

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

4 – 6 June 2013

Question: BET 792-795

Topic: Advertising

Written: 17 June 2013

Senator BUSHBY asked:

792. What was the total cost of all advertising for the financial year to date?
793. Is the advertising campaign or non-campaign advertising? Provide details of each advertising campaign, including the program the advertising was for, the total spend and the business that provided the advertising services.
- Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
 - Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
 - 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.
794. Provide details for any other communications programs, including details of each program, the total spend and the business that provided the communication services.
795. What advertising (campaign and non-campaign) and other communications programs is the department/agency undertaking, or planning to undertake?

**Financial year to date – 31 May 2013*

Answer:

792. The total cost of advertising for the financial year to date (to 31 May 2013) was \$52 441. A payment of \$108 557 was made to Universal McCann for the National Indigenous Consumer Strategy Reference Group campaign where the ACCC facilitated the payment on behalf of ACL regulators. This amount was subsequently reimbursed by Treasury.

793. Campaign advertising:

Service Provider	2012-13 FYTD \$ (ex GST)
Universal McCann	108 557
Less reimbursement from Treasury	108 557
Total Campaign	0

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

4 – 6 June 2013

Non-campaign advertising:

Service Provider	2012-13 FYTD \$ (ex GST)
Adcorp Australia Public Notices	26 573
Adcorp Australia Recruitment	15 926
Attorney-General's Department gazette notices	520
Australian Toy Hobby and Nursery Fair	1 418
Facebook advertising for Safe Santa	7 446
Total non-campaign	52 441

- a. Not applicable.
- b. Not applicable.
- c. Not applicable.

794.

Item	Program	Service provider	2012-13 FYTD (ex GST)
Moveable soccer goal safety information mail-out to soccer clubs	ACCC	Football Federation Australia	2 750
Consumer Rights Postcard Competition for secondary school students	ACCC	Avant card	7 172

795. Some further non campaign advertising such as ad-hoc public notice advertising may be required, depending on whether decisions or draft decisions require public consultation.