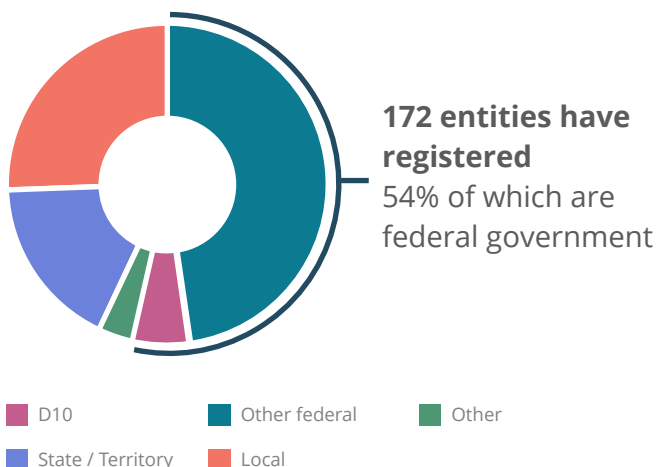


# Digital Marketplace insights: August 2017

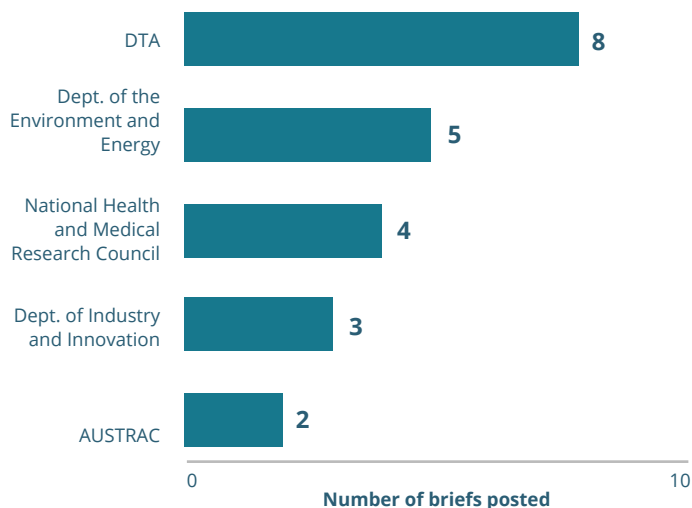
## Who are we?

The Digital Marketplace is a simple, clear and fast way to buy and sell with government. It aims to **break down barriers to entry** and make it easier for SMEs to **compete for the \$6.5 billion government spend** on ICT each year.

## Who is buying?



### Top 5 buyers this month: August '17



## How are we encouraging competition?

Assistant Minister Taylor announces **reform to ICT Procurement** at an industry briefing in Canberra:

“ Government will set a target to **increase by 10%** the SME share of Government's annual ICT spend ”

**\$39.9m**

Contracted through the Marketplace since August 2016.

**\$5.3m this month**

**255**

Total opportunities since August 2016.

**38 new briefs this month**

**600**

Sellers registered to offer digital and ICT services

**67 new sellers this month**

**81%**

of the value contracted through the Marketplace since launch has been awarded to SMEs

