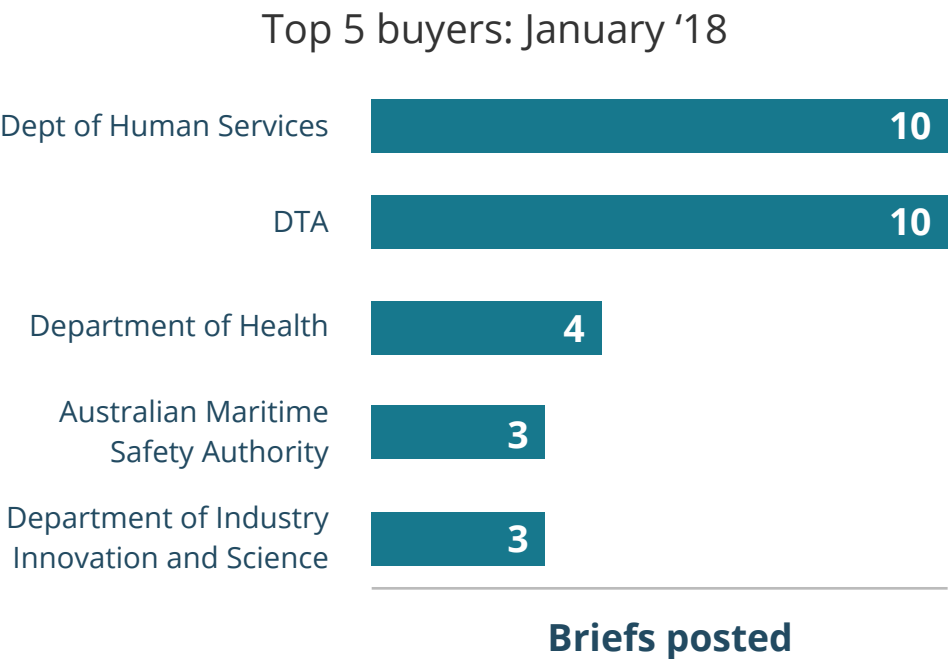
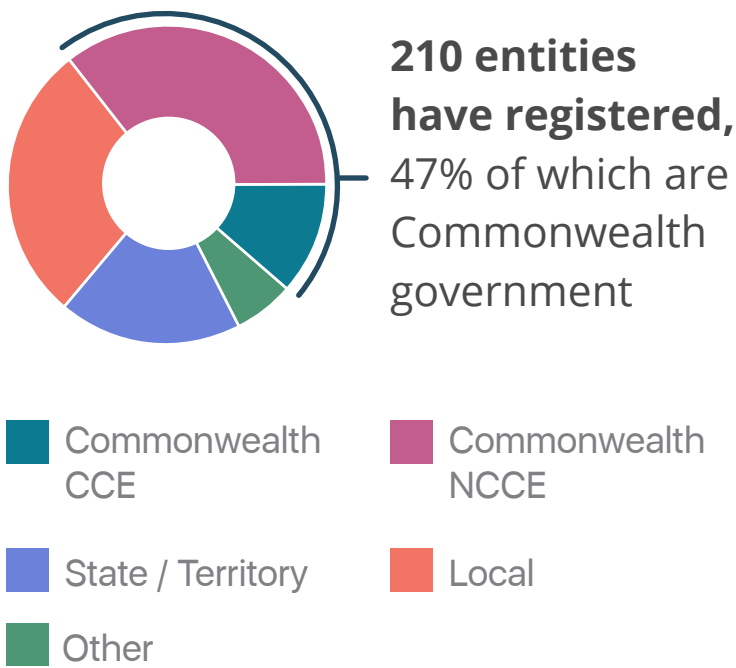


