

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH AND AGEING PORTFOLIO**

**Budget Estimates 2013-14, 5/6 & 7 June 2013**

**Question: E13-064**

**OUTCOME:** 0 - Whole of Portfolio

**Topic:** Advertising

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

**Senator:** Smith

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

**Answer:**

Please refer to Attachment A. Information is provided for the period 1 July 2012 to 31 May 2013 for the Department of Health and Ageing, including the Aged Care Commissioner, the Therapeutic Goods Administration, National Industrial Chemical Notification and Assessment Scheme and Office of Gene Technology Regulator.

a) and b)

As an agency subject to the *Financial Management and Accountability Act 1997* the Department is required to place campaign advertising through the master media placement agency, Universal McCann. The campaign advertising expenditure from 1 July 2012 to 31 May 2013 is as follows:

Campaign Advertising	Advertising cost to 31.05.13 (GST exclusive)
Attracting More People to Work in Indigenous Health campaign. Placement of advertising materials within mainstream and Indigenous media.	\$877,736
National Tobacco Campaign – More Targeted Approach Placement of advertising materials within mainstream and Indigenous media	\$3,584,031
Victorian health system funding advertising Placement of advertising materials within Victorian print media	\$154,885
Tobacco Plain Packaging Campaign Placement of advertising materials within mainstream and culturally and linguistically diverse audiences.	\$679,081
Total	Total: \$5,295,733

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	87,490
Tenders	142,976
Public Notices	411,426
Total	Total: \$641,892

Non-campaign Advertising (NICNAS)	Media Placement (GST exclusive)
General advertising in different magazines/newspapers to raise awareness of the National Industrial Chemical Notification and Assessment Scheme to Industry and the Public	\$16,357
Total	\$16,357

c) The Department of Finance and Deregulation provided advice about Attracting More People to Work in Indigenous Health, National Tobacco Campaign – More Targeted Approach, the Medicare campaign and the Tobacco Plain Packaging Campaign. This advice was sought to determine if the campaigns 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 of Finance and Deregulation was informed of the advertising activity for the Victorian health system funding advertising. However, no formal advice was provided.

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

- d) Details of the Peer Review Group and the Independent Communications Committee's advice and review in relation to Attracting More People to Work in Indigenous Health, National Tobacco Campaign – More Targeted Approach, the Medicare campaign and the Tobacco Plain Packaging Campaign are included in the table below.

Campaigns	Advice from Independent Communications Committee and/or Peer Review Group
Attracting More People to Work in Indigenous Health campaign.	<p>ICC - 18 April 2013 The Committee provided advice on the proposed media buy for the May to June 2013 period and the campaign's compliance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.</p>
Tobacco Plain Packaging Campaign	<p>ICC - 3 August 2012 The Committee reviewed the strategy and draft creative concepts.</p> <p>ICC - 28 September 2012 The Committee provided advice on the final creative and media plan for the Tobacco Plain Packaging Campaign and the campaign's compliance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.</p> <p>ICC - 26 October 2012 The Committee provided advice on the culturally and linguistically diverse creative materials and the second media buy.</p>

Campaigns	Advice from Independent Communications Committee and/or Peer Review Group
More Targeted Approach - pregnancy component.	<p>PRG - 22 August 2012 The Review Group provided advice on the creative material and concept testing for the More Targeted Approach - pregnancy component.</p> <p>ICC - 4 September 2012 The Committee provided advice on the draft creative for the More Targeted Approach - pregnancy component prior to their completion and the media plan.</p>
	<p>ICC - 5 October 2012 The Committee provided advice on the final creative for the More Targeted Approach - pregnancy component and the campaign's compliance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.</p> <p>ICC - 3 May 2013 The Committee provided advice on the final media plan, creative materials and strategy for the second phase of campaign activity and the campaign's compliance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.</p>
Medicare campaign	<p>PRG - 9 April 2013 The Peer Review Group advice, which was incorporated throughout campaign development.</p> <p>ICC - 3 May 2013 The Committee considered the communication strategy, media strategy, media plan and draft creative concepts.</p> <p>ICC - 16 May 2013 The Committee considered the concept testing results and revised creative concepts.</p> <p>ICC - 31 May 2013 The Committee provided advice on the final creative for the Medicare campaign and the campaign's compliance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.</p>

e) The Attracting More People to Work in Indigenous Health campaign, the National Tobacco Campaign - More Targeted Approach, the Medicare Campaign, the Tobacco Plain Packaging Campaign and the Victorian health system funding advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies and relevant details were published on the Department of Health and Ageing and campaign website.

f) and g)

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.