

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**SOCIAL SERVICES PORTFOLIO**  
**2014-15 Supplementary Estimates Hearings**

**Outcome Number:** Cross Outcome - Across Programs

**Question No:** 132

**Topic:** Advertising

**Hansard Page:** Written

**Senator Ludwig** asked:

Since Budget Estimates in June, 2014:

1. How much has the Department/Agency spent on Advertising? Including through the use of agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.
3. Provide copies of approvals, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister of their delegate or the department or their delegate.

**Answer:**

For the period 1 June 2014 to 31 August 2014, the **Department of Social Services** spent \$4,727,430 (GST exclusive) on advertising. This figure comprises:

- Campaign advertising: \$4,480,743 (GST exclusive).
- Non-campaign advertising: \$246,687 (GST exclusive).

For the period 1 June 2014 to 31 August 2014, the **National Disability Insurance Agency** spent \$22,185 (GST exclusive) on non-campaign advertising.

For the period 1 June 2014 to 31 August 2014, the **Australian Aged Care Quality Agency** spent \$2,473 (GST exclusive) on non-campaign advertising.

For the period 1 June 2014 to 31 August 2014, the **Aged Care Commissioner**, the **Aged Care Pricing Commissioner**, the **Australian Institute of Family Studies** and the **Social Security Appeals Tribunal** did not have any expenditure on advertising.

The second phase of the National Disability Insurance Scheme campaign ran from 15 June to 5 July 2014 in the trial sites of ACT, Lake Macquarie NSW, Barkly region NT and Perth Hills WA. It included radio, print and online. Some advertising ran in the expanded trial site of South Australia. The duration of the ad campaign in SA was shorter than other trial locations as the Department felt the objectives of raising awareness of phasing arrangements in SA had been achieved. The cost for phase two of the campaign is \$1,555,260 (GST exclusive). Of that figure, the media buy is \$578,743 (GST exclusive) and the production cost is \$249,990 (GST exclusive).

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The 'Let's talk about changes to aged care' campaign commenced on 30 June 2014 and ran nationally. It included print, radio, magazine, digital, out-of-home, Indigenous and culturally and linguistically diverse (CALD) media. The cost for the campaign as of 31 August 2014 is \$4,678,352 (GST exclusive). Of that figure, the media buy is \$3,902,000 million (GST exclusive) and the production cost is \$357,282 (GST exclusive).

The development and approvals for both campaigns followed the Department of Finance's 'Guidance on Campaign Development' and certified against the Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.