

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Question No. 164

Senator Barnett asked the following question at the hearing on 27 May 2009:

In relation to Government Advertising;

- a) what communications programs has the Department/Agency undertaken, or are planning to undertake, over the next 12 months
- b) for each program, what is the total spend, please detail including media advertisements (where placed and costs), and
- c) what was the total spend on advertising by the Department/Agency so far for the 2008/09 financial year

The answer to the honourable Senator's question is as follows in the table below:

Attorney-General's Department <i>All figures are GST exclusive, unless marked otherwise. Communications programs are considered by the Department to be those defined as 'campaigns' under the Australian Government Advertising Guidelines.</i>	a) Answers at 27 May 2009	b) Figures are for 2008-09 (to 27 May) and are exclusive of staffing costs	c) Advertising figures are for 2008-09 (to 27 May) and do not include non-campaign advertising, such as public notices or recruitment advertising.
Personal Property Securities Campaign (PPS)	Planned communications for 2009-10 includes development of a communications program for the PPS initiatives. Funding for 2009-10 will be provided for developmental research, concept testing, benchmark tracking and evaluation. It is not yet possible to provide a dollar value for this work.	Nil	\$4.2 million for National Security Campaign
National Security Campaign	Advertising placement of \$1.3 million is proposed for June 2009. The planned communications for 2009-10 includes the continuation of the National Security campaign. Funding for 2009-10: \$1 million has been provided	\$4.2 million (for advertising placed in TV, Radio, Print, Online and Outdoor) <i>See detail in answer to Question on Notice 151.</i>	
Chemicals of Security Concern	Planned communications to raise community awareness of chemicals of security concern in 2009-10 includes: <ul style="list-style-type: none"> market research/concept testing, and campaign product development. Funding of \$154,545 for 2009-10: <ul style="list-style-type: none"> Other costs are yet to be finalised. 	Nil	

Portfolio Agencies <i>All figures are GST exclusive</i>	a)	b) <i>Figures are for 2008-09 (to 27 May) and are exclusive of staffing costs</i>	c) <i>Advertising figures are for 2008-09 (to 27 May) and do not include non-campaign advertising, such as public notices or recruitment advertising.</i>
Australian Customs and Border Protection Service	<p>Communication programs include:</p> <p>i) Hotline Communication Program 2008-09: \$158,293 - advertising 2009-10: Estimated funding \$155,221</p> <p>ii) Tourist Refund Scheme 2008-09: \$4798 – advertising 2009-10: No planned advertising</p> <p>iii) Smartgate 2008-09: \$1,034,991 – advertising 2009-10: No planned advertising</p>	<p>i) \$158,293 – placed in print media, 2008-09</p> <p>ii) \$4798 – placed in print media 2008-09</p> <p>iii) \$1,034,991 – placed in print media, online and in airports 2008-09</p>	<p>\$1,198,082</p>
Australian Federal Police	<p>Communication programs include:</p> <p>i) AFP/Qantas partnership to raise awareness for combating child sex tourism 2008-09: \$8,155 spent on the development of the advertisements and talent costs for Qantas in-flight magazine advertisements on child sex tourism issue from February 2009–July 2009 (advertising placement paid for by Qantas and Australian Consolidated Press Magazines).</p> <p>ii) National Missing Persons Week 2008-09: National Missing Persons Coordination Centre market research \$50,000 2008-09: \$272,727 – advertising</p>	<p>i) \$8,155 - development of the advertisements and talent costs 2008-09</p> <p>ii) \$50,000 - market research 2008-09</p> <p>\$272,727 – advertising in 2008-09 placed in outdoor, radio and online</p>	<p>\$272,727 for National Missing Persons Campaign 2008</p>

	<p>iii) Aviation 2008-09: developmental research \$63,636.</p> <p>Funding for 2009-10:</p> <p>iv) National Missing Persons Week 2009 is \$363,636 which will include \$284,545 for advertising on radio and online (digital search placement and online banner advertisements).</p> <p>v) AFP 30th Anniversary Open Day is estimated at \$18,182 for local media advertising. This will include an advertising supplement through The Canberra Times, the production of an Open Day television and radio community service announcement, and production and printing of Open Day posters.</p>	iii) \$63,636 - developmental research 2008-09	
Australian Human Rights Commission		Nil	\$42,127
AUSTRAC	<p>Communication programs include:</p> <p>i) Advertising for new obligations under AML/CTF Act (Nov 2008) 2008-09: \$91,593 – advertising</p> <p>ii) Advertising for AML/CTF Act Compliance (Feb 2009) 2008-09: \$22,947 – advertising</p> <p>Funding for 2009-10: Consideration for a Feb 2010 advertising campaign in relation to</p>	<p>i) \$91,593 – placed in print media 2008-09</p> <p>ii) \$22,947 – placed in print media 2008-09</p>	\$114,540

	AML/CTF compliance. Still to be confirmed.		
CrimTrac	Communication programs include: Advertising "On Trac" publication to law enforcement in Police publications throughout the year. 2008-09: \$9,942 – advertising	\$9,942 – placed in police publications 2008-09	\$9,942
National Capital Authority	Communication programs include: i) National Capital Exhibition 2008-09: \$7742 – advertising ii) National Carillon Open Day. 2008-09: \$1,295 – advertising	i) National Capital Exhibition 2008-09 \$3,318 – placed in local outdoor advertising \$4,424 – placed in local print media ii) National Carillon Open Day 2008-09 \$1,295 – placed in local print media	\$9,037