

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2011-2012, 19 October 2011

Question: E11-028

OUTCOME 0: Whole of Portfolio

Topic: GOVERNMENT ADVERTISING

Senator McKenzie asked:

- a) What advertising - Campaign and Non-Campaign - did the Department/Agency undertaken in 2011-12? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
- b) Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
- c) Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)? Provide the details for each advertising item.
- d) Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- e) 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 for answers to a) – d).

- e) Information is provided for the period 1 July 2011 to 30 September 2011.

Attachment A

a) What advertising – Campaign and Non-Campaign – did the Department/Agency undertaken in 2011-12? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided that provided the advertising services.

Advertising Item	Program	Total Spend	Advertising Provider
Department of Health and Ageing - Recruitment Advertising	Corporate	\$32,869.00	Adcorp
Release of Invitation to Apply for Funding	Encouraging Better Practice in Aged Care (EBPAC) Initiative Funding Round Three	\$24,278.00	Adcorp
Need information on Aged Care?	One Stop Shop	\$212,161.34	Adcorp
Expression of Interest for membership	National Lead Clinicians Group	\$63,371.92	Adcorp
eHealth Personally Controlled Electronic Health Record	eHealth Implementation	\$54,913.94	Adcorp
Office of Aged Care Quality and Compliance - Expression of interest to apply for grant money	Teaching Research Aged Care Services	\$23,672.00	All key state and territory newspapers
Prevenar 13 Mail out	National Immunisation Program	\$362,279.85	National Mail & Marketing Medicare Australia 2B Advertising Blue Star Print Group
GP Super Clinics Consultation, Emerald Qld.	GP Super Clinics	\$3,557.00	Adcorp
Invitation to Apply	National Rural and Remote Health Infrastructure Program	\$35,250.00	Adcorp
Invitation to Apply	Visiting Optometrists Scheme	\$35,837.00	Adcorp
Advertisement of Round 4 grants funding for GP After Hours Program	GP After Hours program	\$14,531.00	Adcorp
After hours GP helpline	Primary & Ambulatory Care	\$367,031.00	Universal McCann
Attracting More People to Work in Indigenous Health (C4)	Indigenous Chronic Disease Package	\$368,633.00	Universal McCann
Invitations to apply for Healthy Communities Initiative, Local Government Area Grants, Phase 3	Healthy Communities Initiative	\$4,674.90	Adcorp

Advertising Item	Program	Total Spend	Advertising Provider
Regulatory Policy and Governance - Tender seeking quotes to establish a recruitment services panel	Corporate	\$11,059.39	Adcorp
Recruitment Advertising - Chief Executive Officer of the Australian Commission on Safety and Quality in Health Care (ACSQHC).	Corporate	\$33,555.60 Note that the Department will be seeking reimbursement from ACSQHC for this consistent with the usual practice that agencies pay for their own recruitment.	Adcorp
Aged Care Standards and Accreditation Agency Ltd - Recruitment Advertising	Aged Care accreditation program	\$9,192.88	Adcorp APN
Australian Institute of Health and Welfare - Recruitment Advertising	Corporate	\$15,669.14	Adcorp Career Hub
'Swap It Don't Stop It' campaign spring advertising burst	Phase Two of the <i>Measure Up</i> campaign	Nil – invoice pending.	Universal McCann
Australian National Preventive Health Agency - Recruitment Advertising	Corporate	\$3,602.05	AdCorp
Australian Radiation Protection and Nuclear Safety Agency - Recruitment Advertising	Corporate	\$24,546.00	Adcorp
Public Notice-Application for facility licence	Corporate	\$1,504.00	Adcorp
Cancer Australia - Recruitment Advertising	Corporate	\$15,125.46	Adcorp Seek
Facebook advertisement	Food Standards Australia New Zealand	\$500.00	Nil
Advertisement in Food Magazine	Code Interpretation Service	\$5,100.00	Nil
Food Standards Australia New Zealand - Recruitment Advertising	Corporate	\$13,575.00	Adcorp Seek

Advertising Item	Program	Total Spend	Advertising Provider
Publication of notices required by Food Standards Australia New Zealand Act	Corporate	\$16,476.00	Blaze Adcorp
Selection of registrars into Australian General Practice Training Program	Australian General Practice Training Program	\$9,2162.00	Adcorp Australian Medical Student Journal
Prevocational General Practice Placement Program Brochure, General Practice Education and Training Annual report printing costs, Australian General Practice Training Program GP Registrar Guide.	Australian General Practice Training Program	\$56,374 .00	Love Design
General Practice Education and Training - Recruitment Advertising	Corporate	\$23,606.00	Adcorp
Health Workforce Australia – general promotion (print and web banner ad)	Health Workforce Australia	\$3,500.00	Royal College of Nursing Clinical Oncology Society of Australia Conference
Healthy Australia Series - print ads and flyer	Healthy Australia Series	\$14,551.67	MEC Active Engagement Emerge Graphics UniSA Document Services
Graphic Design Patient Blood Management Guidelines Tender	National Blood Authority	\$3,098.36	Adcorp
National Industrial Chemicals Notification and Assessment (NICNAS) OHS magazine	NICNAS	\$715.76	Adcorp
National Industrial Chemicals Notification and Assessment Community Organsitation Journal	NICNAS	\$1,306.41	Adcorp
National Industrial Chemicals Notification and Assessment Service directory	NICNAS	\$809.27	Adcorp
Private Health Insurance Administration Council - Recruitment Advertising	Corporate	\$745.09	Koori Mail Adcorp

b) Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

Advertising Item	Advice from DoFD
Recruitment Advertising	Guidelines on Recruitment Advertising and ad-hoc interpretive advice on guidelines.
Advertising the new telephone number for information on aged care.	Advised that advertising was non-campaign.
After hours GP helpline	Yes DoFD provided advice regarding the campaign's compliance with the <i>Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)</i>
Attracting More People to Work in Indigenous Health (C4)	Yes DoFD provided advice regarding the campaign's compliance with the <i>Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)</i>
'Swap It Don't Stop It' campaign advertising	Advertising deemed compliant with the <i>Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)</i> . Advice provided on 28 July 2011.
Job Vacancies	Advertising deemed compliant with the <i>Guidelines on Non-Campaign Recruitment Advertising</i> . Advice provided July 2011.

c) Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)? Provide the details for each advertising item.

All advertising defined as campaign under the guidelines went through the compliance process and detail was published on the campaign websites.

This advertising included:

- After hours GP helpline
- Attracting More People to Work in Indigenous Health (C4)
- 'Swap It Don't Stop It' Television, print, outdoor and online advertising

d) Provide details for any other communications program, including details of the program, the total spend (GST exclusive) and the business that provided the communication services.

Communications Program	Total Spend	Communications Service Provider
Carers Week	\$102,390.00	Carers Australia
National Dementia Support Program	\$170,000.00	Alzheimer's Australia
Distribution of Dementia Resources	\$1,700.00	National Mail and Marketing
National Continence Program – distribution of resources	\$27,995.00	National Mailing and Marketing
Continence Brochures	\$20,320.00	Blue Star Print
Bladder Bowel and National Public Toilet Map website	\$28,850.00	Human Solutions
Rural Health Workforce Strategy Communications Activities Phase III 2011-12 - Go Rural - Conference kit handling & distribution	\$32,533.75	Rural Health Workforce Australia National Mail and Marketing
Medical Services Advisory Committee on the Government Education and Business Directory	\$899.00	Government Education and Business Directory
Combating Petrol Sniffing (Roll-out of low aromatic Opal fuel)	\$115,384.00	Cox Inall Ridgeway (CIR)
Implementation of Prudential Amendments 2011 Communication Strategy & Action Plan.	\$3,696.00	Cinden Lester Communications
Design and Printing of promotional materials (A3 poster and DL flyer) for new Rural and Regional Health Australia Information Service	\$23,362.00	Cre8tive Australasia Pty Ltd Paragon Printers Pty Ltd Union Offset Co Pty Ltd
Attracting More People to Work in Indigenous Health	\$336,609.00	BCM Partnership Boxing Clever
National Tobacco Campaign – More Targeted Approach	\$364,067.00	LOUD Multicultural Haystac Public Relations
National Health Reform Agreement Communications – design and printing of , package and distribution.	\$101,138.00	Cre8tive Australasia Pty Ltd Union Offset Co Pty Ltd National Mailing and Marketing.
Aged Care Guide (DPS) Half-page advertisement for consumers	\$11,160.00	DPS Publishing
Aged Care Standards and Accreditation Agency newsletter	\$30,265.00	Aged Care Standards and Accreditation Agency

Communications Program	Total Spend	Communications Service Provider
Aged Care Standards and Accreditation Agency Better Practice conferences	\$17,844.63	Aged Care Standards and Accreditation Agency
Australian General Practice Training Applicant Handbook and 10 Year Publication	\$31,620.00	Blue Star Charismatic Communications
General Practice Education and Training Website	\$5,040.00	Reading Room
National Industrial Chemicals Notification and Assessment development of website material, information sheets and publications	\$15,225.02	Prodigi Giraffe Visual Communications
Donate Life Website	\$18,200.00	Energetica Pty Ltd

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

Advertising Item / Communications Program

- Recruitment Advertising
- National Continence Program
- Carers Week Communication Strategy
- National Dementia Support Program
- National Lead Clinicians Group Website
- Personally Controlled Electronic Health Record Advertising and Communications Activity
- Rural Health Workforce Strategy Communications Activities Phase III 2011-12
- Annual private health insurance Lifetime Health Cover (LHC) mail-out
- Aged Care Education Training Incentive Program Communication
- Translation of Aged Care Information Sheet no. 16 – Accommodation Bonds
- Pertussis Communication
- Seasonal Influenza 2012 Communication Strategy
- Rural and Regional Health Australia Information Service (A3 poster and DL flyer)
- National Drugs Campaign
- NPAPH Tobacco Social Marketing Campaign (ANPHA)
- National Tobacco Campaign – More Targeted Approach
- MeasureUp Campaign – Phase Two ‘Swap it Don’t stop it’ (ANPHA)

- Opal Fuel Communication Campaign
- Combating Petrol Sniffing (Roll-out of low aromatic (Opal) fuel) non-campaign advertising
- 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
- Aged Care Guide (DPS)
- Food Standards Australia and New Zealand (FSANZ) Facebook page
- Code Interpretation Service Ad in Food Magazine
- Publication of notices required by FSANZ Act
- Australian General Practice Training Program Communication
- Prevocational General Practice Placements Brochure
- National Industrial Chemicals Notification and Assessment Brochures, Banner and Information Sheets ('NICNAS Registration', 'About NICNAS' and 'NICNAS Service Charter'), advertising in community and industry magazines
- Donate life Phase 2/Donate life week