

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Supplementary Budget Estimates

17 October – 18 October 2012

**Question: SBT 524-536**

**Topic: Government Advertising (ASIC)**

**Written: Received from Committee – 26 October 2012**

**Senator BUSHBY asked:**

524. What was the total cost of all advertising for the financial year to date (26 October 2012)?
525. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
526. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
527. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
528. 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.
529. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
530. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?
531. What was the total cost of all advertising for 2011-12?
532. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
533. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
534. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
535. 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.

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536. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

#### Answer:

524. The total cost of advertising for the MoneySmart website for the current financial year to 26 October 2012 was \$355,134.
525. The advertising was campaign advertising for the MoneySmart website. It consisted of digital display and digital search advertising. It 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 \$325,284 media costs paid to Universal McCann/Reprise Media and creative development costs of \$29,850 paid to Spinach Advertising.
526. 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.
527. 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 2012.
528. 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.
529. Other than what is outlined in these responses the MoneySmart team does not have discrete communications programs as a separately costed activity.
530. The MoneySmart advertising campaign that began on 3 June 2012 is continuing this financial year, primarily online, and in accordance with the approvals obtained pursuant to the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
531. The total cost of advertising for the MoneySmart website for the 2011/12 financial year was \$1,912,059.
532. The advertising included both campaign and non-campaign advertising.

The MoneySmart campaign advertising was launched on 3 June 2012 and included:

- mainstream and non-English speaking (CALD) print advertising;
- mainstream, non-English speaking (CALD) and indigenous radio advertising; and
- online digital display and digital search advertising.

Campaign advertising costs in the 2011/12 financial year were \$1,676,224. They comprised:

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- (a) \$146,444 for creative development paid to Spinach Advertising;
- (b) \$69,100 for creative research paid to gfk Bluemoon;
- (c) \$42,910 paid to Cultural Partners Australia for non-English speaking (CALD) advertising development;
- (d) \$19,496 paid to Gavin Jones Communications for indigenous advertising development; and
- (e) \$1,398,274 paid to Universal McCann for advertising placement/media costs.

Non-campaign advertising costs in the 2011/12 financial year were \$235,835. They comprised:

- (f) \$1320 in August 2011 for an advertisement in the Australian Association of Social Workers newsletter to promote our mortgage health work;
- (g) \$7,984 in September 2011 for Facebook advertising via Universal McCann to support our mortgage health work;
- (h) \$15,531 in September 2011 for Google Adwords promotion via Universal McCann of our mortgage health work;
- (i) \$6,000 in early 2012 for a pilot Facebook promotion via Universal McCann for the MoneySmart website;
- (j) \$70,000 from January to March 2012 for placement via Universal McCann of radio segments to support our Culturally and Linguistically Diverse project; and
- (k) \$135,000 for Google Adwords promotion of the website via Adcorp.

533. Yes. The Department of Finance and Deregulation provided advice about the MoneySmart campaign advertising where required to under its guidelines. The advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
534. 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, 10 May and 29 May 2012.
535. 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.
536. Other than what is outlined in these responses the MoneySmart team does not have discrete communications programs as a separately costed activity.