

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2015 - 2016

Department/Agency: ASIC

Question: AET 3613-3616

Topic: Government Advertising / Marketing

Reference: written - 19 February 2016

Senator: Ludwig, Joe

Question:

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

3613. 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?

3614. 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.

3615. 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.

3616. 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:

ASIC P&D:

	Q. 3614 a.) b.) Cost \$	Q 3614 d. Approving Officer	Q. 3614 c. Where advertising appeared	Q3614 e. Ministerial or Ministerial staff involvement in commissioning process	Q. 3614 f. Detail the outlets that were paid for advertising
Q. 3614 RECRUITMENT ADVERTISING COSTS PAID SINCE 14 SEPTEMBER 2015 (incl GST)					
Mitchell and Partners Pty Ltd (inc. Adcorp and Dentsu Mitchell) - Seek	\$3,723	Senior Manager, P&D Performance & Reward Senior Manager, P&D Learning	Seek	NA	Seek via Dentsu Mitchell
Mitchell and Partners Pty Ltd (inc. Adcorp and Dentsu Mitchell) - Australian Library & Information Assoc.	\$1,337	Senior Manager, Information Resource Centre	Australian Library and Information Association (ALIA.org.au)	NA	Seek via Dentsu Mitchell
Mitchell and Partners Pty Ltd (inc. Adcorp and Dentsu Mitchell) - LinkedIn	\$37,590	Senior Executive, People and Development	LinkedIn	NA	Seek via Dentsu Mitchell
Gazette - APSJobs (2015-16)	\$18,511	Senior Manager, P&D Performance & Reward	APSJobs, ASIC Career site	NA	APSC
Total costs paid (July 15 - Dec 15)	\$61,160				
Q. 3614 RECRUITMENT ADVERTISING COSTS RECEIVED & NOT PAID SINCE 14 SEPTEMBER 2015 (incl GST)					
Il and Partners Pty Ltd (inc. Adcorp and Dentsu Mitchell) - Generation One (Indigenous recruitment booklet for uni students)	\$5,840	Senior Manager, P&D Performance & Reward	Generation One	NA	Generation One Indigenous Career Guide
Graduate recruitment (Microsite and GradConnection)	\$13,829	Senior Manager, P&D Performance & Reward	ASIC Graduate Career site and GradConnection	NA	Mobius (graduate microsite), and GradConnection
Total recruitment advertising costs received and not paid (14 September 2015 - March 16)	\$19,669				
Notes:					
* Adcorp is the government's MasterMedia Agency (MMA) for recruitment advertising.					
* GenerationOne - no invoice received yet but advertising finalised.					
3614 a. TOTAL RECRUITMENT ADVERTISING SINCE 14 SEPTEMBER 2015					
	\$80,829				
Q. 3615 PLANNED RECRUITMENT ADVERTISING FOR REMAINDER OF FY15-16 (incl GST)					
Recruitment					
Gazette - APSJobs - YE 30/6/16 (Full year forecast)	\$53,600	Senior Manager, P&D Performance & Rewards	APSJobs, ASIC Career site	NA	APSC
Adcorp - SEEK	\$8,000	Senior Manager, P&D Performance & Rewards	Seek	NA	Seek via Dentsu Mitchell
Indigenous - Recruitment Agencies (utilising existing panel)	\$25,000	Senior Manager, P&D Performance & Rewards	ASIC Career site	NA	Identified recruitment agencies
Total forecast March - June 16 (inc. full year forecast for APS Jobs YE 30/06/16)	\$86,600				
Note: Adcorp is the government's MasterMedia Agency (MMA) for recruitment advertising.					
Q. 3616					
ASIC's approval process and relevant documentation for recruitment advertising is conducted in line with the PGPA Act requirements.					

ASIC Financial Literacy (as 24 March 2016)

3613.

- a) Total spending on marketing since the change of Prime Minister on 14 September 2015 was \$82,000 including GST.
- b) This spending of \$82,000 was on search engine optimisation services for ASIC's MoneySmart website.
- c) The approving officer was ASIC's Deputy Chairman Mr Peter Kell.
- d) There was no ministerial or ministerial staff involvement in the commissioning process.
- e) The search engine optimisation services were provided by Media Brands.

3614.

- a) The total spending on government advertising since the change of Prime Minister on 14 September 2015 was \$159,632 including GST.
- b) This expenditure was for the following: paid search advertising \$80,432 (including GST) and creative development for ASIC's MoneySmart advertising campaign \$79,200 (including GST).
- c) The paid search advertising appeared on Google and Bing.
- d) The approving officer for paid search advertising was ASIC's Senior Manager, Financial Literacy. Orders for advertising creative development were approved by ASIC's Senior Manager, Financial Literacy.
- e) While Ministers do not have responsibility for campaign development, they have a legitimate interest in the development of campaigns in their portfolios. As per the usual practice, ASIC briefed the Minister during the campaign development and commissioning processes.

The Minister had no input on the app or toolkit testing.

- f) Dentsu Mitchell was paid for the paid search advertising. Spinach Advertising was paid for creative development for the advertising campaign.

3615.

- a) The total expected cost of advertising planned for the rest of the financial year is \$1,554,004.
- b) The items of expenditure that make up this total are: media expenditure - advertising placement \$1,210,000 (including GST), paid search expenditure - \$70,004 (including GST) and advertising campaign creative development \$274,000.
- c) The advertising creative materials will appear mainly on digital channels (including digital and mobile banners, including for CALD audiences), online TV-videos, search, Facebook and YouTube) and in selected regional newspapers. Paid search advertising will primarily use the Google search network, as well as Bing.
- d) The Media Buying Authority for campaign advertising was signed by ASIC's Deputy Chairman, Mr Peter Kell. Approval for paid search and orders for advertising creative development were approved by ASIC's Senior Manager, Financial Literacy.
- e) Ministers of agencies undertaking a campaign have responsibility for authorising the campaign's development, consistent with normal financial management processes, and for authorising the launch of a campaign. While Ministers do not have responsibility for campaign development, they have a legitimate interest in the development of campaigns in their portfolios. As per the usual practice, ASIC will brief the relevant Minister during the campaign development process and seek authorisation for the campaign's launch.

The Minister had no input on the app or toolkit testing.

- f) The outlets that will be paid for the advertising are as follows: Media expenditure and paid search – Dentsu Mitchell; advertising campaign creative development – Spinach Advertising.

3616. Final approval for ASIC's MoneySmart advertising campaign has not been given as of this date (24 March, 2016).