

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Additional Estimates Hearing – February 2010

Department of Finance and Deregulation

Finance and Deregulation Portfolio

Outcome General, Program General

AEC Outcomes 1 & 3

Topic: Communications Programs

Question reference number: F59

Type of Question: Written

Date set by the committee for the return of answer: 26 March 2010

Number of Pages: 3

Senator Barnett asked:

- a) What communications programs has the Department/Agency undertaken, or are planning to undertake?
- b) For each program, what is the total spend?

Answer:

We have interpreted “communications programs” as including marketing programs and advertising but excluding recruitment for positions within the Finance portfolio. The AEC has excluded, as falling outside the scope of this question, gazettal notices and public notice advertisements in newspapers required by legislation or pursuant to contracts with private entities for fee for service elections.

- a) The following communications programs were undertaken by the Finance and Deregulation Portfolio for the period December 2007 to 9 February 2010.

Office of Best Practice Regulation: an introduction

- b) \$1771.00 500 brochures

Australian Public Service ICT Apprenticeship and Cadetship Programs

2008 – Marketing expenditure directed toward 2009 apprenticeship and cadetship programs

- b) \$9,700.00 Printing costs

2009 – Apprenticeship Program

- b) \$2,406.00 Marketing products
- \$760.00 Career fairs and information nights

2009 – Cadetship Program

- b) \$2,659.15 Marketing products
- \$1,760.75 Career fairs and information nights
- \$8,650.00 Web and press advertising

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2010 – APS ICT entry-level program

- b) \$2,666.00 Marketing products
- \$3,842.55 Career fairs and information nights
- \$10,008.67 Web and press advertising

Total spend for the Australian Public Service ICT Apprenticeship and Cadetship Programs was \$42,453.12.

Householder Guide for by-elections since December 2007 in Gippsland, Mayo, Lyne, Bradfield and Higgins

- b) \$151,140.00

Non-campaign advertising for the five by-elections (listed above) held since December 2007*

- b) \$641,958.00

* As time and resource limits prohibit disaggregation, the expenditure for by-election advertising includes some advertising prescribed by the *Commonwealth Electoral Act 1918*

Enrol to Vote Week 2008 and 2009

- b) \$65,058.00

Promotion of the National Electoral Education Centre in 2008 and 2009

- b) \$23,600.00

Continuous Roll Update program – notice and letters to electors and addresses

- b) \$8,277,507.00

Display of enrolment forms at Australia Post and Centrelink shopfronts

- b) \$362,883.00

Pre-populated enrolment forms for citizenship ceremonies

- b) \$28,266.00

Targeted Radio Advertising Pilot in Queensland promoting enrolment (involving eight radio stations)

- b) \$25,000.00

Print advertising in Queensland promoting enrolment (school leavers magazine; Griffith University student diary; 'The Comet' – QLD pensioners and superannuants magazine; Gold Coast Bulletin)

- b) \$1,995.00

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Enrolment promotion events in the Northern Territory (eg billboard ads, Show Day displays)

b) \$46,934.00

a) The following communications programs are planned by the AEC but have not yet commenced:

- i) Indigenous Electoral Participation Project communications programs are in development and budgets have not been finalised;
- ii) Public information campaign, including advertising, for the next federal election. A budget has not been finalised; and
- iii) A range of pre-election enrolment stimulation activities are presently under consideration.