

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

13 – 14 February 2013

Question: AET 312-315

Topic: Government Advertising

Written: Received from Committee – 22 February 2013

Senator BUSHBY asked:

312. What is the total cost of all advertising for the financial year to date(22 February 2013)?
313. Is the advertising *campaign* or *non-campaign* advertising? Provide details of each advertising, including the program that the advertising was for, the total spend and the business that provided the advertising services.
- a. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
 - b. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
 - c. Did the advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
314. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
315. What advertising – campaign and non-campaign – and other communications programs is the Department/Agency undertaking, or planning to undertake?

Answer:

312. The total cost of advertising for the MoneySmart website for the current financial year to 28 February 2013 was \$709,338.
313. The advertising was campaign advertising for the MoneySmart website, and was part of the MoneySmart advertising campaign launched on 3 June 2012. The campaign focuses on key life stages (young adults, young families and pre-retirees) and life events (such as retirement and making major purchases, like a home or car).
- The costs comprised \$594,332 paid to Universal McCann/Reprise Media, creative development costs of \$41,284 paid to Spinach Advertising, \$42,821 paid to Vibe/GJC for indigenous campaign materials and \$30,900 paid to GFK Bluemoon for market research to test campaign materials pre-launch.

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- a. Yes. The Department of Finance and Deregulation provided advice about the MoneySmart advertising campaign where required to under its guidelines. The advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
 - b. Yes. The MoneySmart advertising campaign that began on 3 June 2012 and has continued this financial year was reviewed by the Peer Review Group on 13 December 2011 and 17 April 2012, and by the Independent Communications Committee on 16 February, 26 April 26, 10 May and 29 May 29 2012.
 - c. Yes. The Chair of the Independent Communications Committee confirmed by letter dated 29 May 2012 that the MoneySmart campaign complied fully with Principles 1-4 of the Guidelines for Government advertising campaigns.
314. Other than what is outlined in these responses the MoneySmart team does not have discrete communications programs as a separately costed activity.
315. The MoneySmart advertising campaign that began on 3 June 2012 is continuing this financial year, in accordance with the approvals obtained pursuant to the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies. We are due to present some new campaign materials to the PRG and ICC in April 2013.