

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Budget Estimates Hearing 2012-13
28 and 29 May 2012

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

TOPIC: Government Advertising

REFERENCE: Written Question – Senator Bushby

QUESTION No.: BI-181

1. What was the total cost of all advertising for the financial year to date?
2. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program, what the advertising was for, the total spend and the business that provided the advertising services.
3. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
4. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
5. 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.
6. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
7. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

ANSWER

DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

1. The cost of advertising for the 2011-12 financial year to date as at 31 May 2012 for the department is \$744,247 (GST exclusive).

2.

Name of Program	Activity	Provider	Amount \$ (GST exclusive)
Australian Astronomical Observatory	Marketing activities	Adcorp Australia	5,615
Clean Technology Investment and Food & Foundries	Information session	Adcorp Australia	86,095
Enhanced Policy By Laws Scheme	Program information	Universal McCann	567
Innovation Australia	Promotion of event	Universal McCann	255

Name of Program	Activity	Provider	Amount \$ (GST exclusive)
Showcase			
Illawarra Region Innovation Investment Fund	Program Round Information	Universal McCann	5,170
Innovation Investment Fund	Program Round Promotion	Universal McCann	1,487
R&D Tax Incentive	Program advertising	Universal McCann	1,194
R&D Tax Incentive	Information sessions	Adcorp Australia	112,014
South East South Australia Innovation Investment Fund	Information sessions	Adcorp Australia	6,132
Tasmanian Innovation Investment Fund	Information session	Adcorp Australia	7,351
Textiles, Clothing & Footwear Strategic Capability program	Information session	Adcorp Australia	34,238
Business.gov.au	Promotion	Universal McCann	49,404
Enterprise Connect	Print and online advertising	Universal McCann Adcorp Australia Telstra Sensis Circulate Communication P/L	61,427
Innovation Policy Section	Advertising	Target Officeworks Rivers	230
National Enabling Technologies Strategy	Projects Management Promotion	Sculpt Communications	550
Commercialisation Australia	Promotions	Union Offset Sculpt Communications Osmosis Advertising	5,000
National Enabling Technologies Strategy – Public Awareness and Community Engagement	Promotion	Universal McCann Adcorp Australia	63,008
NMI	Banners	Bytes'n'Colour and Skyline Display	5,212
NMI Metrology Day Awards	Promotion	Universal McCann Australian Beverage Council	13,250

Name of Program	Activity	Provider	Amount \$ (GST exclusive)
Inspiring Australia	Promotion	Science in Public Canprint LogoPro Streamline Creative Green Frog Promotions Bus Advertising Hot Chocolate Promotions Explosive Promotions APN Outdoor Launceston City Council	124,710
Questacon	Promotion	Universal McCann	16,720
Workplace English Language Literacy (WELL) Program	Program Round Promotion	Adcorp Australia	31909
VET National Programs	Advertising for Adult Learners' Week National Grant Funding Round	Adcorp Australia	16,513
Language, Literacy and Numeracy Program	Promotion	Bluestar IQ	2,072
Language, Literacy and Numeracy (LLN) Practitioner Scholarships Program	Program Round Promotion	Adcorp Australia	25,454
Australian Apprenticeships Access Program	Program Promotion	Bluestar IQ Exhibition Centre	8,831
Commonwealth Supported Places and Higher Education Loan Program (HELP)	Promotion	BluestarIQ Voodoo Creative	44,490
Australia-India Strategic Research Fund (AISRF)	Promotion	Adcorp Australia	9,865
Australia China Science and Research Fund	Promotion	Adcorp Australia	5,484
		TOTAL	744,247

3. The department undertakes a combination of campaign and non-campaign advertising as appropriate and seeks advice on a needs basis from the Department of Finance and Deregulation.
6. PRG and ICC considered the Clean Technology Programs communication and marketing strategy, concept testing research report, final creative materials, the media plan and strategy

and a Statement of Compliance against the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (the Guidelines).

5. Yes.

6. and 7.

As at 30 June 2012, the department is undertaking or planning to undertake the following advertising and activities.

