

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation and Science Portfolio
2015-16 Budget Estimates
6 May 2016

DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

TOPIC: Advertising

REFERENCE: Written Question – Senator Ketter

QUESTION No.: BI-1

Senator KETTER: Okay, so how much funding is earmarked for advertising?

Mr Schwager: The total commitment at the moment for this campaign is about \$11 million—just over \$11

million. I would also just caveat that, that \$8.1 million of that is a media buy. As I mentioned before, a media buy is a fairly flexible commitment.

Senator KETTER: Could you give me the breakdown of the \$8.1 million? What forms of advertising are we talking about?

Ms Cook: We can give you a breakdown of components of that buy, which is an advertising media buy:

advertising production costs, market research and Indigenous and culturally and linguistically diverse audience

consultants. But I think we would have to take the breakdown on notice.

Senator KETTER: Okay. So you are not able to tell me what proportion of it is devoted to TV, radio etcetera?

Ms Cook: At the moment I think I would have to take that on notice.

Senator KETTER: Can you tell me about the balance of the \$11 million? You have \$8.1 million, which is

your media buy, and the remaining funding allocated was \$11 million in total.

Ms Cook: Some of the committed costs at the moment would be: research services, evaluation, market

research, creative services, media buy et cetera.

Senator KETTER: Is advertising scheduled to commence through the coming election period?

Ms Cook: The advertising for the campaign began on 17 April. But again, as I said before, we would take advice with any of these campaigns by following the process that the Department of Finance runs. We would follow that.

ANSWER

The total committed media buy (as at 30 April 2016) for the country of origin labelling for food advertising campaign was \$8.1 million.

The media buy comprised approximately: \$3.6 million for free-to-air, subscription and online television; \$1.9 million for digital and social media; \$1 million for radio; \$780,000 for press; \$600,000 million for out of home; \$120,000 for magazines; and \$110,000 for Indigenous and Culturally and Linguistically Diverse (CALD) media. All costs are GST exclusive.

The Country of Origin Information campaign was suspended on 8 May as per caretaker guidelines.