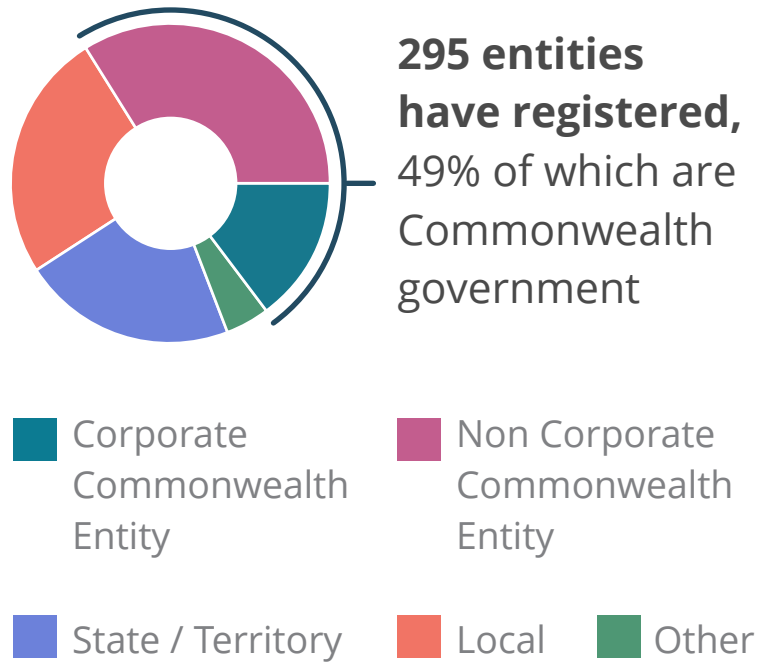


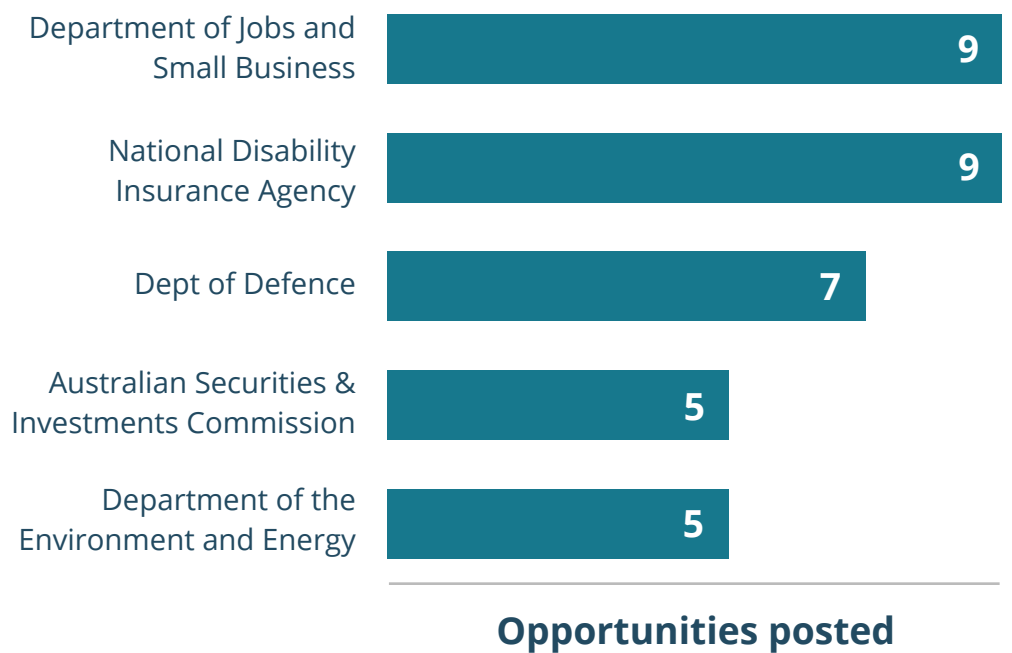
Digital Marketplace insights: April 2019

