

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 2012

15 – 17 February 2012

Question: AET 1026 - 1031

Topic: Government Advertising (ABS)

Hansard Page: Written

Senator BUSHBY asked:

1026. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?
1027. 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.
1028. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
1029. 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.
1030. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
1031. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer:

1026-1030. In 2007-08, the ABS paid \$23,851.92 (GST exclusive) for non-campaign advertising.

HMA Blaze was the master media agency responsible for non-campaign advertising.

Advice was sought from the Department of Finance and Deregulation.

This advertising complied with all relevant advertising guidelines administered by the Department of Finance at the time, including the requirement for all Australian Government departments and agencies subject to the *Financial Management and Accountability Act 1997* to place their advertising through the Central Advertising System.

In 2008-09, the ABS paid \$15,887.04 (GST exclusive) for non-campaign advertising.

Adcorp Australia Limited was the master media agency responsible for non-campaign advertising.

Advice was sought from the Department of Finance and Deregulation.

This advertising complied with all relevant advertising guidelines administered by the Department of Finance, including the requirement for all Australian Government

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departments and agencies subject to the *Financial Management and Accountability Act 1997* to place their advertising through the Central Advertising System.

In 2009-10, the ABS paid \$30,825.44 (GST exclusive) for non-campaign advertising. This expenditure related to media advertising for CPI public comment.

Adcorp Australia Limited was the master media agency responsible for non-campaign advertising.

Advice was sought from the Communication Advice Branch, Department of Finance and Deregulation.

This advertising was valued at less than \$250,000 and was therefore exempt from the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*. However, the ABS complied with the requirement for all Australian Government departments and agencies subject to the *Financial Management and Accountability Act 1997* to place their advertising through the Central Advertising System.

In 2010-11, the ABS paid \$1,166,173.37 (GST exclusive) for both campaign and non-campaign advertising. Of this amount, \$3,615.07 was non-campaign advertising for the following ABS business-as-usual projects:

- ABS participation in AGFEST
- ABS' annual NATSTATS Conference
- ABS' statistical literacy Census at Schools program
- Survey participation invitation
- Entry in the Australian Government Directory.

Adcorp Australia Limited was the master media agency responsible for non-campaign advertising, which is not subject to the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

The remainder of the 2010-11 expenditure (\$1,162,558.30) related to production costs associated with the development of campaign advertising for the 2011 Census of Population and Housing, and supplied by Leo Burnett. Further advertising expenditure associated with the 2011 Census occurred within the 2011-12 financial year. The ABS sought advice from the Communications Advice Branch, Department of Finance and Deregulation in relation to this advertising, which complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

The ABS also paid \$149,194.50 (GST exclusive) for public relations consultancies. The organisations that supplied these services included Leo Burnett and Multicall Pty Ltd. These consultancies were contracted for the communication campaign related to the 2011 Census of Population and Housing.

1031. The ABS is currently considering communication activities related to the initial release of 2011 Census data in June 2012.