Name of Program	Activity	Amount \$ (GST exclusive)
Australian Astronomical Observatory	Promotion	11,400
Industry and Small Business Policy (ISBP)	Promotion	243,280
Enterprise Connect	Print and online advertising	78,024
business.gov.au	Promotion	49,405
AusIndustry	Promotion	41,462
Clean Technology Investment and Food and Foundries	Promotion and information sessions	412,382
Clean Technology Investment Program	Program Promotion and information sessions	475,000
Clean Technology Programs	Market Research	186,534
R&D Tax Incentive	Promotion	139,164
Small Business Advisory Services	Promotion	36,094
Innovation Investment Fund	Program Round information	2,025
Illawarra Region Innovation Investment Fund	Program Round information	5,016
Textiles, Clothing & Footwear Small Business Program	Program round promotion	8,036
Cooperative Research Centres (CRC) Program	Program round promotion	20,722
Commercialisation Australia	Promotion	34,158
National Enabling Technology Strategy	Promotion	200,000

Questacon	Promotion	174,906
	TOTAL	2,117,608

AUSTRALIAN INSTITUTE OF ABORIGINAL AND TORRES STRAIT ISLANDER STUDIES (AIATSIS)

AIATSIS does not undertake campaign or non-campaign advertising.

AUSTRALIAN INSTITUTE OF MARINE SCIENCE

AIMS is a research agency and does not undertake campaign advertising.

AUSTRALIAN NUCLEAR SCIENCE AND TECHNOLOGY ORGANISATION (ANSTO)

1. The cost of advertising for the 2011-12 financial year to date as at 31 May 2012 for the ANSTO is \$191,906 (GST exclusive).

2.

Activity	Provider	Amount \$ (GST exclusive)
Promotion	Cartoscope Pty Ltd Adcorp Australia COSMOS Media	86,481
Community Outreach	Sutherland Shire Adcorp Australia	76,607
Science Week	Outthere Productions Ptd Ltd Pure Profile Twentieth Century Fox Malibumedia University of Technology Sydney	28,818
	TOTAL	191,906

3. Not applicable.

4. Not applicable.

5. Not applicable.

6. ANSTO has a comprehensive communications program designed to engage and educate stakeholders, including the general public, on how nuclear science and technology delivers benefits to all Australians.

7. Please refer to detail provided in the response to question 2.

AUSTRALIAN RESEARCH COUNCIL (ARC)

1. ARC did not undertake campaign or non-campaign advertising for the 2011-12 financial year.

2 to 7. Not applicable.

AUSTRALIAN SKILLS QUALITY AUTHORITY (ASQA)

1. ASQA did not undertake campaign or non-campaign advertising for the 2011-12 financial year.

2 to 7. Not applicable.

COMMONWEALTH SCIENTIFIC AND INDUSTRIAL RESEARCH ORGANISATION (CSIRO)

CSIRO does not undertake advertising campaigns. CSIRO routinely promotes both its own science and opportunities for the Australian public and other stakeholders to become involved in CSIRO activities and programs. This involves an estimated 25,000 publications, reports, newsletters, factsheets, workshops, conferences, lectures, field and open days, school visits and other events each year. These education, outreach and knowledge transfer activities are embedded in virtually all of CSIRO's research programs consistent with CSIRO responsibilities under its act to encourage and facilitate the utilisation of scientific research and itemising and separately costing each of these items is not possible from the configuration of CSIRO's finance systems.

IP AUSTRALIA

1. The cost of advertising for the 2011-12 financial year to date as at 31 May 2012 for IP Australia is \$5,000 (GST exclusive).

2.

Name of Program	Activity	Provider	Amount \$ (GST exclusive)
IP Australia	IP Awareness to SME	Google Ireland Limited	5,000

3. IP Australia undertakes a combination of campaign and non-campaign advertising as indicated above where appropriate and seeks advice on a needs basis from the Department of Finance and Deregulation.

4. No.

5. Yes.

6. Nil.

7. Nil.

TERTIARY EDUCATION QUALITY AND STANDARDS AGENCY (TEQSA)

1. TEQSA did not undertake campaign or non-campaign advertising for the 2011-12 financial year.

2 to 7. Not applicable.