

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Finance and Administration Portfolio

Department of Finance and Administration

Budget Estimates Hearings 2004-05 – 26 May 2004

Question: F1

Outcome: Australian Electoral Commission

Topic: Advertising

Written Question on Notice: 18 May 2004

Senator Murray asked:

Please provide a list of all advertising or public information projects currently being undertaken or expected to be undertaken by the department or agency in the course of 2004 where the cost of the project is estimated or contracted to be \$100 000 or more, indicating:

- (a) the purpose and nature of the project;
- (b) the intended recipients of the information to be communicated by the project;
- (c) who authorised or is to authorise the project;
- (d) the manner in which the project is to be carried out;
- (e) who is to carry out the project;
- (f) whether the project is to be carried out under a contract;
- (g) whether such contract was let by tender;
- (h) the estimated or contracted cost of the project.

Answer:

The answers are contained in the attached table.

Department of Finance and Administration

Australian Electoral Commission current advertising projects over \$100,000

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who authorised the project?	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project.
Enrolment campaign	To inform eligible and current electors of their rights and responsibilities	All eligible Australian electors who are not yet enrolled, or not enrolled with their current and correct details.	The Australian Electoral Commissioner	Print advertising	Universal McCann P/L and WhybinTBWA.	Yes.	Yes.	\$400,000 Advertising

Australian Electoral Commission planned advertising projects for 2004 over \$100,000

Project title	(a) Purpose and nature of the project.	(b) Intended recipients of the information to be communicated by the project.	(c) Who is to authorise the project.	(d) The manner in which the project is to be carried out.	(e) Who is to carry out the project?	(f) Whether the project is to be carried out under a contract.	(g) Whether such contract was let by tender.	(h) The estimated or contracted cost of the project.
Election campaign	To promote key messages about enrolment, voter services and formality (how to complete a correct ballot). To inform eligible electors about election arrangements.	All eligible Australian electors.	The Australian Electoral Commissioner	Advertising (tv, print, radio).	Universal McCann P/L and WhybinTBWA. HMA Blaze	Yes.	Yes.	Advertising cost will vary according to seasonal changes in price, depending on when the election is called. Maximum estimate is \$9.6m campaign advertising. Estimate of \$1.9m non-campaign election advertising (eg polling places locations and other related advertising)