Digital Marketplace insights: January 2018

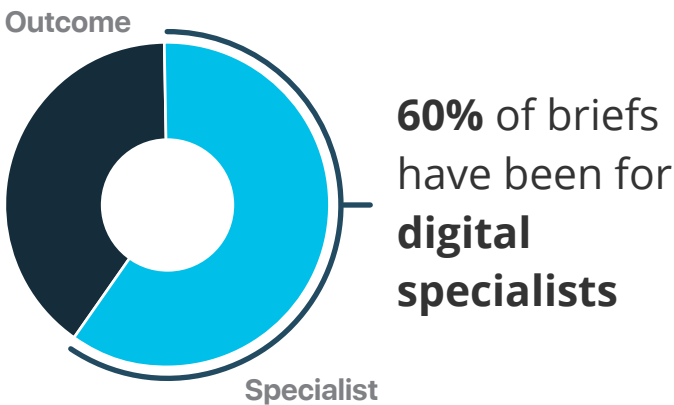
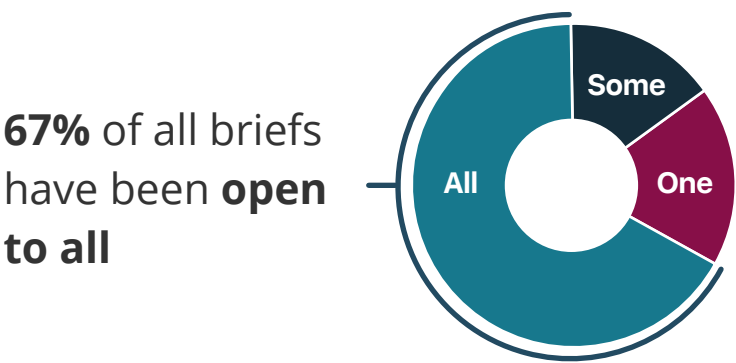
Who are we?

The Digital Marketplace is a simple and fast way to buy and sell with government. **It breaks down the barriers of entry for SMEs** (a small to medium enterprise with less than 200 employees) and makes it **easier to compete for the Australian Government’s annual ICT spend** (\$6.2 billion in financial year 2015-16).

Who is buying?



How are we encouraging competition?



72%

Of the **dollar value** contracted through the Marketplace since 29 August 2016 has been **awarded to SMEs***

\$76.31M

Contracted through the Marketplace since 29 August 2016*

\$8.83M this month

787

Sellers registered to offer digital and ICT services

30 new sellers this month

474

Total opportunities since 29 August 2016

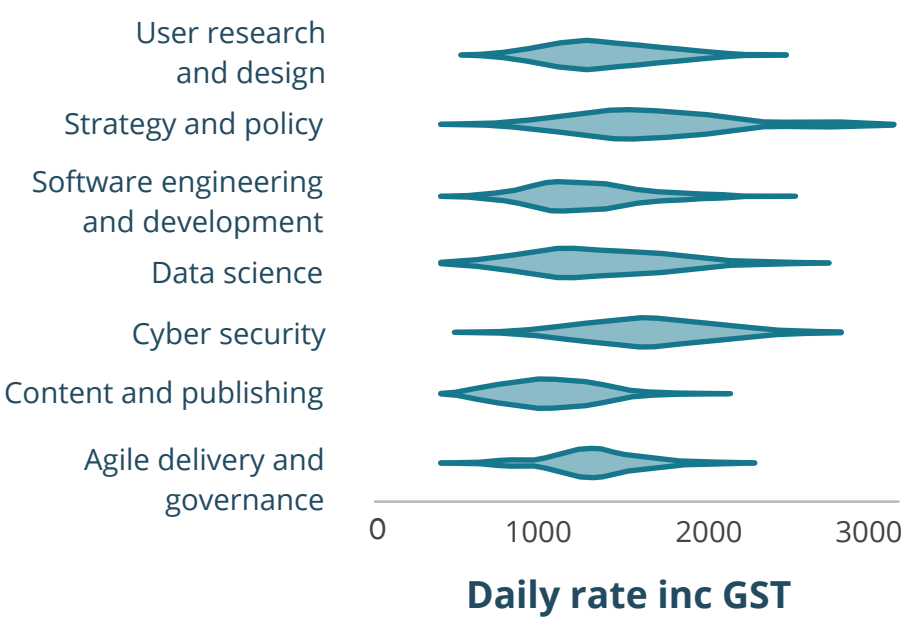
53 new briefs this month

How does the Marketplace break down procurement?