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.**

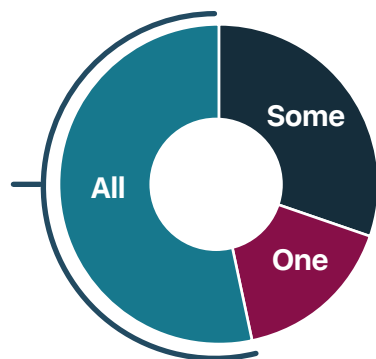


Top 5 buyers: April '19

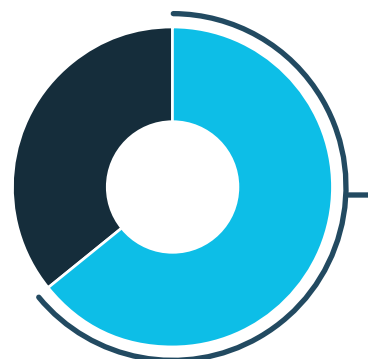


How are we encouraging competition?

54% of all opportunities have been **open to all**



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



67%

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

\$414.78M

Contracted through the Marketplace since 29 August 2016*
\$33.49 this month

1342

Sellers registered to offer digital and ICT services

89 new sellers this month

1533

Total opportunities since 29 August 2016

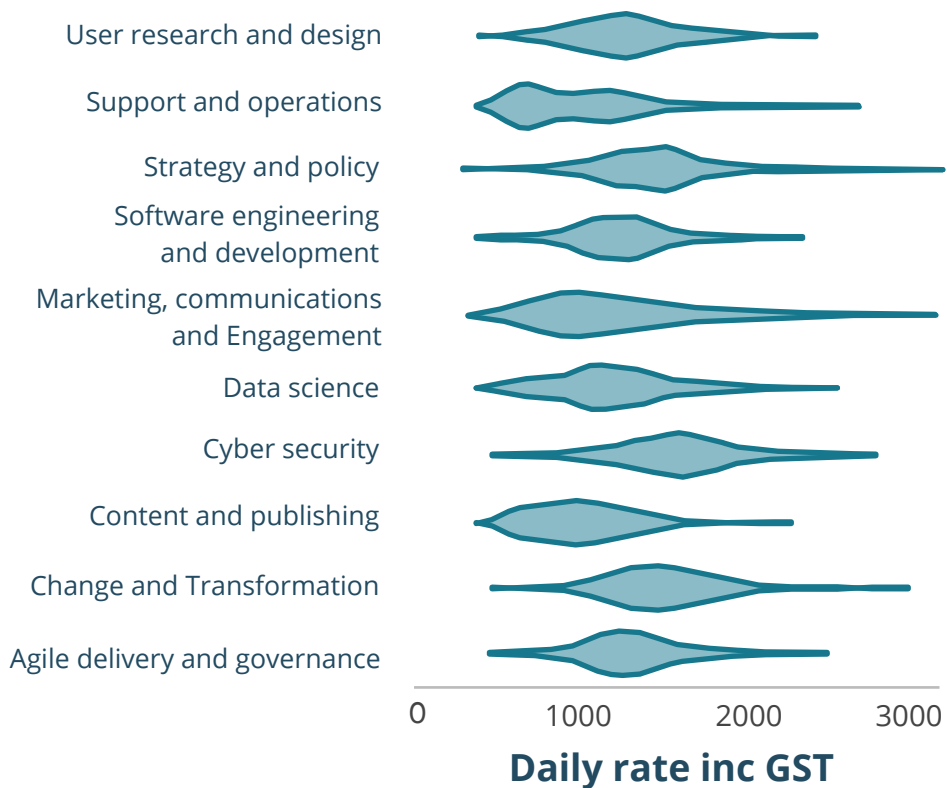
96 new briefs this month

How does the Marketplace break down procurement?

