

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

29 May – 31 May 2012

Question: BET 552-558

Topic: Government Advertising (ACCC)
Hansard Page: Written (Received from Committee 13 June 2012)

Senator Bushby asked:

552. What was the total cost of all advertising for the financial year to date?
553. 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.
554. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
555. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
556. 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.
557. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
558. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

552. The total cost of advertising for the financial year to date (1 July 2011 to 31 May 2012) was \$896 440.
553. The cost of campaign advertising for the advertising for the financial year to date (1 July 2011 to 31 May 2012) was \$779 936.
The cost of non-campaign advertising for the financial year to date (1 July 2011 to 31 May 2012) was \$116 504.

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

29 May – 31 May 2012

Campaign advertising

Program	Service provider	2011-12 FYTD \$
Consumer awareness of Consumer Guarantee provisions under the Australian Consumer Law	Universal McCann	755 756
Product Safety Consultative Committee national campaign for DIY vehicle maintenance safety	Google	23 289
Keeping Baby Safe campaign	Playgroup NSW Inc.	890
Total campaign		779 936

Non-campaign advertising

Service Provider	Purpose	2011-12 FYTD \$
Adcorp Australia	Recruitment	76 978
Attorney General's Department	APS notices/gazette	2 680
CAREERHUB	Graduate Program	164
Gem Recruitment	Recruitment	500
GradConnection	Graduate Program	8 000
Graduate Careers Australia	Graduate Program	6 000
Ian Hansen & Associates	Recruitment	22 182
Total non-campaign		116 504

554. The Department of Finance and Deregulation's Independent Communications Committee provided advice to the ACCC about the ACCC's national consumer guarantees awareness raising campaign.

Given the expenditure on the Product Safety national campaign for DIY vehicle maintenance safety and the Keeping Baby Safe Campaign did not meet the expenditure threshold set by the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies, the ACCC was not required to obtain the advice from the Department of Finance and Deregulation.

555. The Independent Communications Committee reviewed the ACCC's national consumer guarantees awareness raising campaign communications strategy and campaign material on 21 October 2011, 28 November 2011, 16 December 2011 and 20 January 2012.

The Peer Review Group reviewed the campaign communications strategy and campaign material on 28 September 2011 and 23 November 2011.

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

29 May – 31 May 2012

Given the expenditure on the Product Safety national campaign for DIY vehicle maintenance safety and the Keeping Baby Safe Campaign did not meet the expenditure threshold set by the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies, the ACCC was not required to obtain the advice or certification from the Independent Communications Committee or the Peer Review Group.

556. The ICC certified that the ACCC's national consumer guarantees awareness raising campaign was compliant with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies on 20 January 2012.
557. As part of the ACCC's national consumer guarantees awareness raising campaign, the ACCC engaged in non-advertising communications activities to complement the paid advertising component of the campaign. These activities included the preparation and distribution of educational material, such as publications, including material tailored for the needs of audiences from culturally and linguistically diverse backgrounds and Indigenous consumers. The businesses that provided these communications services, and the respective costs, are summarised below.

Item	Service provider	2011-12 FYTD \$
Preparation of print material (brochure and poster) for consumers from culturally and linguistically diverse backgrounds, translated into fourteen languages	LOTE Pty Ltd	18 245
Preparation of posters and fridge magnets for consumers from Indigenous backgrounds	Carbon Media Pty Ltd	7 920

558. The ACCC is planning further recruitment advertising. No further campaign or non-campaign advertising or communications programs are currently planned.