

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2013-14 Budget Estimates Hearings

Outcome Number: Cross

Question No: 311

Topic: Advertising

Hansard Page: Written

Senator Smith asked:

1. What was the total cost of all advertising for the financial year to date?
2. 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.
3. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
4. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
5. 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.
6. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
7. What advertising - Campaign and Non-Campaign - and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

1. For the financial year to date (31 May 2013), the total cost of all advertising is \$23,092,517 (GST exclusive).
2. The advertising is for campaign and non-campaign activities:
 - Campaign advertising total: \$21,457,205 (GST exclusive)
 - Non-campaign advertising total: \$1,635,312 (GST exclusive)

Campaign advertising was undertaken for the following campaigns:

- Household Assistance Package campaign: \$15,591,087 (GST exclusive)
- The Line campaign: \$491,194 (GST exclusive)
- Dad and Partner Pay campaign: \$876,305 (GST exclusive)
- Schoolkids Bonus campaign: \$4,498,619 (GST exclusive)

All campaign advertising was placed through the Australian Government's master media agency, Universal McCann.

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Non-campaign advertising was undertaken for the following communication programs:

- Income management: \$42,219 (GST exclusive)
- Homelessness Services Achievement Awards: \$565 (GST exclusive)

Non-campaign advertising also includes recruitment, Requests for Tender, Expressions of Interest, discussion papers, funding rounds, programs and international agreements.

All non-campaign advertising was placed through Adcorp.

3. The Department of Finance and Deregulation provided policy advice relating to compliance and advertising requirements for the campaign advertising and associated processes for the Household Assistance Package, Dad and Partner Pay, The Line and Schoolkids Bonus campaigns.
4. The Peer Review Group (PRG) provided advice to the Department in relation to the Schoolkids Bonus campaign strategy.
5. The Independent Communications Committee (ICC) provided independent views on all campaign advertising against the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

The ICC concluded that the campaign advertising complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

6. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

Communication program name	Description	Total spend FY to date at 31 May 2013 (GST exclusive)	Suppliers
Assisting vulnerable individuals and families in disadvantaged communities	Short case studies	\$11,059	Bearcage Productions
	Short case studies	\$14,012	Carbon Media Events Pty Ltd
	Production of written case studies	\$15,187	Wordwallah

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Communication program name	Description	Total spend FY to date at 31 May 2013 (GST exclusive)	Suppliers
International Day of People with Disability	Public relations to promote International Day of People with Disability	\$41,909	Haystac Public Affairs Pty Ltd
Stronger Futures	Provision of communication and engagement advice to support the introduction and implementation of Stronger Futures in the Northern Territory	\$75,947	Winangali
	Provision of communication and engagement advice to support the introduction and implementation and introduction of the Stronger Communities for Children program	\$11,886	Bearcage Productions
	Provision of branding and graphic services for Stronger Futures in the Northern Territory	\$45,914	The Shannon Company
Newslines Radio	Provision of services for production of weekly radio programs	\$21,150	Bearcage productions
Care Aware	Communication campaign to raise awareness of carers and services and supports available to carers as part of the National Carer Strategy	\$458,700	McCann Erikson

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

Advertising / Communications program name	Description
The Line	<p>The Line is a four-year campaign targeting youth and their influencers, designed to change violence-supportive attitudes in an effort to effectively reduce the incidence and impact of violence in Australia by 2021.</p> <p>In 2012-13, communication activities include digital advertising, market research (public relations and information materials. Market research, including concept testing, has been undertaken to ensure that communication activities and materials effectively engage and communicate with the target audiences.</p>
Dad and Partner Pay	<p>The Dad and Partner Pay campaign supports the introduction of the new payment from 1 January 2013 as a new entitlement for working fathers or partners.</p> <p>In 2012-13, communication activities include advertising (magazines, radio and digital), public relations and information materials. Market research, including concept testing, has been undertaken to ensure that communication activities and materials effectively engage and communicate with the target audiences.</p>
Schoolkids Bonus	<p>The Schoolkids Bonus campaign will support the introduction of the new payment for eligible families and individuals.</p> <p>In 2012-13, communication activities include market research (developmental, concept testing and tracking research to ensure that communication activities and materials effectively engage and communicate with the target audiences), advertising (television, radio, print and digital), public relations, intermediary engagement and information materials.</p>
Household Assistance Package (HAP)	<p>The HAP campaign is driven from the Clean Energy Future Plan, of which the introduction of a carbon pricing mechanism is a central component.</p> <p>The HAP campaign aims to increase awareness and understanding of components of the payments and concessions available to millions of Australians through the HAP.</p>

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	In 2012-13, communication activities include creative development, research (concept testing and evaluation) advertising (television, radio, print and digital) and public relations activities.
Income management	<p>Income management is part of the Australian Government's commitment to reforming the welfare system. It ensures income support payments are spent in the best interests of children and families, and helps ease immediate financial stress.</p> <p>In 2012-13, communication activities include information materials for service providers, public relations activities and translated radio advertising in the APY Lands.</p>
2013 National Homelessness Services Achievement Awards	In 2012-13, proposed communication activities include public relations, advertising and information materials to promote the nomination process and the finalists/winners of the 2013 Awards.
International Day of People with Disability	A communications strategy is being implemented to celebrate International Day of People with Disability.