

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2014-15

Finance Portfolio

Department/Agency: All
Outcome/Program: General
Topic: Advertising

Senator: Ludwig
Question reference number: F168
Type of question: Written
Date set by the committee for the return of answer: Friday, 11 July 2014

Number of pages: 2

Question:

1. How much has the Department/Agency spent on Advertising since Additional Estimates in February, 2014? Including through the use of agencies.
2. Please detail each advertising campaign including:
 - i) it's cost,
 - ii) where the advertising appeared,
 - iii) production costs,
 - iv) who approved,
 - v) ministerial or ministerial staff involvement.

Answer:

Department/ Agency	Response
Finance	1. – 2. Finance did not place any campaign advertising between 23 February and 3 May 2014 (inclusive). In terms of recruitment, tender and public notices, gross media expenditure was \$66,965 over the same period.
Australian Electoral Commission	For the period 25 February to 31 May 2014: 1. \$2,014,260. 2. a) 2014 WA Senate election campaign advertising. i) \$1,898,395 ex GST. ii) Campaign advertising appeared on television, radio, cinema, press, online including ethnic and Indigenous media and radio for the print handicapped. iii) Of the total cost, \$375,224 was for advertising agency fees and production costs. iv) Approved by the Acting Electoral Commissioner. v) There was no ministerial or ministerial staff involvement in commissioning. b) 2014 WA Senate election non-campaign advertising. i) \$65,938 ex GST.

Department/ Agency	Response																									
	<ul style="list-style-type: none"> ii) Advertising appeared in press. iii) Prepared by whole-of government non-campaign placement agency Adcorp with some production changes to advertising templates included in total cost. iv) Approved by the Acting Australian Electoral Officer for Western Australia. v) There was no ministerial or ministerial staff involvement in commissioning. <p>c) Other non-campaign advertising (including for the Indigenous Electoral Participation Program, National Indigenous Youth Parliament, notices for various industrial and commercial elections administered by the AEC. A small amount of recruitment advertising was also included.)</p> <ul style="list-style-type: none"> i) \$49,927 ex GST. ii) Advertising appeared in press. iii) Prepared by whole-of government non-campaign placement agency Adcorp with some production charges included in total cost. iv) AEC officers with authority to place the advertising. v) There was no ministerial or ministerial staff involvement in commissioning. 																									
ComSuper	<ul style="list-style-type: none"> 1. Nil. 2. N/A. 																									
Commonwealth Superannuation Corporation	<p>1. 1. It is not possible to provide numbers for the nominated period. For the period 1 January to 30 June 2014 – \$106,478.</p> <p>2.</p> <table border="1" data-bbox="416 987 1409 1664"> <thead> <tr> <th data-bbox="416 987 611 1055">Campaign</th> <th data-bbox="611 987 876 1055">Advertising costs & where appeared</th> <th data-bbox="876 987 1046 1055">Production costs</th> <th data-bbox="1046 987 1217 1055">Who approved</th> <th data-bbox="1217 987 1409 1055">Ministerial involvement</th> </tr> </thead> <tbody> <tr> <td data-bbox="416 1055 611 1193">Grow your super</td> <td data-bbox="611 1055 876 1193">\$12,480 – Canberra Times \$9,890 – PS News</td> <td data-bbox="876 1055 1046 1193">\$10,266</td> <td data-bbox="1046 1055 1217 1193">General Manager, Member Services</td> <td data-bbox="1217 1055 1409 1193">No</td> </tr> <tr> <td data-bbox="416 1193 611 1361">Redundancy</td> <td data-bbox="611 1193 876 1361">\$1,200 – Canberra Weekly \$1,550 – City News \$4,964 – Canberra Times</td> <td data-bbox="876 1193 1046 1361">\$3,921</td> <td data-bbox="1046 1193 1217 1361">General Manager, Member Services</td> <td data-bbox="1217 1193 1409 1361">No</td> </tr> <tr> <td data-bbox="416 1361 611 1529">Salary Sacrifice</td> <td data-bbox="611 1361 876 1529">\$20,067 – Canberra Times \$9,890 – PS News \$6,500 – APN Outdoor</td> <td data-bbox="876 1361 1046 1529">\$19,250</td> <td data-bbox="1046 1361 1217 1529">General Manager, Member Services</td> <td data-bbox="1217 1361 1409 1529">No</td> </tr> <tr> <td data-bbox="416 1529 611 1664">CSCri</td> <td data-bbox="611 1529 876 1664">\$6,500 – APN Outdoor</td> <td data-bbox="876 1529 1046 1664">n/a</td> <td data-bbox="1046 1529 1217 1664">General Manager, Member Services</td> <td data-bbox="1217 1529 1409 1664">No</td> </tr> </tbody> </table>	Campaign	Advertising costs & where appeared	Production costs	Who approved	Ministerial involvement	Grow your super	\$12,480 – Canberra Times \$9,890 – PS News	\$10,266	General Manager, Member Services	No	Redundancy	\$1,200 – Canberra Weekly \$1,550 – City News \$4,964 – Canberra Times	\$3,921	General Manager, Member Services	No	Salary Sacrifice	\$20,067 – Canberra Times \$9,890 – PS News \$6,500 – APN Outdoor	\$19,250	General Manager, Member Services	No	CSCri	\$6,500 – APN Outdoor	n/a	General Manager, Member Services	No
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Future Fund Management Agency	<ul style="list-style-type: none"> 1. Refer to F188. 2. N/A. 																									