

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2015 - 2016

Department/Agency: Treasury

Question: SBT 2516-2542

Topic: Intergenerational report

Reference: written - 05 November 2015

Senator: Bilyk, Catryna

Question:

Intergenerational report

2516 - How many hard copies of the Intergenerational Report (Report) were published?

2517 - What were the total costs of printing the Report?

2518 - Can an itemised list of promotional materials produced in relation to the Intergenerational Report please be provided, for example, without limitation, brochures, mousepads, pens, corflutes etc, showing costs on a per unit and total basis?

2519 - How much did it cost to establish the www.challengeofchange.gov.au website?

2520 - Was that website designed and constructed in house or was an external agency engaged to perform this work? If it was an external agency, which agency? Can the CN number for the contract notice published on Austender please be provided?

2521 - How much has it cost to maintain that website since its inception? What is the total anticipated expenditure?

2522 - How much has been spent promoting the website via Google, Bing or other internet search engines? What is the total anticipated expenditure?

2523 - How much did it cost to establish the Facebook and Twitter pages for the Intergenerational Report?

2524 - Was that work performed in house or by an external agency? If they are managed by Treasury staff, how many staff are responsible for this task and at what APS level are they employed? If it was an external agency, which agency? Can the CN number for the contract notice published on Austender please be provided?

2525 - Is there a specific team or teams within Treasury dedicated to working on the Intergenerational Report? If so, how many staff are employed? At what APS level are they employed? If not, can the administrative arrangements to support the Intergenerational Report please be explained?

2526 - What is the total cost to the Commonwealth of air travel by APS staff in relation to the Intergenerational Report?

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2527 - What is the total cost to the Commonwealth for ground transport for travel by APS staff in relation to the Intergenerational Report?

2528 - What is the total cost to the Commonwealth for accommodation for travel by APS staff in relation to the Intergenerational Report?

2529 - What is the total cost to the Commonwealth of meals and other incidentals for travel by APS staff in relation to the Intergenerational Report?

2530 - What is the total cost of any Travelling Allowance claims for travel by APS staff in relation to the Intergenerational Report?

2531 - Has the Treasurer's Department commissioned any market, social or audience research or testing in relation to the promotional campaign about the Intergenerational Report? If so, who was commissioned to perform this work and how much did it cost? Can the CN number for the relevant contract notice(s) published on Austender please be provided?

2532 - Has the Treasurer's Department entered into a contract with a public relations or advertising agency to work on the promotional campaign in relation to the Intergenerational Report; or for the production and placement of advertising in print, radio, digital, cinema, television or out-of-home media or for the production and dissemination of other campaign materials?

2533 - If so, which agency or agencies and have been engaged to perform this work? Can an itemised list of the costs please be provided? Can the CN number for the relevant contract notice(s) published on Austender please be provided?

2534 - If no, has the Department entered into contractual negotiations, opened a tender, issued a request for proposals or any similar processes in anticipation of an advertising or information campaign about the Intergenerational Report?

2535 - What is the total amount provisioned for the promotional campaign in relation to the Intergenerational Report?

2536 - Was the Secretary of the Treasury asked to review the promotional campaign about the Intergenerational Report? If so, what was the outcome of that review? On what date was it completed?

2537 - Was the Independent Communications Committee asked to review the promotional campaign about the Intergenerational Report? If so, what was the outcome of that review? On what date was it completed?

2538 - Has the Secretary of the Treasury provided the Minister with a certificate certifying

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that the promotional campaign complies with the Guidelines on Information and Advertising Campaigns? If so, on what date was that certificate provided to the Treasurer?

2539 - Who manages the Facebook and Twitter accounts for the Intergenerational Report?

2540 - If they are managed by Treasury staff, how many staff are responsible for this task and at what APS level are they employed?

2541 - If they are managed by an external agency, which agency, and how much does this cost? Can the CN number for the relevant contract notice(s) published on Austender please be provided?

2542 - How much was Dr Karl Kruszelnicki paid to star in the promotional campaign?

Answer:

Intergenerational report

2516 - 2000 copies of the 2015 Intergenerational Report were printed.

2517 - Total cost to print was \$10,527.00 (GST incl).