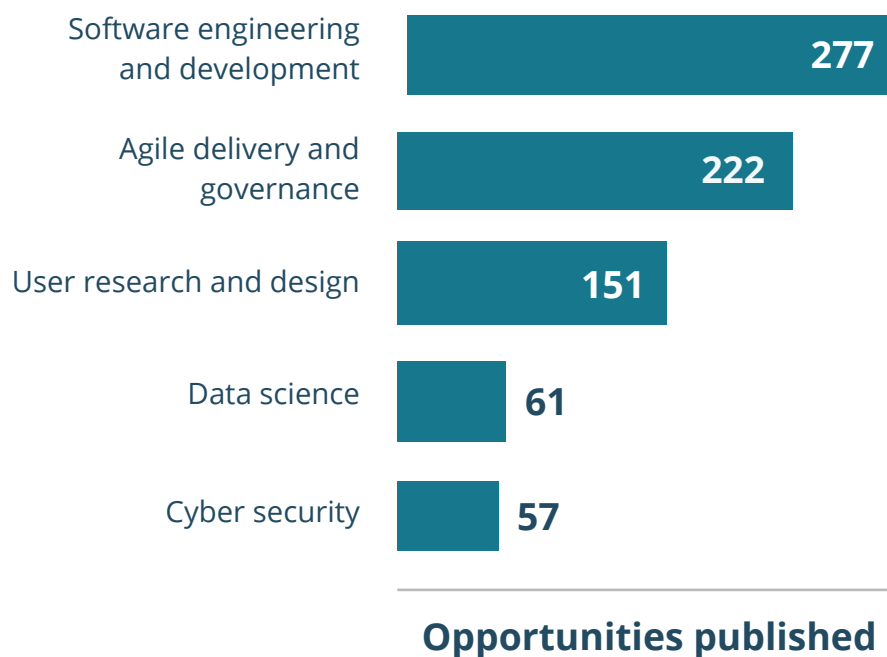
Opportunities by phase



Daily rates sellers have bid for specialist roles

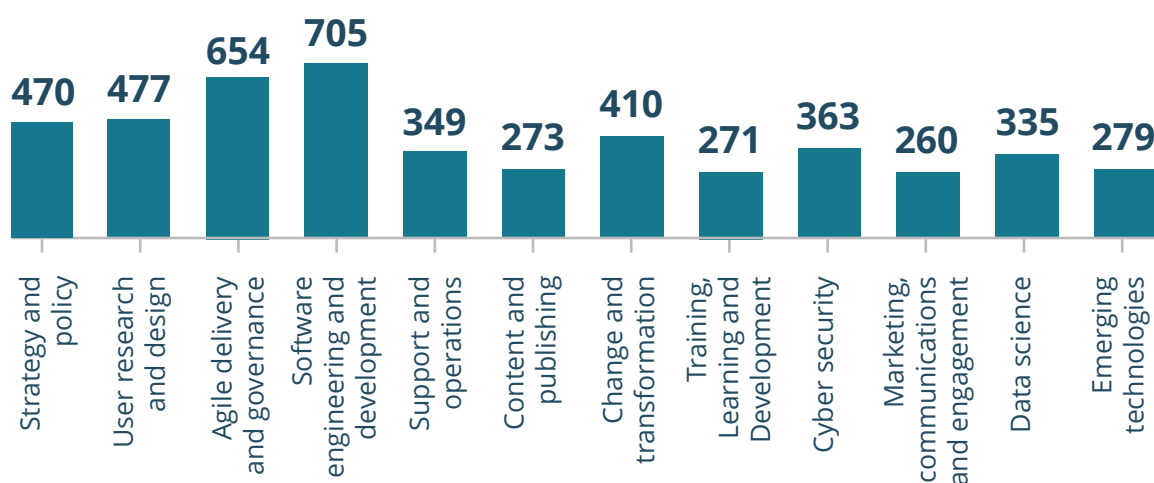


Top 5 categories since 29 August 2016

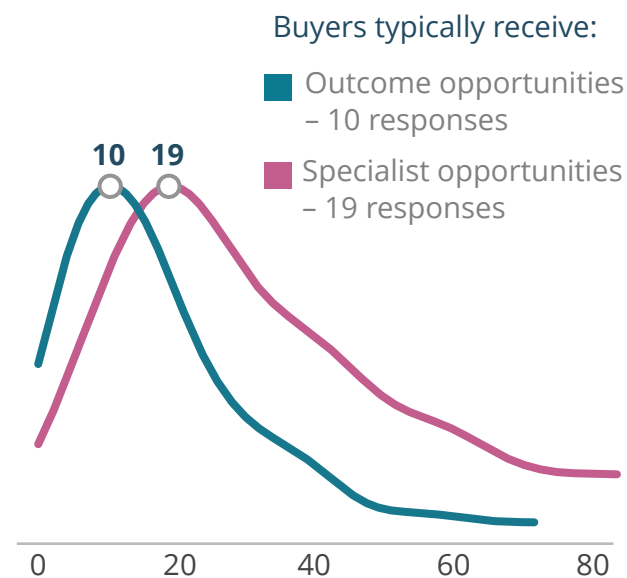


How active is the Marketplace?

Number of sellers per category



