

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Question No. 90

Senator Humphries asked the following question at the hearing on 18 October 2011:

Government Advertising

- a) What advertising – Campaign and Non-Campaign – did the Department/Agency undertake in 2010-11? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- b) Did the Department of Finance and Deregulation provide 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' (March 2010)? Provide the details for each advertising item.
- d) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- e) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

The answer to the honourable senator's question is as follows:

The following Agencies did not undertake Campaign or Non-Campaign advertising in the time period identified in the question: Australian Commission for Law Enforcement Integrity; Australian Law Reform Commission; Office of Parliamentary Counsel and the Insolvency Trustee Service Australia.

Attorney-General's Department

- a) The National Security Campaign (NS Campaign) has accrued advertising costs of \$532,569.89 (incl. GST) for 2011-12.
- b) The Department of Finance and Deregulation provides secretariat support for the Independent Communication Committee (ICC) through the Communication Advice Branch (CAB). In 2011-12 the Attorney-General's Department consulted with CAB when progressing the National Security Public Information Campaign (NS Campaign) prior to undertaking the 2011-12 advertising—the NS Campaign used existing creative materials.
- c) All campaign advertising undertaken by the Department complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies' (March 2010)*. For 2011-12 this only included the NS Campaign.
- d) The Department's Strategic Communication Branch (SCB) manages the department's advertising campaigns. There were no additional advertising campaigns by the Department in 2011-12.

- e) The Department is not planning to undertake any additional advertising campaigns in the next financial year. Ongoing non-campaign advertising will be undertaken by the Department as needed. Non-campaign advertisements are generally limited to staff recruitment, public notices, auction and tender notices, and invitations to make submissions or apply for grants.

Australian Crime Commission

- a) Nil.
- b) - d) Not applicable.
- e) In addition to business-as-usual communication activities on operational successes and the release of major public reports about serious and organised crime, the ACC is currently leading the development of a cross-agency communication program, as part of Task Force Galilee, to increase public awareness and understanding of the threat of serious and organised investment fraud. There is no identified campaign aspect to this program.

Australian Customs and Border Protection Service

- a) Details of campaign and non-campaign advertising undertaken by the agency are listed in the table below. This information excludes off-shore communication activities as the Department of Finance and Deregulation (DoFD) has advised the agency that these activities do not fall under the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

Business Name	Description	Campaign	Non - Campaign	Amount
ADCORP Australia Ltd	Recruitment advertising Advertising for announcement of pill press legislation Advertising notices for public comment on weapons control consultation paper		Non - Campaign	\$467,217.17
Universal McCann	Advertising in relation to Google campaign for deterrence of importation of minor prohibited items via International Mail System	Campaign		\$ 29,876.53
Attorney-General's Department	Public Relations and Advertising		Non - Campaign	\$ 32,384.00
GRM International	Recruitment Advertising		Non - Campaign	\$ 22,029.00
Expertise Events Pty Ltd	Travel Expo related advertising		Non - Campaign	\$ 10,155.00
Miscellaneous Advertising	Advertising expenses under \$10,000 Recruitment Advertising Advertising Flyers and other media		Non - Campaign	\$304,527.23
Total				\$866,188.93

- b) The Department of Finance and Deregulation did not provide any advice apart from the information contained within the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.
- c) The advertising undertaken by Customs and Border Protection complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (March 2010). Customs and Border Protection conducted one campaign in 2010-11 as specified in the Table above.
- d) A list of other communication programs which relate to non campaign advertising is included in the response to part a) of this Question as detailed in the table above.
- e) Customs and Border Protection is not currently planning to undertake any significant campaign advertising in 2011-12.

In 2011-12 the agency will continue to undertake recruitment advertising as required. Recruitment advertising will include graduate recruitment and Customs Trainee program advertisements.

Customs Notices and other non campaign advertising will be undertaken as required throughout 2011-12. Advertising for Customs Notices and other non campaign advertising has not been identified or budgeted for separately.

The agency will also engage in offshore advertising, however this falls outside of the scope of the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* and has not been included in this response.

Australian Federal Police

- a) In 2010-11 the Australian Federal Police (AFP) undertook one advertising campaign for National Missing Persons Week (NMPW) 2010 at a cost of approximately \$500. The campaign comprised:
 - One Community Service Announcement television advertisement. Production of the television advertisement, including talent, was facilitated in-house and the no-charge media placement was secured by Universal McCann.
 - The development of one radio advertisement comprising voice-over talent, produced in-house. A no-charge media placement was secured by Universal McCann.

In addition the AFP undertook:

- Non-campaign radio advertisements from August to September 2010, to actively target the recruitment of AFP Protective Service Officers (PSOs) in the regions of Geraldton, Exmouth and Alice Springs. Radio advertisements were placed with local stations at a cost of \$21,672.
- One non-campaign advertisement in the Spring 2011 edition of the Australian Peacekeeper Magazine, at a cost of \$950. The objective of this advertisement was to highlight the work of AFP officers participating in international peacekeeping roles.

