

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

Finance Portfolio
27-28 May 2015

Department/Agency: Department of Finance

Outcome/Program: 2/2.5

Topic: Campaigns reviewed by the ICC

Senator: Ludwig

Question reference number: F92

Type of question: Written

Date set by the committee for the return of answer: Friday, 10 July 2015

Number of pages: 2

Question:

For each campaign reviewed by the ICC:

1. What date did the Department seek consideration of the campaign from the Independent Communications Committee?
2. What date did the Independent Communications Committee provide their report on the compliance of this campaign?
3. What date was the campaign certified by the Chief Executive?
4. What date was the relevant Minister provided with the certification?
 - a) Did the minister or the minister's office provide any feedback or comment? If yes, please provide a copy.
5. What date and where is the certification published on the Department's website?
6. What date was this campaign launched?
7. How long will this campaign run for?
8. What is the approved budget for this advertising?
9. What was the process to approve this budget?
10. In the event the project runs over budget, what is the process to acquire additional funding?
11. In the event the project runs under budget, what happens with the remaining funding?
12. What market research was undertaken before this advertising campaign was developed?
13. Who did the market research?
14. How much did the research cost?
15. When was the research conducted?
16. Was the relevant minister or the minister's office provided with a copy or summary of the research? If yes, when?
17. Will you release the research?
 - a) If no, why not?
 - b) If yes, when will it be released?
18. What were the productions costs of making the advertisements?

19. What were the placement costs of these advertisements?
20. Who made the advertisements?
21. Where are they placed?
22. Did the relevant minister or the minister's office see the advertisement before it was distributed? If yes:
 - a) When were they provided with a copy?
 - b) How was the advertisement provided and shown to them? (e.g. sent via email, posted etc)
 - c) Did they provide comment, feedback, advice etc? If yes, please provide a copy.
23. What media type are these advertisements placed in?
24. What is the breakdown of the campaign spending by media type?
25. What is the spend by market?

Answer:

As at 28 May 2015, the Independent Communications Committee (ICC) had issued compliance advice in relation to three campaigns that had launched in the media: Age Pension and Pensioner Concessions (Social Services), National Drugs - Ice (Health), and the Intergenerational Report (Phase 2) Small Business Component (Treasury).

	Age Pension and Pensioner Concessions (Social Services)	National Drugs – Ice (Health)	Intergenerational Report (Phase 2) Small Business Component (Treasury)
1. What date did the Department seek consideration of the campaign from the Independent Communications Committee?	31 March 2015	4 May 2015	20 May 2015
2. What date did the Independent Communications Committee provide their report on the compliance of this campaign?	7 April 2015	4 May 2015	21 May 2015
3. What date was the campaign certified by the Chief Executive?	15 April 2015	7 May 2015	22 May 2015

Questions 4-25 relate to matters of campaign development and implementation, for which the Department of Finance is not directly responsible. These questions should be directed to the entities responsible for campaign development.