

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Budget Estimates

2014 - 2015

**Department/Agency: Treasury**

**Question: BET 497-525**

**Topic: Intergenerational Report Phase 2**

**Reference: written - 19 June 2015**

**Senator: Wong, Penny**

**Question:**

497. What date did the Department seek consideration of the campaign from the Independent Communications Committee?
498. What date did the Independent Communications Committee provide their report on the compliance of this campaign?
499. What date was the campaign certified by the Chief Executive?
500. What date was the Minister provided with the certification?
501. Did the Minister or the Minister's office provide any feedback or comment? If yes, please provide a copy.
502. What date and where is the certification published on your website?
503. What date was this campaign launched?
504. How long will this campaign run for?
505. What is the approved budget for this advertising?
506. What was the process to approve this budget?
507. In the event the project runs over budget, what is the process to acquire additional funding?
508. In the event the project runs under budget, what happens with the remaining funding?
509. What market research was undertaken before this advertising campaign was developed?
510. Who did the market research?
511. How much did the research cost?
512. When was the research conducted?
513. Was the Minister or the Minister's office provided with a copy or summary of the research? If yes, when?
514. When will the Department release the research?
515. What were the productions costs of making the advertisements?
516. What were the placement costs of these advertisements?
517. Who made the advertisements?
518. Where are they placed?
519. Did the minister or the minister's office see the advertisement before it was distributed? If yes:
520. When were they provided with a copy?
521. How was the advertisement provided and shown to them? (e.g. sent via email, posted etc)
522. Did they provide comment, feedback, advice etc? If yes, please provide a copy.
523. What media type are these advertisements placed in?
524. What is the breakdown of the campaign spend by media type?
525. What is the spend by market?

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**Answer:**

497. The Treasury appeared before the ICC on the 20 May 2015

498. The ICC provided a letter of compliance to Treasury dated 21 May 2015.

499. Phase 2 of the campaign was certified by the Secretary on 22 May 2015.

500. The Treasurer approved the campaign for launch on 26 May 2015.

501. There was no feedback provided on the certification.

502. The certification is published on the Treasury website at

<http://www.treasury.gov.au/About-Treasury/OurDepartment/Certifications-for-Advertising-Campaigns>

503. The campaign launched on 26 May 2015.

504. Paid media campaign activity ran until 30 June 2015.

505. The media buy allocation was \$10,000,000 (ex GST)

506. The media buy was allocated out of the total campaign budget and the Media Buy Authority was signed by the Treasury Secretary.

507: Campaigns are managed to ensure that budgets remain on track. In the event of a forecast overspend a decision to seek further funding would be made in accordance with the Budget Process Operating Rules.

508: In the event of an underspend a decision would be made on whether to move the funds to the following year, if required, or return the funds to consolidated revenue. Moving the funds to the following year would be done in accordance with the Budget Process Operating Rules. Returning the funds to consolidated revenue would be done in accordance the PGPA Act.

509. Tracking research was conducted during Phase One of the IGR campaign as well as concept testing during the development of Phase Two to ensure creative materials were developed appropriately.

510. Hall and Partners Open Mind undertook the market research.

511. The total cost of research for Phase Two is \$232,414.00 (ex GST) which includes Phase Two tracking.

512. Research was conducted between 4 May – 4 June 2015.

513. Research reports and updates are provided as part of the formal campaign approval process, which would be distributed to the relevant Minister and Minister's Office for consideration.

514. Concept development and tracking research reports are not published.

515. The production of advertising and associated materials across all phases of the campaign has been undertaken by 303Lowe as part of their contract for the IGR project. The contract value as at 30 June is \$6,100,000.00.

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516. The total media buy was \$10,000,000 (ex GST). Final media costs for Phase 2 are being finalised through Mitchells Adcorp Alliance.

517. 303Lowe is the contracted creative agency.

518. Treasury is using the Sydney office of 303Lowe.

519. All Government advertising is subject to approval through the formal government process. As part of this the Minister's Office is provided with copies of any advertising.

520. The Ministers Office was provided with a brief regarding the development of the advertising for Phase 2 as part of the formal government approvals process on; 30 April, 5 May and 14 May.

521. Campaign materials are provided in a variety of formats for consideration depending on the medium for the advertisement and at what stage of development it is in. Materials may be provided as storyboards, mpegs, PDFs, audio files and word documents.

522. As part of the formal government approval process, advice is provided back in cabinet-in-confidence documents and therefore cannot be provided.

523. Phase 2 media included television, digital, newspaper, and radio. For Indigenous and CALD translated materials advertisements ran across press and radio.

524. The final spend by media type for Phase 2 is still being finalised.

525. Further information about what is meant by 'market' would be required to provide information on this question.