

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: Government advertising campaign process and principles

Senator: McAllister

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Question:

Senator McALLISTER: Listening to that answer I am reflecting on this: the principles associated with Commonwealth government advertising would nonetheless be applied before you initiated the expenditure, not only at the point at which the expenditure becomes a campaign, I guess.

Senator Cormann: We do go through a proper process to make relevant decisions, and of course the overall expenditure in the last few years has been below the overall expenditure in the last two years of the previous government. I am happy to provide you with that information and all this too.

Senator McALLISTER: That would actually be very good, and if that can be broken down, because I think we would be interested in understanding expenditure, whether it has been incurred as part of a campaign or as some pre-campaign expenditure associated with either commissioning work, creative work, or any research that has been commissioned in terms of audience research, whether qualitative or quantitative social research associated with campaigns. So a breakdown of that would be terrific.

Senator Cormann: Sure. I am happy to take that on notice.

Answer:

Annual reports on campaign advertising are tabled in the Parliament and published on the Finance website (www.finance.gov.au/advertising).

The table below provides a summary of expenditure between the 2011–12 and 2014–15 financial years, inclusive. Input costs for campaigns include creative development, formative and evaluative research, public relations and other relevant costs. Media costs reflect expenditure associated with the placement of advertising.

Table 1: Campaign advertising expenditure: 2011–12 to 2014–15 (\$m)

| Financial year | Input costs | Media costs | Total |
|-----------------------|--------------------|--------------------|--------------|
| 2014–15 | 46.5 | 107.1 | 153.6 |
| 2013–14 | 35.0 | 106.5 | 141.5 |
| 2012–13 | 59.4 | 138.9 | 198.3 |
| 2011–12 | 63.6 | 139.7 | 203.3 |