

**Senate Standing Committee on Environment and Communications
Legislation Committee**

Supplementary Budget Estimates 2010-2011, October 2010

Answers to questions on notice

Climate Change and Energy Efficiency portfolio

Outcome:	1	Question No:	61
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Media monitoring		
Hansard Page EC:	Written		

Senator Abetz asked:

1. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etc, provided to the Minister's office in the 2009-10 financial year?
2. Which agency or agencies provided these services?

Answer:

1. Please refer to the response to part 1 of Question on Notice number 62.

During the 2009-10 financial year the Minister's Office was part of the Department's wider media monitoring contract with Media Monitors Australia, and received the same services as the Department.

2. Media Monitors Australia.

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Outcome:	1	Question No:	62
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Media monitoring		
Hansard Page EC:	Written		

Senator Abetz asked:

1. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etc, provided to the Department in the 2009-10 financial year?
2. Which agency or agencies provided these services?

Answer:

1. The total cost of media monitoring services to the Department for the 2009-10 financial year was \$285,568.05.
2. Media Monitors Australia.

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Outcome:	1	Question No:	63 & 90
Program:	Corporate		
Division/Agency:	GPSD		
Topic:	Electoral Reports		
Hansard Page EC:	Written		

Senator Abetz asked:

1. Are there plans to publish a full suite of electoral reports on the Department's website?
If not, why not? If so, when?
2. What data will be included?
3. Has electoral specific data been used by the current Government in any grants scheme since November 2007?

Answer:

1. There are no plans to publish electoral reports on the Department's website.
2. The Department prepares electorate level reports to provide the Minister with information regarding portfolio activities in the relevant electorate prior to each Community Cabinet Meeting. The Department also contributes to a locality brief prepared by the Department of the Prime Minister and Cabinet for each Community Cabinet Meeting.
3. Electoral specific data is not part of the assessment criteria of any grants program administered by the Department.

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Outcome:	1	Question No:	64
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Contractors – Hawker Britton		
Hansard Page EC:	Written		

Senator Abetz asked:

Has the department ever employed Hawker Britton in any capacity or is it considering employing Hawker Britton? If yes, provide details.

Answer:

The Department has not employed and is not considering employing Hawker Britton at this point in time.

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Outcome:	1	Question No:	65
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Contractors – Shannon’s Way		
Hansard Page EC:	Written		

Senator Abetz asked:

Has the department ever employed Shannon’s Way in any capacity or is it considering employing Shannon’s Way? If yes, provide details.

Answer:

The Department has not employed and is not considering employing Shannon’s Way at this point in time.

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Outcome:	1	Question No:	66
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Contractors – John Utting & UMR Research Group		
Hansard Page EC:	Written		

Senator Abetz asked:

Has the department ever employed John Utting & UMR Research Group in any capacity or is it considering employing John Utting & UMR Research Group? If yes, provide details.

Answer:

The Department has not employed and is not considering employing John Utting & UMR Research Group at this point in time.

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Outcome:	1	Question No:	67
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Contractors – McCann-Erickson		
Hansard Page EC:	Written		

Senator Abetz asked:

Has the department ever employed McCann-Erickson in any capacity or is it considering employing McCann-Erickson? If yes, provide details.

Answer:

The Department has not employed McCann-Erickson in any capacity and is not considering doing so.

It should be noted however, that McCann-Erickson is a part of McCann Worldwide, which is also the parent company of the Government's centrally contracted campaign media buying agency, Universal McCann.

The Department has previously hired Universal McCann for campaign related media buying activity, and consistent with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)*, would employ them in the event of a future advertising campaign.

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Outcome:	1	Question No:	68
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Contractors – Cutting Edge		
Hansard Page EC:	Written		

Senator Abetz asked:

Has the department ever employed Cutting Edge in any capacity or is it considering employing Cutting Edge? If yes, provide details.

Answer:

The Department has not employed and is not considering employing Cutting Edge at this point in time.

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Outcome:	1	Question No:	69
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Contractors – Ikon Communications		
Hansard Page EC:	Written		

Senator Abetz asked:

Has the department ever employed Ikon Communications in any capacity or is it considering employing Ikon Communications? If yes, provide details.

Answer:

The Department has not employed or is considering employing Ikon Communications at this point in time.

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Outcome:	1	Question No:	70
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Contractors – CMAX Communications		
Hansard Page EC:	Written		

Senator Abetz asked:

Has the department ever employed CMAX Communications in any capacity or is it considering employing CMAX Communications? If yes, provide details.

Answer:

The Department has not employed and is not considering employing CMAX Communications at this point in time.

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Outcome:	1	Question No:	71
Program:	Corporate		
Division/Agency:	CSD		
Topic:	Boston Consulting Group		
Hansard Page EC:	Written		

Senator Abetz asked:

Has the department ever employed Boston Consulting Group in any capacity or is it considering employing Boston Consulting Group? If yes, provide details.

