

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2011-2012, 15 February 2012

Question: E12-056

OUTCOME 0: Whole of Portfolio

Topic: GOVERNMENT ADVERTISING

Written Question on Notice

Senator McKenzie asked:

- 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 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 communications 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) - b) Please see Attachment A for a list of campaign advertising expenditure  
In relation to all other advertising expenditure undertaken across the department in 2007-08, 2008-09, 2009-10 and 2010-11 and the business that provided the advertising services, to collate and compile the requested information would involve a significant resource effort that the department is not currently in a position to undertake.
- c) Department of Finance and Deregulation advice is sought when required, otherwise the department follows the guidelines provided by Department of Finance and Deregulation
- d) All advertising defined as campaign under the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies went through the compliance process and detail was published on the campaign website
- e) To collate and compile the requested information would involve a significant resource effort that the department is not currently in a position to undertake.
- f) Please see Attachment B.

## Attachment A - Advertising campaign expenditure summary

Note—

- all figures are GST exclusive
- N/A indicates campaign not active, or did not have a campaign media placement
- '\$ -' indicates campaign active but no expenditure in that period
- 'Media placement' refers to campaign advertising

Campaign	2007-08 expenditure	2008-09 expenditure	2009-10 expenditure			2010-11 expenditure		
	Total <sup>(a)</sup> \$m	Total <sup>(a)</sup> \$m	Consultants and services \$m	Media placement \$m	Total \$m	Consultants and services \$m	Media placement \$m	Total \$m
Asthma Awareness	0.16	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Australian Better Health Initiative—Measure Up (including <i>Tomorrow People</i> Indigenous component)	0.73	15.70	1.1	10.8	11.9	3.1	9.9	13
Binge Drinking	0.15	11.83	1	6.8	7.8	N/A	N/A	N/A
Bringing Nurses Back into the Workforce	N/A	1.0	N/A	N/A	N/A	N/A	N/A	N/A
Eye Health Awareness	0.16	2.6	0.1	N/A	0.1	N/A	N/A	N/A
National Human Papillomavirus	1.89	N/A	N/A	N/A	N/A	N/A	N/A	N/A
National Illicit Drug Use	13.15	6.36	1.8	4.6	6.4	0.9	4.3	5.2
Private Health Insurance Communications	10.62	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sexually Transmissible Infections Prevention	0.15	2.43	0.6	0.6	1.2	0.4	0.5	0.9
Skin Cancer Awareness	4.66	5.11	0.1	2.0	2.1	N/A	N/A	N/A
H1N1 Influenza (Human Swine Flu) Public Information	N/A	4.07	1.1	8.8	9.9	N/A	N/A	N/A

(a) includes media placement and consultants/services expenditure

(b) this campaign includes a social marketing grants funding program. All costs associated with this have been included under 'Consultants and Services', as has non-campaign advertising related to this campaign.

Campaign	2007-08 expenditure	2008-09 expenditure	2009-10 expenditure			2010-11 expenditure		
	Total <sup>(a)</sup> \$m	Total <sup>(a)</sup> \$m	Consultants and services \$m	Media placement \$m	Total \$m	Consultants and services \$m	Media placement \$m	Total \$m
Health Reform Plan Communications	N/A	N/A	1.2	9.3	10.5	0.1	1.8	1.9
Indigenous Ear Health Campaign	N/A	N/A	0.9	N/A	0.9	3.6	N/A	3.6
National Tobacco Campaign	N/A	N/A	0.1	4.8	4.9	2.9	17.3	20.2
Indigenous Anti-Smoking Campaign	N/A	N/A	N/A	N/A	N/A	0.8	4	4.8
National Tobacco Campaign – More Targeted Approach	N/A	N/A	N/A	N/A	N/A	1.9	4	5.9
Opal Fuel Communication Activities	0.08	N/A	0.05	N/A	0.05	0.46	0.05	0.5
Indigenous COAG Local Community Campaigns to Promote Better Health (A3) <sup>(b)</sup>	N/A	N/A	0.5	N/A	0.5	8.0	N/A	8.0
Indigenous COAG Attracting more people to work in Indigenous Health (C4)	N/A	N/A	0.38	N/A	0.38	2.0	N/A	2.0
<b>Total</b>	<b>31.75</b>	<b>49.1</b>	<b>8.93</b>	<b>47.7</b>	<b>56.63</b>	<b>24.16</b>	<b>41.85</b>	<b>66</b>