Open to selected



69% of all briefs have been **open to all**

Outcome



57% of briefs have been for digital **specialists**

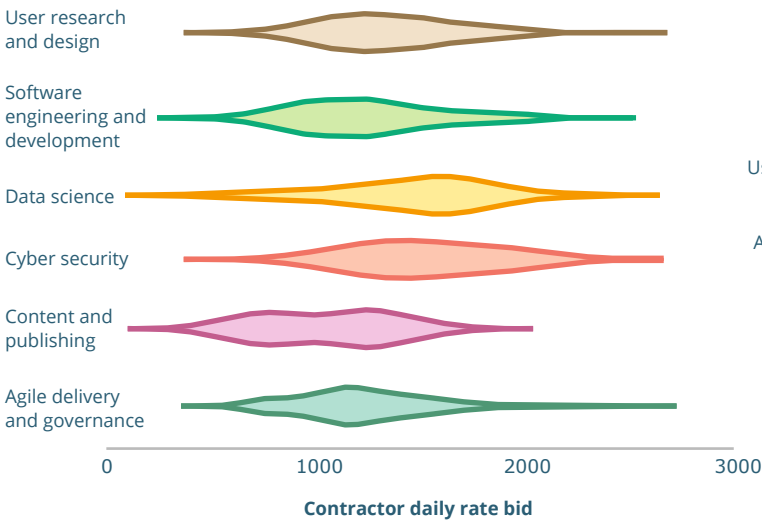
Specialist

# How do we break down procurement?

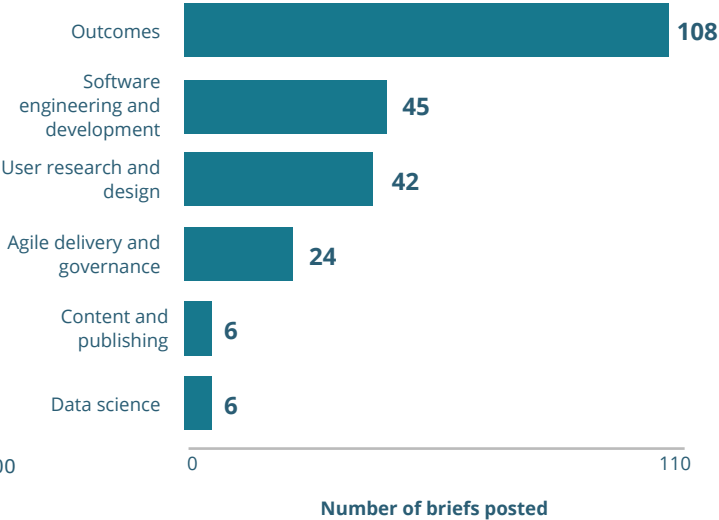
Briefs by phase



Trend for day rates offered by area of expertise

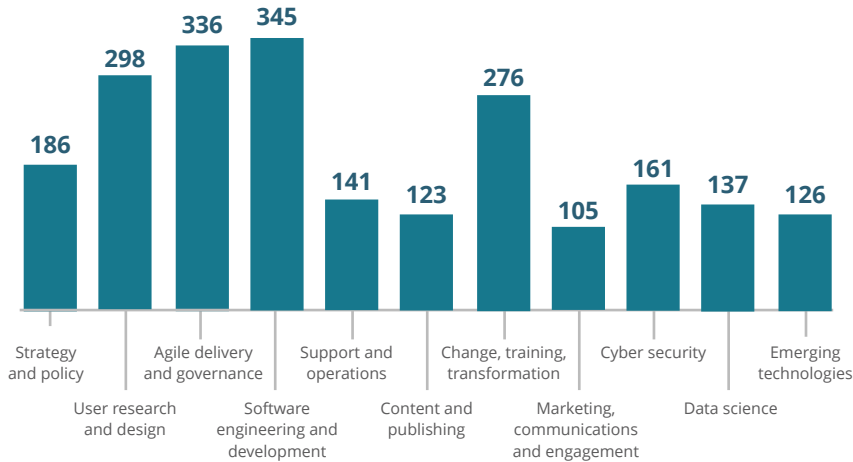


Types of briefs on the Marketplace

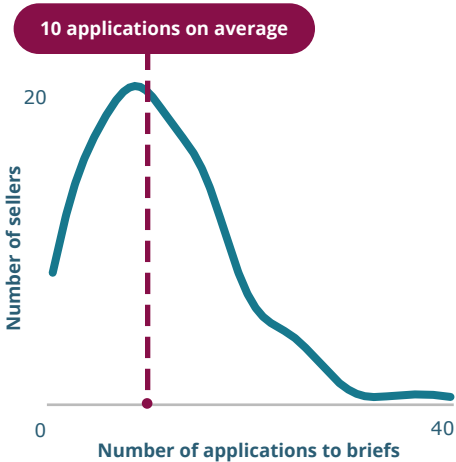


## How active is the Marketplace?

Sellers by area of expertise



Seller applications per brief



## Who is winning the work?

80%

Contracts have been awarded to SME sellers in August 2017

21

Briefs have been contracted in August 2017

Top 10 sellers awarded contracts June - August

