

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2015 - 2016

Department/Agency: Treasury

Question: SBT 7

Topic: IGR Campaign

Reference: Hansard page no. 34 - 21 October 2015

Senator: Dastyari, Sam

Question:

Senator DASTYARI: That is the entire IGR campaign. There was obviously a fair bit of media and comment around the role of Dr Karl, I am sure you were aware of it at the time. I believe there was some media report around that he was going to return the fee that he was paid for participation in the campaign. Did that come back to Treasury and not the agency?

Mr Lonsdale: I would have to check that.

Senator DASTYARI: If you were able to take that on notice. The media at the time was comments from Dr Karl disassociating himself from the campaign. As I read the media, that he was going to repay the monies that he was paid for participation in the campaign. I would like to check that money somehow came back to Treasury coffers and was not somehow, because of contractual arrangements, retained by 303Lowe. Do you have any more details on the creative, they obviously prepared both parts of it, did they do the online content as well as the TV ads? What did they do? As someone who has a little bit to do with advertising in the past, a \$6.4 million advertising creative buy, when you have a \$24 million actual ad buy, is very, very high. I am not quite sure what they did for that 20 per cent of the budget being spent on creative. Is there a breakdown of what they have actually done?

Answer:

7. Dr Karl announced via his Twitter account that he would donate any monies he received for his participation in the campaign to “needy Government schools”. Treasury is not aware whether this has occurred.

303Lowe were engaged to develop and produce creative materials for all phases of the IGR campaign, including television, radio, print, out of home, digital, social media, cinema and website development.