

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

20-21 November 2013

Question: SBT 803-808

Topic: Advertising

Written: 28 November 2013

Senator WONG asked:

- 803. What is the total cost (GST inclusive) of campaign advertising since 18 September 2013?
- 804. What additional campaign advertising is planned?
- 805. What is the estimated cost (GST inclusive) of planned campaign advertising?
- 806. What is the total cost (GST inclusive) of non-campaign advertising since 18 September 2013?
- 807. What additional non-campaign advertising is planned?
- 808. What is the estimated cost (GST inclusive) of planned non-campaign advertising?

Answer:

- 803. There has been no campaign advertising for ASIC's MoneySmart website since 18 September 2013.
- 804. Campaign advertising for ASIC's MoneySmart website is planned for April and May 2014, subject to relevant approvals being obtained pursuant to the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies. The planned advertising will be Phase 3 of campaign advertising for ASIC's MoneySmart website, and will focus on younger families and pre-retirees.
- 805. The estimated cost (GST inclusive) of the planned campaign advertising is approximately \$1.08 million, to be paid to Universal McCann.
- 806. ASIC's MoneySmart website has not undertaken any non-campaign advertising since 18 September 2013.
- 807. N/A. (Non-campaign recruitment advertising will continue going forward as required.)
- 808. N/A