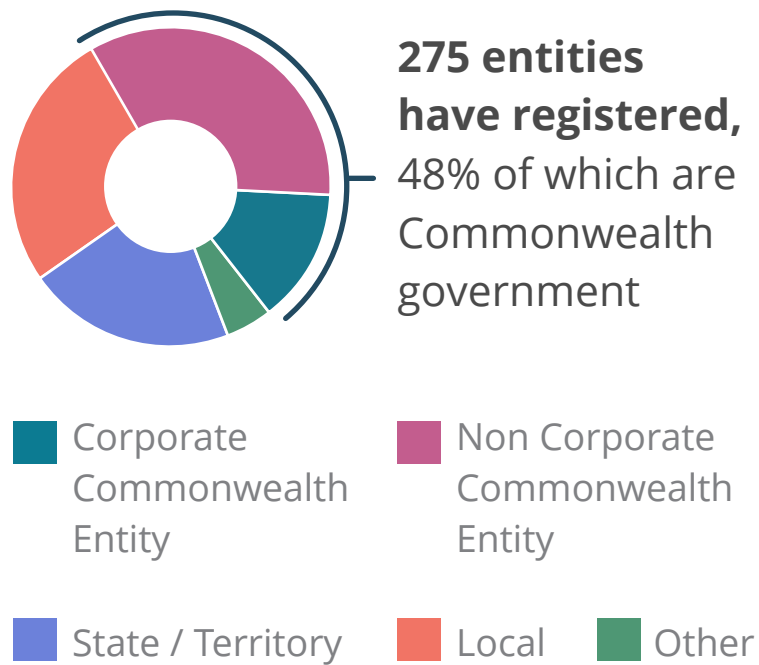


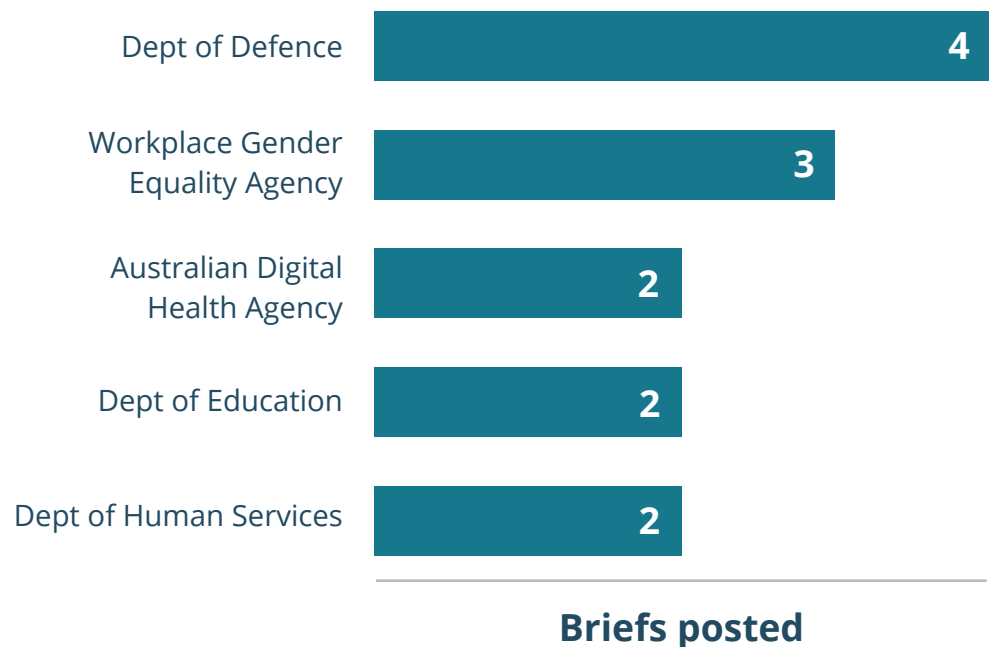
# Digital Marketplace insights: December 2018

