

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Supplementary Budget Estimates

2015 - 2016

**Department/Agency: ACCC**

**Question: SBT 641-642**

**Topic: Government advertising**

**Reference: written - 30 October 2015**

**Senator: Wong, Penny**

**Question:**

Government advertising

Since 1 January 2015:

641. 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

642. 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:**

641. a)–c)

| <b>Campaign/project</b>                                       | <b>Total</b> | <b>Outlet</b>       | <b>Total per outlet</b>  | <b>Approving officer</b>                        |
|---|--------------|---------------------|--|---|
| <b>Access arrangement revision proposals</b><br>Public notice | \$1,698.30   | National newspaper  | <i>Australian</i><br>\$1,698.30  | General Manager,<br>Strategic<br>Communications |
| <b>Water Forums</b><br>Rural & regional outreach activity     | \$3,691.54   | Regional newspapers | <i>Mildura Sunraysia Daily</i><br>\$311.51<br><br><i>Renmark Murray Pioneer</i><br>\$222.26<br><br><i>Shepparton News</i><br>\$330.38<br><br><i>Toowoomba Chronicle</i><br>\$506.01<br><br><i>Albury Border Mail</i><br>\$260.64<br><br><i>Griffith Area News</i><br>\$342.94<br><br><i>Deniliquin Pastoral Times</i><br>157.09<br><br><i>Dubbo Daily Leader</i> | General Manager,<br>Strategic<br>Communications |

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

**Supplementary Budget Estimates**

2015 - 2016

|   |             |                                   |  |  |
|---|-------------|-----------------------------------|--|--|
|   |             |                                   | \$289.33<br><i>Western Magazine</i><br>\$655.78<br><i>Tamworth Northern Daily Leader</i><br>\$615.60   |  |
| <b>ACCC 2015/16 Intern program</b><br>Job advertisement                 | \$136.36    | Online careers site               | careerhub.com.au<br>\$136.36   | General Manager,<br>People and Culture                         |
| <b>Food and Grocery Code</b><br>Stakeholder awareness campaign          | \$26,000    | Social media                      | \$26,000   | Acting General Manager, Consumer and Small Business Strategies |
| <b>Frank Mason Cots</b><br>Product safety message                       | \$1,061.99  | Google                            | Google search<br>\$1,061.99  | General Manager,<br>Consumer Product Safety                    |
| <b>Principal Lawyer</b><br>Job advertisement                            | \$445.50    | Online careers site               | Seek.com.au<br>\$445.50  | General Manager,<br>People and Culture                         |
| <b>Regulatory Proposals</b><br>Public notice                            | \$357.75    | National newspaper                | <i>Australian</i><br>\$357.75  | General Manager,<br>Strategic Communications                   |
| <b>Consumer Rights mid-year campaign</b><br>Consumer awareness campaign | \$43,887.15 | Social media                      | \$43,887.15  | General Manager,<br>Strategic Communications                   |
| <b>Infinity cable</b><br>Awareness campaign                             | \$89,448.95 | Radio,<br>Online,<br>Social media | Radio<br>\$59,019<br><br>Google search/display<br>\$10,070.85<br><br>Fairfax network<br>\$4,500<br><br>News.com.au<br>\$4,499.96<br><br>YouTube display<br>\$4,781.01<br><br>Facebook<br>\$4,456.45<br><br>Twitter<br>\$2,121.68 | General Manager,<br>Consumer Product Safety                    |
| <b>Furniture safety</b><br>Consumer awareness                           | \$5,172.42  | Social media                      | \$5,172.42   | General Manager,<br>Consumer Product                           |

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Supplementary Budget Estimates

