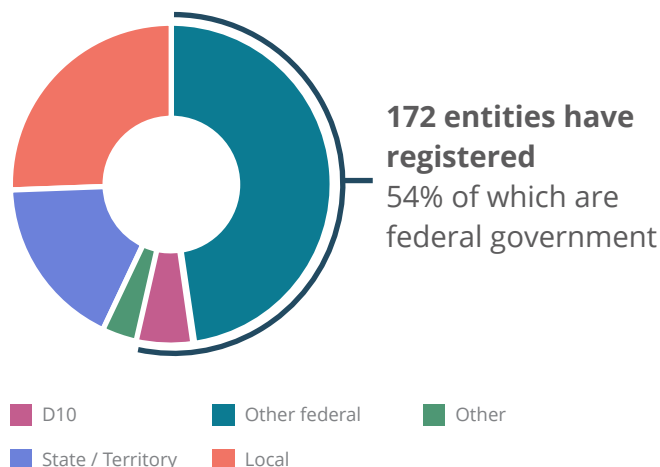


Digital Marketplace insights: August 2017

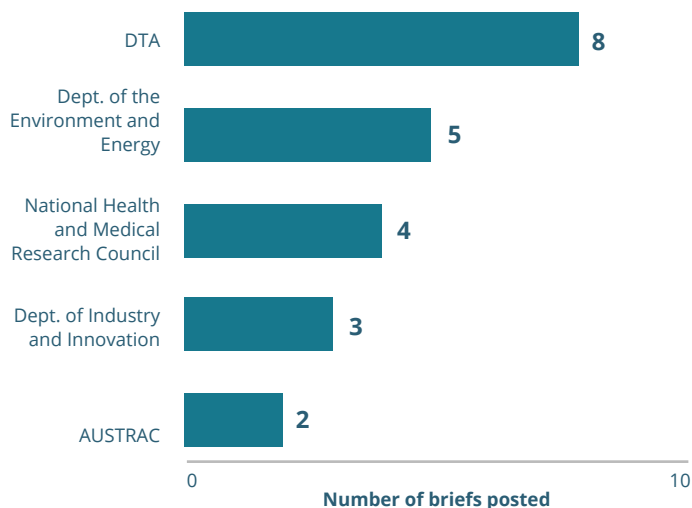
Who are we?

The Digital Marketplace is a simple, clear and fast way to buy and sell with government. It **breaks down barriers to entry for SMEs** (a small to medium enterprise with less than 200 employees) and makes it **easier 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 ”

81%

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

\$39.9m

Contracted through the Marketplace since August 2016.

\$5.3m this month

600

Sellers registered to offer digital and ICT services

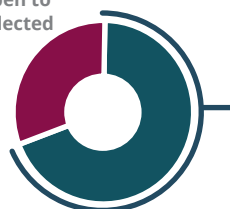
67 new sellers this month

255

Total opportunities since August 2016.

38 new briefs this month

Open to selected



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

Outcome



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

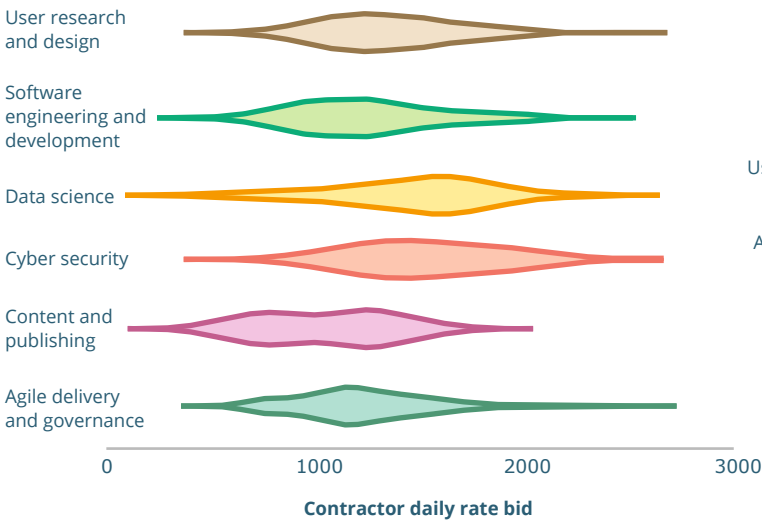
Specialist

How do we break down procurement?

