitions and visiting the Centre in Canberra	<i>Print Advertising (Newspapers/Magazines)</i>	\$7,335.40	
	External building banner at Questacon (promoting Australian Tourism Award win)	\$3,600.00	
	Brochure Distribution within Canberra	\$202.50	
	Participation in a collaborative destination marketing campaign with Australian Capital Tourism - Culture Shock	\$4,545.45	\$15,683.35
General promotion of the Shell Questacon Science Circus (outreach program)	Printing of promotional balloons	\$1,166.51	\$1,166.51
National Science Week	Internet	\$8,750.00	
	Banner/Signage	\$8,465.00	
	Bookmarks, Posters, Banners, T-shirts, Postcards (including delivery)	\$200,000.00	
			\$217,215.00
Prime Ministers Prizes	Advertising - Magazine	\$7,270.00	
	Award Bookmark	\$1,390.00	
	Award Flyer	\$1,280.00	
	Video production	\$50,000.00	
	Bookmarks, Flyers, Advertisements	\$40,000.00	
			\$99,940.00
business.gov.au	Print Advertising (Newspapers/Magazines)	\$4,959.56	
	Online Advertising	\$77,308.76	
			\$82,268.32
Generic AusIndustry branding	Advertising	\$3,634.01	\$3,634.01
Green Building Fund	Advertising	\$10,400.39	\$10,400.39
Green Car Innovation Fund	Advertising	\$57,043.74	\$57,043.74
Insulation Industry Assistance Program	Advertising	\$38,342.30	\$38,342.30

1.0 Communication Programs undertaken - 1 February 2011 to 31 May 2011 (continued)

Name of Communication Program	Activity	Cost per activity	Total cost per program
Retooling for Climate Change	Advertising	\$22,664.61	\$22,664.61
Small Business Support Line	Advertising	\$7,921.73	\$7,921.73
North West and Northern Tasmania Innovation and Investment Fund	Advertising	\$4,544.49	\$4,544.49
Textile, Clothing & Footwear Small Business Program Round 5	Advertising	\$2,134.61	\$2,134.61
Venture Capital	Newspaper advertising for States and Territories in Australia for Venture capital program	\$15,823.22	\$15,823.22
Commercialisation Australia	Print Advertising (flyers, brochures, banners etc)	9,082.08	\$9,082.08
National Enabling Technologies	Brochures	\$15,906.54	
	Postcards	\$13,540.00	
	Advertising / Banners for Sponsorships	\$50,303.26	
	Education Program (TechNYou Program) ¹	\$57,343.00	
	Electronic Media (DVDs)	\$16,995.00	
			\$ 154,087.80

2.0 Planned Communication Programs (Budgeted) 1 June 2011 to 30 June 2012

Name of Program	Activity	Cost per activity	Total Budgeted per Program
General promotion of Questacon exhibitions and visiting the Centre in Canberra	Print Advertising (Newspapers/Magazines)	\$18,397.84	
	Contribution to the National Capital Educational Tourism Project collaborative educational tourism activities	\$9,090.10	
	Participation in a collaborative destination marketing campaign with Australian Capital Tourism - Wrapt in winter	\$11,250.00	
	Brochure distribution	\$204.55	
	Radio Advertising - local and regional	\$8,667.44	
	Radio commercial production	\$1,000.00	
	Printing of postcards for distribution at the Centre in Canberra and trade shows, events etc	\$1,226.70	
	Printing of illusion cards for distribution at the Centre in Canberra and trade shows, events etc	\$3,359.34	
	Bumper stickers and water bottles (H2O exhibition)	\$14,000.00	
	Bumper stickers (Strike a Chord exhibition)	\$3,400.00	\$80,595.97

¹ Development and dissemination of accurate scientific information on Bio and Nano Technologies including printing of professional publications, school newsletters, interactive website, inquiries, hotline, community group visits, Science and Industry conferences and public events, advertising of upcoming events, exhibition booths, postage and courier costs.

2.0 Planned Communication Programs (Budgeted) 1 June 2011 to 30 June 2012 (continued)

Name of Program	Activity	Cost per activity	Total Budgeted per Program
General promotion of Questacon Smart Moves (outreach program)	Printing of postcards for distribution during Smart Moves shows	\$1,100.00	\$1,100.00
Prime Minister's Prizes	Online Advertising	\$7,000.00	\$7,000.00
business.gov.au	Print Advertising (Newspapers/Magazines)	\$10,735.00	\$86,046.03
	Online Advertising	\$75,311.03	
Commercialisation Australia	Print Advertising (flyers, brochures, banners etc)	\$2,320.00	\$2,320.00
Australian Research Council Program	Graphic Design	\$3,250.00	\$3,250.00
Enterprise Connect	Print Advertising (June 2010)	\$8,212.05	\$8,212.05
Manufacturing Sector Industry Brief	Printed Publication	\$18,161.00	\$18,161.00
	Brochures	\$19,370.00	\$133,680.19
	Flyers	\$15,518.36	
	Postcards	\$17,897.28	
	Advertising / Banners for Sponsorships ²	\$48,321.82	
	Education Program (TechNYou Program) ¹	\$32,272.73	
	Electronic Media (DVDs)	\$300.00	