2015 - 2016

|  |             |                                     |   |  |
|--|-------------|-------------------------------------|---|--|
| campaign   |             |                                     |   | Safety   |
| <b>Energy Made Easy</b><br>Consumer awareness<br>campaign                        | \$7,836.98  | Social<br>media                     | \$7,836.98  | General Manager,<br>Retail Markets   |
| <b>Graduate Program</b><br>Job advertisement                                     | \$405.90    | Online<br>careers site              | Careerhub.com.au<br>\$270.90<br><br>Seek.com.au<br>\$135.00   | General Manager,<br>People and Culture   |
| <b>AER notice</b><br>Public notice   | \$933.12    | National<br>newspaper               | <i>Australian</i><br>\$933.12   | General Manager,<br>Strategic<br>Communications  |
| <b>Notice of inquiry into<br/>gas markets</b><br>Public notice                   | \$1,866.24  | National<br>newspaper               | <i>Australian</i><br>\$1,866.24   | General Manager,<br>Strategic<br>Communications  |
| <b>Enforcement Work<br/>Experience</b><br>Job advertisement                      | \$270.90    | Online<br>careers site              | Careerhub.com.au<br>\$270.90  | General Manager,<br>People and Culture   |
| <b>General Manager<br/>Enforcement</b><br>Job advertisement                      | \$5,818.14  | Newspaper<br>Online<br>careers site | <i>West Australian</i><br>\$3,403.30<br><br><i>Adelaide Advertiser</i><br>\$1,937.84<br><br>Careerone.com.au<br>\$180.00<br><br>Seek.com.au<br>\$297.00 | General Manager,<br>People and Culture   |
| <b>Franchising Code of<br/>Conduct</b><br>Awareness campaign                     | \$4,310.34  | Social<br>media                     | \$4,310.34  | General Manager,<br>Consumer & Small<br>Business Strategies  |
| <b>Online education<br/>program for small<br/>business</b><br>Awareness campaign | \$4,310.35  | Social<br>media                     | \$4,310.35  | Acting General<br>Manager, Consumer &<br>Small Business<br>Strategies  |
| <b>Small Business<br/>Information Network</b><br>Awareness campaign              | \$31,982.76 | Online,<br>Social<br>media          | Fairfax network<br>MCN Network<br>Flying Solo<br>Smart Company<br>LinkedIn<br>\$31,982.76   | Acting General<br>Manager, Consumer &<br>Small Business<br>Strategies<br><br>General Manager,<br>Strategic<br>Communications |
| <b>Gas cookers</b><br>Consumer awareness<br>campaign                             | \$3,561     | Online,<br>Social<br>media          | \$3,561   | Acting General<br>Manager, Consumer<br>Product Safety  |

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Supplementary Budget Estimates

2015 - 2016

642. a)–d)

| <b>Campaign/project</b>  | <b>Total</b> | <b>Outlet</b>                              | <b>Total per outlet</b>  | <b>Approving officer</b>  |
|--|--------------|--|--|---|
| <b>B2B Unfair Contract Terms</b><br>Stakeholder awareness campaign         | \$19,000     | Social media                               | \$19,000   | General Manager, Consumer and Small Business Strategies                         |
| <b>Consumer Rights – Christmas campaign</b><br>Consumer Awareness Campaign | \$20,000     | Social media                               | \$20,000   | General Manager, Strategic Communications                                       |
| <b>Consumer Rights – mid-year campaign</b><br>Consumer Awareness Campaign  | \$20,000     | Social media                               | \$20,000   | General Manager, Strategic Communications                                       |
| <b>Senior Agricultural Markets Advisers</b><br>Job advertisements          | \$1,256.4    | Regional newspaper and online careers site | <i>Weekly Times</i> \$662.40<br>seek.com.au \$594                                  | General Manager, People and Culture   |
| <b>2017 Graduate program</b><br>Job advertisements                         | \$2,000      | Online, social media                       | seek.com.au<br>careerhub.com.au<br>Grad Jobs<br>Facebook<br>\$2,000                | General Manager, People and Culture   |
| <b>APS Jobs</b><br>Job advertisements                                      | \$16,000     | Online                                     | apsjobs.gov.au<br>\$16,000   | General Manager, People and Culture   |
| <b>AER draft decisions</b><br>Public notice                                | \$566.10     | National newspaper                         | <i>Australian</i><br>\$566.10  | General Manager, Strategic Communications                                       |
| <b>Final decisions (Qld, SA, Vic)</b><br>Public notice                     | \$1,698.30   | National newspaper                         | <i>Australian</i><br>\$1,698.30  | General Manager, Strategic Communications                                       |
| <b>Infinity cable</b><br>Awareness campaign                                | \$10,000     | Magazine                                   | <i>Connections Magazine</i><br>(print journal for electrical industry)<br>\$10,000 | Executive General Manager, Consumer, Small Business and Product Safety Division |