Answer:

The Department has not employed and is not currently considering employing Boston Consulting Group.

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Outcome:	1	Question No:	72
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Contractors – McKinsey & Company		
Hansard Page EC:	Written		

Senator Abetz asked:

Has the department ever employed McKinsey & Company in any capacity or is it considering employing McKinsey & Company? If yes, provide details.

Answer:

The Department has not employed and is not considering employing McKinsey & Company at this point in time.

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Outcome:	1	Question No:	73
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Advertising and Marketing		
Hansard Page EC:	Written		

Senator Abetz asked:

1. How much has the Department spent on advertising and marketing since Budget Estimates?
2. Why?

Answer:

The Department reported expenditure on communications programs and activities in response to a question asked by Senator Barnett at Budget Estimates (Question No. 83). Figures reported in this response included expenditure on programs and activities in the period from 8 February 2010 to 21 September 2010.

The following figures are in addition to the expenditure provided in the response to Senator Barnett's question, and provide detail of expenditure since 21 September 2010.

1. *Shout Out For Climate Change Schools Competition*

The Department ran a national schools and universities competition called *Shout out for Climate Change* between May and October 2010.

The competition invited primary, secondary and tertiary students to submit a creative piece to raise awareness or encourage the community to take action on climate change.

To date, the Department has spent a total of \$216,439.72 (excluding GST) on the competition, \$18,460 (excluding GST) of which has been spent since 8 February 2010 to distribute the competition education pack and reminder postcard.

Additional funds of approximately \$45,000 (excluding GST) will be spent on competition prizes and an awards ceremony in November 2010.

2. Announcement of Green Start Round 1 national press advertisements

The Department ran an advertisement in major national newspapers to announce the opening of the first round of the Green Start program. Advertisements cost a total of \$26,321 (excluding GST).

3. National Greenhouse and Energy Reporting

The Department ran targeted print advertising between July and August 2010 to raise awareness among new and existing stakeholders of the requirements of the *National Greenhouse and Energy Reporting Act 2007*. Advertisements cost approximately \$35,400 (excluding GST).

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Climate Change and Energy Efficiency portfolio

Outcome:	1	Question No:	74
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Advertising and Marketing		
Hansard Page EC:	Written		

Senator Abetz asked:

Could the Department provide a complete list of current contracts? Please indicate the rationale for each service provided and its intended use.

Answer:

The Department of Climate Change and Energy Efficiency holds current contracts with four agencies for specific advertising and marketing services:

- Willett Marketing – for the provision of education services for the 2010 national schools and university climate change competition;
- George Patterson Y&R – for creative services associated with previous climate change advertising campaigns;
- Ogilvy Public Relations Australia – for public relations services associated with previous climate change public relations campaigns; and
- Hall & Partners Open Mind – for market research services to support communications and community engagement activities.

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Climate Change and Energy Efficiency portfolio

Outcome:	1	Question No:	75
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Advertising and Marketing		
Hansard Page EC:	Written		

Senator Abetz asked:

1. What communications programs has the Department undertaken since additional estimates and what communications programs are planned to be undertaken?
2. For each program, what is the total spend?

Answer:

The Department reported expenditure on communications programs and activities in response to a question asked by Senator Barnett at Budget Estimates (Question No. 83). Figures reported in this response included expenditure on programs and activities in the period from 8 February 2010 to 21 September 2010.

The following figures are in addition to the expenditure provided in the response to Senator Barnett's question, and provide detail of expenditure since 21 September 2010.

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The Department ran a national schools and universities competition called *Shout out for Climate Change* between May and October 2010.

The competition invited primary, secondary and tertiary students to submit a creative piece to raise awareness or encourage the community to take action on climate change.

To date, the Department has spent a total of \$216,439.72 (excluding GST) on the competition, \$18,460 (excluding GST) of which has been spent since 8 February 2010 to distribute the competition education pack and reminder postcard.

Additional funds of approximately \$45,000 (excluding GST) will be spent on competition prizes and an awards ceremony in November 2010.

2. Green Start

The Department ran an advertisement in major national newspapers to announce the opening of the first round of the Green Start program. Advertisements cost a total of \$26,321 (excluding GST).

3. National Greenhouse and Energy Reporting

The Department ran targeted print advertising between July and August 2010 to raise awareness among new and existing stakeholders of the requirements of the *National Greenhouse and Energy Reporting Act 2007*. Advertisements cost approximately \$35,400 (excluding GST).

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Climate Change and Energy Efficiency portfolio

Outcome:	1	Question No:	76
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Advertising Campaign		
Hansard Page EC:	EC 45		

Senator Birmingham asked:

Senator BIRMINGHAM—Is there a split—in terms of this \$30 million campaign—between what you would expect to be creative versus advertising buy?

