

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

31 May – 2 June 2011

Question No: BET 170

Topic: Advertising and Marketing

Hansard Page: Written

Senator Bushby asked:

How much has the Department and portfolio agencies spent on advertising and marketing this financial year?

Could the Department provide a complete list of current contracts? Please indicate the rationale for each service provided and its intended use.

What communications programs has the Department and portfolio agencies undertaken since October estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?

Answer:

The Treasury has administered two communication campaigns in the identified period. The Education Tax Refund advertising campaign and the Banking Reform community awareness and education campaign.

The total expenditure on the Education Tax Refund campaign, as at 2 June 2011 is approximately \$4.6 million GST exclusive.

Treasury currently have the following contracts for the Education Tax Refund Campaign:

Services and objectives	Contract
Creative agency services to develop creative materials such as television, radio, print and digital commercials and products	Vinten Browning
Research services including concept testing, benchmark, tracking and evaluation	GFK Blue Moon
Cultural and linguistically diverse consultant to provided advice and translation services for Non-English and Indigenous speaking audiences.	Cultural Partners

Legal services	DHA Phillips Fox
Government media buying agency	Universal McCann

The total expenditure on the Banking Reform campaign, as at 2 June 2011 is approximately \$0.35 million GST exclusive.

Treasury currently has the following contracts for the Banking Reform campaign:

Services and objectives	Contract
Creative agency services to develop creative materials such as television, radio, print and digital commercials and products	Vinten Browning
Research services including development and concept testing research.	Hall and Partners Open Mind
Research services including benchmark, tracking and evaluation.	GFK Blue Moon
Cultural and linguistically diverse consultant to provided advice and translation services for Non-English and Indigenous speaking audiences.	Etcom
Legal services	Blake Dawson
Government media buying agency	Universal McCann

In keeping with the Australian Government's commitment to enhance accountability and transparency in campaign advertising, the Government has introduced biannual reporting on campaign advertising expenditure.

The campaign reporting framework consists of a Full Year Report and a Half Year Report.

The Full Year report covers the full financial year and provides data on both direct media placement expenditure and associated indirect campaign advertising expenditure. It also reports on the campaign advertising framework.

The Half Year Report covers the first half of the financial year and only reports media placement expenditure.

Both reports cover campaigns with expenditure in excess of \$250,000 by department and agencies subject to the Financial Management and Accountability Act 1997.

Source: Department of Finance and Deregulation website