

**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%	
New Zealand	8%	8%	
Other	10%	28%	

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

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

3. How many employees does your company have worldwide?

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

4. Do you consider knowledge management an essential asset?

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

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

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

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

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

7. Does your company share best practices information?

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

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

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

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

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

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

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

12. Have you seen any intangible returns from KM?

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

13. Have you seen clear financial returns from KM?

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

14. Where is KM being applied within your company?

Response	Percent	Percent	Percent
Service Delivery	64%	32%	
Marketing / Sales	46%	9%	
HR	27%	3%	
R & D	37%	14%	
Strategy	48%	17%	
Distribution	10%	4%	
Procurement	15%	1%	
Other, please specify	16%	19%	

1. Legal
2. IT

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

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

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

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