

**KM AUSTRALIA SURVEY RESPONSES FOR
LIKE ON LIKE QUESTIONS FROM 2004 / 2007 / 2010**

2004 2007 2010

1. What country are you based in?

Response	Percent	Percent	Percent
Australia	82%	64%	52%
New Zealand	8%	8%	5%
Other	10%	28%	43%

2. How many employees does your company have where you are based?

Response	Percent	Percent	Percent
1-50	19%	19%	20%
51-200	11%	18%	15%
201-500	15%	18%	15%
501-1000	15%	13%	7%
1001 and above	40%	32%	43%

3. How many employees does your company have worldwide?

Response	Percent	Percent	Percent
1-50	17%	17%	24%
51-200	7%	10%	8%
201-500	8%	10%	11%
501-1000	11%	6%	7%
1001 and above	43%	55%	50%
Not relevant	15%	2%	0%

4. Do you consider knowledge management an essential asset?

Response	Percent	Percent	Percent
Strongly Agree	85%	92%	87%
Moderately Agree	12%	7%	12%
Disagree	3%	0%	1%

5. Does knowledge management play an integral role within your organisation?

Response	Percent	Percent	Percent
Yes	49%	58%	51%
No	7%	5%	7%
No, but needs to	43%	38%	42%

6. Does your company have networks for transferring information between employees who interact with customers?

Response	Percent	Percent	Percent
Yes	66%	62%	62%
No	16%	11%	20%
Looking Into	19%	27%	18%

7. Does your company share best practices information?

Response	Percent	Percent	Percent
Yes	61%	56%	na
No	16%	15%	na
Looking Into	23%	29%	na

8. Does your company have a network for transferring information between employees who interact with company managers?

Response	Percent	Percent	Percent
Yes	53%	57%	64%
No	26%	18%	24%
Looking Into	19%	26%	12%

9. Does your company have a network for transferring information between employees who interact with engineers?

Response	Percent	Percent	Percent
Yes	36%	na	na
No	55%	na	na
Looking Into	9%	na	na

10. What percentage of revenue does your company spend on Knowledge Management?

Response	Percent	Percent	Percent
None	20%	7%	9%
0-0.5%	36%	19%	28%
0.6-1%	14%	5%	4%
1.1-1.5%	9%	5%	4%
1.6-2%	3%	2%	3%
2% and above	7%	12%	11%
Don't Know	11%	49%	41%

12. Have you seen any intangible returns from KM?

Response	Percent	Percent	Percent
Yes	70%	62%	na
No	13%	8%	na
Unsure	17%	29%	na

13. Have you seen clear financial returns from KM?

Response	Percent	Percent	Percent
Yes	46%	33%	32%
No	37%	27%	47%
Not relevant	17%	40%	21%

14. Where is KM being applied within your company?

Response	Percent	Percent	Percent
Service Delivery	64%	32%	29%
Marketing / Sales	46%	9%	12%
HR	27%	3%	4%
R & D	37%	14%	7%
Strategy	48%	17%	12%
Distribution	10%	4%	1%
Procurement	15%	1%	4%
Other, please specify	16%	19%	31%
1. Legal			All area's
2. IT			

16. Which of these activities would be beneficial to your organisation?

Response	Percent	Percent	Percent
Regular formal knowledge sharing meetings	65%	69%	53%
Online communities, blogs, IMS, discussion forums	63%	61%	58%
Ongoing training and development programmes	71%	62%	54%
Internal white paper publications agenda	31%	28%	19%
Informal meetings (lunch/tea break)	50%	42%	37%
Intranet Sharing System	65%	62%	52%
Social network analysis	30%	37%	36%
Establishing an organisational wide taxonomy	45%	40%	42%
Other, please specify	8%	9%	7%

17. Is your company currently sharing knowledge externally with customers and suppliers?

Response	Percent	Percent	Percent
Yes	60%	57%	55%
No	22%	23%	30%
No, but needs to	17%	21%	15%