

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 2012

15 – 17 February 2012

Question: AET 1008 – 1013
Topic: Government Advertising (ASIC)
Hansard Page: Written

Senator BUSHBY asked:

1008. What was the total cost of all advertising for 2007-08, 2008-09, 2009-10 and 2010-11?
1009. 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.
1010. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.
1011. 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.
1012. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
1013. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answer

1008-09. The cost of advertising arranged by ASIC's Consumers Advisers and Retail Investors team in 2007-08, 2008-09, 2009-10 and 2010-11 is set out below, including whether it was campaign advertising and the name of the business that provided the advertising services.

2007/2008:

\$23,146.92 for Google Adwords promotion of the FIDO website: non-campaign advertising, Adcorp

2008/2009:

\$42,138.54 for Google Adwords promotion of the FIDO website: non-campaign advertising, Adcorp

2009/2010:

\$43,473.11 for Google Adwords promotion of the FIDO website: non-campaign advertising, Adcorp

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2010/2011:

- (a) \$85,881.60 for Google Adwords promotion of the FIDO website until March 2011 and the MoneySmart website from March 2011: non-campaign advertising, Adcorp
- (b) \$184,284 in February 2011 for a one-off series of 14 paid advertorials in 7 selected high-circulation women's magazines, about responsible borrowing and managing credit: campaign advertising, Universal McCann.

2011/2012 to date:

- (a) \$119,434.11 for Google Adwords promotion of the MoneySmart website: non-campaign advertising, Adcorp
- (b) \$1320 in August 2011 for an advertisement in the Australian Association of Social Workers newsletter to promote our mortgage health campaign
- (c) \$15,531 in September 2011 for Google Adwords promotion via Universal McCann of our mortgage health campaign: Universal McCann
- (d) \$7,984 in September 2011 for Facebook advertising to support our mortgage health campaign : Universal McCann
- (e) \$6,000 in early 2012 for pilot Facebook promotion in order to inform the national marketing for MoneySmart: Universal McCann
- (f) \$70,000 from January to March 2012 for placement of radio segments to support our Culturally and Linguistically Diverse project: Universal McCann

1010-11. The Department of Finance and Deregulation provided advice about the campaign advertising where required to under its guidelines. The advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

1012. While communications are at the heart of our ASIC's work, we do not have discrete communications programs as a separately activity. We are happy to provide information on more specific aspects of our work on request.

1013. The MoneySmart team is currently developing campaign advertising including radio, print and online advertisements to promote the MoneySmart website. The campaign will run from May 2012 to around June 2013. Media placement will be done by Universal McCann at a cost of \$2.5 million and creative development by Spinach Advertising at a cost of \$200,000. The campaign is being developed with the guidance of Department of Finance and Deregulation.