

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Budget Estimates 2014
3 June to 5 June 2014

Department/ Agency: ASIC

Question: BET 1838-1839

Topic: Government Advertising

Reference: Written – 12 June 2014

Senator: Ludwig

Questions:

1838. How much has been spent on government advertising (including job ads) since Additional Estimates in February, 2014?
- a) List each item of expenditure and cost
 - b) List the approving officer for each item
 - c) Detail the outlets that were paid for the advertising
1839. What government advertising is planned for the rest of the financial year?
- a) List the total expected cost
 - b) List each item of expenditure and cost
 - c) List the approving officer for each item
 - d) Detail the outlets that have been or will be paid for the advertising

Answers:

1838. ASIC has spent \$337885.79 from February 2014 to 5 June 2014.
- a) ASIC spent approximately \$336,800 on advertising for the third phase of a campaign to raise consumer awareness of ASIC's MoneySmart website and encourage use of the site; and - \$1,085.79 (ex GST) on 1 pack of 10 recruitment advertisements (electronic advertising on Seek).
 - b) Approval for the MoneySmart campaign and expenditure was given by Senator Mathias Cormann, Minister for Finance. The 10 recruitment advertisements were approved by the Senior Manager, Recruitment and Talent
 - c) For the MoneySmart campaign the outlets paid were Universal McCann for media expenditure and Spinach Advertising for production costs; and for the recruitment advertisements the outlet paid was Adcorp.
1839. MoneySmart:
- a) Advertising planned for the rest of the financial year (5 June to 30 June 2014) is the continuation of the third phase of the campaign to raise consumer awareness of ASIC's MoneySmart website and encourage use of the site.
 - b) The total expected cost is \$781,000 (ex GST).
 - c) Items of expenditure comprise: Shopperlite panels in 270 retail shopping centres (\$250,000 ex GST), press advertising (\$223,000 ex GST) and digital advertising (\$308,000 ex GST).
 - d) Approval was given by Senator Mathias Cormann, Minister for Finance.
 - e) The outlet to be paid is Universal McCann.

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Recruitment Advertising:

- a) No advertising has been planned at this stage. The pack of advertisements referred to in 1 above has not yet been exhausted and will be used as required.
- b) n/a
- c) Senior Manager, Recruitment and Talent will approve any additional expenditure that may be required
- d) Any additional recruitment advertising required will be purchased through Adcorp.