

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2015 - 2016

Department/Agency: ASIC

Question: SBT 469-470

Topic: Government Advertising

Reference: written - 30 October 2015

Senator: Wong, Penny

Question:

Since 1 July 2015:

469. How much has been spent on government advertising (including job ads)?
- a) List each item of expenditure and cost
 - b) List the approving officer for each item
 - c) Detail the outlets that were paid for the advertising
470. What government advertising is planned for the rest of the financial year?
- a) List the total expected cost
 - b) List each item of expenditure and cost
 - c) List the approving officer for each item
 - d) Detail the outlets that have been or will be paid for the advertising

Answer:

- 469. How much has been spent on government advertising (including job ads)?**
- a) List each item of expenditure and cost**
 - b) List the approving officer for each item**
 - c) Detail the outlets that were paid for the advertising**

For the period July 2015 to November 2015, the following amounts have been paid on recruitment advertising:

| COSTS PAID SINCE 1 JULY 2015 (incl GST) | | |
|--|-----------------|--|
| Adcorp - Seek | \$7,124 | Senior Manager, P&D Performance & Rewards |
| Adcorp - Australian Library & Information Assoc. | \$1,375 | Senior Manager, Information Resource Manager |
| Adcorp - LinkedIn (invoice in Accounts Payable) | \$37,590 | Senior Executive Leader, P&D |
| Total costs paid (July 15 - Nov 15) | \$46,088 | |
| Note: Adcorp is the government's MasterMedia Agency (MMA) for recruitment advertising. | | |

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470. What government advertising is planned for the rest of the financial year?

- a) **List the total expected cost**
- b) **List each item of expenditure and cost**
- c) **List the approving officer for each item**
- d) **Detail the outlets that have been or will be paid for the advertising**

Recruitment advertising

| COSTS TO BE PAID - forecast (incl GST) | | |
|--|------------------|--|
| Graduates - 2017 cohort | | |
| Adcorp - Grad Connection (advertising graduate streams) | \$11,000 | Senior Manager, P&D Performance & Rewards |
| Mobius (graduate website development) | \$3,500 | Senior Manager, P&D Performance & Rewards |
| Adcorp - Generation One (Indigenous recruitment booklet for uni students) | \$6,500 | Senior Manager, P&D Performance & Rewards |
| Adcorp - SEEK (advertising graduate jobs) | \$10,000 | Senior Manager, P&D Performance & Rewards |
| | \$31,000 | |
| Recruitment | | |
| Gazette - APSJobs - YE 30/6/15 (invoice due Dec 15) | \$18,511 | Senior Manager, P&D Performance & Rewards |
| Gazette - APSJobs - YE 30/6/16 | \$53,600 | Senior Manager, P&D Performance & Rewards |
| Adcorp - SEEK | \$10,000 | Senior Manager, P&D Performance & Rewards |
| Indigenous - Recruitment Agencies (utilising existing panel) | \$25,000 | Senior Manager, P&D Performance & Rewards |
| | \$107,111 | |
| | | |
| Total forecast (Dec 15 - June 16) | \$138,111 | |
| Note: Adcorp is the government's MasterMedia Agency (MMA) for recruitment advertising. | | |

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ASIC is planning phase 5 of the advertising campaign to build awareness and usage of ASIC's MoneySmart website.

- a) The total expected cost is **\$1.723 million**, inclusive of all costs and GST.
- b) The main items of expenditure will be media spend of **\$1.2 million**, creative development expenditure, including research to develop and refine the campaign concept, of \$390,000 and campaign evaluation expenditure of **\$133,000**. All costs are GST inclusive.
- c) The approving officer for the campaign expenditure will be Peter Kell, Deputy Chairman, ASIC, or delegate.
- d) Dentsu Mitchells will be paid for the media expenditure.

Spinach Advertising will be paid for the creative development (excluding the research element)

We are currently conducting a tender for the market research contract to develop and refine the advertising concept

EY Sweeney will be paid for the campaign evaluation.