(a) includes media placement and consultants/services expenditure

(b) this campaign includes a social marketing grants funding program. All costs associated with this have been included under 'Consultants and Services', as has non-campaign advertising related to this campaign.

## **Attachment B - Undertaking and Planned Advertising Items and Communications Program**

- Listing in White Pages directory
- Patient Blood Management Guidelines
- Recruitment Advertising
- Donate Life Campaign
- Website Hosting
- Annual Report
- Private health insurer change of status
- Advertising regulatory activities for Office of Gene Technology Regulation
- Advertising Campaign and Non-Campaign in Community and industry magazines and journals
- National Industrial Chemicals Notification and Assessment (NICNAS) Brochures, Banner and Information Sheets ('NICNAS Registration', 'About NICNAS' and 'NICNAS Service Charter'), advertising in community and industry magazines.
- Website developments to upgrade to Government standards and migration from old and new website
- Chronic Disease Prevention and Service Improvement Fund
- The Healthy Living Network
- The National Health Workers Portal and toolkit information website
- Aged Care Nursing Scholarship Program
- Translation of Aged Care Information Sheet No.16 - Accommodation Bond
- Combating Petrol Sniffing (Rollout of low aromatic Opal fuel)
- Virtual Clinic
- Teleweb
- Central Support Service – to support eMental Health
- Partners in Recovery – Coordinate support and Flexible Funding for People with Severe, Persistent Mental Illness and Complex Needs initiative
- Expressions of Interest Advertising – Mental Health Consumer Reference Group
- Australian Commission on Safety and Quality in Health Care Website development
- Australian Commission on Safety and Quality in Health Care mail out communications - Distribution of Electronic Medication Management: 'A Guide to Safe Implementation', 'Patient Safety in Primary Care', 'Patient –centred Care: "Improving safety and quality through partnerships with patients and consumers', 'Implementation toolkit for clinical handover improvement'
- Australian Commission on Safety and Quality in Health Care Newsletter December 2011
- Medication Safety Update 6 and 7
- Recognising and Responding to Clinical Deterioration Newsletter, September 2011
- National Immunisation Program – Public Notice
- National Pertussis Communication Strategy
- Seasonal Influenza Campaign

- Better Targeting of Immunisation Incentives
- Review of the National Industrial Chemicals Notification and Assessment Scheme
- Telehealth Communication Program
- Health Assessment Resources targeting – Medicare, healthy kids and Aboriginal & Torres Strait Islander
- Medical Benefits Scheme Online Website
- Diagnostic Imaging and Magnetic Resonance Imaging Quality mailouts and website
- Pathology Outlets mailouts
- Pathology Quality advertising request for tender
- Lifetime Healthcover information brochure
- Communications for Private Health Insurance incentives tiers and Medicare Levy Surcharge
- National Drugs Campaign
- National Tobacco Campaign – More Targeted Approach
- Indigenous Chronic Disease Package – Local Indigenous Community Campaigns to Promote Better Health
- National Aboriginal and Torres Strait Islander Ear Health Campaign
- Indigenous Chronic Disease Package – Attracting More People to Work in Indigenous Health
- After hours GP Helpline Campaign
- Health Services Accreditation Website
- Indigenous Chronic Disease Package Annual Progress Report 2010-11 – Contribution to the National Partnership Agreement to Closing the Gap in Indigenous Health Outcomes.
- Draft Pricing Framework (Independent Hospital Pricing Authority)
- Notice of 2012/13 Determination (Independent Hospital Pricing Authority)