

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

29 May – 31 May 2012

Question: BET 538-544

Topic: Government Advertising (ASIC)

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

Senator BUSHBY asked:

538. What was the total cost of all advertising for the financial year to date?
539. 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.
540. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
541. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
542. 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.
543. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
544. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answers:

538. The total cost of MoneySmart advertising for the financial year to 31 May 2012 was \$276,835.

539. Non-campaign advertising in the 2011/12 financial year to 31 May 2012 comprised:

- (a) \$1320 in August 2011 for an advertisement in the Australian Association of Social Workers newsletter to promote our mortgage health work;
- (b) \$7,984 in September 2011 for Facebook advertising via Universal McCann to support our mortgage health work;

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- (c) \$15,531 in September 2011 for Google Adwords promotion via Universal McCann of our mortgage health work;
 - (d) \$6,000 in early 2012 for a pilot Facebook promotion via Universal McCann for the MoneySmart website;
 - (e) \$70,000 from January to March 2012 for placement via Universal McCann of radio segments to support our Culturally and Linguistically Diverse project; and
 - (f) \$135,000 for Google Adwords promotion of the website via Adcorp to March 2012; and
 - (g) \$41,000 for search engine marketing via Reprise Media and Universal McCann in April and May 2012.
540. Yes. The Department of Finance and Deregulation provided advice about the MoneySmart radio, print and online advertising campaign that began on 3 June 2012, where required to under its guidelines. The advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
541. Yes. The MoneySmart advertising campaign that began on 3 June 2012 was reviewed by the Peer Review Group on 13 December 2011 and 17 April 2012, and by the Independent Communications Committee on 16 February, 26 April 26, 10 May and 29 May 29 2012.
542. Yes. The Chair of the Independent Communications Committee confirmed by letter dated 29 May 2012 that the MoneySmart campaign complied fully with Principles 1-4 of the Guidelines for Government advertising campaigns.
543. Other than what is outlined in these responses the MoneySmart team does not have discrete communications programs as a separately costed activity.
544. The MoneySmart advertising campaign began on 3 June 2012 and will continue during the 2012/2013 financial year in accordance with the approvals obtained pursuant to the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies. It will focus on key life stages (young adults, young families and pre-retirees) and life events (such as marriage, new baby, new job, retirement).