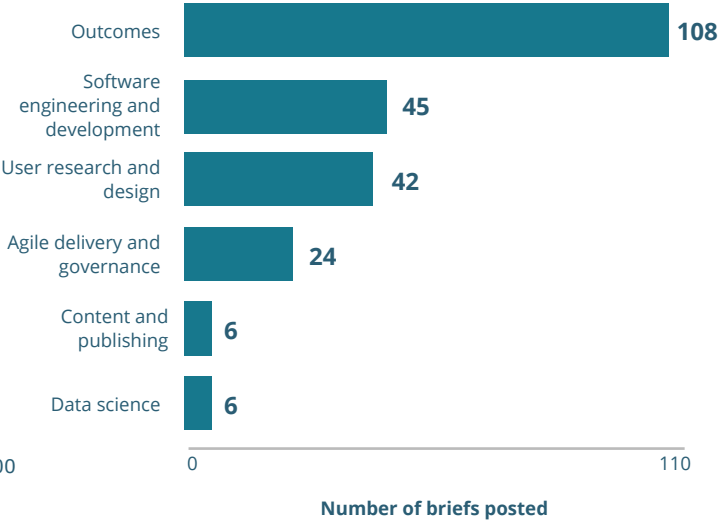
Briefs by phase



Trend for day rates offered by area of expertise

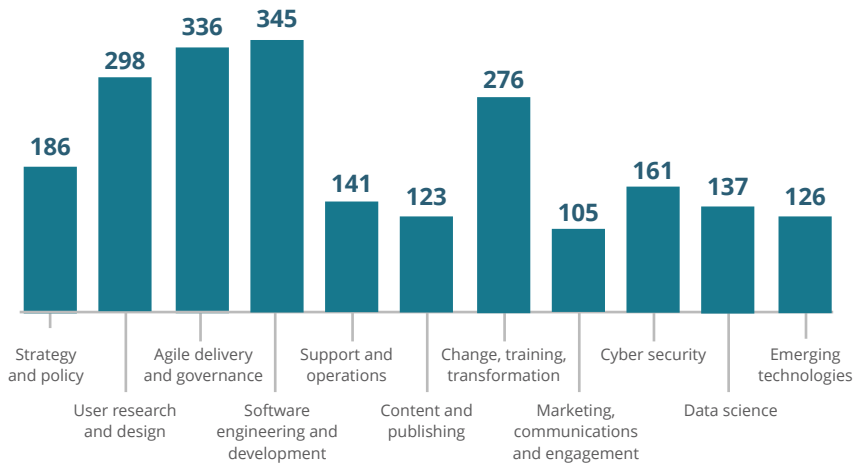


Types of briefs on the Marketplace

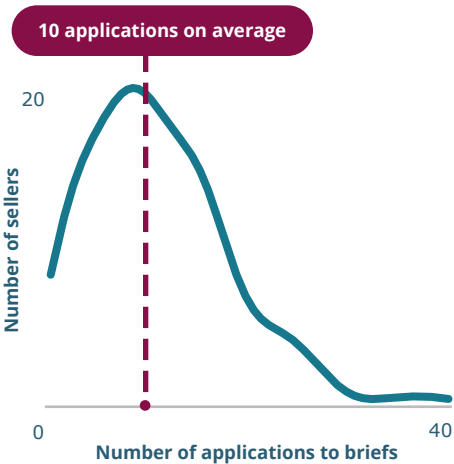


How active is the Marketplace?

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

