

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

17 October – 18 October 2012

Question: SBT 459-471

Topic: Government Advertising (ACCC)

Written: Received from Committee – 26 October 2012

Senator BUSHBY asked:

459. What was the total cost of all advertising for the financial year to date (26 October 2012)?
460. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
461. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
462. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
463. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
464. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
465. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?
466. What was the total cost of all advertising for 2011-12?
467. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
468. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
469. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
470. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.

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471. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services that was undertaken in 2011-12.

Answer:

459. The total cost of advertising for the financial year to date (to 31 October 2012) was \$115 433.

460. Campaign advertising:

Service Provider	2012-13 FYTD \$ (ex GST)
Universal McCann	108 557
Total Campaign	108 557

Non-campaign advertising:

Service Provider	2012-13 FYTD \$ (ex GST)
Adcorp Australia	6 616
Attorney General's Department	260
Total non-campaign	6 876

461. The Department of Finance and Deregulation's Independent Communications Committee provided advice to the ACCC about the ACCC's national consumer guarantees awareness raising campaign. All other advertising to date in 2012-13 has been ad-hoc public notice or event advertising, thus nil advice from Finance and Deregulation.
462. The Independent Communications Committee reviewed the ACCC's national consumer guarantees awareness raising campaign communications strategy and campaign material on 21 October 2011, 28 November 2011, 16 December 2011 and 20 January 2012.
- The Peer Review Group reviewed the campaign communications strategy and campaign material on 28 September 2011 and 23 November 2011.
463. Yes.

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Item	Program	Service provider	2011-12 FYTD (ex GST)
Moveable soccer goal safety information mail-out to soccer clubs	ACCC	Football Federation Australia	2 750
Consumer Rights Postcard Competition for secondary school students	ACCC	Avant card	7 172

465. Some further ad-hoc non campaign public notice advertising may be required, depending on decisions or draft decisions made requiring public consultation. Small non-campaign advertisements are planned to highlight product safety messages in the lead up to Christmas 2012.

466. The total cost of advertising for the 2011-12 financial year was \$952 818.

467. Campaign advertising:

Program	Service provider	2011-12 \$ (ex GST)
Consumer awareness of Consumer Guarantee provisions under the Australian Consumer Law	Universal McCann	755 756
Total campaign		755 756

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Non-campaign advertising:

Service Provider	2011-12 FYTD \$ (ex GST)
Adcorp Australia	87 183
Attorney General's Department	4 718
CAREERHUB	164
Effective People	17 828
Gem Recruitment	500
GradConnection	8 000
Graduate Careers Australia	6 000
Ian Hansen & Associates	48 490
Playgroup NSW Inc.	890
Google	23 289
Total non-campaign	197 062

468. The Department of Finance and Deregulation's Independent Communications Committee provided advice to the ACCC about the ACCC's national consumer guarantees awareness raising campaign. All other advertising in 2011-12 has been ad-hoc public notice or event advertising, thus nil advice from Finance and Deregulation.
469. The Independent Communications Committee reviewed the ACCC's national consumer guarantees awareness raising campaign communications strategy and campaign material on 21 October 2011, 28 November 2011, 16 December 2011 and 20 January 2012.
- The Peer Review Group reviewed the campaign communications strategy and campaign material on 28 September 2011 and 23 November 2011.
470. Yes

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Item	Program	Service provider	2011-12 FYTD (ex GST)
Product Safety Consultative Committee national campaign for DIY vehicle maintenance safety	ACCC	Google	23 289
Keeping baby safe booklet info	ACCC	Playgroup NSW Inc	997
Keeping baby safe insert on app	ACCC	Playgroup NSW Inc	5 610
Product safety recalls information awareness	ACCC	Avant Card	26 477

As part of the ACCC's national consumer guarantees awareness raising campaign, the ACCC engaged in non-advertising communications activities to complement the paid advertising component of the campaign. These activities included the preparation and distribution of educational material, such as publications, including material tailored for the needs of audiences from culturally and linguistically diverse backgrounds and Indigenous consumers.

The businesses that provided these communications services, and the respective costs, are summarised below.

Item	Program	Service provider	2011-12 FYTD \$ (ex GST)
Preparation of print material (brochure and poster) for consumers from culturally and linguistically diverse backgrounds, translated into fourteen languages	ACCC	LOTE Pty Ltd	18 245
Preparation of posters and fridge magnets for consumers from Indigenous backgrounds	ACCC	Carbon Media Pty Ltd	7 920
Printing (new material and reprints)	ACCC	Various printers retained by the ACCC	42 127
Distribution of print materials (mailouts)	ACCC	National Mailing and Marketing	5 205