

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

26 February 2014

Question: AET 489–490

Topic: Government Advertising (ACCC)

Written: 5 March 2014

Senator LUDWIG asked:

489. How much has been spent on government advertising (including job ads) since 7 September 2013?
- a. List each item of expenditure and cost
 - b. List the approving officer for each item
 - c. Detail the outlets that were paid for the advertising
490. 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. List the approving officer for each item
 - d. Detail the outlets that have been or will be paid for the advertising

Answer:

489. \$27,554.46.
- a. – c. See below table. All amounts listed are exclusive of GST.

Campaign/project	Total	Outlet	Total per outlet
International Product Safety Conference (in partnership with International Consumer Product Health & Safety Organization (ICPHSO))	\$323.21	Facebook	\$323.21
Trampoline safety campaign (CAANZ-funded consumer education campaign)	\$3,842.62	Facebook	\$2,637.17
		Google Adwords	\$695.41
		Google YouTube	\$510.00
Safe Santa – Toy and summer safety campaign for consumers	\$487.58	Facebook	\$283.58
		Google YouTube	\$204.00
Sunglasses consumer safety campaign (Integrated Product Safety Campaign)	\$1,500.91	Facebook	\$990.91
		Google Adwords	\$510.00
Baby expo advertorial	\$650.00	Create Love Nurture - Liblob Advertising	\$650.00
Recruitment Job Advertising -	\$578.44	Adcorp Australia	\$578.44

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Assistant Director Chemical & Regulated Products, Product Safety		Limited	
Approving officer for all of the above campaigns is General Manager Product Safety, Strategy, Policy and International Engagement.			
Campaign/project	Total	Outlet	Total per outlet
Online Shopping video	\$13,635.45	Universal McCann organised ads targeting around 4,700 different websites/online platforms across 11 different categories.	-
Approving officer for the above campaign is General Manager Consumer and Small Business Strategies Branch.			
Campaign/project	Total	Outlet	Total per outlet
International Consumer Protection and Enforcement Network internet sweep	\$246.94	Facebook	\$246.94
ICPEN Consultation	\$525.80	Facebook	\$525.80
Approving officer for the two campaigns above is General Manager, Strategic Communications.			

Public Notices

Notice	Total	Outlet	Total per outlet
Call for submissions – transitional revenue/regulatory proposals	\$930.94	The Australian	\$930.94
Call for submissions – draft determination AEMO transmission determination	\$675.68	The Australian	\$675.68
Notice of AEMO Pricing Methodology & negotiating framework	\$1863.04	The Australian	\$1863.04
Approving officer for all of the above public notices is Australian Energy Regulator General Manager Network Regulation.			

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Employment advertisements

Position	Total	Outlet(s)	Total per outlet
Assistant Director - Chemicals and Regulated Products	\$1219.11	careerone.com.au	\$237.34
		mycareer	228.91
		seek.com	449.41
		linkedin	\$303.45
General Manager NBN Engagement and Group Coordinator	\$500.26	seek.com	\$500.26
Team Leader – Applications Management	\$574.48	mycareer.com and	\$176.99
		seek.com	\$397.49
Approving officer for all of the above employment advertisements is Assistant Director Recruitment and Payroll.			

490.

a. – d. The ACCC conducts very occasional low-value campaigns to support specific consumer and business education initiatives and to raise targeted awareness of a topical consumer issue, if budget is available from existing agency funds. For the remainder of 2013-14 the total expected cost is up to \$10,000, however no bookings have been made therefore expenditure items (b), outlets (c), and approving officers (d) are all unknown.