

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

17 October – 18 October 2012

Question: **SBT 472-484**

Topic: **Government Advertising (ABS)**

Written: **Received from Committee – 26 October 2012**

Senator BUSHBY asked:

- 472. What was the total cost of all advertising for the financial year to date (26 October 2012)?

- 473. 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.

- 474. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.

- 475. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

- 476. 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.

- 477. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

- 478. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

- 479. What was the total cost of all advertising for 2011-12?

- 480. 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.

- 481. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.

- 482. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.

- 483. 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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484. 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:

472. The total cost of all advertising for the Australian Bureau of Statistics for the financial year to date (26 October 2012) was \$1,607.
473. This was non-campaign advertising to promote the release of the first results from the 2011 Census of Population and Housing to the public. It was placed by the Government's master media agency Universal McCann on advice from the Communications Advice Branch within the Department of Finance and Deregulation. Total placement costs were \$249,507, with the majority of the costs incurred in 2011-12.
474. The ABS sought and received advice from the Department of Finance and Deregulation in relation to this advertising. The ABS was advised the advertising was non-campaign, but should be placed through the Government's master media agency responsible for campaign advertising, Universal McCann.
475. The Peer Review Group (PRG) and/or Independent Communications Committee (ICC) did not provide advice about the advertising as it was classified as non-campaign advertising not subject to PRG or ICC review.
476. As non-campaign advertising, this activity was not subject to the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.
477. There were no other relevant communications programs during this period.
478. The ABS is currently considering limited further communication activities related to 2011 Census data, but no further Census-related advertising is currently planned for 2012-13. The ABS is also planning advertising for the NatStats 2013 Conference in March 2013.
479. The total cost of all ABS advertising for 2011-12 was \$11.9 million.
480. This was campaign advertising associated with raising public awareness of, and maximising participation in, the 2011 Census of Population and Housing.
481. The ABS sought advice from the Communications Advice Branch, Department of Finance and Deregulation in relation to this advertising, which complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.
482. The Independent Communications Committee (ICC) reviewed and provided advice about the Census advertising.

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- 483. The Census advertising complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.
- 484. There were no other related communication programs undertaken by the ABS in 2011-12.