## 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.**

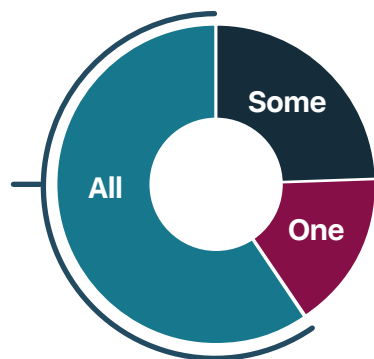


### Top 5 buyers: December '18

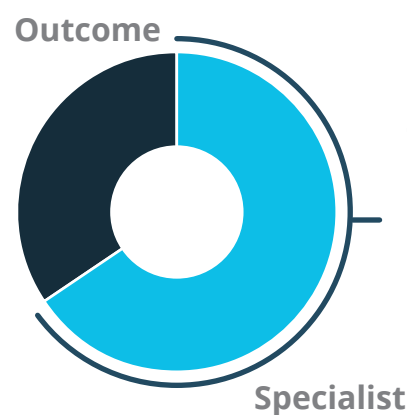


## How are we encouraging competition?

**60%** of all briefs have been **open to all**



**65%** of briefs have been for **digital specialists**



**72%**

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

**\$331.67M**

Contracted through the Marketplace since 29 August 2016\*

