

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

29 May – 31 May 2012

Question: BET 531-537

Topic: Government Advertising

Hansard Page: Written (Received from Committee 13 June 2012)

Senator Bushby asked:

531. What was the total cost of all advertising for the financial year to date?
532. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program, what the advertising was for, the total spend and the business that provided the advertising services.
533. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
534. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
535. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
536. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
537. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

531.

Total advertising – 1 July 2011 to 31 May 2012	\$11.24m
--	----------

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

29 May – 31 May 2012

532.

Vendor	Purpose	Cost (\$m)
Universal McCann	Campaign advertising including; — Education Tax Refund (\$6.7m) — Banking Reform (\$4.4m)*	11.10
Adcorp Australia Pty Ltd	Non-campaign – such as recruitment and other business process advertising	0.14
Total advertising – 1 July 2011 to 31 May 2012		11.24

*Still subject to final reconciliation

533. With regard to all campaign advertising, Treasury had regular contact with the Communications Advice Branch in the Department of Finance and Deregulation in their role as secretariat to the Independent Communications Committee.
534. Neither the Banking Reform nor Education Tax Refund campaigns were reviewed by the Peer Review Group as that body had not been established when these campaigns were at the development stage. The Independent Communications Committee reviewed the advertising material to ensure that it complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
535. The Secretary of the Department certified that all advertising complied with the guidelines and these certifications can be found at: <http://www.treasury.gov.au/About-Treasury/OurDepartment/Chief-Executive-Certifications-for-Government-Advertising-Campaigns>
536. Treasury did not undertake any other communications programs.
537. Treasury is not planning any other advertising or communications programs at this time.