

## Senate Community Affairs Legislation Committee

### ADDITIONAL BUDGET ESTIMATES - 16 FEBRUARY 2012 ANSWER TO QUESTION ON NOTICE

#### Human Services Portfolio

**Topic:** Government Advertising

**Question reference number:** HSW 37

**Senator:** McKenzie

**Type of question:** Written

**Date set by the committee for the return of answer:** 29 March 2012

**Number of pages:** 3

#### **Question:**

- a) What was the total cost of all advertising for 2007–08, 2008–09, 2009–10 and 2010–11?
- b) For each of those years, list whether the advertising campaign is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- c) Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
- d) 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.
- e) Provide details for any other communication program, including details of the program, the total spend and the business that provided the communication services.
- f) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

#### **Answer:**

- a) From 1 July 2011 the Department of Human Services included the former agencies of Centrelink, Medicare Australia, the Child Support Program and CRS Australia. The information provided in the following questions is based on the agency arrangements that were in place in the relevant years. The total expenses for these agencies is as follows:
  - 2007–08: \$16,663,302
  - 2008–09: \$8,215,221
  - 2009–10: \$5,325,984
  - 2010–11: \$5,323,694.

b) The expenditure on Campaign and Non-Campaign advertising in each of the years at (a) above is as follows:

2007–08

Description	Program	Costs	Service provider
Non-Campaign	Various- recruitment, public notices, tenders, White Pages and services such as the Financial Information Service, Indigenous Services, Drought Bus, Equine Influenza, Job Expos etc)	\$7,057,463	HMA Blaze Independent & General Pty Ltd RPH Australia SBS Sensis (White Pages)
Campaign	Electronic Medicare Claiming campaign and Access Card	\$659,341	Grey Worldwide Pty Ltd Publicis Mojo
Campaign	Drought Assistance campaign and Southern Murray-Darling Basin campaign	\$342,790	Eardrum Pty Ltd George Patterson Y&R
Campaign	Child Support Scheme Reforms campaign	\$6,417,639	Eardrum Pty Ltd Newdcorp (T/A Vinten Browning Universal McCann
Campaign	Advertising space for drought assistance campaign, Southern Murray-Darling Basin campaign and electronic Medicare claiming campaign	\$2,186,069	Universal McCann

2008–09

Description	Program	Costs	Service provider
Non-Campaign	Various- recruitment, public notices, tenders, White Pages and services such as the Financial Information Service, Indigenous Services, Drought Bus, Same Sex legislation reforms)	\$5,333,353	HMA Blaze Independent & General Pty Ltd RPH Australia SBS Telstra/Sensis
Campaign	Electronic Medicare Claiming campaign and Access Card	\$2,881,868	Grey Worldwide Pty Ltd Universal McCann

2009–10

Description	Program	Costs	Service provider
Non-Campaign	Various- recruitment, public notices, tenders, White Pages and services such as the Financial Information Service, Indigenous Services, Drought Bus, Same Sex legislation reforms)	\$5,325,984	HMA Blaze Independent & General Pty Ltd RPH Australia SBS Telstra/Sensis

Description	Program	Costs	Service provider
Non-Campaign	Various- recruitment, public notices, tenders, White Pages and services such as the Financial Information Service, Indigenous Services, Drought Bus, Same Sex legislation reforms)	\$5,323,694	HMA Blaze Independent & General Pty Ltd RPH Australia SBS Telstra/Sensis

- c) Yes. The information set out in answer (b) for 2007-08, 2008-09, 2009-10 have been identified as Campaign and Non-Campaign activities on the basis of advice from the Department of Finance and Deregulation.
- d) Yes. See (c) above.
- e) There have been no other communication programs.
- f) The department is not undertaking campaign advertising in 2011-12.

The department expects to undertake non-campaign advertising in 2011-12 to support a range of programs including:

- White Pages;
- Recruitment;
- tenders;
- office relocations and co-locations;
- information to providers in industry publications;
- mobile office route information; and
- Financial Information Seminars.

At this stage of the financial year it is not possible to accurately estimate the whole-of-year expenditure in 2011-12, nor to estimate the split across the elements listed above.