

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates 2012

15 – 17 February 2012

**Question: AET 996 - 1001**

**Topic: Government Advertising (TSY)**

**Hansard Page: Written**

**Senator BUSHBY asked:**

996. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?
997. For each of those years, list whether the advertising is campaign or non-campaign and details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
998. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
999. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
1000. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
1001. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

**Answer:**

996.	2007-08	\$1.1 million
	2008-09	\$0.2 million
	2009-10	\$7.2 million
	2010-11	\$4.7 million
	Total	\$13.2 million

997.

2007-08

Vendor	Purpose	Cost (\$m)
HMA Blaze	Recruitment advertising — general vacancies	290,770
HMA Blaze	Recruitment advertising — graduate recruitment	77,964
HMA Blaze	Advertising for appointments — Auditing	13,750

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	and Assurance Standards Board and Australian Accounting Standards Board	
National Mailing and Marketing Pty Ltd	Direct mailing of information material to the public	51,823
Universal McCann	Advertising management services for the Financial Literacy Foundation	705,241
<b>Total</b>		<b>1,139,548</b>

2008-09

Vendor	Purpose	Cost (\$)
HMA Blaze	Recruitment advertising – general vacancies	202,675
HMA Blaze	Recruitment advertising — graduate recruitment	14,697
Graduate Careers Council	Recruitment advertising — graduate recruitment	11,880
<b>Total</b>		<b>229,522</b>

2009-10

Vendor	Purpose	Cost (\$)
Universal McCann	Tax Reform Campaign	7,198,837
HMA Blaze	Recruitment advertising	15,223
Adcorp Australia	Recruitment advertising	17,799
<b>Total</b>		<b>7,231,859</b>

2010-11

Vendor	Purpose	Cost (\$)
Universal McCann	Campaign advertising including; — Education Tax Refund (\$1m)* — Banking Reform (\$3.6m)*	4,458,156
Universal McCann	Business advertising	109,468
Adcorp Australia Pty Ltd	Recruitment advertising	22,462
<b>Total</b>		<b>4,731,930</b>

\* The figures for the advertising campaigns were published in the Department of Finance and Deregulation's Campaign Advertising by Australian Government Department and Agencies Full Year Report 2010-11 and have been rounded to the nearest hundred thousand.

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998. With regard to all campaign advertising, Treasury had regular contact with the Communications Advice Branch in the Department of Finance and Deregulation in their role as secretariat to the Independent Communications Committee.
999. With regard to all campaign advertising, the Independent Communications Committee reviewed the advertising material to ensure that it complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies. Additionally the compliance with these guidelines was certified by the Secretary of the Department, and these certifications can be found at: <http://www.treasury.gov.au/contentitem.asp?NavId=035&ContentID=1933>
1000. Treasury did not undertake any other communications programs.
1001. Treasury is not planning any other advertising or communications programs at this time.