

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation and Science Portfolio
2016-17 Supplementary Budget Estimates
20 October 2016

DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE

TOPIC: Advertising campaign for Country of Origin Labelling reforms

REFERENCE: Written Question – Senator Carr

QUESTION No.: SI-132

1. Please provide a detailed update on the advertising campaign for Country of Origin Labelling reforms, including:
 - o A summary of the campaign, including the type of advertising being utilised, the total budget allocation and the funding profile.
 - o Any relevant Austender reference number(s).
 - o Whether the campaign is still ongoing.
 - o Whether there have been any changes to the content, materials or objectives of the campaign since the 2016 Federal Election, and if so, the nature of those changes.

ANSWER

1. The country of origin labelling advertising campaign aimed to raise awareness and understanding by consumers about the changes to country of origin labelling for food, including the new definitions of key terms such as ‘Made in’, ‘Product of’ and ‘Packaged in’.
 - o The first iteration of the advertising campaign commenced 17 April 2016. The campaign was scheduled to run for eight weeks. The campaign ceased on 8 May 2016 after the election was called, in line with whole-of-government caretaker conventions.
 - o The advertising campaign consisted of television, radio, magazine print, newspaper print, digital, online video, out-of-home, culturally and linguistically diverse (CALD) and Indigenous advertising.
 - o The total budget for the country of origin labelling information campaign, including advertising, was \$16.7 million (incl. GST).
 - o \$1.7 million (incl. GST) was for business support initiatives, including \$770,000 (incl. GST) for an online labelling decision tool.
 - o \$0.5 million (incl. GST) of this \$1.7 million was spent.
 - o \$15.0 million (incl. GST) was for the advertising campaign.
 - o \$6.8 million (incl. GST) of the advertising campaign budget was spent.
 - o Table 1 provides a breakdown of the \$15.0 million advertising campaign budget, supplier details and Austender reference numbers.
 - o Further advertising on the country of origin labelling for food reforms is a decision for government.
 - o No changes have been made to the content, materials or objectives of the campaign since the 2016 Federal Election.

Table 1. Country of origin labelling for food advertising campaign - Budget overview

CoOL campaign activity	Consultant	Austender Ref	Advertising campaign budget (incl. GST)	Total spend (incl. GST)
Advertising media buy	Mitchell & Partners	CN3334074 – 18/04/16 Variation: CN3334074-A1 – 21/04/16 Variation: CN3334074-A2 – 16/05/16	11,110,000	4,737,278
Advertising production costs	Clemenger BBDO	CN3330863	2,200,000	1,100,000
Market research (development, concept testing)	Colmar Brunton	CN3310512 – 14/12/16 Variation: CN3310512-A1 – 29/03/16	615,225	615,225
Evaluation market research	Hall & Partners	CN3334066	338,190	136,474
Indigenous and CALD specialists	Embrace Society	CN3334058	318,962	76,549
Printing (mail out)	Union Offset Printers	N/A	34,903	34,903
Concept fees	Clemenger BBDO	CN3343211	55,000	55,000
Pitch fees and travel	Creative agencies	Various suppliers (via invoice)	53,460	53,460
Other business and consumer communications	N/A	N/A	256,260	0
TOTAL:			14,982,000	6,808,889