

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 13 & 15 February 2013

Question: E13-076

OUTCOME 0: Whole of Portfolio

Topic: Advertising

Type of Question: Written Question on Notice

Senator: Senator Boyce

Question:

- a) What was the total cost of all advertising for the financial year to date?
- b) Is the advertising campaign or non-campaign advertising?
- c) Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- d) Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
- e) Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
- f) Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies?
- g) Provide the details for each advertising item. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- h) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

- a) to h)
Please refer to Attachment A

Information is provided for the period July 2012 to 31 January 2013 for the Department of Health and Ageing, including Therapeutic Goods Administration Trust, National Industrial Chemical Notification and Assessment Scheme and Office of Gene Technology Regulator.

- a) What was the total cost of all advertising for the financial year to date?
- b) Is the advertising campaign or non-campaign advertising?
- c) Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

As an agency subject to the *Financial Management and Accountability Act 1997* the department is required to place campaign advertising through master media placement agency, Universal McCann. The campaign advertising expenditure for the 2012-13 financial year is as follows:

Campaign Advertising	Advertising cost to 31.01.13 (GST exclusive)
National Tobacco Campaign – More Targeted Approach	\$3,566,436
Total	Total: \$3,566,436

All non-campaign advertising is placed through the master media agency, Adcorp Australia Limited and is as follows:

Non-campaign Advertising	Media Placement (GST exclusive)
Recruitment	40,815
Tenders	72,563
Public Notices	318,130
Total	Total: \$431,508

- d) Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.

The Department of Finance and Deregulation (DoFD) provided advice about the National Tobacco Campaign – More Targeted Approach campaign advertising. This advice was sought to determine if the campaign fell within the scope of the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*, and to ensure best practice campaign planning when using the Communications Multi-Use List and when using whole-of-government contracts for media buying.

The department follows the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* managed by DoFD for all campaigns that fall within the Guidelines' scope.

- e) Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

Details of PRG and ICC advice and review in relation to the National Tobacco Campaign – More Targeted Approach campaign are included in the table below.

Campaigns	Advice from ICC and/or PRG
National Tobacco Campaign – More Targeted Approach (MTA)	<p>PRG – 22 August 2012 PRG provided advice on the creative material and concept testing for the MTA pregnancy component.</p> <p>ICC – 4 September 2012 ICC provided advice on the final draft creative for the MTA pregnancy component prior to their completion and the media plan.</p> <p>ICC – 5 October 2012 ICC provided advice on the final creative for the MTA pregnancy component and the campaign's compliance with the <i>Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies</i>.</p>

f) 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.

The National Tobacco Campaign – More Targeted Approach campaign complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* and relevant details were published on the campaign website.

g) Provide the details for each advertising item. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

h) What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

The department regularly plans and undertakes a range of non-campaign advertising to support various business-as-usual activities such as staff recruitment, and minor campaign advertising to inform the Australian community about health and ageing issues and related government policies and programs. To compile the requested information would involve a significant research effort that the department is not currently in a position to undertake.