

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

29 May – 31 May 2012

Question: BET 153

Topic: ‘Bank on a Better Deal’ Campaign

Hansard Page: Thursday 31 May 2012, page 84

Senator BUSHBY asked:

Senator BUSHBY: On the awareness campaign again, how much money has been spent on that initiative?

Mr Lonsdale: It is a bit over \$12 million. That funding has not changed since the last time we talked in terms of expenditure. I can say that there was a portion of the funding that was returned to the budget as part of the budget process.

Senator BUSHBY: How much was returned?

Mr Lonsdale: It was \$3.7 million.

Senator BUSHBY: Was that because the Expenditure Review Committee basically took some of that back, or because you did not think you could spend it and you had done the job?

Mr Murphy: They decided they did not want to continue on with the advertising.

Senator BUSHBY: So basically the job was done and the consumers were empowered?

Mr Murphy: Yes.

Senator Wong: There are savings in the budget in relation to advertising, as you would know.

Senator BUSHBY: I was trying to find out whether it was as a result of attempting to find savings or whether it was because the conclusion was drawn that it had been effective to a sufficient degree.

Mr Murphy: I think the government was reasonably happy with the campaign up until then.

Senator BUSHBY: What was the \$12 million expended on? How much was on TV campaigns?

Mr Murphy: There were television ads.

Senator BUSHBY: Can you break it down?

Mr Lonsdale: It was a mixture. As Mr Murphy said, we had press, radio and TV. There were two phases to the campaign that were the major costs. The first one was in terms of banning exit fees. That was the focus of the campaign last year. The second phase was on the key fact sheet, and credit card reforms were touched on as well.

Senator BUSHBY: Could you take on notice the breakup of that spend?

Mr Lonsdale: Yes.

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Answer:

- On 8 December 2010 the Prime Minister approved funding of \$15 million over the forward estimates for the Bank on a Better Deal community awareness and education campaign.
- The \$15 million funding for the campaign comprised \$1.08 million in departmental funding and \$13.92 in administered funding.
- The first phase of the campaign communicated the ban on mortgage exit fees through mass media and launched on 25 June 2011.
- The second phase of the campaign focussed on home loan key fact sheets, credit card reforms, and competition in the banking system and ran from 20 November to 4 December 2011.
- As at 31 May 2012 around \$9 million (excluding GST) had been spent on the campaign.
 - Approximately \$2.2 million on phase one advertising placement.
 - Approximately \$4.3 million on phase two advertising placement.
 - Approximately \$2.5 million on other campaign costs.
- Breakdown of expenditure to 31 May 2012 is outlined in the table below:

Services	Contractor	Expenditure as at 31 May 2012 (excluding GST)
Developmental research and concept testing	Hall & Partners Open Mind	\$360,298
Benchmarking and tracking research	GFK Bluemoon	\$137,500
Creative agency services	Vinten Browning	\$1,634,261
Specialist consultancy service for culturally and linguistically diverse and Indigenous audiences	Ethnic Communications	\$98,558
Media buy for phase one* TV: Nil Print: \$915,866 Radio: \$618,496 Digital: \$488,605 Other**: \$237,358	Universal McCann (the Government's media buyer)	\$2,260,325

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Media buy for phase two	Universal McCann	
TV: \$1,936,595		
Print: \$ 896,275		
Radio: \$614,840		
Digital: \$624,466		
Other** : \$259,804		\$4,331,980
Public relations	Media Heads	\$33,850
Other expenses (pitch fees and legal)	Various	\$62,940
TOTAL EXPENDITURE (all phases to 31 May 2012)		\$8,919,712

* Media expenditure for phase one is spread across financial years 2010-11 and 2011-12.

** Includes, culturally and linguistically diverse, Indigenous and print handicapped audiences.