

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

13 – 14 February 2013

Question: AET 409-412

Topic: Government Advertising

Written: Received from Committee – 22 February 2013

Senator BUSHBY asked:

409. What is the total cost of all advertising for the financial year to date (22 February 2013)?
410. 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.
411. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
412. What advertising – campaign and non-campaign – and other communications programs is the Department/Agency undertaking, or planning to undertake?

Answer:

409. The total cost of advertising for the financial year to date (to 22 February 2013) was \$36 380. A payment of \$108 557 was made to Universal McCann for the National Indigenous Consumer Strategy Reference Group campaign where ACCC facilitated the payment on behalf of ACL regulators. This amount was subsequently reimbursed by Treasury.

410. Campaign advertising:

Service Provider	2012-13 FYTD \$ (ex GST)
Universal McCann	108 557
Less reimbursement from Treasury	108 557
Total Campaign	0

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Non-campaign advertising:

Service Provider	2012-13 FYTD \$ (ex GST)
Adcorp Australia Public Notices	19 191
Adcorp Australia Recruitment	7 804
Attorney General's Department gazette notices	520
Australian Toy Hobby and Nursery Fair	1 418
Facebook advertising for Safe Santa	7 446
Total non-campaign	36 380

- a. The Department of Finance and Deregulation's Independent Communications Committee provided advice to the ACCC about the ACCC's national consumer guarantees awareness raising campaign. All other advertising to date in 2012-13 has been non campaign advertising such as ad-hoc public notice or event advertising.
- b. The Independent Communications Committee reviewed the ACCC's national consumer guarantees awareness raising campaign communications strategy and campaign material on 21 October 2011, 28 November 2011, 16 December 2011 and 20 January 2012.
- c. Yes

411.

Item	Program	Service provider	2012-13 FYTD (ex GST)
Moveable soccer goal safety information mail-out to soccer clubs	ACCC	Football Federation Australia	2 750
Consumer Rights Postcard Competition for secondary school students	ACCC	Avant card	7 172

- 412. Some further non campaign advertising such as ad-hoc public notice advertising may be required, depending on decisions or draft decisions made requiring public consultation.