

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

19 – 20 October 2011

Question No: SBT 234 - 238
Topic: ABS Government Advertising
Hansard Page: Written

Senator Bushy asked:

234. What advertising – Campaign and Non-Campaign – did the Department/Agency undertaken in 2011-12?

Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

235. Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

236. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)?

Provide the details for each advertising item.

237. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.

238. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

Answers:

234. In 2011-12 the Australian Bureau of Statistics (ABS) conducted the 2011 Census communication campaign, which included advertising, to inform the Australian public of the 2011 Census of Population and Housing and their rights and responsibilities in relation to the Census.

The total advertising spend on the 2011 Census was \$13,270,822.40 (GST inclusive).

The Government-approved Campaign Media Buying Agency, Universal McCann, purchased all advertising for the 2011 Census campaign.

Non campaign advertising consisted of the following four items:

Splendour of the census winner	\$ 422.93 (GST inclusive)	Adcorp
People to assist with survey research	\$ 1,409.47 (GST inclusive)	Adcorp
Statistical training courses	\$ 1,633.50 (GST inclusive)	Adcorp
Recruitment advertising	\$52,839.95 (GST inclusive)	Adcorp

235. The Department of Finance and Deregulation's Communications Advice Branch (CAB) was involved in the planning of the 2011 Census campaign. CAB provided advice on all aspects of the campaign including paid advertising. The ABS also went before the Independent Communications Committee (ICC), which reviewed the media buy and all advertising.

Non campaign and recruitment advertising did not utilise any advice from the Department of Finance and Deregulation.

236. The advertising for the 2011 Census complied with all aspects of the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* with one exception. The ABS as an independent statutory authority did not include an authorisation statement at the closing of Census television advertisements. This information was provided to ICC before advertising commenced, and was noted by the Committee.

Non-campaign and recruitment advertising did comply with the guidelines.

237. No other communications programs were carried out.

238. The ABS is currently planning communication activities to raise public awareness of the results of the 2011 Census. This may include non-campaign advertising. The communication and public awareness activities around the release of 2011 Census data and the return of data to communities is proposed for June 2012.

In the area of non-campaign advertising, the ABS is planning further recruitment advertising and advertising for people to assist with survey research.