

## Senate Economics Legislation Committee

### ANSWERS TO QUESTIONS ON NOTICE

#### Treasury Portfolio

Budget Estimates 2014

3 June to 5 June 2014

**Department/ Agency:** Australian Competition and Consumer Commission

**Question:** BET 1289-1290

**Topic:** Advertising

**Reference:** Written – 12 June 2014

**Senator:** Ludwig

#### Question:

1289. How much has the Department/Agency spent on Advertising since Additional Estimates in February, 2014? Including through the use of agencies.
1290. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning

#### Answer:

1289 \$6,668.00.

1290. See below table. All amounts listed are exclusive of GST. Production was in-house. There was no involvement from Ministers or Ministerial staff in commissioning these advertisements.

Campaign/project	Total	Outlet	Total per outlet	Approver
<b>Blind and curtain cord safety</b> General consumer safety advice on blind and curtain cords	\$100	Facebook	Facebook: \$100	General Manager Product Safety, Strategy, Policy and International Engagement and General Manager Product Safety, Chemicals and Compliance
<b>Quad bike safety campaign</b> Consumer safety campaign safe use of quad bikes	\$5,946	Facebook and Google	Facebook: \$1,458 Google: \$4,488	General Manager Product Safety, Strategy, Policy and International Engagement and General Manager Product Safety, Chemicals and

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				Compliance
<b>Soccer goalpost safety</b> General consumer safety advice on moveable soccer goalposts	\$500	Facebook and Google	Facebook: \$200 Google: \$300	General Manager Product Safety, Chemicals and Compliance
<b>International Awareness Week on button battery safety</b> Joint international safety campaign on button battery safety	\$100	Facebook	Facebook: \$100	General Manager Product Safety, Chemicals and Compliance
<b>Tiwi Islands consumer protection</b> Paid Boosting to posts to increase exposure	\$22	Facebook	Facebook \$22	Regional Director, Northern Territory office

\* Figures listed as at 12 June 2014