**\$18.38M this month**

**1128**

Sellers registered to offer digital and ICT services

**31 new sellers this month**

**1203**

Total opportunities since 29 August 2016

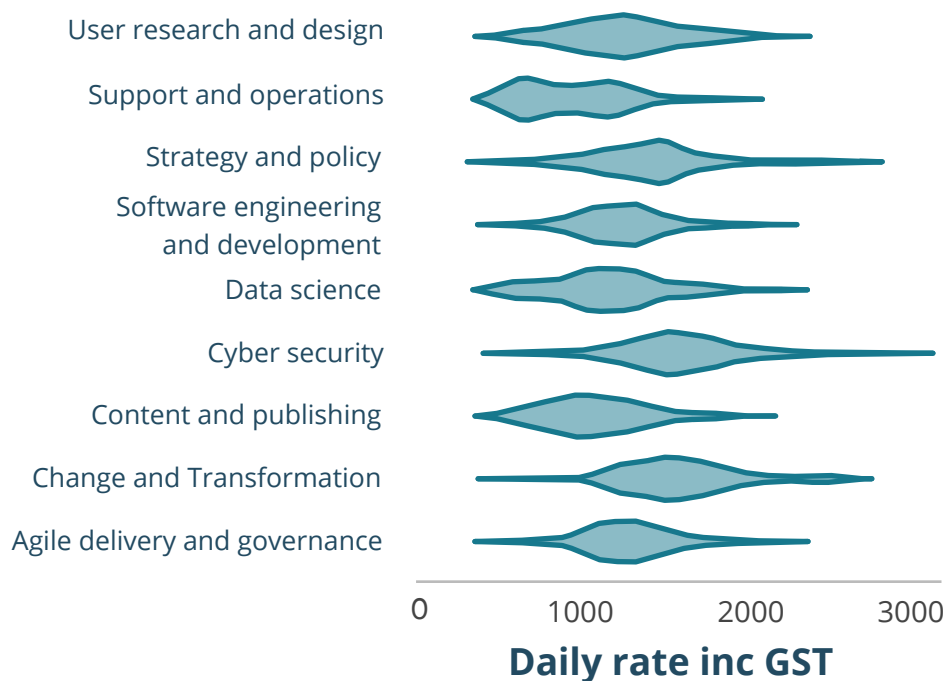
**36 new briefs this month**

# How does the Marketplace break down procurement?

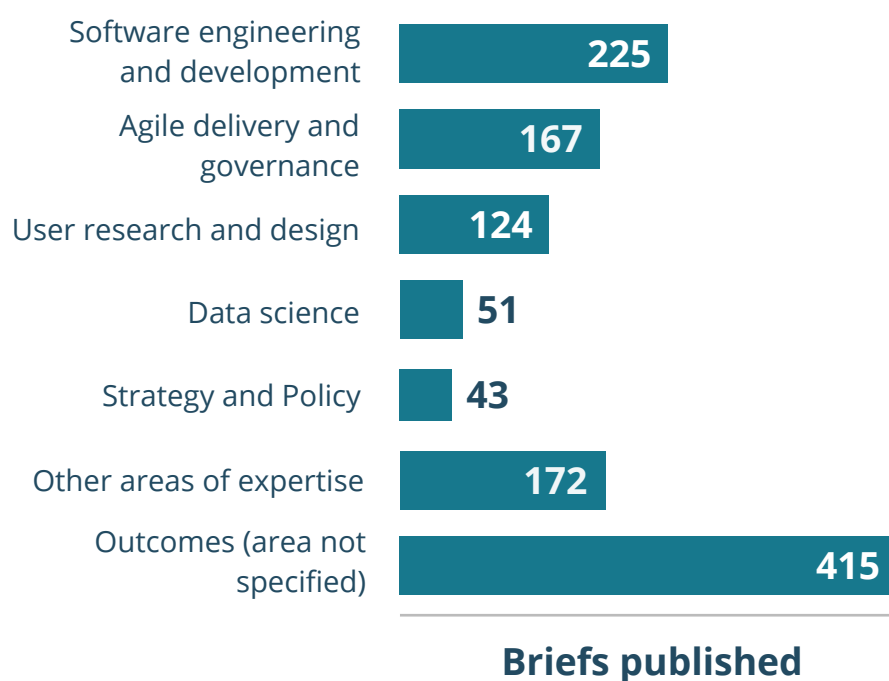
Briefs by phase



Daily rates sellers have bid for specialist roles

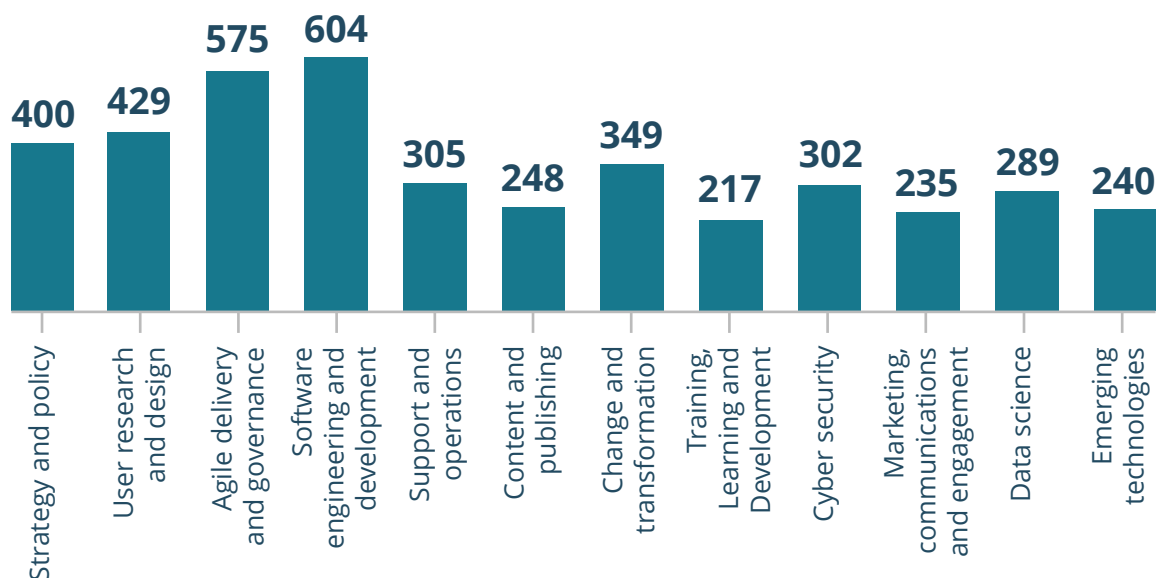


Top 5 areas of expertise since 29 August 2016

