

Senate Standing Committee on Finance and Public Administration
ANSWER TO QUESTION ON NOTICE
Prime Minister and Cabinet Portfolio
Department of Climate Change
Additional Budget Estimates Hearing—February 2009

Written question reference: CC5

Outcome/Output: Response to climate change

Topic: Climate Change Advertising Campaign

Hansard Page: F&PA127

Question: (Senator Abetz)

And you are asking for any additional costs beyond 31 October 2008?

Senator ABETZ—Yes.

Senator Wong—For each of those categories?

Senator ABETZ—That is right, on notice.

Senator Wong—We can take that on notice. So that we are clear: for the five categories there you want costs over and above as in beyond 31 October 2008?

Senator ABETZ—That is right.

Senator Wong—Thank you.

Senator ABETZ—Together within the breakdown of costs which was kindly provided underneath in that second large paragraph.

Senator Wong—If any additional?

Senator ABETZ—Yes.

Answer:

Costs incurred as of 31 March 2009 total \$8,800,559.13 (excluding GST), consisting of:

- (a) Market research – \$148,935.00
- (b) Creative agency fees and advertising production costs – \$476,144.59
- (c) Website development costs – \$13,050.00
- (d) Media buy – \$8,079,429.54
- (e) Call Centre – \$83,000.00

A total of \$5,150,440.90 (excluding GST) remains unspent. The following transactions occurred since 31 October 2008:

- cancellation of media placements scheduled for late October 2008 resulting in refunds totalling \$15,447.80 (excluding GST)
- ‘tracking’ market research in November at a cost of \$90,300.00 (excluding GST)
- creative agency fees of \$63,842.50 (excluding GST) for developmental work undertaken between October and December 2008. This work has now ceased.

The Department asked Universal McCann to cancel media placements scheduled for late October 2008 where the Department would receive a refund. The decision to cancel placements was made because the Department felt the advertisement had already achieved substantial market coverage and penetration; and the campaign objectives of raising awareness of the impacts of climate change and the Carbon Pollution Reduction Scheme so Australians could 'have their say' were unlikely to be enhanced by further advertising at that time.