



Australian Government
Department of Finance and Deregulation

Submission No: 4

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Dr Ian Watt AO
Secretary

Our Ref: SEC0001557

Mr Russell Chafer
Committee Secretary
Joint Committee of Public Accounts and Audit
Department of the House of Representatives
PO Box 6021
Parliament House
Canberra ACT 2600

Dear Mr Chafer

Thank you for your correspondence dated 11 May 2009 referring questions on notice from Senator Barnett from the Joint Committee on Public Accounts and Audit Advertising Inquiry.

Finance does not currently hold details of the agencies selected to undertake advertising activities across Government other than for media placement.

While Finance does not hold the details of each advertising contract, Table 1 provides a total of media related costs for campaigns above the value of \$250,000 undertaken by FMA Act agencies that occurred from November 2007–February 2009. This table provides the department or agency responsible for the campaign, the media expenditure and the dates it appeared in the media.

Under the new Guidelines on Campaign Advertising, Chief Executives are responsible for certifying that any campaigns developed within their agency comply with the Guidelines and related Government policies, including financial management and procurement policies. Therefore, the tendering and commissioning of services is undertaken by departments in line with their Chief Executive Instructions.

The full-year report on campaign advertising for campaigns above \$250,000 by Australian Government departments and agencies will provide further details on costs associated with campaign development and implementation, including advertising consultants. It is expected that this report will be tabled by the end of the third quarter in 2009.

Yours sincerely

I J Watt
1 June 2009

MEDIA PLACEMENT EXPENDITURE ON CAMPAIGN ADVERTISING FOR FMA ACT AGENCIES

Total Media Spend for Campaigns from December 2007 to February 2009

AGENCY	CAMPAIGN	MEDIA (\$m)							ESTIMATED TIMELINE
		Television	Press	Magazine	Radio	Digital	Other	TOTAL MEDIA SPEND	
Department of Defence	DEFENCE FORCE RECRUITING	24.9	0.9	1.0	5.1	4.7	2.3	38.9	Dec. '07 to Jun. '09
Department of Health and Ageing	SKIN CANCER AWARENESS	4.3	—	0.5	1.4	0.7	2.0	8.9	Jan. '08 to Mar. '08, Nov. '08 to Feb. '09
Department of Climate Change	CLIMATE CHANGE HOUSEHOLD ACTION	2.9	2.8	0.5	1.6	0.5	0.0	8.3	Jul. '08 to Oct. '08
Department of Health and Ageing	AUSTRALIAN BETTER HEALTH INITIATIVE	4.2	0.1	0.4	0.8	1.2	1.2	7.9	Oct. '08 to Jun. '09
Department of Health and Ageing	BINGE DRINKING	5.5	0.0	0.5	0.2	0.5	1.1	7.8	Nov. '08 to Jun. '09
Attorney General's Department	NATIONAL SECURITY	2.3	0.5	—	1.1	0.6	1.0	5.5	Jun. '08, Feb. '09 to Apr. '09
Department of Agriculture, Fisheries and Forestry	AUSTRALIAN QUARANTINE AND INSPECTION SERVICE	2.4	0.2	0.3	0.0	0.3	1.0	4.2	Dec. '07 to Jun. '09
Department of Foreign Affairs and Trade	SMARTTRAVELLER	2.2	0.3	0.4	0.0	0.7	—	3.6	Jun. '08, Nov. '08 to Mar. '08
Department of Families, Housing, Community Services and Indigenous Affairs	ECONOMIC SECURITY STRATEGY (Phase 1)	—	1.5	0.0	1.7	0.2	—	3.4	Nov. '08 to Dec. '08
Department of Human Services (Child Support Agency)	CHILD SUPPORT SCHEME	—	1.5	0.3	1.1	0.1	—	3.0	May '08 to Jun. '08
Australian Taxation Office	FIRST HOME SAVERS ACCOUNT	0.0	0.3	0.2	0.8	0.3	0.7	2.3	Sep. '08 to Dec. '08

AGENCY	CAMPAIGN	MEDIA (\$m)							ESTIMATED TIMELINE
		Television	Press	Magazine	Radio	Digital	Other	TOTAL MEDIA SPEND	
Department of Families, Housing, Community Services and Indigenous Affairs	ECONOMIC SECURITY STRATEGY (First Home Owners Boost)	—	0.9	0.1	0.6	0.4	0.2	2.2	Nov. '08 to Dec. '08
Department of Education, Employment and Workplace Relations	CHILD CARE TAX REBATE	—	1.4	0.5	—	0.1	—	2.0	Jun. '08 to Sep. '08
Australian Taxation Office	EDUCATION TAX REFUND	—	0.5	0.0	0.4	0.4	—	1.3	Jan. '09 to Jun. '09
Department of Defence	DEFENCE RESERVES ENHANCEMENTS	—	0.2	0.6	—	0.1	—	0.9	Apr. '08 to Jun. '08
Department of Environment, Water, Heritage and the Arts	AUSTRALIAN REFRIGERATION COUNCIL SUMMER CAMPAIGN**	—	—	0.1	0.6	0.1	—	0.8	Nov. '08 to Feb. '09
Australian Customs Service	SMARTGATE	—	0.4	—	—	0.2	0.0	0.6	Nov. '08 to Jun. '09
Department of Education, Employment and Workplace Relations	STUDY IN AUSTRALIA	—	—	—	—	0.6	—	0.6	Mar. '08 to May '08
Australian Federal Police	MISSING PERSONS WEEK*	—	—	—	0.1	0.0	0.2	0.3	Jul. '08 to Aug. '08
	OTHER	0.0	0.4	0.3	0.1	0.1	0.2	1.1	
Total		48.7	11.9	5.7	15.6	11.8	9.9	103.6	

'Media spend' relates to the gross media cost of placing advertising in the media (it does not include production costs or consultant fees).

Note:

* designates campaigns that were approved prior to the introduction of the Guidelines

** 3rd Party Campaign

" — " denotes no media was placed using this medium for the period July 2008 to February 2009.

" 0.0 " denotes media was placed in using this medium, however, <\$50,000 was spent.