

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2015-16

Finance Portfolio
9 February 2016

Department/Agency: Department of Finance
Outcome/Program: 2/2.5
Topic: Current Government advertising campaigns

Senator: McAllister, Ludwig

Question reference number: F40

Type of question: Hansard Proof, F&PA Committee, Pages 112 & 114–15, 9 February 2016

Date set by the committee for the return of answer: Friday, 1 April 2016

Number of pages: 2

Question:

Senator McALLISTER: We will see how we go. We will see if we can revive the tradition. Is it possible to provide a list of current government advertising campaigns with expenditure of over \$250,000?

Senator Cormann: I am sure we can assist with that. Let's provide it on notice.

Senator McALLISTER: Are there that many of them? We must know. There cannot be that many, can there?

Senator Cormann: We will make sure that we provide you with accurate information, and we will give you the full list on notice.

Senator McALLISTER: Okay. In doing so, could you please detail the process of how the campaigns were commissioned.

Senator Cormann: Sure.

...

Senator LUDWIG: And the number, obviously. I think we have asked how many campaigns above the \$250,000 level are currently—.

Senator Cormann: You have already asked that and we have already taken it on notice.

Senator LUDWIG: How many current advertising campaigns are there? Have we asked that?

Senator Cormann: Just to make sure, I will take that on notice, too.

...

Senator LUDWIG: Clearly only those above \$250,000—the number, the relevant department, the nature of the advertising campaign, the cost of each advertising campaign, together with the duration and the type of media purchased, whether it is TV, radio or print.

Answer:

In respect to the commissioning of campaigns, the minister of the relevant entity agrees to the development of a campaign (subject to policy/funding approval).

There were six advertising campaigns by non-corporate Commonwealth entities above the \$250,000 threshold running in the media during the week commencing 7 February 2016, as detailed in the table below:

Table 1: Campaigns running during the week commencing 7 February 2016

Campaign	Agency	Launch	Media
Defence Force Recruiting	Defence	— ¹	Television, radio, digital, magazines, out-of-home, cinema and Indigenous
Green Army	Environment	August 2015	Television, press, radio, digital, magazines, out-of-home, ethnic and Indigenous
Jobactive	Employment	September 2015	Television, press, radio, digital and ethnic
National Innovation and Science Agenda	Industry, Innovation and Science	February 2016	Television, press, radio, digital, magazines, out-of-home and ethnic
No Way – Offshore	Immigration and Border Protection	January 2014	Digital
Smartraveller	Foreign Affairs and Trade	November 2015	Television, digital, magazines, out-of-home and ethnic

¹ *The Defence Force Recruiting campaign was ongoing prior to the Department of Finance taking responsibility for government advertising in late 2008.*

There is a reporting lag of 45 days in finalising actual media expenditure figures after the end of the campaign appearing in the media to allow for account queries, proof of placement and other adjustments. Further detail on the cost of each advertising campaign would need to be provided by the responsible agencies.