

**Senate Standing Committee on Economics****ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio

Budget Estimates

28 May 2012

**Question:**                    **BR36**  
**Topic:**                        **Government Advertising**  
**Proof Hansard Page:** **Written**

**Senator Bushby asked:**

1. What was the total cost of all advertising for the financial year to date?
2. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program, what the advertising was for, the total spend and the business that provided the advertising services.
3. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
4. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
5. 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.
6. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
7. What advertising Campaign and Non-Campaign and other communications programs is the Department/Agency undertaking, or are planning to undertake?

**Answer:*****Department***

1. The total cost of advertising for the 2011-12 financial year was \$188,012.90.
2. All advertising for the Department relates to non-campaign advertising. Details of the Department's advertising:

<b>Advertising Details</b>	<b>Company</b>	<b>Cost</b>
To recruit staff in Energy Division	Adcorp Australia Limited	\$10,663.67
To announce the opening of a public consultation process for the Gas Appliance (Carbon Monoxide) Safety Strategy	Adcorp Australia Limited	\$6,859.83
To advertise the public consultation period for the Gas Appliance (Carbon Monoxide) Safety Strategy	Adcorp Australia Limited	\$13,356.93
To advertise the release of the Residential Mandatory Disclosure Consultation Regulatory Impact Statement	Adcorp Australia Limited	\$27,090.96
To advertise the release of the Residential Mandatory Disclosure Public Consultation	Adcorp Australia Limited	\$495.96

To inform stakeholders about full disclosure requirement for Commercial Building Disclosure	Adcorp Australia Limited	\$8069.98
To advertise the commercial building disclosure program in journals, magazines and newsletters	Adcorp Australia Limited	\$19,020.57
Advertisements in the Australian and the Australian Financial Review	Adcorp Australia Limited	\$31,285.00
Advertisements in Seek and Climate Spectator	Adcorp Australia Limited	\$5,120.00
Tourism Division recruitment advertising	Adcorp Australia Limited	\$11,460.00
Advertising relating to the delivery of the TQUAL Grants Program	Adcorp Australia Limited	\$54,590.00
<b>Total</b>		<b>\$188,012.90</b>

3. The Department of Finance and Deregulation has not provided any advice regarding advertising for the Department.
4. Neither the Peer Review Group or the Independent Communications Committee has provided advice regarding advertising for the Department.
5. Yes, the Department complied with the guidelines where applicable.
6. Tourism Australia (TA) is delivering a marketing strategy for the Government's National Tourism Accreditation Framework (TQUAL Accreditation). The Department provides funding to TA for delivery of the marketing strategy in accordance with an agreed Memorandum of Understanding. Funding of \$770,000 (including GST) was provided to TA in 2011-12 for delivery of the marketing strategy.
7. During 2012-13, it is anticipated that there will be advertising expenditure in relation to recruitment and delivery of the TQUAL Grants Program and the Tourism Industry Regional Development Fund (a new grants program announced by the Government in the 2012-13 Federal Budget). The Department will also pay TA \$946,000 (including GST) in 2012-13 for ongoing delivery of the marketing strategy for the TQUAL Accreditation Framework.

### *Tourism Australia*

1. Tourism Australia (TA) is the Commonwealth agency responsible for marketing Australia as a travel destination to domestic and international audiences. Advertising is a core function for TA and in 2011-12, TA spent an estimated \$69 million to international and domestic marketing.
2. TA is a Commonwealth Authorities and Companies (CAC) Act body, therefore the campaign advertising guidelines do not apply.
3. The Department of Finance and Deregulation has not provided any advice regarding advertising for TA.
4. Neither the Peer Review Group or the Independent Communications Committee has provided advice regarding advertising for TA.
5. The guidelines only apply to Financial Management and Accountability (FMA) Act bodies.
6. TA has no other communications programs.
7. TA has a budget of \$72.65 million for marketing to international and domestic audiences for the 2012-13 financial year. To provide a breakdown of this information would be an unreasonable diversion of resources.

***Geoscience Australia***

1. The total cost of advertising for the 2011-12 financial year was \$120,156.
2. \$118,695 – Non Campaign recruitment Advertising provided by Adcorp Advertising.  
\$1461 – Non Campaign science promotional activities.
3. The Department of Finance and Deregulation has not provided any advice regarding advertising for Geoscience Australia (GA).
4. Neither the Peer Review Group or the Independent Communications Committee has provided advice regarding advertising for GA.
5. Yes, GA complied with the guidelines.
6. GA has no other communications programs.
7. Nil.