

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

2017 - 2018

Division/Agency: Communications Division

Question No: 254

Topic: Advertising Campaign – Giving Small Business a Big Future

Reference: Written

Senator: Ketter, Chris

Question:

The Government has embarked upon an advertising campaign entitled ‘Giving Small Business a Big Future’. The 2017-18 Budget indicated the Government has set aside \$15 million for the campaign.

1. What is the total funding allocated for the Government’s ‘Giving Small Business a Big Future’ campaign?
 - a) Do you anticipate the entire funding allocation will be expensed before the end of the 2017-18 financial year?
 - b) If not, when do you expect the full quantum of funding to be exhausted by?
2. What online presences are being maintained as a part of this campaign?
 - a) Dedicated website? Including on Treasury.gov.au.
 - b) Facebook page?
 - c) Twitter presence?
 - d) Youtube page?
 - e) Any other platform? Please list.
3. Is the department tasked with updating those web presences? If not, is it updated by an external group? Who?
4. Can you provide a breakdown of the advertising expenditure used to promote this campaign by medium:
 - a) Free to Air television?
 - b) Subscription television?
 - c) Radio ads?
 - d) Facebook ads (Sponsored ads and boosted posts)?
 - e) Google AdWords?
 - f) Print media?
 - g) YouTube ads?
 - h) Posted mail?
 - i) Any other platform? Please list.
5. Can you provide any information on whether online ads are targeted? Such as age, location/postcode, gender, etc.
 - a. Facebook ads?
 - b. Twitter ad?
 - c. YouTube ads?
 - d. Google AdWords?

Answer:

1. The total funding allocated to the Small Business campaign is \$15 million. This is split across the 2016/17 and 2017/18 financial years as follows:

Financial Year	Budget
2016/17	\$12m
2017/18	\$3m

The Treasury anticipates that the full funding allocation will be expensed before the end of the 2017-18 financial year.

2. A web page has been created within the business.gov.au website to support the campaign. The specific campaign page provides a filter for small businesses to identify Government measures according to their needs and directs them to more information. The webpage can be found at: www.business.gov.au/smallbusiness.

A dedicated Facebook page has been created to amplify key messaging and to engage with the target audiences. The Facebook page can be found at: www.facebook.com/australiansmallbusiness.

There is no other campaign specific online presence.

3. The Department of Industry, Innovation and Science is responsible for the maintaining all pages on business.gov.au. The Treasury works with the Department to facilitate any web updates to www.business.gov.au/smallbusiness.

As part of the public relations (PR) component of the campaign, the Treasury uses PR agency N2N Communications. N2N Communications are responsible for updating and maintaining the small business campaign Facebook page, under the strict guidance of The Treasury.

4. A full breakdown of the Small Business campaign's advertising expenditure across channels will be available in the Department of Finances' *Campaign Advertising by Australian Government Departments and Agencies Annual Report 2016-17*.
5. The Australian Government engages media agency *Dentsu Mitchell Media Australia Pty Ltd (Dentsu Mitchell)*, to manage all advertising placements, including Facebook advertising to amplify the Small Business campaign key messaging and to engage with target audiences.

The campaign uses paid search (Google, Bing) to extend the reach of the campaign to anyone searching for information on small business support. This search component uses campaign-related search words to direct the target audiences to the campaign web page.