2518 -

Product	Units	Total (GST incl)
IGR Glossy	2000	\$9,394.00
Banners	4	\$1000.00
Lectern sign	1	\$85.00
Printing	400	\$798.91

2519 - The cost to establish the website was \$217,536.00 (ex GST).

2520 – **a.** The website was established by the creative agency responsible for the creative development of the IGR campaign.

b. The creative agency was 303Lowe.

c. They have the following contracts published on Austender in relation to their work on phase 1 and 2 of the IGR campaign; CN3280712, CN2913252, CN3125772, CN3008002 and CN3291887.

2521 – A total of \$10,130 (GST incl) has been spent on a website hosting service. The website is still live and anticipated expenditure is unknown.

2522 - The total amount spent on paid search for both phases of activity to 30 June 2015 is \$24,000.00 (ex GST).

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2523 - The cost to establish the social media presence for the IGR campaign was \$6,372.00 (GST incl).

2524 – **a.** The work was undertaken by an external agency in conjunction with Treasury staff responsible for the delivery of the campaign.

b. During the campaign period, the IGR social media presence was overseen by one EL1 as part of broader responsibilities for the delivery and implementation of the IGR campaign.

c. As part of the services to deliver the IGR campaign 303Lowe and GRACosway provided support on the delivery and management of the IGR campaign social media presence while the campaign was on air. The contracts as at 30 August related to these providers are as follows:

Public Relations	GRACosway	CN3008072
Creative agency	303Lowe	CN3280712 CN2913252 CN3125772 CN3008002

2525 - A specific unit in the Budget Policy Division was responsible for coordinating the preparation of the report. The unit also had other responsibilities for work within the Division. The size of the unit changed over time. At its peak, there was a total of nine staff. Three were at Executive Level 2; two at Executive Level 1; two at APS6; one at APS5, and one at APS3.

In addition to the Unit coordinating the report, Treasury officers across a range of divisions contributed to the report's analysis and preparation, including in the areas of macroeconomic, demographic and fiscal modelling.

2526, 2527, 2528, 2529, 2530 - There was no travel-related expenditure by APS staff in relation to the Intergenerational Report.

2531 – Hall & Partners Open Mind (research consultancy) conducted developmental research and concept testing for the campaign and were used for benchmarking, tracking research.

Contract value was \$1,085,000 (GST incl) in 2014-15. AusTender Number: CN3008102, CN3125822, CN2869551, CN2913262 and CN2777982

Orima Research Pty Ltd (research consultancy) conducted evaluation research.

Contract value was \$216,920 (GST incl). AusTender Number: CN3297256

2532 – Yes, see table below for Question 2533.

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Consultant	Work performed	Contract number
303 Lowe	Creative development and production of campaign materials	CN3280712, CN2913252, CN3125772, CN3008002 CN3291887
GRACosway	Public Relations	CN3008072
DentsuMitchell (Government requirement)	Media planning and buying	<u>CN3019852</u> <u>CN3085052</u> <u>CN3201802</u>

2534 – N/A

2535 - The Treasury was allocated \$36.2 million in the 2014-15 Portfolio Supplementary Additional Estimates Statements to engage with the community on economic challenges.

2536 - The Secretary's certification is published on the Treasury website at <http://www.treasury.gov.au/About-Treasury/OurDepartment/Certifications-for-Advertising-Campaigns>

2537 – **a.** Phase 1 - The Secretary certified Phase 1 of the IGR campaign against these guidelines on 6 March and was satisfied that the advertisements met the requirements across the principles.

As the ICC had not been established or announced prior to this date there was no independent committee from which to could seek independent advice.

b. The ICC reviewed Phase 2 and the report can be found here <http://www.finance.gov.au/advertising/reports-by-independent-communications-committee/>

2538 – As part of the advertising guidelines the Secretary provides certification to the relevant Minister who may launch the campaign or approve its launch. Phase 1 launched on 8 March and Phase 2 on 26 May.

2539 – The Treasury is responsible for the management of social media accounts for IGR.

2540 – IGR social media accounts are currently inactive, however responsibility for any maintenance of these accounts sits within the communications division.

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2541 – No external agency is currently responsible for these accounts.

2542 - Treasury does not have a contract with Dr Karl Kruszelnicki. He was engaged through the creative agency and therefore Treasury cannot comment about the details of the contract.