

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Additional Estimates 2015 - 2016, 10 February 2016**

**Ref No:** SQ16-000196

**OUTCOME:** 0 - Whole of Portfolio

**Topic:** Government Advertising/Marketing

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

**Senator:** Ludwig, Joe

**Question:**

Since the change of Prime Minister on 14 September, 2015:

1. How much has been spent by the department / agency on marketing?
    - a) List the total cost
    - b) List each item of expenditure and cost
    - c) List the approving officer for each item.
    - d) Detail the ministerial or ministerial staff involvement in the commissioning process.
    - e) Which firm provided the marketing?
  2. How much has been spent by the department / agency on government advertising (including job ads)?
    - a) List the total cost
    - b) List each item of expenditure and cost
    - c) Where the advertising appeared
    - d) List the approving officer for each item.
    - e) Detail the ministerial or ministerial staff involvement in the commissioning process.
    - f) Detail the outlets that were paid for the advertising.
  3. What government advertising is planned for the rest of the financial year?
    - a) List the total expected cost.
    - b) List each item of expenditure and cost.
    - c) Where the advertising will appear
    - d) List the approving officer for each item.
    - e) Detail the ministerial or ministerial staff involvement in the commissioning process.
    - f) Detail the outlets that have been or will be paid for the advertising.
- Provide copies of approvals for advertising, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate, or the Department or their delegate.

**Answer:**

The following information is for the period 14 September 2015 to 29 February 2016.

1.
  - a) \$10,908.24 (GST ex)
  - b) Marketing material for the Australian General Practice Training Program - \$10,908.24 (GST ex)

- c) Relevant departmental senior executive officer.
  - d) No ministerial office involvement.
  - e) Rob Little Photography and Elect Printing.
- 2.
- a) \$4,781,782.63
  - b) Health Star Rating Campaign – \$290,625.25  
National Drugs Campaign – \$4,378,568.33  
Recruitment – print and online – \$25,554.76  
Consultation – print and online – \$49,687.33  
Grant funding ads – print and online – \$60,049.94  
Public Notices – print and online – \$33,474.44
  - c) Health Star Rating Campaign – Print, digital and out of home  
National Drugs Campaign TV, digital and cinema  
Recruitment – print and online  
Consultation – print and online  
Grant funding ads – print and online  
Public Notices – print and online
  - d) Relevant departmental senior executive officer
  - e) Minister Nash approved the National Drugs and Health Star Rating Campaigns.
  - f) Dentsu Mitchell, the Australian Government’s master media agency.
3. The following campaigns are active as at 29 February 2016.
- BreastScreen Australian Campaign
- a) \$1.236 million (GST excl)
  - b) \$1.095 million - Media buy  
\$141,000 - Public relations/campaign support
  - c) National print, radio, online and out of home channels.
  - d) Relevant departmental senior executive officer.
  - e) Minister Ley approved the campaign.
  - f) Dentsu Mitchell, the Australian Government’s master media agency
- ‘Girls make your move’ Physical Activity Campaign
- a) \$10 million (GST excl)
  - b) \$7 million – Media buy  
\$1.9 million – creative development  
\$530,000 research (developmental and evaluation)  
\$570,000 public relations/campaign support
  - c) National television, print, online, social media and out of home channels.
  - d) Relevant departmental senior executive officer.
  - e) Minister Nash approved the campaign.
  - f) Dentsu Mitchell, the Australian Government’s master media agency

The certification for each campaign by the Secretary of the Department of Health is published at  
[http://www.health.gov.au/internet/main/publishing.nsf/Content/campaign\\_certification\\_statements-lp](http://www.health.gov.au/internet/main/publishing.nsf/Content/campaign_certification_statements-lp)