

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**Treasury Portfolio**  
Additional Estimates  
2015 - 2016

**Department/Agency:** ACNC  
**Question:** AET 3601-3604  
**Topic:** Government Advertising/Marketing  
**Reference:** Written - 19 February 2016  
**Senator:** Ludwig, Joe

**Question:**

Since the change of Prime Minister on 14 September, 2015:

3601. How much has been spent by the department / agency on marketing?

- a) List the total cost
- b) List each item of expenditure and cost
- c) List the approving officer for each item.
- d) Detail the ministerial or ministerial staff involvement in the commissioning process.
- e) Which firm provided the marketing?

3602. How much has been spent by the department / agency on government advertising (including job ads)?

- a) List the total cost
- b) List each item of expenditure and cost
- c) Where the advertising appeared
- d) List the approving officer for each item.
- e) Detail the ministerial or ministerial staff involvement in the commissioning process.
- f) Detail the outlets that were paid for the advertising.

3603. 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) Where the advertising will appear
- d) List the approving officer for each item.
- e) Detail the ministerial or ministerial staff involvement in the commissioning process.
- f) Detail the outlets that have been or will be paid for the advertising.

3604. Provide copies of approvals for advertising, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate, or the Department or their delegate.

**Answer:**

3601. The ACNC uses the services of Radio Release to distribute media releases and audio files to radio stations across Australia. This is a cost effective way to help the ACNC raise awareness of the Charity Register and charity obligations.

- a) \$1,067.00
- b) Radio Release - \$1,067.00

c) David Locke, Assistant Commissioner Charity Services

d) N/A

e) Radio Release

3602.

a) \$35,492.67

b) and c) Please see table below

Advertising project	Cost	Where it appeared
<p><b>Safe giving</b></p> <p>The ACNC will promote the use of the ACNC Charity Register to members of the public engaging in charitable giving during the Christmas period in 2015.</p> <p>The expenditure will be a combination of print, online and social media advertising.</p> <p>The purpose of the project is two-fold:</p> <ul style="list-style-type: none"> <li>• Maintain and enhance public trust and confidence in charitable giving by promoting the ACNC Charity Register as a reputable source of information about Australia's registered charities.</li> <li>• Remind registered charities to meet their obligations under the ACNC Act.</li> </ul>	\$24,204.52	<p>Facebook</p> <p>Twitter</p> <p>Google search</p> <p>Mamamia</p> <p>Online mobile advertising (variety of websites)</p> <p>News.com.au</p>
<p><b>Annual Information Statement</b></p> <p>Registered charities are required to submit an Annual Information Statement each year to the ACNC. Registered charities that fail to submit risk losing their charity status.</p> <p>To help remind registered charities of their obligations, the ACNC places low-cost, targeted advertising on sector media and via other relevant channels.</p>	\$11,288.15	<p>Pro Bono Australia</p> <p>Third Sector Australia</p> <p>Our Community</p> <p>Facebook</p> <p>Google search</p>

d) All ACNC advertising is approved by the ACNC Commissioner, Susan Pascoe AM.

e) N/A

f) All advertising is procured via the Australian Government master media buyer, Adcorp.

3604. All ACNC advertising was approved by the ACNC Commissioner by signing a media booking authority.