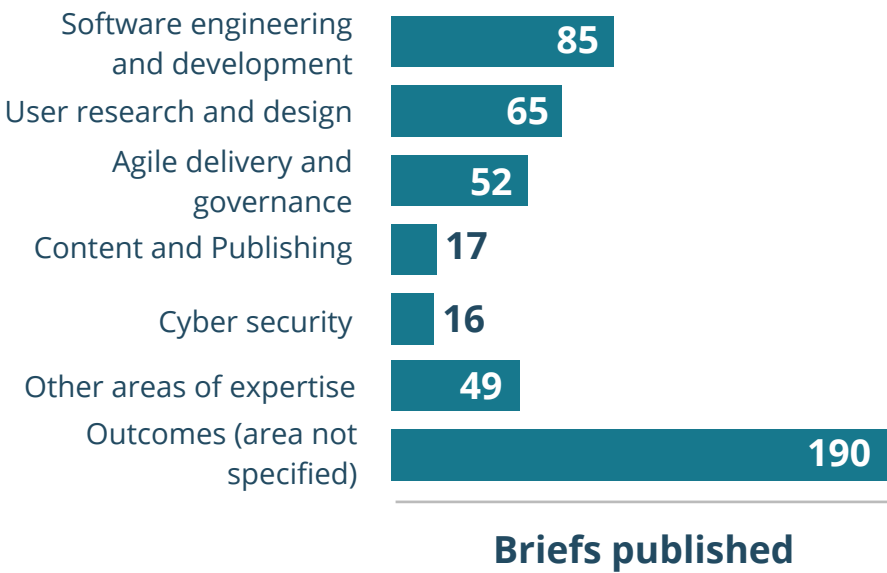
Briefs by phase



Daily rates sellers have bid for specialist roles

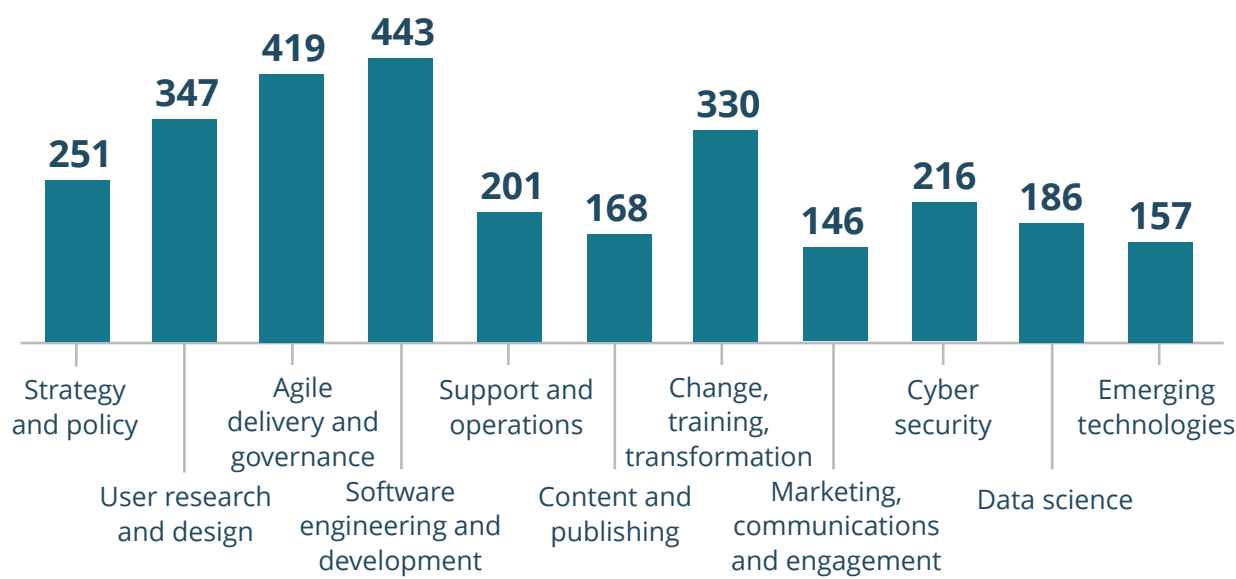


Top 5 areas of expertise since 29 August 2016

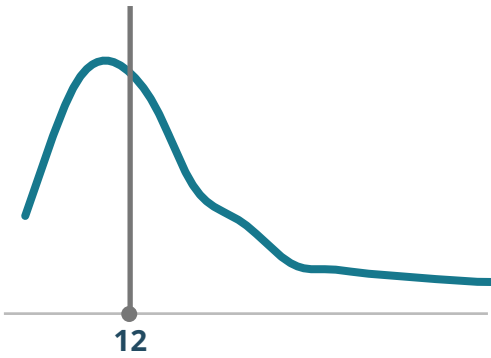


How active is the Marketplace?

Areas of expertise offered by sellers



Buyers receive on average 12 responses per brief



Who is winning the work?