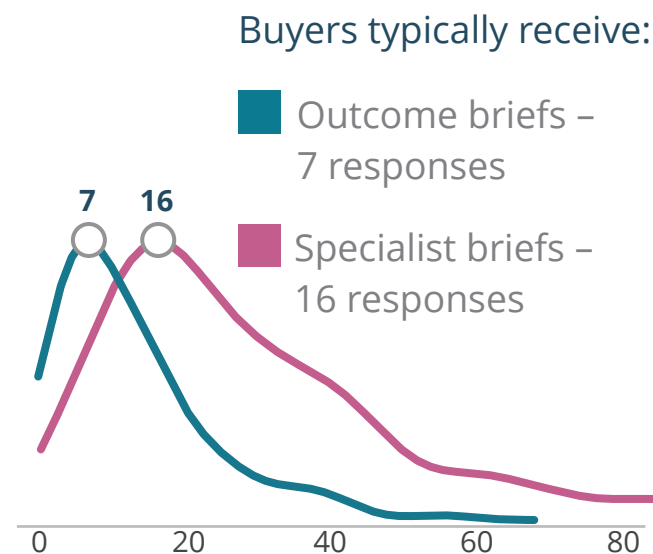


## How active is the Marketplace?

Number of sellers per area of expertise



Number of responses per brief

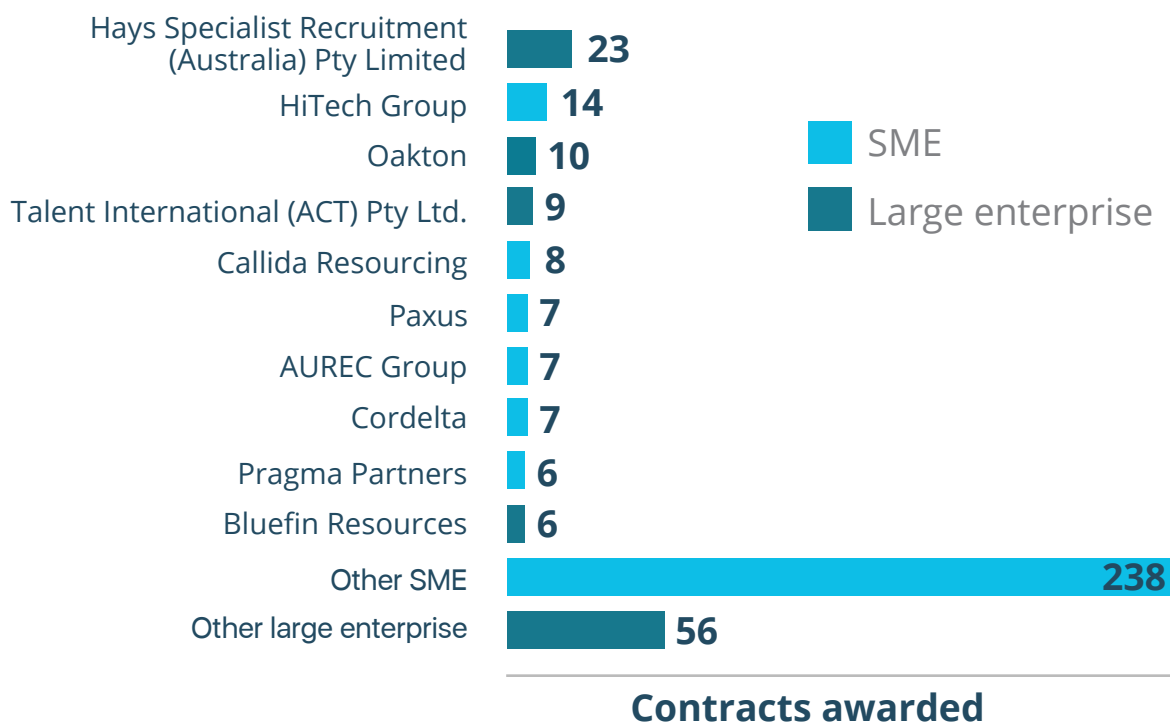


## Who is winning the work?

Top 10 sellers awarded contracts this financial year \*

**66%**  
Contracts have been awarded by volume to SME sellers this month\*

**85**  
Briefs have been contracted this month\*



\* 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.