- Market research to evaluate the NMPW 2010 campaign, at a cost of \$39,050 by TNS Social Research.
- b) The Department of Finance and Deregulation provided the AFP with verbal advice about the NMPW 2010 campaign. This advice was that no further approval was required.
- c) The NMPW 2010 advertising complied with the ‘Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies’ (March 2010), as follows:
- Expenditure for the campaign was less than \$250,000
 - Details about the advertising campaign were published in the AFP corporate *Annual Report 2010-11*.
 - The campaign complies with Principle 1 of the ‘Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies’ (March 2010) by relating to the Government’s responsibilities and providing information to the public on a government service.
 - In line with Principle 2 of the ‘Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies’ (March 2010), all campaign materials were presented in an objective, fair and accessible manner, and were designed to meet the objectives of the campaign.
 - In line with Principle 3 of the ‘Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies’ (March 2010), campaign materials were objective and not directed at promoting party political interests.
 - In line with Principle 4 of the ‘Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies’ (March 2010), the campaign was undertaken in response to a demonstrated need and in an efficient, effective and relevant manner.
 - In line with Principle 5 of the ‘Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies’ (March 2010), the campaign complied with legal requirements and procurement policies.
- d) In the 2010-11 financial year the AFP also contributed \$20,000 as a sponsor of National Youth Week 2011.
- e) In 2011-12 the AFP:
- Facilitated non-campaign advertisements in defence and security magazines in July and August, to promote the 2011 Australian Bomb Data Centre Conference, at a cost \$6,924. The advertisements were placed through Adcorp Australia Ltd.
 - Is conducting market research to evaluate the NMPW 2011 campaign. This research is being provided by Colmar Brunton Pty Ltd at a cost of \$29,955.

The AFP also anticipates undertaking:

- Campaign advertising for International Missing Children’s Week 2012, at an approximate cost of \$20,000.
- Sponsorship for National Youth Week 2012, at an approximate cost of \$50,000.

Furthermore the AFP produced a Community Service Announcement television advertisement for NMPW 2011, and will be producing additional community service announcement television advertisements to increase community awareness in areas such as identity fraud, online social networking, online security, human trafficking and smart travel.

Production of these community service announcement advertisements, including talent, will be undertaken in-house.

Community Service Announcement Arrangements

In relation to all community service announcement advertisements produced by the AFP in 2010-11 and 2011-12, the only cost incurred by the AFP is a service fee (approx. \$1,300 per campaign) paid to the federal government media buying agency, Universal McCann, who facilitates community service announcement placement with all relevant television networks, in addition to guaranteed placement on Channel Nine.

As part of the development of the AFP television series from 2007 to 2010 in conjunction with Zapruder's Other Films, the AFP negotiated a free community messaging campaign with the Channel Nine Network which translates to \$500,000 in advertising value.

Community service announcements are run by all commercial television networks, free of charge, but the AFP's agreement with Channel Nine provides guaranteed airtime on the network for its community service announcement schedule.

Australian Human Rights Commission

a) The following Non-Campaign advertising was undertaken during 2010-11

Supplier	Expense (Inc GST)	Purpose
Adcorp	\$3,800	Print Media: Recruitment x1
Fairfax Media	\$1,760	Online Media: Recruitment x10
Market Media	\$853	Advertising in the AMWU Manufacturing and Assoc Industries handbook
Dept of Defence	\$951	ADFA Review: Army Navy and Air Force
Seek	\$643	Online Media: Recruitment x3
Facebook.com	\$786	Online Media: Recruitment x3
Koori Mail	\$462	IHRNA Mid term Review, EOI
University of Technology	\$180	Recruitment x3

Australian Graphic	\$55	Recruitment x1
The Big Issue	\$550	Promotion of the Human Rights Awards x2
Adcorp	\$131,101	Seeking Submissions to the ADFA Review
Total	\$141,141	

- b) No.
- c) Yes.
- d) Not applicable.
- e) Additional advertising for the ADFA Review.

Australian Security Intelligence Organisation

- a) The total spend for ASIO advertising for the period 1 July to 31 October 2011 is \$227,660.25 (inc. GST). All advertising was booked through Adcorp for placement in both local and national papers and a range of online advertising mediums. The following positions have been advertised:
- General Cleaners, Sydney and Melbourne
 - ASIO/ASIS Resource Management
 - Security Assistant Coordinator
 - Finance Pay Officer, Melbourne
 - Executive Assistants, Melbourne
 - Corporate Support Officer, Melbourne
 - Operations Liaison Officer, Canberra
 - Operations Liaison Officer, Melbourne
 - Operations Liaison Officer, Northern Territory
 - Operations Liaison Officer, Western Australia
 - Director, Public Research
 - Director, Information Policy & Governance
 - Emergency Facilities Management, Melbourne
 - Security Assessor
 - Director, Operational Capabilities
 - Director, Property & Security
 - Director, ASIO/ASIS Resource Management
 - Assistant Director, ASIO/ASIS Resource Management
 - Research Monitor
 - Statistical Modeller / Programmer
 - Assistant Director, Internal Audit
 - Security Vetting Support Officers
 - Security Vetting Support Officers
 - Security Assessor
 - 24/7 Border Security Assessors
 - General Support Officers

- Information Management Traineeship
 - Investigative Data Analyst
 - Investigative Data Analyst
 - Assistant Director, Investigative Data Analyst
 - Assistant Director, Data Exploitation & Analysis
 - Assistant Director, Intelligence/Operations/Investigations
 - Director, Intelligence/Operations/Investigations
 - Information Technology Officers
 - ASIO Officer Grade 4, Internal Audit
 - ASIO Officer Grade 5, Internal Audit
 - Executive Assistants (ASIS)
 - BMO – Electrician
 - Documentation Officer
 - Intelligence Professional
- b) ASIO has not sought advice from the Department of Finance and Deregulation in relation to its advertising needs.
- c) ASIO's recruitment advertising, as listed at a), was placed in separate advertisements rather than being included within the Whole of Australian Government advertising. ASIO's recruitment advertising complies with most of the guidance provided in the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (March 2010).
- d) Nil.
- e) ASIO will continue to advertise its vacant positions for the remainder of the financial year along the same basis that it has to date.

Crim Trac

- a)CrimTrac undertook minimal advertising during 2010-11. CrimTrac corporate information was included in relevant policing and law enforcement publications. The total spend was \$9515.23.
- b)No
- c)Not applicable
- d)Not Applicable
- e)Nil