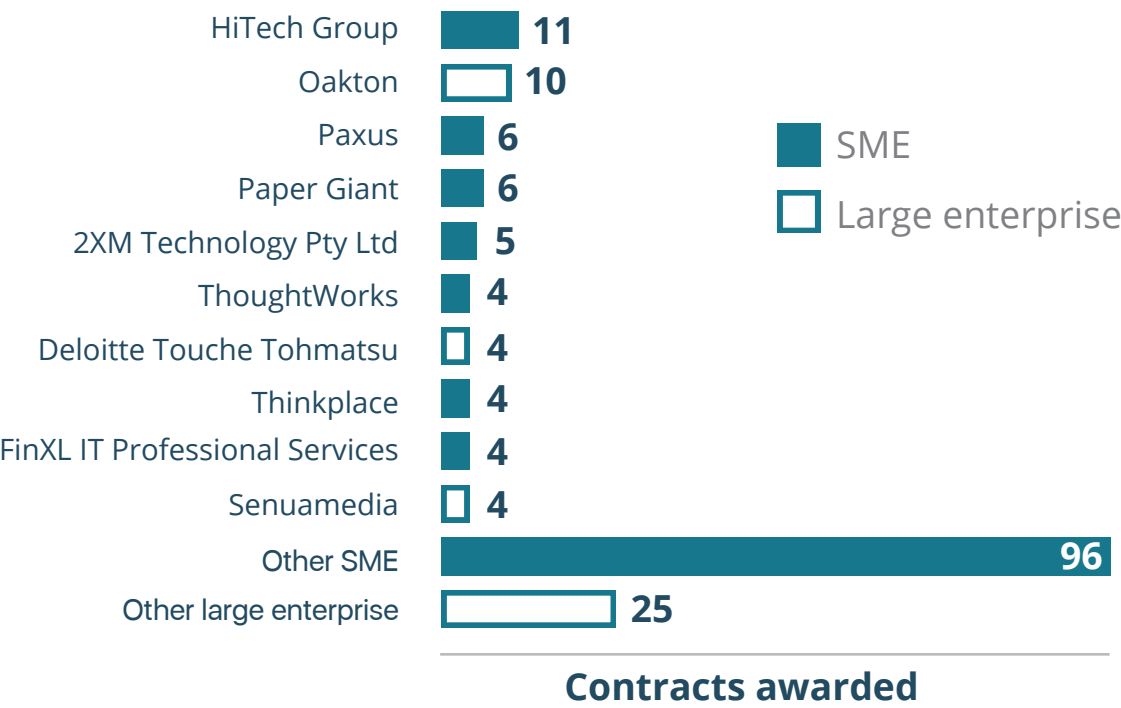
75%

Contracts have been awarded by volume to SME sellers this month*

20

Briefs have been contracted this month*

Sellers awarded contracts this financial year *



* Contract information is sourced from Austender. It excludes contracts awarded by entities that don't report through Austender and contracts under \$10,000. Contracts may take up to 42 days to be published.