Number of responses per opportunity

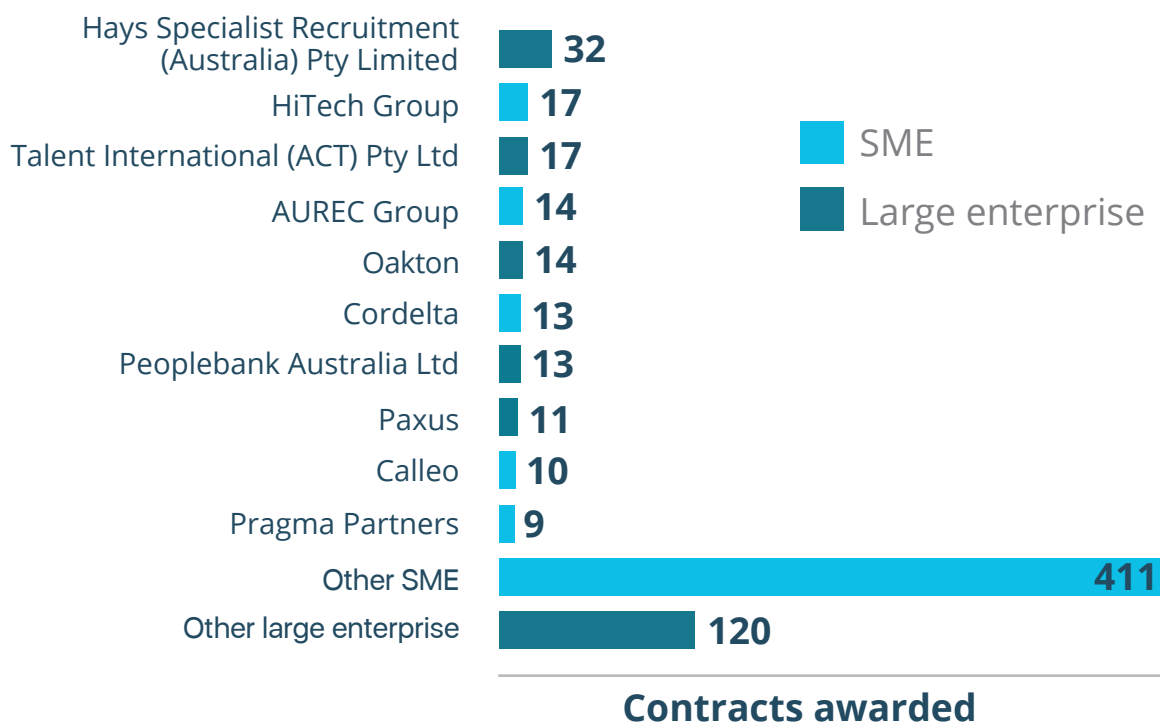


Who is winning the work?

72%
Contracts have been awarded by volume to SME sellers this month*

95
Opportunities have been contracted this month*

Top 10 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.