

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Supplementary Budget Estimates, 2018 – 2019, 24 October 2018**

**Ref No: SQ180-001236**

**OUTCOME:** 3 – Sport and Recreation

**Topic:** MOVE IT AUS Campaign

**Type of Question:** Written Question on Notice

**Senator:** Don Farrell

**Question:**

a) How was the contract for the MOVE IT AUS campaign awarded? b) How long is it intended that campaign will run for and for how long is it currently budgeted to run? c) Can you please outline all marketing, communications, advertising and engagement activities that are being undertaken or are planned as part of that campaign? d) Could you break down for how much will be spent with the ABC and SBS, how much with commercial free-to-air TV and radio networks and how much with Fox Sports and other subscription only platforms? e) What is the projected cost of the full campaign? f) What evidence is there campaigns like this one achieve the desired effect? g) What evidence is there that campaigns like these provide better value for money than, for example, boosting funding to NSOs to deliver grassroots participation programs? h) What measures have been taken to ensure the MOVE IT AUS campaign will not waste taxpayers' money paying social media influencers for questionable if any benefit, as was revealed earlier this year to have occurred with the 'Girls Make Your Move' campaign?

**Answer:**

- a) The *Move It AUS* campaign involved a number of contracts and arrangements with suitable vendors. The creative development and production was awarded to AJF Partnership following a competitive tender evaluation process and request for quote (RFQ). The advertising tracking and creative evaluation research was awarded to Kantar Public also following a competitive tender evaluation process and RFQ. The media and public affairs component of the campaign was undertaken through the Federal Government's Master Media Agency arrangement and optional services.
- b) The initial phase of the *Move It AUS* campaign is presently budgeted to run until the end of Financial Year 2018-19.
- c) The *Move It AUS* campaign is being leveraged as much as possible, often in-kind opportunities with the National Sporting Organisations (NSO) and National Sporting Organisations for people with a disability (NSOD) – all campaign material is available for the NSOs and NSODs to access and use via the Clearinghouse for Sport website. The *Move It AUS* campaign material has been promoted free of charge at events by a

number of sports including Rugby Australia, Basketball Australia, Gymnastics Australia, Netball Australia, Swimming Australia, the AFL, Athletics Australia and Cycling Australia. Sport Australia will continue to work with the NSOs, NSODs and Physical Activity providers to promote campaign objectives and key campaign messages where possible.

- d) Sport Australia does not conduct any paid advertising with the ABC, as that platform remains commercial free. Sport Australia continue to target the ABC and its audience via its public affairs activity. Advertising expenditure to date (up to December 2018) in channels requested has been:
- Metropolitan television – SBS, 7, 10 and 9 \$1,056,820, of which SBS spend was \$97,000.
  - Regional television– SBS, WIN, Prime and Southern Cross \$329,884 of which SBS spend was \$22,000.
  - Subscription television (Foxtel – whole of network package which includes Fox Sports) \$197,500.
  - There has not been any expenditure on radio during the initial phase of the *Move It AUS* campaign.
- e) Sport Australia has budgeted \$8,437,800 (GST inclusive) for the campaign which has been funded across 2017/18 and 2018/19.
- f) Through the campaign development Sport Australia liaised with Sport England who undertook a similar activity with favourable results for participation increasing from 14 million to almost 16 million over 10 years. Sport Australia also considered anecdotal evidence on long term health and awareness campaigns such as Health’s “*Quit*” Tobacco and SunSmart’s “*Slip Slop Slap*” initiatives which have delivered not only long term awareness but also behavioural change.
- g) Sport Australia continues to provide funding to NSOs and NSODs for participation and high performance outcomes on an annual basis. The *Move It AUS* campaign will complement existing and future funding with NSOs, NSODs and Physical activity providers to increase participation and activity levels in general.
- h) Sport Australia does not use paid social media influencers to promote the campaign content.