

Role of the Auditor-General in scrutinising government advertising campaigns

26 October 2009

Question No: 1

Topic: ROLE OF THE AUDITOR-GENERAL IN SCRUTINISING GOVERNMENT ADVERTISING

Hansard Page: PA 19

Mr Georgiou asked:

What was the allocation for Indigenous and non-English-speaking background?

Answer:

Indigenous - Phase One

Many Indigenous youth will consume the campaign messages through mainstream media. An Indigenous consultant was contracted to develop culturally relevant messages and advertising materials for the second phase of the campaign. Allocation includes:

- \$87,644 – Indigenous media placement (print and radio)
- \$65,000 – Indigenous consultant stakeholder consultation and strategy development including message refinement
- \$85,000 – Indigenous consultant development and production of four print and two radio advertisements

Phase Two 2009-10

- \$150,000 - Indigenous consultant editorial strategy, promotional material distribution and local public relations engagement with youth and health care workers
- \$180,000 – Indigenous media placement (print and radio)

Non-English Speaking Background (NESB) – Phase One

As the primary target audience is youth and young adults, those from these audiences who are from a Non-English speaking background (NESB) will appropriately consume the mainstream campaign.

However, in order to target parents from a non-English speaking background, one radio execution and a parent's brochure was translated. Eight languages were identified through the Australian Bureau of Statistics for parents of 13-17 year olds who speak no English or very little English at home. These languages are Khmer (Cambodian), Vietnamese, Arabic, Cantonese, Mandarin, Turkish, Serbian and Korean.

Costs associated with this included:

- \$ 7,249 - translation of parent brochure into electronic fact sheets and 45 second radio commercials (eight languages each)
- \$112,905 - media placement (radio)

Phase Two 2009-10

- \$136,000 - media placement (radio)

ANSWERS TO QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

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Question No: 2

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ADVERTISING

Hansard Page: PA 12

Mr Georgiou asked:

Could we get a look, sometime, at the non-English-speaking material?

Answer:

As the primary target audience is youth and young adults, those from these audiences who are from a Non-English speaking background (NESB) are considered within the mainstream campaign. Advice from Universal McCann is that:

Our research and that of the media indicates that NESB youth do not consume NESB media like NESB adults. SBS Radio has conducted surveys of listenership in over 40 languages. They have found, on average, almost 9 in 10 listeners to SBS radio were above 25 years of age and there is no indication that this would be dissimilar for other NESB radio (and press, in fact probably even more so for press as young people may speak another language, but may not be able to read it).

For parents from a non-English speaking background, the 'Alcohol and young people: a guide for parents' brochure was translated into eight languages: Khmer (Cambodian), Vietnamese, Arabic, Cantonese, Mandarin, Turkish, Serbian and Korean. These are available on the campaign website: www.drinkingnightmare.gov.au

The parent radio advertisement was also translated into those eight languages.

These materials are attached.

ANSWERS TO QUESTIONS ON NOTICE

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Question No: 3

Topic: ROLE OF THE AUDITOR-GENERAL IN SCRUTINISING GOVERNMENT ADVERTISING

Hansard Page: PA 21

Mr Georgiou asked:

I just have a request for information: I would like to see the research on the concept testing and on the outcome.

Answer:

The campaign evaluation report is available on the campaign website and is attached for the Committee's information.

The concept testing reports are not being provided as they are commercially sensitive:

- they could be of value to the alcohol industry in terms of providing insight into young peoples' behaviours and influences; and
- their release could also potentially damage the capacity of the department to enter into commercial arrangements with advertising agencies in the future.