Dr Parkinson—In that \$30 million some estimates will have been used to underpin that, but I do not know off the top of my head what they would be.

Senator BIRMINGHAM—Could you please provide a further level of detail on notice.

Answer:

The \$30 million the Government allocated for the *Climate Change Foundation Campaign* covered a range of costs associated with the implementation of a phased, broad spectrum campaign.

The Department allocated a total of \$2 million for creative agency services, and \$17 million in advertising across a range of media.

In addition, the budget would have covered costs such as market research and evaluation services, supporting public relations activities, cultural and linguistic services, the development of a campaign website and supporting information materials.

In June 2010, development on the *Climate Change Foundation Campaign* ceased, pending the outcome of the 2010 Federal Election.

The Department is currently considering the most appropriate strategy (and therefore budget breakdowns) to ensure any future campaign is effective and offers value for money in the current context.

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Climate Change and Energy Efficiency portfolio

Outcome: 1 **Question No:** 77
Program: Corporate
Division/Agency: ASCD
Topic: Communications staff
Hansard Page EC: Written

Senator Birmingham asked:

How many people are employed in communications roles? Please detail by employment band levels and budgeted salaries, including positions to be filled.

Answer:

The Department operates a centralised communications function with a range of specialist roles including: media management, community engagement, website management, publishing and internal communications being undertaken by the Communications and Public Affairs Branch within the Adaptation, Science and Communications Division.

The Branch provides regular communications advice and services including: delivering communications strategies and materials (external and internal); managing information campaigns and public relations activities; media liaison and issues management; community outreach and engagement activities (including writing and editing services); and managing electronic and hardcopy publishing tasks including the Department's internet sites and the two Ministerial websites.

There are currently 29 people employed in the Communications and Public Affairs Branch.

Band	Salary range	Number of staff
Senior Executive Service Level 1	\$175,600 - \$205,900	1
Executive Level 2	\$104,288 - \$137,595	3
Senior Public Affairs Officer Level 1	\$120,163	2
Public Affairs Officer Level 3	\$91,365 - \$116,663	10
Public Affairs Officer Level 2	\$74,258 - \$87,362	5
Executive Level 1	\$87,362 - \$99,374	2
Australian Public Service Level 6	\$70,982 - \$80,810	3
Australian Public Service Level 5	\$64,975 - \$68,252	2
Australian Public Service Level 4	\$59,515 - \$62,791	1

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Outcome:	1	Question No:	78
Program:	Corporate		
Division/Agency:	ASCD		
Topic:	Communications expenditure		
Hansard Page EC:	Written		

Senator Birmingham asked:

Please detail all of the funds spent to date, and allocated, surrounding:

- a) The Shout out for Climate Change schools competition
- b) The Climate Change Foundation campaign
- c) Any other communications and/or community engagement programs undertaken by the Department.

Answer:

The Department of Climate Change and Energy Efficiency has conducted the following communications projects in 2010.

1. Shout out for Climate Change

The Department ran a national schools and universities competition called *Shout out for Climate Change* between May 2010 and October 2010.

A total of \$350,000 (excluding GST) was allocated for the competition to cover competition development and implementation, competition collateral development and distribution, online promotion and the competition prize pool.

To date, the Department has spent \$216,439.72 (excluding GST) to develop, promote and administer the competition. This includes:

- competition website – \$70,321.50 (excluding GST);
- collateral development, competition administration and promotion – \$127,657.33 (excluding GST); and
- collateral distribution – \$18,460.89 (excluding GST).

The Department anticipates that final competition activities including procuring competition prizes and arranging an official awards ceremony will conclude in November 2010.

2. Climate Change Foundation Campaign

The Department conducted developmental work on the *Climate Change Foundation Campaign* to provide Australians with the information they need to better understand and respond to climate change.

The Government included \$7 million in the 2009-10 Budget and \$23 million in the 2010-11 Budget for a “national campaign to educate the community on climate change, including on climate change science”.

To date the Department has spent a total of \$382,936.12 (excluding GST) on the *Climate Change Foundation Campaign*. This includes:

- market research – \$109,647.36 (excluding GST);
- concept development and creative fees – \$206,906.46 (excluding GST);
- public relations services – \$22,299.28 (excluding GST); and
- contractors – \$44,083.02 (excluding GST).

3. AFL Sponsorship

The Department and the Australian Football League entered into a partnership of \$200,000 (excluding GST) for 2009-10 to help promote more positive climate change actions to national and local Australian Rules football clubs, players and fans.

The final activity under the partnership was conducted in June 2010. This included:

- development and distribution of a promotional kit to all Australian Rules Football clubs in Australia for World Environment Day (5 June 2010); and
- the establishment of the Green Clubs program, www.aflcommunityclub.com.au.

The total amount spent by the Department was \$200,000 (excluding GST).